FORT FRANCES PUBLIC LIBRARY TECHNOLOGY CENTRE

STRATEGIC PLAN: 2015-2018

Working to inspire all to discover, explore, innovate and create...

Building a better community...

The Fort Frances Public Library Technology Centre (FFPLTC) is the heart of our community, a vibrant and dynamic hub committed to providing free, equitable access to information, technology, programs and services for everyone.

The Library is an equalizer, stabilizing force, and pillar in the community. We strive to be responsive to the needs and desires of the individual, to connect people, and to build a better stronger community.

Our board, staff and volunteers share a genuine belief that libraries help build better communities by advocating for all, including the socially excluded and the disenfranchised.

Working together with community stakeholders we seek to develop strategies, services and programs that create a sustainable infrastructure, where all voices are heard, and barriers to participation are minimized.

"The Library is a hub for thinking, innovation and culture."
2014 Library User Survey

The entrance to the Fort Frances Public Library Technology Centre

"We in the library world are not working just to build better libraries; we are working to build better communities."

Joyce Cunningham, Chair of the FFPLTC Board, 1999 - 2014

Inside:

- **Mission**
- **Vision**
- **Values**
- **Goals:**

Physical Environment

Community Approach

Technology

Staff

"The library can be an effective leader and partner to bring the whole community together. It can be the place where we all learn, socialize, dream, and initiate change and growth. It can be the place where there are no barriers and nobody is excluded."

2014 Library User Survey

Mission:

We provide superior service and partnerships which work to inspire discovery, exploration and creation by all through continuous learning and technological advancement of the community.

Vision:

Working to inspire all to discover, explore, innovate and create.

Our vision is realized through:

OUR PHYSICAL ENVIRONMENT

By enhancing our facility to foster a culture that is welcoming, safe, inclusive and accessible.

OUR COMMUNITY APPROACH

By leveraging partners and building relationships to be responsive to the community needs, to ensure that our services engage the

OUR TECHNOLOGY

By creating opportunities for experimentation with leading edge technologies, which open doors to discovery and enhance the user experience.

OUR STAFFING

By focusing on creating exceptional customer service models and providing outstanding professional expertise to library patrons.

Our Values:

Accessibility
Barrier-free, Open access

Customer Service Excellence
Informed, knowledgeable staff

Continuous Learning
Pursuit of knowledge

Responsiveness
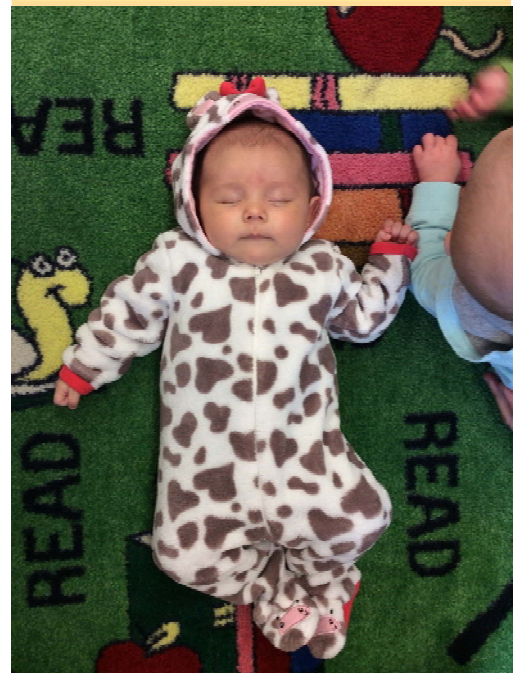Community driven, adaptable

Accountability
Responsible, Transparent, Credible, Trustworthy, Ethical

Inclusivity
Celebrate diversity, open and accessible to all

Innovation
Explore opportunities, Inspire creativity, Spark discovery

Early Literacy Programs — Babytime

PHYSICAL ENVIRONMENT:

GOALS:

BE WELCOMING

Create a safe environment that supports diversity and inclusion, which is supported by Library policy and meets legislative requirements

BE ACCESSIBLE

Nurture a sustainable community, where all voices are heard and participation is maximized. We will strive for barrier-free access.

"A quiet, welcoming meeting place where people can come to be informed, entertained, or both!" **2014 Library User Survey**

"Being available to all persons for no charge. People have access to materials and equipment they may not be able to afford on their own. The library is a safe environment where everyone feels valued and welcomed no matter what their circumstances." **2014 Library User Survey**

SUCCESS CHECKLIST:

BE WELCOMING

◊ **Present a clean, attractive, well-maintained facility and grounds**

◊ **Ensure library policies support accessibility and minimize barriers**

◊ **Address literacies (traditional, non-traditional and digital) in multiple languages that are reflective of a diverse community**

BE ACCESSIBLE

◊ **Offer a barrier-free facility**

◊ **Offer barrier-free resources**

HOW WE GET THERE:

◊ **Actively pursue contracts for Library Services with surrounding townships, First Nations, Metis and Aboriginal communities:**

♦ **Township of Alberton**

♦ **Couchiching First Nations**

♦ **Unorganized territories, First Nation communities & other areas**

♦ **Partnerships with Regional Libraries**

♦ **Partnerships with School Boards**

♦ **Pursue other opportunities that arise**

◊ **Work with the First Nation, Metis, Inuit community to enhance the current Library space to reflect diversity, using arts and culture**

◊ **Post signage in multiple languages (English/French/Ojibwe/Cree)**

"The FFPLTC has a beautiful building which is used as a community centre. It's a comfortable, safe place to visit, and is used by a large variety of people from the entire district." **2014 Library User Survey**

"We have the opportunity to reach out to the community and be the central partner in developing resources, activities and healthy lifestyles that meet the needs of all citizens and the community as a whole."
Asu and Clendening, 2007. "It Takes a Library to Raise a Community"

GOALS:

We are a vibrant community hub that connects individuals, organizations, businesses and institutions on many levels.

MEET EMERGING NEEDS

◊ **Provide outreach to various segments of our community, while building relationships and fostering dynamic partnerships through out our district.**

◊ **Become experts at building consensus and using a grassroots approach to connect and engage the community.**

◊ **Respond to community needs by:**
- ♦ **Offering opportunities for dialogue and conversation with the community**
- ♦ **Analyzing quantitative and qualitative data and statistics**

DEVELOP SERVICES

◊ **Ensure our collections are current and reflective of our diverse community**

◊ **Ensure Programming and Services meet community needs**
◊ **and trends**

◊ **Engage users and non-users**

DEVELOP PARTNERSHIPS

◊ **Embrace a community-led approach rooted in building relationships, fostering partnerships, and nurturing the desires of our community.**

◊ **Seek out partnerships that are dynamic, sustained and aligned with the Library's mission and vision**

BE INCLUSIVE

◊ **Bridging the gap between cultures, regions and peoples, to transcend borders and connect communities.**

"Outreach is an extension of our present business model. Community development is a rich and complex approach that evolves innovative models of librarianship and sustainable communities." Campbell, 2005

SUCCESS CHECKLIST:

MEET EMERGING NEEDS

◊ Seek opportunities for embedding staff in community organizations and events

◊ Continuously seek feedback from the community to determine the Library's impact in the community

◊ Explore the community's service requirements

◊ Offer a variety of service delivery methods, including outreach, and online

DEVELOP SERVICES

◊ Expand relationships in the region to share resources and deliver services

◊ Promote, augment and maintain a relevant collection that is reflective of the community (digital and physical collections)

◊ Analyze and evaluate strengths and weaknesses of existing services

◊ Increase memberships

◊ Increase services

DEVELOP PARTNERSHIPS

◊ Engage surrounding communities (International Falls, Rainy River District)

◊ Develop partnerships with First Nations, Metis, and Inuit communities

◊ Develop partnerships with Educational institutions (School Boards, Post-Secondary Schools)
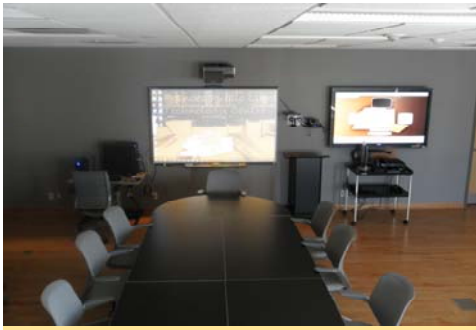
BE INCLUSIVE

◊ Provide a positive experience for the community

◊ Welcome everyone with equal treatment

◊ Offer programs and services that celebrate cultural diversity (Human Library, Human Experience, Arts and Culture)
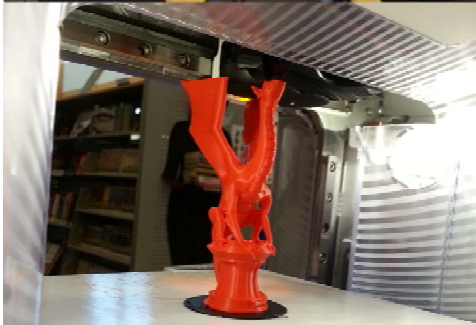
HOW WE GET THERE:

◊ Use formal and informal methods to gather information (Surveys, focus groups, suggestion box, questionnaires, online survey)

◊ Source opportunities through conferences and networking

◊ Audit services annually, using Library data to measure and determine the validity of programs and services

◊ Enhance services to reflect feedback and audits

◊ Embed library collections in new spaces throughout the community (Little free Library concept)

◊ Consult with community groups
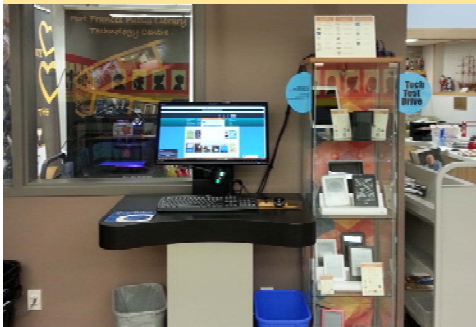
Dynamic community partnerships engage the community.

TECHNOLOGY:

GOALS:

Actively promote existing technologies, and engage our community through simplified access.

Maintain and develop current systems, including: hardware, software and online resources.

Facilitate our community's exposure to technological innovation and advance their use of emerging tools.

SUCCESS CHECKLIST:

ADVOCACY

◇ **Intensify relationships with media accessed by our community**

◇ **Develop and promote Library Services**

◇ **Use Social Media effectively and consistently**

◇ **Encourage awareness and educate our community about technology**
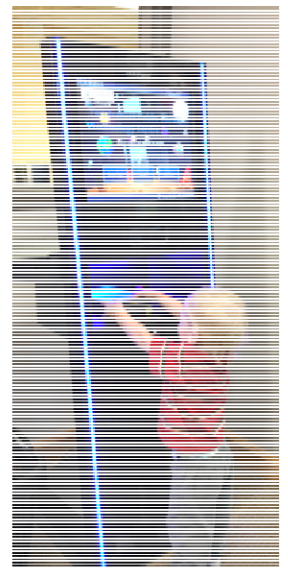
DEVELOP A TECHNOLOGY PLAN

◇ **Inventory existing hardware and software**

◇ **Create budget lines that facilitate proper planning and replacement**

◇ **Maintain and develop systems that keep pace with industry trends**

◇ **Procure and implement emerging technology**

SIMPLIFY ACCESS

◇ **Improve website content, links and navigation and keep website current**

◇ **Educate and train our community and staff about available resources**

HOW WE GET THERE:

◇ **Create a multimedia awareness plan established through a technology advocacy strategy**

◇ **Proactively update and develop multimedia content (YouTube, Instruction videos, Podcasts, Book Trailers)**

◇ **Provide IT training through tutorials, workshops, and one-on-one sessions**

◇ **Create a detailed technology plan**

◇ **Develop awareness of the Library as a Technological and Innovation Centre**

◇ **Establish a technology advocacy strategy**

FFPLTC TECH BOOTCAMP

STAFF:

GOALS:

Deliver a positive, user-centered experience through superior service, by striving to exceed expectations and making each experience memorable, by focusing on the needs of the individual.

Maintain consistent service levels through succession planning and development.

SUCCESS CHECKLIST:

PROVIDE A POSITIVE EXPERIENCE

◊ **Allow feedback to guide the development of services**

◊ **Cross-train staff to become knowledgeable in various area, to ensure the user's needs are met in a satisfying, timely and efficient manner**

◊ **Adopt a "CUSTOMER COMES FIRST" attitude and philosophy**

PROVIDE KNOWLEDGEABLE STAFF

◊ **Review core competencies for staff**

◊ **Analyze and develop an inventory of staff skills**

◊ **Implement a dedicated budget line for training and development**

◊ **Provide opportunities and funding for professional development**

◊ **Encourage staff creativity**

DEVELOP SUCCESSION PLANNING

◊ **Inventory existing skill sets**

◊ **Identify emerging requirements**

◊ **Create a plan for the development of skills**

◊ **Implement cross-training**

◊ **Develop a succession plan**

Having committed long term staff has value… having an understanding of our users and their evolving needs and desires is important in the community.
2014 Library User Survey

"The plans and ideas for the future cannot be realized if there are not enough staff hours to put it together. If there are not enough properly trained staff, many services cannot be run regularly."
2014 Library User Survey

HOW WE GET THERE:

◊ **Provide regular in-house customer service training**

◊ **Create a customer service "PROMISE" statement supported by Library policy**

◊ **Encourage staff to pursue professional development**

◊ **Formal education (Library Technician, Master Library Science)**

◊ **Informal (EXCEL, Advanced EXCEL, APPL)**

◊ **Workshops, Webinars and conferences**

◊ **Nurture staff creativity**

◊ **Review the inventory of staff skills annually**

◊ **Cross-train staff in a multitude of areas to provide service**

◊ **Create a succession plan**

"Always wonderful and friendly service. I don't make it to the library as much as I'd like to, but I always enjoy my time there."
2014 Library User Survey

HOURS 70 59
2013
2012

2015
7,050
4,418
11,541
98 K
108 K
12,116
610

2014
5,973
4,951
10,962
107 K
11,032
683

2013
4,777
3,594
11,032
112 K
97 K
6,224
459
88 K

2012
3,027
4,960
12,902
136 K
7,384
540
116 K

VISITS
PROGRAMS
ATTENDANCE
CIRCULATION
COMPUTERS
DOWNLOADS
DATABASES

Library Benchmarks and Statistics Report for 2012—2015