PLAN OF SERVICE

2018 through 2020
When the Library Board undertook planning work in 2016 our goal was to gather as much information about our community, what are its greatest needs, and how the Library can best meet those needs.

Many community members generously gave their time by attending a day-long workshop. Others filled out surveys or participated in interviews. Their collective wisdom and insights were invaluable.

Library staff members not only provided supporting research, but worked enthusiastically with community feedback to identify ways the Library can address needs.

Throughout this process the Public Library Services Branch, other public libraries in Alberta, and key stakeholders in our community provided excellent advice, examples, encouragement, and support.

The Board of the Medicine Hat Public Library is very grateful to all involved and is excited to offer this new Plan of Service to the community.
MISSION STATEMENT
The Medicine Hat Public Library serves as a community hub, providing equitable and convenient access to books, media, information, and programs that help to educate, enrich, entertain, and inform.

VISION STATEMENT
That the Medicine Hat Public Library is a valued resource, fostering lifelong learning and enhancing the vitality of the community now and into the future.

VALUES
» Equitable access and inclusion
» Freedom of information
» Lifelong learning
» Intellectual freedom
» Connecting community

strategic direction: 2018 - 2020

Based on a lengthy community consultation, a review of demographic data, as well as an examination of trends in public library service, three strategic directions emerged and were approved by the Board:

The Library is a facilitator of information.
The Library fosters a sense of community and belonging that is inclusive.
Library Board and staff members are the Library’s greatest champions.
MHPL is a facilitator of information

OBJECTIVES

1. We provide people a central source for information about the wide variety of programs, services, and activities offered by community agencies and organizations.

2. We provide people the resources they need to identify and analyze risks, benefits, and alternatives before making decisions that affect their lives.

3. We provide people the resources they need to explore topics of personal interest and continue to learn throughout their lives.

4. We provide students the additional resources they may need to succeed in school.

ACTIONS

1. We provide people a central source for information.
   1.1 We will work with community groups and the media to increase people’s knowledge of what is happening and what services are available in the community.

2. We provide people the resources they need to identify and analyze risks, benefits, and alternatives.
   2.1 We will offer at least five brand new programs each year, including areas to do with home repair, physical activity, and technology.
   2.2 We will offer a program to develop information literacy skills particularly as applied to online information.
   2.3 We will partner with other organizations to offer a Life Skills 101 program which increases patron confidence in how to budget, balance a cheque book, or other life skills.

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MHPL is a facilitator of information

ACTIONS

3. We provide people the resources they need to explore topics of personal interest.
   3.1 We will invite experts to explain contemporary public issues.
   3.2 We will promote, recruit, and celebrate the human book collection including events at the Medicine Hat College and Medicine Hat Public Library.

4. We provide students the additional resources they may need to succeed in school.
   4.1 Working with Medicine Hat College and other community organizations we will provide grade school level tutors at the Library.

MEASURES OF SUCCESS

» Surveys will reveal increased knowledge of community events, and services, as well as knowledge about electronic resources provided by the Library.

» Program evaluations will report at least 90% of those completing the program have increased competence in the subject matter.

» Programs requiring registration will be full at least 75% annually.

» Surveys completed at the end of Library talks will report that at least 75% of attendees have better understanding of issues or topics.

» The human books collection will increase circulations, include more subjects, and will adapt to community needs.

» We will meet demand for grade school level tutoring within the Library.
MHPL fosters a sense of community and belonging that is inclusive

OBJECTIVES

1. We help people discover and celebrate the diversity of our community.

2. We provide people with materials to enhance their leisure time; they will find what they want and will have the help they need to make choices from among the options.

3. We provide people with safe and welcoming physical places to meet and interact with others or to sit quietly and read. We will have open and accessible virtual spaces that support networking.

4. We provide new immigrants and refugees with information on citizenship, language learning, employment, public schooling, health and safety, available social services, and any other topics that they need to participate successfully in Canadian life.

ACTIONS

1. We help people discover and celebrate the diversity of our community.
   1.1 We will continue to partner with local organizations whose goals support an inclusive community.
   1.2 We will continue to offer diversity-themed programs using local hosts to provide information on different cultures/world events.
   1.3 We will help bring an international focus to the community by hosting travelogue programs to showcase the value of exploring other cultures.
   1.4 We will offer a human book event with an LGBTQ+ theme to help promote diversity awareness.

2. We provide people with materials to enhance their leisure time.
   2.1 We will purchase the rights to show at least one popular television show, sporting, or cultural event in the newly-renovated theatre.
   2.2 We will make sure that by 2020 all seniors’ residences have a relationship with the Library.
   2.3 We will host at least two Readers Theatre events.

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MHPL fosters a sense of community and belonging that is inclusive

**ACTIONS**

2.4 We will organize monthly culture-themed programs for adults and families.
2.5 We will develop and maintain an online patron-driven site where patrons can suggest programs and materials they’d like to see at the Library.
2.6 We will annually find at least one new community partner to create pop-up Libraries.
2.7 We will work with partners to host tutors and to offer a book club for adults who wish to enhance their literacy skills.

3. **We provide people with safe and welcoming physical places.**
   3.1 We will monitor patron use of spaces and adjust furniture, program space use and equipment as needed.
   3.2 We will create a satellite Library in another part of the city.

4. **Provide new immigrants and refugees with information.**
   4.1 We will partner with community organizations to ensure new immigrants and refugees are aware of the resources available at or through their Library.

**MEASURES OF SUCCESS**

» An annual post-partnership survey will achieve at least an 85% satisfactory score.
» Travelogue programs will have at least thirty people attending each of twelve events.
» All seniors residences will report their relationship with the Library improves the lives of their residents.
» By 2020 we will have a satellite Library location.
» By 2020 we will develop at least three more pop-up Libraries.
MHPL Board and staff members are the Library’s greatest champions

OBJECTIVES
1. We will increase the Library’s profile.
2. We will advocate for greater patronage.

ACTIONS
1. Board and staff members will seek out meaningful opportunities to promote the Library and will strengthen or build new relationships in the community.
2. Board and staff members will attend public presentations promoting the Library.
3. Board and staff members will attend events in the community that offer networking opportunities.
4. The Board will participate in fundraising initiatives.
5. Board and staff members will invite elected officials to attend Library events.
6. Board and staff members will provide regular information items to Medicine Hat City Council.

MEASURES OF SUCCESS
» A minimum of one Board and one staff member will attend a minimum of four community events annually.
» Board and staff members will increase the number of presentations to service clubs and other community groups.
» At least one major fundraising event will be held annually.
» The fundraising event will generate increased exposure and revenue.
» The City of Medicine Hat Public Services Committee will hold a regular committee meeting at the Library.
» Elected officials will attend each major Library event.
» At least four information items will be provided to Medicine Hat City Council annually.
» By 2020 we will have an updated Fund Development Plan.
Conclusion

The Board and staff members are proud of what the Medicine Hat Public Library has accomplished in the past 103 years. We are even more excited about our future. We will continue to bring our community together and provide services that educate, enrich, entertain, and inform.

The Medicine Hat Public Library connects:

» people to people
» people to place
» people to learning