



**Medicine Hat Public Library
Plan of Service 2010-2012**

Vision and Mission Statements

Vision Statement

The Medicine Hat Public Library is a valued resource, fostering life-long learning and enhancing the vitality of the community.

Mission Statement

The Medicine Hat Public Library provides our community with equitable and convenient access to books, media, information and programs that help to educate, enrich, entertain and inform.

Values

The Medicine Hat Library Board supports and endorses the values of The Alberta Library.

1. Universal Access

All citizens of Medicine Hat will have equitable access to library and information services regardless of place of residence, or social or economic circumstance.

2. Freedom of Information

The Medicine Hat Library Board is committed to the concept of public access to information while respecting individual privacy.

3. Lifelong Learning

Each individual has the right to access the information and ideas required to be a self-reliant, responsible, caring, and contributing member of society.

4. Intellectual Freedom

The Medicine Hat Public Library has a responsibility to promote, develop, and facilitate access to all expressions of knowledge, opinion, and intellectual activity for all citizens of Medicine Hat. The Board also supports the Canadian Library Association's Statement on Intellectual Freedom.

5. Innovation

The Medicine Hat Public Library will take a leading role in providing the citizens of Medicine Hat with the information and ideas they need to meet the demands of the next century by employing traditional and innovative means and resources, co-operating and cost-sharing with stakeholders, and being willing to embrace change and provide new direction.

Goals and Actions

Goal 1: Ensure the Library environment is positive and welcoming

- 1.1 Review the current circulation desk configuration and staffing to fully respond to patrons' needs
Responsibility: Manager of Circulation Services and Chief Librarian
Timeline: 2010
- 1.2 Develop a training check-list for all newly hired staff
Responsibility: Chief Librarian, Department Heads and Manager of Circulation
Timeline: 2010
- 1.3 Provide customer service training to all staff
Responsibility: Chief Librarian
Timeline: 2010 and 2011
- 1.4 Establish a mentoring program for new staff, involving partnering a new staff with a more experienced staff member
Responsibility: Chief Librarian, Department Heads and Manager of Circulation
Timeline: 2010 and ongoing
- 1.5 Initiate roving reference
 - 1.5.1 Provide training to Library Clerk Is and IIs
Responsibility: Chief Librarian and Department Heads
Timeline: 2010
 - 1.5.2 Create and distribute 'Ask Me!' buttons
Responsibility: Chief Librarian and Department Heads
Timeline: 2010
 - 1.5.3 Schedule roving reference
Responsibility: Manager of Circulation Services
Timeline: 2010 and ongoing
- 1.6 Investigate means to alleviate parking issues.
Responsibility: Chief Librarian and Library Board
Timeline: Ongoing
- 1.7 Improve the accessibility of items on the library shelves
 - 1.7.1 Reduce use of bottom shelves; purchase angled lower shelves for improved viewing where appropriate and necessary.
Responsibility: Department Heads and Manager of Circulation Services
Timeline: 2010 and ongoing
 - 1.7.2 Consider and implement options for improved display of items
Responsibility: Department Heads and Manager of Circulation Services
Timeline: 2011

- 1.8 Continue to explore theatre renovation possibilities and funding options
Responsibility: Chief Librarian and Library Board
Timeline: 2010 for possible renovation 2011 or 2012

Goal 2: Investigate the expansion of library services throughout the community

- 2.1 Investigate options for a library branch or mobile service within Medicine Hat.
- 2.1.1 Access funding to contract with an outside firm to review possible locations and service options for additional library service delivery external to the current building. Conduct the review.
Responsibility: Chief Librarian and Library Board
Timeline: 2010
- 2.1.2 Establish a library branch committee to follow the recommendations from the contracted firm.
Responsibility: Library Board
Timeline: 2011
- 2.2 Create a Community Liaison Librarian position to oversee community outreach services.
- 2.2.1 Find funding to establish and sustain this position
Responsibility: Chief Librarian and Library Board
Timeline: 2012
- 2.3 Explore additional means to expand public library service to College faculty and students in partnership with the Vera Bracken Library, Medicine Hat College.
- 2.3.1 Develop the capability of borrowing and returning public library items at the Vera Bracken Library.
Responsibility: Chief Librarian, Technology Services Coordinator, Shortgrass Library System
Timeline: 2011/2012
- 2.3.2 Create a public library collection at the Vera Bracken Library similar to, but further developed than, what is in place currently.
Responsibility: Head of Adult Services
Timeline: 2012
- 2.4 Strengthen community partnerships where mutually beneficial
- 2.4.1 HATSmart
See 3.5.1
- 2.4.2 Medicine Hat College ESL program and Saamis Immigration
Responsibility: Chief Librarian, Head of Reference Services and Head of Adult Services
Timeline: 2010

- 2.4.3 Vera Bracken Library, Medicine Hat College
See 2.3
- 2.4.4 City of Medicine Hat Transit Services
Responsibility: Chief Librarian
Timeline: 2010/2011
- 2.4.5 LEARN, particularly the Family Literacy program
Responsibility: Chief Librarian and Head of Children's Services
Timeline: 2010/2011

Goal 3: Ensure programs and services are responsive and relevant to the community.

- 3.1 Utilize technology to enhance the library collection
 - 3.1.1 Extend library collection to include e-books and e-audio
Responsibility: Chief Librarian, Department Heads, and Shortgrass Library System
Timeline: 2010
 - 3.1.2 Create and maintain linkages to e-resources on the library website and catalogue.
Responsibility: Technology Services Coordinator and Shortgrass Library System
Timeline: 2010 and ongoing
 - 3.1.3 Participate in e-resource collection development.
Responsibility: Department Heads
Timeline: 2010 and ongoing
- 3.2 Investigate and establish book clubs
Responsibility: Department Heads
Timeline: 2010
- 3.3 Focus attention on weeding and updating the library's collections to ensure that the collections are relevant to the needs and interests of the community.
Responsibility: Department Heads
Timeline: 2010 and ongoing
 - 3.3.1 Utilize some capacity money made available through the RISE project to assist in weeding the adult non-fiction collection.
Responsibility: Chief Librarian and Library Board
Timeline: 2010
- 3.4 Continually assess programs to ensure that they are responding to the needs and interests of the community.
 - 3.4.1 Monitor program attendance
Responsibility: Department Heads and Youth Services Coordinator
Timeline: 2010 and ongoing

- 3.4.2 Change program times/topics where relevant
Responsibility: Department Heads and Youth Services Coordinator
Timeline: 2010 and ongoing
- 3.4.3 Utilize the voice of youth to understand needs and meet future trends in programming and service deliver
Responsibility: Chief Librarian, Department Heads and Youth Services Coordinator
Timeline: 2010 and ongoing
- 3.5 Utilize specialty knowledge found in local organizations to assist in developing specific areas of the library's collections.
 - 3.5.1 Work with HATSmart staff to further develop the library's alternative energy and energy conservation resources.
Responsibility: Head of Reference Services and Head of Children's Services
Timeline: 2010 and ongoing
 - 3.5.2 Work with the local francophone community to develop the library's French language collections
Responsibility: Head of Adult Services and Head of Children's Services
Timeline: 2010 and ongoing
 - 3.5.3 Work with the Medicine Hat Horticultural Society and the Medicine Hat College Horticulture Department to develop a strong collection of gardening resources for the local climate.
Responsibility: Head of Reference Services
Timeline: 2011
 - 3.5.4 Work with the Medicine Hat Genealogical Society to develop and expand the library's genealogical resources.
Responsibility: Head of Reference Services
Timeline: 2012

Goal 4: Ensure residents are aware of library services and encourage active engagement.

- 4.1 Establish a marketing and promotions plan for the library.
 - 4.1.1 Develop event promotion procedures
Responsibility: Department Heads in discussion with the Marketing Committee
Timeline: 2010 and 2011
 - 4.1.2 Develop a consistent 'look' for print and digital library publications
Responsibility: Marketing Committee in discussion with the Library Board, Chief Librarian, and Department Heads
Timeline: 2010 and 2011
- 4.2 Create a brand for the library and determine how it will be utilized

Responsibility: Marketing Committee in discussion with the Library Board, Chief Librarian, and Department Heads
Timeline: 2010

- 4.3 Identify organizations and groups where library information or direct outreach activities would be mutually beneficial.
Responsibility: Chief Librarian and Department Heads
Timeline: 2011 and ongoing
- 4.4 Review and revise the library website to ensure that information is easily accessible and the design is attractive.
Responsibility: Technology Services Coordinator, Chief Librarian, Department Heads, Youth Services Coordinator, and Marketing Committee
Timeline: 2010 and ongoing
- 4.5 Work with the Shortgrass Library System to improve the user interface of the library catalogue.
- 4.5.1 Explore possibilities of Bibliocommons and implement if feasible
Responsibility: Chief Librarian, Department Heads, Technology Services Coordinator, Shortgrass Library System
Timeline: 2011
- 4.5.2 Provide feedback to Shortgrass Library System on ways to improve the user experience in the current eLibrary iteration.
Responsibility: Chief Librarian and Department Heads
Timeline: 2010 and ongoing
- 4.6 Create and maintain a Medicine Hat Public Library Facebook site.
Responsibility: Department Heads, Technology Services Coordinator, and Youth Services Coordinator
Timeline: 2010 and ongoing

Plan of Service Review

The Library Board shall review the Plan of Service 2010-2012 at least annually at the Library Board Retreat to ensure that the goals and actions are still relevant to the library's environment. The review shall also consist of a report to the Board by the Chief Librarian demonstrating active movement toward achieving the goals of the Plan of Service.