

Redwater Public Library Strategic Plan

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.

Approved by the Town of Redwater Library Board - November 2022

PLAN OF SERVICE 2023-2027



Why Develop a Strategic Plan?

A LIBRARY CAN BE MANY THINGS TO MANY PEOPLE

01

Information &
Services



02

Social or safe space



03

Volunteering
& Community
engagement



04

Technology &
Programming



05

Reading or
viewing material



06

Internet or
computer access



A STRATEGIC PLAN HELPS EVERYONE TO UNDERSTAND WHAT THE LIBRARY INTENDS TO
FOCUS ON FOR A SPECIFIED PERIOD OF TIME.

Redwater 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.

According to the 2021 census data, the population of Redwater is 2,115; demographically, 17% of the population is under 15 years of age, 63.4% between the ages of 16 and 64, and 19.9% 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

Nutrien, Evonik Industries, Northwest Upgraders, Pembina Pipeline, Inter Pipeline, Wolf Midstream 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, pharmacies, Acupuncturist, Optometrist, physical therapy, restaurants, laundromat, bargain store, hardware store, car wash, hotels, hairdressers/barber, car dealership, auto repair, and auto supplies, and many more.



Redwater 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 serves the residents of Redwater residents plus surrounding communities, farms, and acreages. Approximately 35% 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 14,000 items. In 2019 there were over 24,000 checkouts – including over 3000 checkouts of e-content and over 18,000 visits to the Library building. In 2021, we lent out 6553 of our items to other alberta libraries and brought in 2887 items for our patrons to borrow. The library has 3 dedicated staff members and employs students when grant funding is available. We have dedicated volunteers who help with a variety of library tasks.

Our public computers are heavily used for job searching, industry related online 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 2019, we offered 171 program sessions with 1,921 members of the public participating. We are members of the Sturgeon Adult Learning Council and enjoy many regional and community partnerships. Outreach services are offered to the residents of Diamond Springs Lodge and Long-Term Care in the form of a bi-weekly mobile lending library. The library participates in community events throughout the year including the town-wide garage sale, community information fairs, 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.

Planning for Success

THE PROCESS

Early in 2022, The Town of Redwater Library Board began preparations for the creation of a new Plan of Service. Using the input of community, staff, board, and other stakeholders, the board worked to create a plan that would outline the key goals and objectives of the library from 2022-2027. A focus group, facilitated by Jordan DeSousa 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 new community members. In addition, a survey was circulated both on-line and in paper form to help pinpoint how the library can best serve the community of Redwater; a social media campaign and a gift basket draw encouraged community members to participate.

Community Engagement

FEEDBACK FROM PUBLIC CONSULTATION

What do you value most about the library?

- Electronic resources
- Library Staff
- Accessible Space
- Community involvement
- Access to materials
- Current collections

What needs should the library work to meet?

- Programs with food
- Integration into other community services
- Varied programming
- up-to-date information and collections
- Learning spaces
- Non-traditional collections and programs
- Community hub

What are the most important library services?

- Courteous and Friendly staff
- Programs for children, families, teens, adults, and seniors
- Literacy programs
- Computer and internet access
- Safe space
- Current collections

What are the needs of the community?

- Community collaboration
- Volunteers to fill opportunities
- Joint-use spaces
- Infrastructure improvements
- More funding and Staff in community spaces

Why use the library?

- Movies and Books
- Community programs
- Great resources
- Love of reading
- Internet access
- Socialization
- Photocopy services
- information

Vision, Mission, and Values

REDWATER PUBLIC LIBRARY

Vision

01

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

Mission

02

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

03

Values

LITERACY | KNOWLEDGE

04

Values

DIVERSITY | CREATIVITY

05

Values

CONNECTION | ACCESSIBILITY

The Results

2023-2027
REDWATER
LIBRARY GOALS

01 Create
Young Readers:

Early Literacy

02 Stimulate Imagination
& Express Creativity:

Reading, Viewing, Listening,
and Creating for Pleasure

03 Know Your Community:

Community Resources and
Connections

04 Visit a Comfortable Place:

Physical and Virtual Spaces

05 Satisfy Curiosity
& Celebrate Diversity:

Lifelong Learning



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.

GOAL 1

GOAL 1.2

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



OBJECTIVES

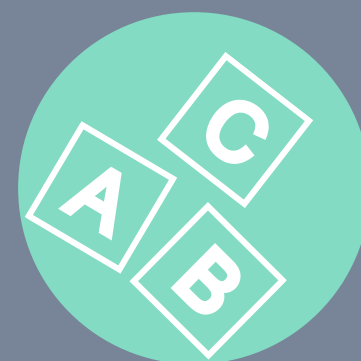
OBJECTIVE 1

Create a webpage and handouts supporting early literacy resources and activities



OBJECTIVE 2

Increase circulation in pre-school materials by 10%



Create Young Readers: Literacy

OBJECTIVE 3

Create or adapt at least three literacy bins for children ages 0-6



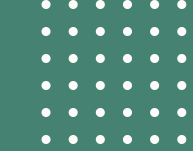
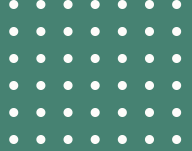
OBJECTIVE 4

Children's area will be engaging and interactive explore ways to keep this area current and functional. .

OBJECTIVE 5

Facilitate two 6-10 week sessions of free literacy programming during the calendar year





GOAL 2.1

Residents will be able to find materials that suit their interests and needs and will have the help they need to make choices from among the options

OBJECTIVES

OBJECTIVE 1

Allocate 10% of collection budget for bestsellers and popular items



OBJECTIVE 2

Create a video game collection



GOAL 2

**Stimulate
Imagination
& Express Creativity:
Reading, Viewing,
Listening, & Creating
for Pleasure**

GOAL 2.2

Residents will have the services and support to learn new skills and express themselves creatively in a real-world or online environment.



OBJECTIVES

OBJECTIVE 3

Promote new releases monthly



OBJECTIVE 4

Incorporate new ways to link patrons and community members to resources that stimulate their imagination or teach new skills





GOAL 3.1

Members of the community will recognize the library as a hub of knowledge and resources when seeking information about the Community, its programs, and resources.



GOAL 3.2

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



GOAL 3.3

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

GOAL 3



OBJECTIVES

OBJECTIVE 1

Staff will participate in community events and invite community organizations to participate in library events



OBJECTIVE 2

The community resources boards will be kept current and staff will stay informed on community events



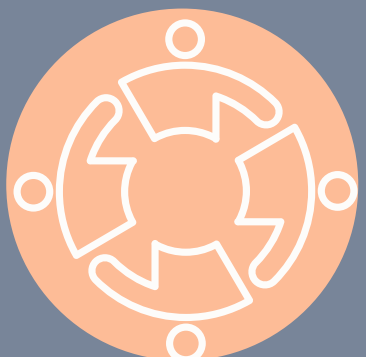
OBJECTIVE 3

Increase in community's awareness of what is offered in the library and in the Town of Redwater through program and event participation by 2024



OBJECTIVE 4

Partner with other organizations and groups to offer programs for the community



GOAL 4

OBJECTIVES

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.

GOAL 4.2

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

GOAL 4.3

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

Visit a
Comfortable
Place:
Physical and
Virtual Spaces

OBJECTIVE 1

Digital spaces and physical displays will be kept current and look inviting

OBJECTIVE 2

Gallery wall will be changed regularly

OBJECTIVE 3

Furniture in all areas of the library will be kept clean and attractive, reflecting a functional and welcoming environment

OBJECTIVE 4

Cleaning of the library windows will be done every spring

GOAL 5

OBJECTIVES

GOAL 5.1

The community will discover many ways to experience and interpret the world.

GOAL 5.2

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.

GOAL 5.3

The library will provide opportunity for residents to explore a variety of subjects and continue to learn throughout all stages of life.

**Satisfy Curiosity
& Celebrate
Diversity:
Lifelong Learning**

OBJECTIVE 1

Offer DIY project programs for adults or teens (at least 3 per year)



OBJECTIVE 2

Collections and programs will celebrate community diversity and reflect community needs



OBJECTIVE 3

The library will host at least 1 financial literacy program or job related program per year





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.



Board Members:

Kerri Mills – Chairperson
 Bonnie Cowan – Vice Chair
 Liz Chernoff – Secretary
 Tina Cosby
 Falon Fayant
 Avery Graham
 Megan Sutor
 Joanne Williams

Library Director:
 Alicea Paszek

