

Devon

PUBLIC LIBRARY

PLAN OF SERVICE 2023-2028



Mission

To enrich lives, build community and foster success by bringing people, information and ideas together.

Vision

To be a safe and welcoming place for our diverse community, a place which connects people, inspires learning, literacy, and curiosity, and sparks change for a better community.

Values

- **Intellectual freedom:** Providing access to all expressions of knowledge and creativity
- **Diversity and inclusion:** Valuing individuality, a person's needs, experiences and differences with tolerance and understanding
- **Accessibility:** providing barrier-free facilities, resources and services
- **Community:** appreciating and responding to the needs of our community
- **Lifelong learning:** fostering the joy of reading and learning
- **Fun:** creating a positive environment in which staff and customers have fun and enjoy what we offer

Message from the Chair

I am pleased to share Devon Public Library Board's new Plan of Service 2023 – 2028. In a community-driven effort, the board and staff developed a plan that will guide us for the next five years. Thanks to all community members who responded to our survey and contributed suggestions and answers to our in-person message board. Your input and ideas were a vital part of this process. Thank you for sharing your thoughts about our collections, services, staff, programs and spaces, as well as for your ideas for improving this great library. This plan presents our shared vision for the immediate future. It is grounded in our enduring commitment to our community – to provide exceptional library services and to be thoughtful stewards of public funds.

The Devon Library Board's vision, mission and values provide a roadmap for the board and community feedback guided our plan. The Library strives to be at the heart of Devon, supporting and strengthening the community by fostering social cohesion and cultivating opportunities for Devon and area residents to come together through shared spaces, resources, programs, and events that inform, educate, and entertain. We are confident that our library will nurture the well-being of anyone who comes through our door or visits our website.

The priorities outlined in this plan reflect our main core value: Our patrons are our top priority, and that commitment shines through in our goals. One newly refreshed goal is to expand local partnerships to increase awareness of the wealth of library services, explore sponsorship opportunities, and reach non-library users. We are also putting our energy into enhancing capacity on our board. Fully engaged and active board members will ensure we provide the collaboration, imagination and action to achieve our goals. Strong governance will also ensure a solid foundation for future board members. We have also articulated our commitment to our staff to continue to invest in developing their skills and knowledge needed to meet the ever-changing needs of our community. The board recognizes that all staff members play a valuable role in service excellence.

A special thank you to our Friends of the Devon Public Library group, who have demonstrated a willingness to innovate and experiment with fundraising ventures and are fiercely committed to supporting our library. We recognize the library cannot accomplish all of this alone and it will take collaboration with many members of the community to achieve the goals in this plan. A plan is just a plan until put into action. It's up to us to make it a reality!

Barbara London, Chair of Town of Devon Library Board

Library Profile



In 1955, the Devon Public Library was established in the Devon Civic Building basement on Main Street. There was some concern about the library's future success. "This library is very new and was begun at the same time that TV became available here. There is a TV set in every second home here, so we feel that our circulation record is quite good for the circumstances," explained Dorothy M. Crosby, the librarian at the time. However, it seems there was no reason for concern, as the library later moved to Devon High School (now John Maland High School) in 1966, and finally to the Devon Shopping Mall in 2007, in order to provide the space for its growing collection and to better serve the community of Devon.

In 2004 the library joined the Yellowhead Regional Library and through it The Regional Automation Consortium (TRAC), connecting its borrowers with the materials from over 170 public libraries across Alberta.

What started out as two suitcases of books has now become a library with 8,000 square feet of space, and 38,930 materials, not including the many e-resources offered. The library now supports a population of 6,578 people (2019 census) in the Town of Devon as well as the residents that live in Parkland County and Leduc County.



Devon Public Library

Annual Report
2022



The library had 2,950 open hours in 2022!



1,517 people have a card at our library



80,300 people walked through our doors last year



In addition to 18,661 website visits



The library added 3,341 new items last year



Bringing the total collection to 38,930



There were 10,250 downloads of e-Content



Contributing to a total of 92,173 checkouts!



We lent our items to libraries outside of our system 12,530 times



Our service is delivered by 13 dedicated staff



And 6 amazing volunteers



The library has 6 public computers



And brought in 20,769 items upon patron request



We answered 1,900 reference questions



And our meeting rooms were used 677 times, not including drop-in uses



And the computers were used 2530 times



We offered 340 in-person programs



14 virtual programs



And 24 digital literacy programs



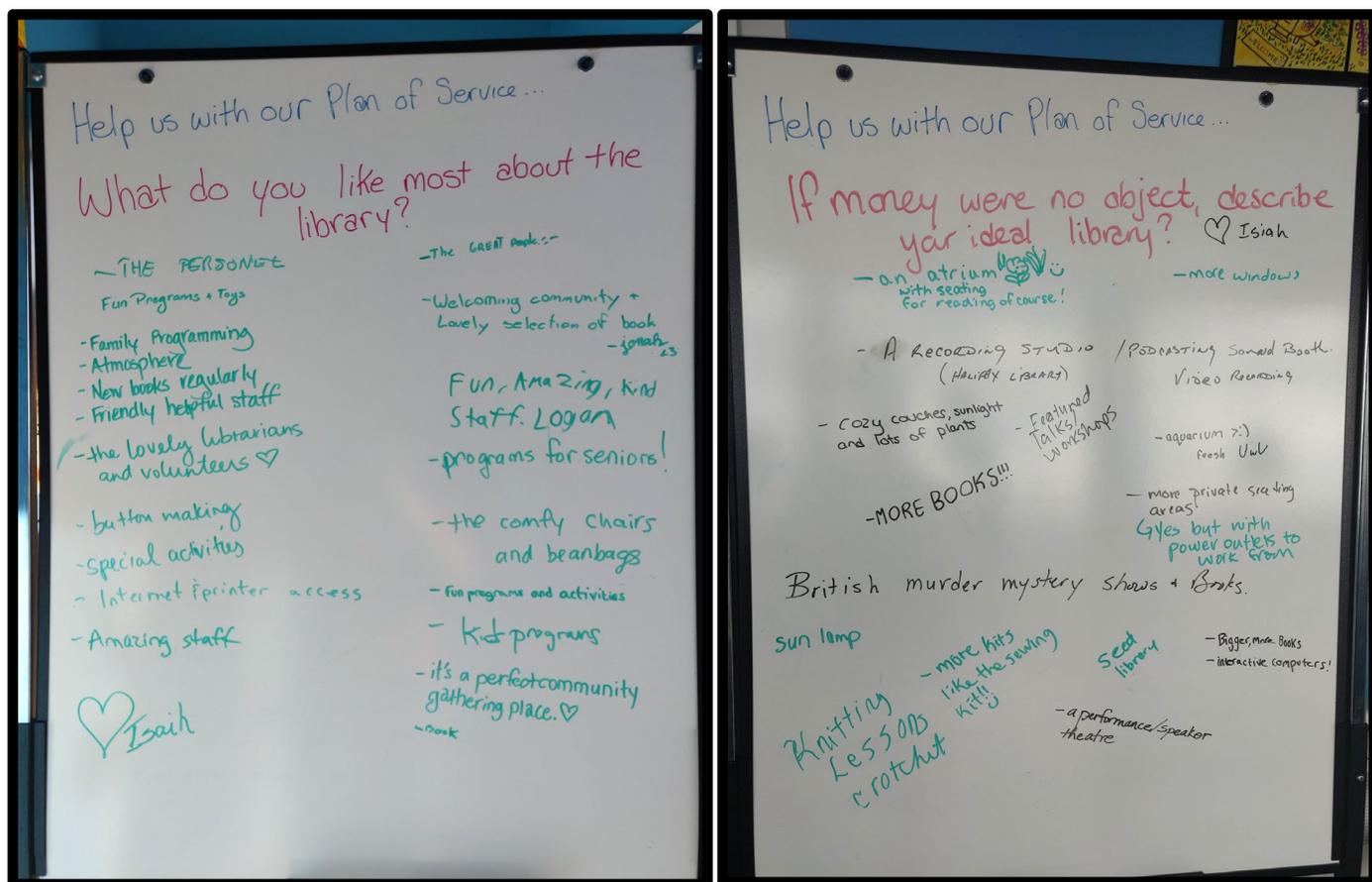
5,748 people attended in total!



And our Wi-Fi had 18,319 connections!

Planning Process

As recommended by Alberta Municipal Affairs, Public Library Services Branch, Devon Library Board utilized Sandra Nelson's *Strategic Planning for Results* process to identify the needs of the community in order to establish relevant library service priorities. The planning began in the Spring of 2022 with Jessica Knoch, Manager of Library Development Services with Yellowhead Regional Library. We proceeded to conduct surveys both in the library and online to gather input from our community. Jessica attended January's board meeting by zoom and walked us through the results of our survey analysis and with our input determined the following priorities and themes for the Plan of Service.



Goals

Inspire Community Learning

OBJECTIVE 1: Create Programming in Response to Community Needs



Strategies to support this goal:

- Support the development of early childhood literacy skills with interactive storytelling programs
- Increase literacy through the creative arts with community music/art circles, poetry, spoken word and storytelling
- Coordinate with our educational partners to support children and ensure they have the skills they need
- Build on success of teen programming eg. anime club
- Writing workshops and seminars for teens and adults
- Provide technology outreach programs for seniors
- Encourage the use of eResources through all ages

OBJECTIVE 2: Maintain and enhance traditional and non-traditional collection items



Strategies to support this goal:

- Ensure collection is reflective of ongoing and future needs of the community and is a balanced representation of individual viewpoints
- Create display spaces that spark the patron's imagination.
- Investigate new kits and items to add to the collection as a means of inspiring new forms of learning and engagement
- Increase circulation 2% by 2028

OBJECTIVE 3: As the host of the Community Adult Learning Program funded by the Ministry of Skilled Trades and Professions, provide access to adult learning opportunities.



Strategies to support this goal:

- Facilitate the Community Adult Learning Program for the Town of Devon and offer programs and coaching relating to adult literacy, numeracy, skills for learning, English language learning, basic digital skills and community capacity building.
- Engage with other community organizations to enhance opportunities for learners in our area.

Strengthen Community Partnerships

OBJECTIVE 1: Seek New Funding Opportunities



Strategies to support this goal:

- Work with Town of Devon Economic Development Officer to solicit donations from area businesses and organizations
- Create a network of potential sponsors
- Research and access grants from various organizations
- Develop fundraising strategy and workplan through such actions as an Advocacy Committee group which would consist of volunteers from staff and board members.
- Work with the Friends of the Devon Public Library Association to roll out new and creative fundraising opportunities

OBJECTIVE 2: Raise the Library's profile within the community



Strategies to support this goal:

- Continue to actively seek opportunities to illustrate to the public the many community benefits delivered by Devon Public Library
- Elevate the Library as a community hub where there is extensive interactions between the library and various organizations becoming a beacon of culture and knowledge
- Create displays that highlight and support service and cultural group activities
- Measure and share our socio-economic impact
- Seek out opportunities to speak to community groups and partners to raise awareness
- Explore ways to engage with those who are unfamiliar with library services
- Identify and explore opportunities for collective impact with other community organizations
- Library Mascot will attend more major community events
- Engage Town Council and Town leadership through regular communications and presentations
- Work collaboratively with partners on shared initiatives that advance the library's mission, vision, and values.
- Celebrate our 70th anniversary in 2025
- Create a community bulletin board for residents and community groups to utilize
- Refresh our branding

Offer the Community Improved Physical and Virtual Spaces

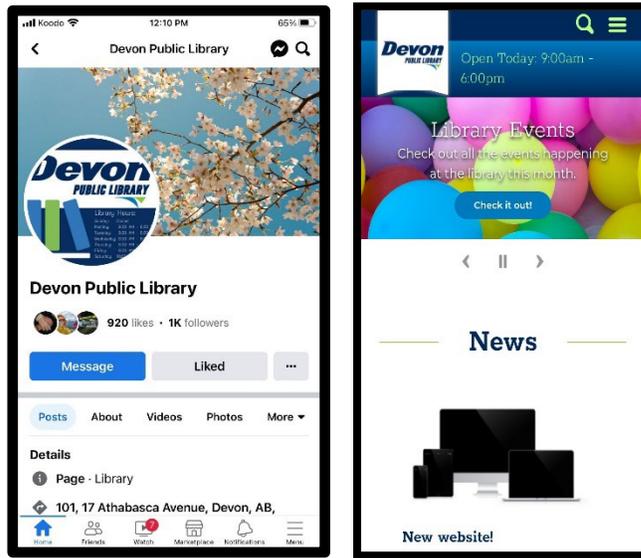
OBJECTIVE 1: Offer a space that is welcoming, supportive and safe



Strategies to support this goal:

- Ensure that all patrons feel the library is a welcoming space
- Increase accessibility and reduce barriers for all patrons by creating an open access to physical and virtual spaces
- Enhance library service by working with the Town to expand the library's footprint
- Develop a long-term plan to address a future library move
- Compile and maintain file related to library upgrades, expansions, builds, ideas on library design - to provide improved public space and services and be future ready
- Improve wayfinding experience for customers including tips and tricks on using the library
- Investigate options to provide more seating and study spaces with access to power.
- Provide a more advanced digital suite of programs on our public computers

OBJECTIVE 2: Enhance our virtual presence



Strategies to support this goal:

- Roll out a new website with better accessibility and findability
- Improve our online registration process
- Increase our social media followers
- Increase the number of subscriptions to our email newsletter

OBJECTIVE 3: Promote appreciation and awareness of our diverse community



Strategies to support this goal:

- Stimulate imagination through diverse voices in a balanced library collection
- Diverse range of programs and events as reflected by our community
- Conduct a diversity audit on our collection to ensure we have a balanced collection that represents our community

OBJECTIVE 4: Deliver library services to non-library users



Strategies to support this goal:

- Increase number of memberships
- Membership drives at school and community events
- Volunteer groups to coach the senior groups on eResources
- Heighten the awareness of accessible eResources at various community events
- Expand our collection to include different items that might attract new users
- Provide delivery services to homebound users

Create an organizational environment of pride, respect, and accountability

OBJECTIVE 1: Improve the working environment and the delivery of library services



Strategies to support this goal:

- Train and empower library staff and Board members
- Improve communication and collaborative efforts between library staff and board
- Staff attend workshops and seminars to facilitate new programs, tools and technologies
- Board members will take advantage of online learning webinars and in-services to improve board governance, ensure fiscal responsibility, and gain a deeper understanding of their roles
- Board members are encouraged to participate in a minimum of 1 community meeting or event per month.
- Commit to compensation reviews every 3 years