



**Ponoka Jubilee Library**  
**Plan of Service**  
**2017-2022**






# PROCESS

Using resources gathered by Ponoka's community agencies, the Ponoka Jubilee Library identified the most pressing needs as defined by the citizens of the Town of Ponoka. In September 2016, Ponoka Family and Community Support Services conducted a community survey by reaching out to community organizations, community members and by circulating surveys

One hundred and twenty community members responded to the survey and FCSS categorized the responses according to the top ten responses. By analyzing the responses in this report, the Ponoka Jubilee Library board and Library Manager were able to identify three goals with which to shape the future of library services in the Town of Ponoka.





# MISSION:

The Ponoka Jubilee Library exists to serve the community by providing access to information and recreational reading using multimedia formats. Emphasis is placed on encouraging use of library services by all members of the community.

# VISION:

The Ponoka Jubilee Library is an interactive centre of information, learning and communication.







# CORE VALUES

**Diversity/Multiculturalism:** The Ponoka Jubilee Library supports a multicultural and inclusive environment. We value diverse cultures in our community and treat all people with respect

**Creativity/Innovation:** We strive to employ a creative and innovative approach to delivering library services and programs.

**Intellectual Freedom:** We believe in the right for all citizens to participate in the open exchange of information and ideas. We are committed to building representative collections that reflect a variety of ideas and worldviews.





**Quality of Service** – Our approach is informed and led by the needs of the community. We strive to serve our communities with the best possible customer service.

**Accessibility** – We believe in free access to library services and programs and are committed to identifying and removing barriers to access.




The Ponoka Jubilee Library Community Garden (2015)






# LIBRARY PROFILE

- Service area (Town of Ponoka, Ponoka County, Maskwacis) has a defined population of 15,380
  - Current memberships: 1,648 (2016)
  - Established 1933; longstanding member of Parkland Regional Library
  - Open 2375 hours per year; 3.8 FTE staff
  - Collection (2016): 25,345 print and audiovisual materials
  - Circulation (2016): 66,435 Items
  - Interlibrary loans within Canada (2016): 13020 borrowed; 8092 lent
  - In-person library visits (2016): 44,850
  - Reference Transactions(2016): 45,550
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# PRIORITY SERVICE RESPONSES

## Visit a Comfortable Place: Physical and Virtual Spaces

- » **Service Response Description:** Residents will have safe and welcoming physical places to meet and interact with others or sit quietly and read and will have open and accessible virtual spaces that support networking.
  - » **Goal:** Ponoka Jubilee Library will be a comfortable and accessible space for residents to congregate, learn, play and interact.
  - » **Objective #1:** Ponoka Jubilee Library will move operations to a new, modern, cooperative learning facility.
  - » **Input Measures:**
    - » By September of 2018, the Ponoka Jubilee is expected to have moved into a new building designed with significant consideration to creating a space for community interaction and engagement.
    - » The Ponoka Jubilee Library will create opportunities for non-profit community organizations and groups to use seminar rooms and open classrooms free of charge.
    - » The Ponoka Jubilee Library will invest in modern, ergonomically sound, aesthetically pleasing furniture to ensure the comfort of our patrons.
  - » **Outcome measures:**
    - » In-person library visits will increase by 25% over the next 5 years.
    - » Usage of library program spaces will increase by 50% by 2019.
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» **Objective #2:** Community members will use the Ponoka Jubilee Library's Twitter and Facebook accounts to interact with the library and to make inquiries on library programs and services.

» **Input Measures:**

» The library will promote its services and programs across multiple social networking platforms to ensure optimal visibility.

» The Ponoka Jubilee Library will engage with users through social media by posting 5-7 times per week on Facebook, Instagram and Twitter.

» **Outcome Measures:**

» Facebook posts will average a reach of 500 users per post by 2020.

» The Ponoka Jubilee Library's Facebook page will reach 500 likes by 2020.

» Website and Online Public Access Catalogue visits will increase by 15% over the next 5 years.



Chop-the-Mop, 2016





## Celebrate Diversity: Cultural Awareness

### »Service Response Description:

Residents will have programs and services that promote appreciation and understanding of their personal heritage and the heritage of others in the community.

»**Goal:** Residents of the Town of Ponoka will have access to a wide range of materials, services and programs that enrich their understanding of the diverse cultures in their community.

»**Objective #1:** The Ponoka Jubilee Library will respond to community demographics by tailoring collections, services and programs to reflect the cultural diversity of Ponoka's community residents.

### »Input Measures:

»The Ponoka Jubilee Library will develop informational resources to assist new Canadians in transitioning to life in Canada.


»The Ponoka Jubilee Library will provide printing and faxing services related to immigration free of charge by 2020.

»The Ponoka Jubilee Library will engage with Ponoka's Filipino community by providing culturally relevant programs and services.

### »Outcome measures:

»The Ponoka Jubilee Library will assist 25 new Canadians per year with adjusting to life in Canada through the provision of services and programming by 2020.





» **Objective #2:** The Ponoka Jubilee Library will ensure collections and services are reflective of the Indigenous communities served.

» **Input Measures:**

» The Ponoka Jubilee Library will build its Indigenous Stories Collection by allocating 10% of our annual collections budget to materials produced by Indigenous authors.

» The Ponoka Jubilee Library will provide a minimum of two programs per year highlighting the culture Alberta's Indigenous peoples.

» **Outcome measures:**

» Circulation of materials related to Indigenous peoples and culture will increase by 5% each year.

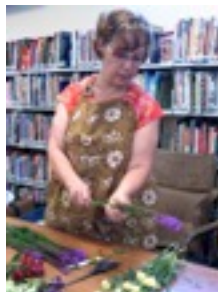
» Indigenous programming attendance will average 10-15 participants per program by 2021.

## Know Your Community: Community Resources and Services

» **Service Response Description:** Residents will have a central source for information about the wide variety of programs, services and activities provided by community agencies and organizations.

» **Goal:** The Ponoka Jubilee Library will provide a central source of information for community events, programs, services and gatherings.

» **Objective #1:** Residents will use the Ponoka Jubilee Library both online and in-person as a source of information for community events, programs and services.





» **Input Measures:**

- » The Ponoka Jubilee Library will establish a community bulletin board to be reviewed monthly to ensure relevance and timely information is communicated by 2019.
- » The Ponoka Jubilee Library will create an online calendar for distribution through the library's website and social media accounts by 2019.
- » The Ponoka Jubilee Library will invite community groups and organizations to submit events for inclusion on the library's online calendar.
- » The Ponoka Jubilee Library will liaise with the Town of Ponoka, Ponoka County, Ponoka Family and Community Support Services and Parentlink to ensure community development and library events are promoted across agencies.

» **Outcome measures:**

- » Ponoka Jubilee Library will post a schedule of community events for each month of the calendar year both online and in-house by 2019.
- » External community groups will submit 10 events for inclusion on the Ponoka Jubilee Library's online and in-house events calendar by 2019.

