



Grand Forks & District Public Library

Strategic Plan 2010-2015

Approved by the Grand Forks Public Library
Association Board of Trustees – May 2010

Vision:

- To be an innovative and accessible centre for the social, cultural, and information needs of our community.

Mission:

- The mission of the Grand Forks and District Public Library is to open doors to a world of information, education and recreation, thereby enhancing the economic, social and cultural vitality of our community.

Values:

- Accessibility
- Service
- Lifelong learning
- Innovation
- Diversity
- Knowledge
- Team work
- Commitment
- Integrity

Library in Context:

The Grand Forks & District Library (GFPL) is the home of the Grand Forks Public Library Association. GFPL serves members in Regional District Kootenay Boundary Areas “C” and “D” as well as the City of Grand Forks – with an overall population of approximately 8,647 (2006 census).

GFPL has 4,370 card carrying members as well as a significant visitor population. The latter group primarily uses the Library’s free public access computers. With an overall collection of 37,094 items, this is an average of 8.5 items per member.

GFPL is a member of the Kootenay Library Federation, and participates in resource sharing with other libraries in the province. In 2009, we borrowed more than 2,000 items from other libraries in British Columbia. Programming is becoming an increasing part of the services we provide; in 2009 we held 116 programs which had 1,467 participants.

Library in relation to others:

The GFPL is funded primarily through grants provided by the Regional District Kootenay Boundary and the Province of British Columbia. Annually, we apply for additional grants from various agencies both local and federal.

City of Grand Forks Sustainable Community Plan

The City of Grand Forks embarked on a visioning process to establish a set of goals by which Grand Forks could become a great sustainable community. From this were established ten guiding principles with specific objectives. The Library is particularly relevant to two of these guiding principles:

Guiding principle #8 – Support a vibrant arts and culture community

As a part of the heritage corridor, the GFPL provides access to local information and histories, as well as a meeting place and information center for visitors and locals alike. We continue to work closely with the Tourist Information Center and Art Gallery to promote their use with visitors to Grand Forks.

Guiding principle #9 – strengthen the social fabric of the community

GFPL can support this guiding principle by providing services to the target groups – youth and seniors. We at GFPL recognize the importance of these groups, both in our Library, and in our community, and strive to provide the best possible service to them.

Boundary Communities Vital Signs 2009

C+ Arts & Culture

According to the Vital Signs survey, Library usage – determined by circulation of material per capita, GFPL falls below the national average (11 items per person in 2007). We will strive to address this shortfall by evaluating our collection goals and amending as necessary.

C+ Learning

The Vital Signs survey says “it is more critical than ever that all generations embrace lifelong learning as a pathway to well-being and gainful employment”. GFPL as an institution which supports lifelong learning as a basic principle will continue to evaluate our services to further support this goal.

C+ Belonging and Leadership

“The roles we each play in our communities contribute to the level and quality of local leadership and the well-being of our region.”

As an organization that relies on our volunteers, GFPL fully supports this initiative. We are continuously seeking new volunteers to assist us with the daily operations of our Library.

Library Statistics:

Governance: Grand Forks & District Public Library is governed by the Grand Forks Public Library Association Board of Trustees. This is a volunteer Board made up of eight elected members and one councillor from the City of Grand Forks or the Regional District Kootenay-Boundary.

Access: The Grand Forks & District Public Library is open five days a week all year for an average of 41 hours per week.

Human Resources: The Library is staffed year round with an F.T.E. of 3.9. We also have a group of 20 volunteers who work an average of 40 hours a week for the Library.

Borrowers: 4,370 memberships (January 2010)

Circulation: 74,737 items (2009 statistics)

Resource sharing: 1,040 lent, 1,680 received (2009 statistics)

Collection: 37,094 items (2009 statistics)

Programming: 116 programs to 1,467 participants (2009 statistics)

Technology: 6 public access computers which were used for a total 3,882 hours in 2009
We also subscribe to 19 databases for research use and with full patron access

Library Overview:

Facility	Library is located at 7342-5 th Street near the town centre of Grand Forks, across the street from the Art Gallery (Gallery 2) and adjacent to Gyro Park.
Circulation	<p>37,094 items in the collection. Our collection includes:</p> <ul style="list-style-type: none"> • Adult Fiction • Junior Fiction • Young Adult Fiction • Audio Books (CD, Cassette, and Playaway format) • Children’s picture books, board books, and easy readers • Non-fiction collection • Science Fiction • Mystery Fiction • Western Fiction • Large Print • Literacy Collection • Reference Collection. • In addition, we subscribe to 75 different magazines, and 5 newspapers. <p>74,737 items were circulated in 2009</p>
Annual Visits	101,569 in 2009, average of 441 per day
Virtual Visits	An average of 333 website hits per month in 2009
Reference Service	2,358 questions/2009
Programs	84 children’s programs: 1136 attendees 32 adult programs: 331 attendees
Card holders	4370 card holders
Computer use	6 public access computers: 3882 hours Unlimited wireless access use

Staff:

Librarian	1 – 35 hours/week
Library Assistant I	2 – casual
Library Assistant II	3 – 72 hours/week
Library Assistant III	1 – 37.5 hours/week
Summer Reading Club student employees	2 – 60 hours/week (summers only)
Volunteers	20 – aprox 40 hours/week

Distance from other libraries:

Greenwood: 41 km, Midway: 55 km, Rossland: 97 km, Trail: 105 km, and Castlegar: 93 km

Grand Forks & District Public Library survey and community survey: (May 2009)

In late 2008 the GFPL Board of Trustees engaged Marleen Morris & Associates to gather information about the Library's users and non-users in order to guide future direction to the Library. 221 Library users and 186 non-users were surveyed.

Trend Data: 2002-2008

- Open days per year: average 244.7
- Visits per year: increase of 17%
- Visitors per day: increase of 19%
- New Library members per year: increased from 476 (2002) to 545 (2009 data)
- Circulations: overall decrease from 94,047 (2002) to 87,014 (2008). However, it should be noted that is an increase from the steady decline seen from 2002 to 2006.
- Internet use: increase of sessions by 29.5% : Internet sessions in hours increased by 17%
- Reference service: Use average of 2,609 questions answered per year.
- Programs: Average increase of 80% offered to children, and an average of 16 programs offered to adults per year.
- Program attendance: increase by 62% in programs offered to children, for adult programs there is shown a great deal of fluctuation in the data – however, we do see an overall increase from 65 participants in 2002 to 427 participants in 2008.

Survey Results:

Respondents were broken down into three categories: General, Senior, and Family. Key findings are indicated in the following table – ordered from 1 to 3 in descending order of importance. It should be noted that there was variation between what was identified as most important to users personally, and what they felt was most important to have in a library. However, the items identified do not change, just the order of importance. The survey results demonstrate what users felt was most important to them personally.

Overall respondents were satisfied with the service they received from GFPL. However, it is also apparent from the survey results that by and large members were not aware of many of the services we offer. For example, our online resources had the highest rating of “not applicable” (average 68%), with a highest satisfaction level of 41% from family users. This suggests that this collection needs further promotion in the community. A number of respondents indicated it was unlikely that they would be using the Library in the following 6 months, indicating further a need to increase community awareness in what the Library does.

The survey indicates that our areas for improvement are the audio/visual collection, the teen collection and the nonfiction collection. Satisfaction levels were generally low among

respondents in terms of programs, especially among general members and senior groups. Use of programs was lower among these groups as well – indicating a need for programs targeted at these groups. By the number of respondents who chose “not applicable” when rating satisfaction for programs, developing further programs and promotion of programs should become a priority.

In terms of the facility, at the time of the survey parking had been limited. This has since been rectified. Overall areas that survey participants expressed dissatisfaction with include the teen space, computer space, and space for quiet study and reading.

	General Respondent	Senior Respondent	Family Respondent
<i>Collection</i>	<ol style="list-style-type: none"> 1) Fiction Collection 2) Non-Fiction Collection 3) Audio/Visual materials 	<ol style="list-style-type: none"> 1) Fiction Collection 2) Non-Fiction Collection 3) Reference materials 	<ol style="list-style-type: none"> 1) Fiction Collection 2) Non-Fiction Collection 3) Children’s & Young Adult Collection
<i>Online Collections</i>	<ol style="list-style-type: none"> 1) Online health information 2) Online newspapers, magazines, and journals 3) Online Encyclopaedias 	<ol style="list-style-type: none"> 1) Online health information 2) Online newspapers, magazines, and journals 3) Online Encyclopaedias 	<ol style="list-style-type: none"> 1) Online children’s and teen resources 2) Online health information 3) Online newspapers, magazines, and journals
<i>Services</i>	<ol style="list-style-type: none"> 1) Days of operation 2) Hours of operation 3) Inter-library loans 	<ol style="list-style-type: none"> 1) Days of operation 2) Hours of operation 3) Inter-library loans 	<ol style="list-style-type: none"> 1) Days of operation 2) Hours of operation 3) Computers with Internet access
<i>Programs</i>	<ol style="list-style-type: none"> 1) Children’s programs 2) Teen programs 3) Adult programs 	<ol style="list-style-type: none"> 1) Children’s programs 2) Adult programs 3) Teen programs 	<ol style="list-style-type: none"> 1) Children’s programs 2) Teen programs 3) Adult programs
<i>Facility Characteristics</i>	<ol style="list-style-type: none"> 1) Space for quiet study/reading 2) Space for parking 3) Space for computer use 	<ol style="list-style-type: none"> 1) Space for quiet study/reading 2) Space for parking 3) Space for computer use 	<ol style="list-style-type: none"> 1) Space for quiet study/reading 2) Space for children’s area 3) Space for parking

Grand Forks & District Public Library Visioning: (February 2010)

On February 18, 2010, the Board and Staff met together to determine what we view as our greatest strengths and weaknesses.

The results of the Library Visioning process indicate:

- The need for more space
- The need for a greater focus on planned collecting in all formats
- The need for an increase in outreach services
- The need for the creation of a gathering space for the Library (i.e. coffee kiosk)
- The need for examination of our services to teens and adults

These needs can be refined into three main areas:

1) Facility

- a. Problem: To create a comfortable and inviting space for members of our community while maximizing the areas for distinct collections.
- b. Responsibility: The Library Board
- c. Measure: Expansion or renovation of our Library to accommodate the needs of the Library and the community.
- d. Time: five years

2) Visibility in the Community

- a. Problem: To increase the Library's visibility in the community which will increase awareness of the programs and services we offer.
- b. Responsibility: Staff, Library Director, and Library Board
- c. Measure: increase in memberships and increase in program attendance
- d. Time: continuously

3) Outreach

- a. Problem: To serve members of our community who are homebound and/or unable to come to the Library and to make community organizations aware of what the Library has to offer.
- b. Responsibility: Library Board, Staff, and Library Director
- c. Measure: Development of a sustainable outreach program to groups within the community.
- d. Time: Two years

Service Response:

Visit a Comfortable Place:

Residents will have a safe and welcoming physical place to meet and interact with others or to sit quietly and read and will have open and accessible virtual spaces that support networking.

Goal: To provide visitors with a safe and welcoming physical environment; where they can meet and interact with others or sit quietly and read and will have open and accessible virtual spaces that support networking.

Target: All library users

Benefit: The community will have a welcoming physical space for everyone to share and enjoy.

Previous Success:

- The reading area in the front of the library is a well used comfortable space
- The meeting room is available for public use at a reasonable cost.
- Art work is displayed on loan from the Art Gallery
- Our programs are well attended and are available to any community member who wishes to join
- Variety of formats items available for patrons to use, including audio books, e-books, large print, and the literacy collection
- Six public access computers with access to various social networking sites
- Library website

Partners or Potential Partners:

- Art Gallery – providing art to display
- Organizations which regularly use the meeting room
- Organizations which we can provide outreach service to
- Organizations which we can partner with to provide programs for library and community members. (ex. CBAL)

Policy Implications:

- Patron behaviour expectations, and process for addressing inappropriate behaviour
- Food and drink in the library
- Copyright and fair use
- Time limits for public access computers
- Social networking policy
- Use of meeting rooms by outside groups and after hours
- Fees for meeting room
- Co-sponsorship of programs

Perception of Users:

- Users indicate that the library needs to improve the teen area, reading area, and computer space
- Survey indicates the need to evaluate and promote programs
- Technology must be kept up-to-date

Visit a Comfortable Place:

Implementation guide:

Measure	Target	Strategy	Time Frame	User Outcomes
Number of people with library cards	Everyone	Library will promote cards for every family member, rather than one card used for the whole family. Membership drive Library information available to new members to the community	2010-2015	Increased number of people with library cards by 200 cards (above our average of 558 new members/ year)
Number of people who attend programs in the library	Everyone	Continue to develop and promote its programs and adjust programming plans according to the needs of the community	2010-2015	Number of people attending programs to increase by 5% annually.
Library door count	Everyone	The library will strive to recognize the changing needs of the community and adapt by making the library a comfortable place to visit. The library board will research to access funding in order to renovate our space to maximize on collection and reading space with a cafe.	2010-2015	Library door count will increase by at least 2000 each year.
Facility	Everyone	The library will seek ways to raise the funds necessary to renovate or expand the library in order to accommodate space needs	2010-2015	The library will achieve the renovation or expansion necessary.

Service Response:

Stimulate Imagination: Reading, Viewing, and Listening for Pleasure

Residents who want materials to enhance their leisure time will find what they want when and where they want them and will have the help they need to make the choices from among the options.

Goal: To provide library users with the educational and entertainment resources, comprehensive readers advisory service, and access to library resources beyond the library.

Target: All library users

Benefit: The community will have the opportunity to borrow materials that reflect their needs for leisure time.

Previous Success:

- Good collection of fiction and non-fiction; public appears to be aware of and are satisfied with the collections
- Library and home access to NovelList for Readers' Advisory service
- Summer Reading Program, One Book One Kootenay, teen Jane Austen Book, the Book Club, and a passive (not staff surveyed) book club.
- Through partnership we participate in Library to Go – to provide online access to audio and e-books.
- Interlibrary loan plays a vital role in our service provision – it supplements our services.
- Computer classes offered regularly and on demand
- Programs designed to enhance lifelong learning

Potential Partners:

- Authors who contact us to host events
- KLF and other organizations arranging author events
- Use of local expertise to enhance collection areas

Policy Implications:

- Circulation limits (time by item type)

- Restrictions on donations
- Co-sponsored programmes

Stimulate Imagination

Implementation guide:

Measure	Target	Strategy	Time	User Outcomes
Number of people who indicate on a survey that they use the library to find something to read, view or listen to for pleasure	Everyone	The library will strive to acquire materials that meet the needs of the community	Ongoing	People surveyed will indicate high satisfaction with what they find in the library.
Number of people who found the quality of their selection to be good or excellent	Everyone	The library will strive to acquire materials that meet the needs of the community. Continual monitoring of the collection	Ongoing	People surveyed will indicate the selection of material was very good or excellent
Number of people who found the assistance they received from staff to be very good or excellent	Everyone	Library will ensure that staff are properly trained to provide excellent customer service	Ongoing	People surveyed will indicate the assistance from staff was very good or excellent
Number of non-library users reached through outreach services	Non-library users who are home bound	Library will develop and maintain an effective outreach service	2010-2013	Demonstrated use of outreach services, and a high level of satisfaction with outreach service
Increased public awareness of library services	Everyone	The library will create and maintain an effective promotions program	2010-2015	Increased number of library cards issued annually, and demonstrated increase in collection use.

Service Response:

Satisfy Curiosity: Lifelong Learning

Residents will have the resources they need to explore topics of personal interest and continue to learn throughout their lives.

Goal:

To provide the community with resources that will encourage and support lifelong learning.

Target:

All library users

Benefit:

This service response will raise the library's profile with users, and contribute towards the self-development of members of our community.

Previous Success:

- Provide programs on a variety of topics of interest to various age groups in the community
- Work with local organizations to co-sponsor demonstrations on topics of interest to various age groups
- Provide exam invigilation service to students taking distance learning courses

Potential Partners:

- Educational institutions
- Informal training sessions

Policy Implications:

- Circulation limits (time by item type)
- Restrictions on donations
- Co-sponsored programmes

Satisfy Curiosity

Implementation guide

Measure	Target	Strategy	Time	User Outcomes
Number of people who indicate on a survey that they use the library to learn new things	Everyone	The library will develop and maintain a “satisfy your curiosity” web page that links to topics of interest to various groups in the community Maintain a high quality nonfiction collection.	Ongoing	Users express a high level of satisfaction with the library’s collection in non-fiction. Users will indicate that they use the library (and its web presence) as a source to learn new things.
Number of users who use reference services	Everyone	Library staff will be trained to deliver excellent reference services	Ongoing	Users will express a high level of satisfaction with reference services provided.