



PLAN OF SERVICE

2017-2022

This Plan of Service will serve as a road map for future public library services in the Town of Redwater. The priorities outlined in the plan will provide a clear vision and direction to the board and staff as they move forward and will be reviewed annually.

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COMMUNITY PROFILE

Community Profile

The Town of Redwater sits in the northeast corner of Sturgeon County, located approximately 50 km north of Edmonton, Alberta on Highway 38. The 2016 census lists the population at 2053. The average age of our population in 2016 was 43; 14.2% of the population was under 15 years of age, and 19.8% was 65 years or older. While the population is largely English speaking, some of the other languages spoken are French, Ukrainian, German, Korean, Dutch, Tagalog, Mandarin, Afrikaans, Cree, Polish, Russian, and Serbian.

Redwater is the center of a large farming community and the discovery of oil in 1948 transformed Redwater from a hamlet to a town and created a range of oilfield related businesses. The area south of town is now known as the Alberta Industrial Heartland which includes Agrium Inc., Evonik Industries, Northwest Upgraders, Pembina and Access Pipeline Inc.

Visitors to Redwater will be greeted by the largest oil derrick in the world. Stay at the local campground while you visit other attractions comprised of an outdoor swimming pool, nine-hole golf course, indoor recreation facility and the Redwater Public Library.

The town has two schools to educate students from Head Start to grade 12. Medical and emergency services include the Redwater Health Centre, ambulance services, RCMP detachment and a volunteer fire department. Redwater and area has several churches representing a variety of denominations.

Redwater is home to approximately 120 businesses including daycare, grocery store, banks, convenience stores, gas stations, drug store, restaurants, laundromat, bargain store, hardware store, car wash, motels, hairdressers/barber, car dealership, auto repair, and auto supplies.



LIBRARY HISTORY

Library History

The Redwater oil boom of the late 1940's created an influx of people leading to a demand for a variety of new services including a public library to provide reading material for the public and the rapidly expanding school system.

On March 16, 1953, the Redwater Public Library was born in a small room in the town hall which consisted of a reading table and six chairs. The Lions Club pledged three hundred dollars a year for a period of three years. The Women's Institute of Redwater offered to match the donation dollar for dollar.

In 1953 the Honorable A.J. Hook made the formal designation of Associate Public Library under the Library Act. By 1960 Imperial Oil donated an old office building which was moved into town and renovated. Today the Redwater Public Library is located on the corner of 48 Street and 49 Avenue adjacent to the Redwater Museum.

In 2000, the Town of Redwater moved to join the Northern Lights Library System. The library "went live" with NLLS in July 2001 and could now offer its patrons access to additional resources from libraries across the province.



THE LIBRARY TODAY

The Library Today

The library serves the residents of Redwater residents plus surrounding communities, farms, and acreages. Approximately 30% of town residents are library card holders and have access to the combined collections of 170 libraries with holdings of over 3 million books, DVDs and other items. We currently house a physical collection of over 13,000 items. In 2016 there were 17,263 direct circulation and 9780 inter-library loans for a total of 27,043 physical items circulated (this does not include electronically circulated items).

The library has a two full time staff, one part time staff and employs students when grant funding is available. We are blessed with dedicated volunteers who help with a variety of library tasks.

Our public computers are heavily used for job searching, industry related on-line training, and accessing government services. Library staff aid in basic computer usage, word processing, internet searching, and more. Print and copy services are also available for a cost recovery fee. Proctoring services are provided to high school distance education students and post-secondary students from institutions across Canada.



The library offers a wide range of programming for all ages. In 2016, we offered 223 program sessions with 1551 members of the public participating. We are members of the Sturgeon Adult Learning Council and enjoy regional partnerships with Careers Under Construction, Sturgeon Literacy, and the Early Childhood Development Initiative.

Outreach services are offered to the residents of Diamond Springs Lodge in the form of a bi-weekly mobile lending library. Welcome packages for new mothers are offered through Alberta Health Services. The library participates in community events throughout the year including the town-wide garage sale, community information fair, and the annual Discovery Days parade.

The library is a member of the Northern Lights Library System and financially supported by the Town of Redwater, Sturgeon County, Alberta Provincial Government, federal employment programs, local business donors, and the Friends of the Redwater Public Library.

THE PROCESS

The Process

Early in 2017, The Town of Redwater Library Board began preparations for the creation of a new Plan of Service. Using community, staff, board, and other stakeholder input, the board worked to create a plan that would outline the key goals and objectives of the library from 2017-2022.

A focus group, facilitated by Ken Feser of Public Library Services Branch was held with participants representing a cross-section of our community including elected officials, town staff, local business, community group representatives, library users and non-users. A survey was circulated both on-line and in paper form. A social media campaign encouraged community members to participate.

Feedback from Public Consultation:

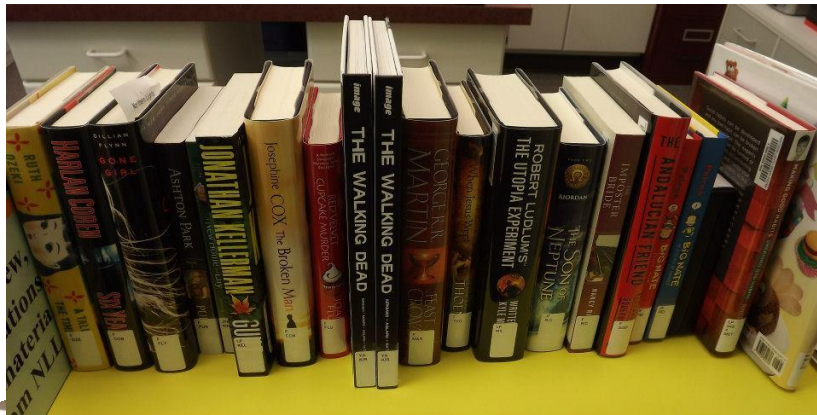
- Increase awareness of library services
- A bigger library with separate program/meeting rooms
- Open concept space
- More social space
- Better parking
- Extended hours
- Free library cards for kids
- Focus on early literacy
- Intergenerational contact
- More afterschool activities
- More programs for 10-16 year olds
- Teen services and programs
- Learning opportunities, especially for lower income learners
- Life skills workshops for young adults
- Help with job searching
- More technology
- Training on new technology
- Tutoring services
- Interactive technology
- Xbox & PlayStation games

THE RESULTS

The Results

After analysis of the gathered data and discussion on the changing needs of our community, the board selected six key areas of focus:

- Create Young Readers, Early Literacy
- Celebrate Diversity, Cultural Awareness
- Library Visibility and Community Connections
- Visit a Comfortable Space; Physical and Virtual Spaces
- Learn to Read and Write
- Express Creativity, Satisfy Curiosity



VISION, MISSION, AND VALUES

Vision, Mission, and Values

VISION

The Redwater Public Library is a valued center of the community inspiring lifelong learning.

MISSION

The Redwater Public Library serves as a welcoming environment that facilitates engagement with literacy, creativity, diversity & innovation.

VALUES

Literacy • Knowledge • Diversity • Creativity • Connection • Accessibility



CREATE YOUNG READERS, EARLY LITERACY

Create Young Readers, Early Literacy

Goal 1.1

Children from birth to 6 years will have programs and services to ensure they are able to enter school ready to learn, read, write and listen.

Objectives

- Increase attendance in existing early childhood literacy programs by 10% by 2022.
- Offer story times with guest readers by leveraging existing and new community partnerships by 2018.

Goal 1.2

Parents and Caregivers of Children aged 0-6 will have free access to library resources which support early literacy skills.

Objective

- Eliminate membership fees for children in 2018.

CELEBRATE DIVERSITY, CULTURAL AWARENESS

Celebrate Diversity, Cultural Awareness

Goal 2

Residents will have programs, resources and services to promote an appreciation and understanding of their personal heritage and the heritage of others in the community.

Objectives

- Offer or partner on at least one cultural awareness or diversity event per calendar year beginning in 2018.
- Allocate a minimum of 5% of the annual book allotment to purchases that celebrate diversity, multiculturalism and cultural awareness, beginning in 2018.

LIBRARY VISIBILITY AND COMMUNITY CONNECTIONS

Library Visibility and Community Connections

Goal 3.1

The library will have increased visibility in the community with improved awareness of the services provided and their value.

Objectives

- Increase social media following by 10% annually.
- Create a communication tool to educate current members on the wide range of services available with their library membership.
- Create a marketing plan highlighting/promoting library services and resources to the community at large by 2019.

Goal 3.2

The library is recognized as an active partner and collaborator in providing exceptional service and programming in the community.

Objectives

- Collaborate with Municipal partners and other local agencies and organizations whenever possible.
- Expand outreach to local schools

VISIT A COMFORTABLE SPACE

Visit a Comfortable Space

Goal 4.1

Residents will have safe and welcoming physical places to meet and interact with others or to sit quietly and read and will have open and accessible virtual places to support networking.

Objective

Evaluate existing use of library spaces and determine strategies to maximize space for community's needs.

Goal 4.2

Children, youth and teens will have a safer, welcoming and more functional space for programming.

Objective

Complete renovations to existing programming space by 2019.

Goal 4.3

Students and adults will have access to a comfortable, quiet place to study, work or write exams.

Objective

Complete renovations and/or purchase resources for the existing public work space to facilitate quiet work and study by 2022. (furniture, technology, headphones, etc.)

LEARN TO READ AND WRITE

Learn to Read and Write

Goal 5.1

Adults and teens will have the support they need to improve their literacy skills to meet their personal goals and fulfill their responsibilities as parents, citizens and workers.

Objectives

- Continue offering annual Family Literacy Day, Summer reading program and Winter reading programs with the support of local sponsors.
- Promote existing literacy programming and increase attendance by 10% by 2022.
- Offer teen programming to increase their use of the library and its existing literacy resources by 2018.

Goal 5.2

Increase support for teens and adults seeking employment.

Objectives

- Partner with other agencies such as Careers Under Construction and Redwater School) to offer monthly workshops for those seeking employment by 2018
- Promote Careers Under Construction and other job search tools via the library website by 2018.

EXPRESS CREATIVITY, SATISFY CURIOSITY

Express Creativity, Satisfy Curiosity

Goal 6.1

Residents will have the services and support they need to express themselves by creating original print, video, audio, or visual content in a real-world or online environment.

Objectives

- Partner with outside agencies to bring at least one new technology based program to the library each year.
- Create yearly displays by local content creators to help raise awareness of their work.

Goal 6.2

Residents will have the resources they need to explore topics of personal interest and continue to learn throughout their lives.

Objectives

- Seek local input on future programs and workshops with an online web form and annual survey.
- Offer at least one new senior and/or adult program per year.
- Increase circulation of non-fiction resources by 5% in 2022.

ACKNOWLEDGEMENTS

Acknowledgements

Thank you to all the community members who contributed to the development of this new Plan of Service, either by responding to the library survey, talking with Trustees and staff, or as part of the Community Focus Group.

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