



**Medicine Hat Public Library  
Plan of Service 2005-2009**

Approved 6 October 2004

## Vision and Mission Statements

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### 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

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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 Objectives

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### 1. Library Experience

Increase the positive response of the community to the library environment.

*The library is an attractive destination, a place where all people feel comfortable, safe, and welcome. Whether they are regular patrons or first-time visitors, everyone coming to the library will find it easy to use the facility and to find and borrow books and other items they need. Even those who use the library regularly will often find something new to surprise and delight them. The library will regularly seek feedback from patrons to ensure that their needs and expectations are met.*

#### 1.1. Electronic

The library utilizes technology to improve the library experience with faster access to information through a variety of media and efficient library service. The public's experience is improved through the possible introduction of wireless communication, RFID technology, and a new integrated library system. Steps in achieving this objective are outlined in the Technology Plan.

#### 1.2. Building Exterior

The library building is attractive, accessible, easily identified, and secure.

- 1.2.1. Paint the exterior trim of the building.  
*Responsibility:* Library Board and Chief Librarian  
*Timeframe:* 2005
- 1.2.2. Design, construct, and install a new external sign.  
*Responsibility:* Library Board and Chief Librarian  
*Timeframe:* 2005
- 1.2.3. Replace current bike racks with ones that satisfy user needs.  
*Responsibility:* Chief Librarian  
*Timeframe:* 2005
- 1.2.4. Determine options for creating a physical connection to the Esplanade.  
*Responsibility:* Library Board  
*Timeframe:* 2008
- 1.2.5. Continue to investigate ways to improve public parking options.  
*Responsibility:* Library Board and Chief Librarian  
*Timeframe:* 2005

**1.3. Building Interior**

The library interior is attractive, safe, and accessible. It highlights the services provided by the library. The interior layout utilizes resources effectively.

- 1.3.1. Replace stack end signs with signs that are attractive and easy to read.  
*Responsibility:* Chief Librarian and Department Heads  
*Timeframe:* 2006
- 1.3.2. Enhanced and improve the effectiveness of displays of library resources and program information throughout the library. Displays should attract the public and be highly visible.  
*Responsibility:* Chief Librarian and Department Heads  
*Timeframe:* 2005 and ongoing
- 1.3.3. Develop and institute a plan for replacing carpets.  
*Responsibility:* Chief Librarian (working with City of Medicine Hat Building Services)  
*Timeframe:* 2007 and ongoing
- 1.3.4. Develop and institute a plan for replacing old shelving.  
*Responsibility:* Chief Librarian and Department Heads  
*Timeframe:* 2006 and ongoing
- 1.3.5. Take better advantage of the view and other attractive library spaces.  
*Responsibility:* Chief Librarian and Department Heads  
*Timeframe:* 2005 and ongoing
- 1.3.6. Investigate redesigning library layout to increase functionality, access, and services. Implement changes where feasible.  
*Responsibility:* Chief Librarian and Department Heads  
*Timeframe:* 2006 and following years

2. **Marketing and Communications**

Increase awareness and support of the library and its services by the public and key stakeholders.

*The library is seen to be valuable because it provides resources and offers services that people want and need. To ensure that this is the case, the Board and staff will work closely with key groups and individuals in the community. Developing and maintaining strong partnerships with other groups will demonstrate the library's role in helping others achieve their goals. The Board and staff will also work to ensure that all members of the community become more aware of what the library has to offer; that they have many opportunities to learn how to use library resources and services effectively; and that they think of the library when they have needs the library could fulfill.*

2.1. **Partnerships**

Work with key stakeholders, particularly those involved in educational or cultural initiatives, in mutually beneficial partnerships. Steps in achieving this objective are outlined in the Marketing and Communications Plan.

2.2. **Marketing Initiatives**

Conduct targeted marketing to specific user groups. Steps in achieving this objective are outlined in the Marketing and Communications Plan. All marketing efforts will be coordinated with the APLEN Integrated Marketing Communications Plan.

2.3. **Raising Awareness**

Increase library use through greater awareness of the library and its resources, services, and programs in the community. Steps in achieving this objective are outlined in the Marketing and Communications Plan.

2.4. **Public and Media Relations**

2.4.1. Create a consistent 'look' for library publications

*Responsibility:* Chief Librarian and Department Heads

*Timeframe:* 2005

2.4.2. Publish an online newsletter.

*Responsibility:* Chief Librarian, Department Heads, Computer Tech.

*Timeframe:* 2007

2.4.3. Ensure that the media is aware of key issues affecting the library.

*Responsibility:* Library Board, Chief Librarian and Department Heads

*Timeframe:* Ongoing

**3. Collections and Programs**

The library's collection and programs are well suited to the needs of the community and well-used.

*The library's vision statement speaks of 'enhancing the vitality of the community'. This is kept in mind as choices are made with respect to resources and programming. Library resources and programming will have a positive impact on the community by promoting a love of reading and learning; by giving patrons an opportunity to expand their horizons and experiences; and by providing the public with information that will benefit them.*

**3.1. Responsive Collections**

The library collection is responsive to user needs.

- 3.1.1. In consultation with Shortgrass Library System, determine ways to speed up the ordering process.

*Responsibility:* Chief Librarian and Acquisitions Clerk

*Timeframe:* 2005 and ongoing

- 3.1.2. Develop a collection management plan, including schedules for weeding, collection analysis, and guidelines for all areas of the collection.

*Responsibility:* Chief Librarian and Department Heads

*Timeframe:* 2006

**3.2. Supportive Programs**

Library programs foster life-long learning, and help to educate, enrich, entertain, and inform.

- 3.2.1. Examine current program goals and consider adding new programs such as a homework help program, library book clubs, and forums on current issues.

*Responsibility:* Chief Librarian and Department Heads

*Timeframe:* 2006

- 3.2.2. Determine the feasibility of establishing a mobile program unit to take the library out into the community, including possible funding sources. Proceed with the unit if feasible and funding is determined.

*Responsibility:* Library Board, Chief Librarian and Department Heads

*Timeframe:* 2006 and future years

**3.3. Public Instruction**

The library provides instructional opportunities to help library users in accessing information resources.

- 3.3.1. Continue basic computer/internet classes and increase them if demand requires it.

*Responsibility:* Chief Librarian

*Timeframe:* Ongoing

- 3.3.2. Present the web awareness program on a regular basis.

*Responsibility:* Chief Librarian

*Timeframe:* 2007 and ongoing

4. **Organizational and Operational Effectiveness**

The Medicine Hat Public Library is an efficient and effective organization.

*The library responds to the needs of the community by ensuring that the necessary resources (human, physical, and financial), policies, and strategies are in place to provide quality service to the community.*

4.1. **Library Board**

The library board is effective.

- 4.1.1. Ensure that Board trustees receive training on library advocacy, marketing and public relations.

*Responsibility:* Library Board – Human Resources Committee  
*Timeframe:* Ongoing

- 4.1.2. The Board determines ways of recruiting people to work on the Board.

*Responsibility:* Library Board – Human Resources Committee  
*Timeline:* 2006

4.2. **Technology**

Technology is used to help make better use of staff expertise.

- 4.2.1. Develop and keep current a technology plan.

*Responsibility:* Chief Librarian, Computer Tech., and Library Board – Programs and Services Committee  
*Timeframe:* 2005 and ongoing

- 4.2.2. Determine ways to use the capabilities of the Supernet.

*Responsibility:* Chief Librarian, Department Heads, Computer Tech., and Library Board – Programs and Services Committee  
*Timeframe:* 2005/2006 and ongoing

- 4.2.3. Purchase software for e-management of public internet computers.

*Responsibility:* Chief Librarian, Department Heads, Computer Tech.  
*Timeframe:* 2005

4.3. **Operations**

Library operations respond to the community.

- 4.3.1. Develop and keep current a Marketing and Communications Plan.

*Responsibility:* Library Board – Advocacy Committee, and Chief Librarian  
*Timeframe:* 2005 and ongoing

- 4.3.2. Develop a plan for eliminating the adult membership fee.  
*Responsibility:* Library Board – Budget and Finance Committee  
*Timeframe:* 2008
  
- 4.3.3. Review library opening hours following Esplanade opening.  
*Responsibility:* Library Board – Programs and Services Committee  
*Timeframe:* 2006/2007
  
- 4.3.4. Utilize a collection agency to gather outstanding library charges.  
*Responsibility:* Chief Librarian and Department Heads  
*Timeframe:* 2005

5. **Evaluation**

*The library establishes ways of assessing progress toward completion of the Plan of Service and the goals within it.*

- 5.1. Review the Plan of Service annually at the Board retreat.  
*Responsibility:* Library Board and Chief Librarian  
*Timeframe:* Annually
- 5.2. As a minimum, review Marketing and Communications and Technology Plans annually at the Board retreat.  
*Responsibility:* Library Board – Advocacy and Programs and Services Committees, and Chief Librarian  
*Timeframe:* Ongoing
- 5.3. Gather membership statistics annually: age groups, number, type of membership.  
*Responsibility:* Chief Librarian  
*Timeframe:* Annually, for Board Retreat
- 5.4. Identify standards and establish targets for library funding and service.  
*Responsibility:* Library Board – Programs and Services Committee  
*Timeframe:* 2007
- 5.5. Conduct a needs assessment in five years to determine the community's awareness of library programs and services.  
*Responsibility:* Library Board  
*Timeframe:* 2009