



# PENHOLD & DISTRICT LIBRARY

Plan of Service 2021 - 2025

## *Vision:*

Penhold & District Library is passionate about community, literacy and lifelong learning.

## *Mission:*

To provide effective Library service to all citizens of Penhold and region by connecting people of the community through programming, partnerships and the efficient use of resources.

## *Tag Line:*

Fun for the whole family.

## *Key Words:*

Connect, Rejuvenate

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## *Message from the Chair of the Library Board*

Together with the Library Staff and the help of the Parkland Regional Library, our Library Board has prepared an updated Plan of Service for the term of 2021-2025.

This past year has been a challenging time for us all, and now, more than ever, we see the importance of helping to connect people of the community. Our Library has continued to change with the times, working to provide a new type of service for our patrons. We believe our Library is such a successful part of our community because of the care and imagination put into ensuring our patrons have the best possible service.

We of course look forward to a time when friends can again gather by the Library fireplace to connect and rejuvenate while their children play and read, but until that time we will serve our community as best we can, whether that continues to be new online children's programming and contactless curbside service, or back to a more traditional service of face to smiling face.

Once again, we would like to thank the Town of Penhold, as without its support and partnership, we could not thrive. Provincial and Regional governments deserve our thanks as well for their support. Most of all, we thank our community, who continues to be the heart of our Library.

As always, we continue to be passionate about our community, literacy and lifelong learning, as shown in our Plan of Service. We invite you to share our passion as you move through the rest of this document.

Sincerely,



Lisa Newton  
Penhold & District Library Chair

## *Our Values*

The Library Board and staff are committed to:

### *Accessibility:*

Endeavoring to create a library environment of barrier-free access and community inclusiveness to our facility, resources, programming and lifelong learning.

### *Connectivity:*

Create an environment that encourages connectivity between family, community and literacy.

### *Hospitality:*

We will provide an inviting space that enables visiting communities to connect with family, community and resources.

### *Diversity:*

We treat all people with respect and dignity.

### *Accountability:*

We will be accountable for services we provide.

### *Quality:*

In all we do, we desire to serve with excellence and a perceptiveness to the needs of our community.

### *Partnerships:*

We believe in pursuing collaborative, innovative relationships to better serve the interests and needs of our community.

### *Creativity:*

We will highlight and encourage creative expression.

### *Lifelong Learning:*

We believe in creating an environment that supports and stimulates the love of learning at all stages in life.

### *Intellectual Freedom:*

We support the intellectual development and growth of individuals as well as community and the exchange of information.



## *Our History*

*Reflecting where you came from is important – the people who worked hard to establish the beginnings of our community Library.*

*We honour the people and the history they wrote.*

The first chapter in the history of the Penhold & District Library was written on November 27, 1981, in a humble 340 square foot space in the Penhold Memorial Hall. With a vision for their community and the realization that this was the only available location, size presented no obstacle. In these early days, the library was open to the public sixteen hours per week and had an annual budget of \$16,200. Community library membership could be purchased for 25 cents and this sum would allow you to browse their collection of 1,500 books and check-out as many as four books for two weeks. The Library Board recognized the benefit of joining the Parkland Regional Library System, offering interlibrary loans to patrons and expanding the Library's service beyond their local collection. Led by women of vision, these humble beginnings established a valuable community resource and a hub of activity for the community.

Three years later, the tiny space was filled to capacity with resources. Librarian Colleen Jensen stated in a newspaper article, "It is so crowded now that if there are three or four people in the Library at one time it's uncomfortable."

This quick spurt of growth stirred the Board to action and they secured the Independent Order of Oddfellows (IOOF) Hall, which had been built in 1948. Aided by assistance from the Lions Club, an Alberta Major Cultural / Recreation Grant and community donations, the new location quadrupled the library space to 1,440 square feet. Renovations to the building were completed and new furnishings purchased in preparation for the grand opening on June 25, 1985.

This new location allowed for expanded community involvement by offering programming space for youth and adults and providing a venue for local art displays. The Library increased operations to twenty hours per week and raised the membership fee to \$1.00 for individuals and \$3.00 for a family per year. The Library's growing community influence increased the membership to 350 patrons in a community of 1,588. The new space was projected to be sufficient for ten years but, in fact, served the community and district for twenty-five years, assisted by additional renovations in 1992 and 2004.

By 2009, the Penhold & District Library was again experiencing the need for growth as the walls were literally bursting with resources and the building was a hub of activity offering programming for youth, young families, working and retired adults. The library collection included 11,733 resources serving a membership of 696 individuals in of a community of 2,114.

The Library had successfully connected with the community and was making a difference in creating a healthy neighbourhood in fulfillment of its motto "Fun for the whole family."

The current chapter in the Penhold & District Library's history is being written in the Penhold Regional Multiplex. The Library expanded to 6,230 square feet of space when it relocated to the southwest corner of the multiplex facility in July 2010. Further expansion occurred in 2014 when the library became the service provider for Penhold Crossing Secondary School, increasing the square feet by 1,440 making a total of 7,670 square feet. The potential to blend community and school is a challenge we are embracing.

With the regional influence of the Library's new location the Library Board and staff have a huge vision. Our influence over the years has grown from community; to community and district; to community, district and region. The Penhold Regional Multi-Plex is busy with a fully engaged audience using the facility; our doors and welcoming spirit are open to encourage the reality that libraries are a great place to connect with your family and community. Many activity centers, quiet spaces and a Fireplace with a coffee centre promote this healthy interaction for our community, district and visitors to the region.

This reality is possible by cooperation between the Town Council of Penhold and the Town of Penhold Library Board, with their joint recognition and commitment to the value of library services to the community and district.

## *Acknowledgements*

We would like to acknowledge the partnerships that made this document a workable document.

*Parkland Regional Library* – Thank you to Haley Amendt, MLIS Consultant Librarian. Haley was a valuable facilitator in mentoring our Board and Staff through the process of producing a workable document.

*Library Board Members:* We are thankful for a group of members who share a unified passion of the community and Library connecting.

Lisa Newton, Library Chair  
Sharolyn Sanchez, outgoing Town Representative  
Mayor Michael Yargeau, incoming Town Representative  
Brenda Hoskin  
Pat Mayberry  
Joan Schmelke  
Kathy Sitter  
Jennifer Walsh

*Community Members:* Thank you for taking time to respond to our survey with your valued comments and opinions. We have listened.

*Town of Penhold Council:* thank you for your support, recognition and financial foundation that has sustained and given the Library a profile that can benefit each family and individual; promoting a style of lifelong learning, and community connecting

We recognize our partnership with *Chinooks Edge School Division, Penhold Crossing Secondary School* for making public library service part of its students' encounter with our community.

Financial support from *Red Deer County* makes library service inclusive in our relationship with surrounding County residents.

We thank our government leaders, who recognize and believe the need for local libraries.

## *Statement of Approval and Accountability*

For public libraries in Alberta, planning is mandated. Libraries Regulation, Section 13 states the following:

(1) In managing and controlling a municipal library, a municipal board shall

(a) Within 3 years of being established, develop and file with the Minister a plan of service with a mission statement and goals and objectives based on a needs assessment of the municipality, and

(b) Annually review its plan of service.

(2) A municipal board shall file with the Minister a copy of its current plan of service with goals and objectives not less frequently than ever 5 years following the date on which the plan was previously filed with the Minister.

The Plan of Service for 2021 – 2026 has been prepared by the Town of Penhold Library Board in accordance with Alberta Libraries Regulation AR 141/98.

The Board and staff of the library are committed to implementing this plan of service, reviewing it regularly to monitor progress in achieving goals, and updating the plan as needed.

### **MOTION:**

Penhold and District Library Board has read and accepted the Plan of Service document.

Motion made by: Kathy Sitter

Motion seconded by: Jennifer Walsh, Carried

Date of Board Meeting: January 27, 2021

Original Signed by:



Lisa Newton, Library Chair

Date: January 28, 2021



## *Needs Assessment*

Penhold & District Library with the help of Parkland Regional Library Systems, Haley Amendt MLIS Consultant Librarian, conducted a Needs Assessment adapted to connect with community during COVID-19, communicated in digital format. The survey duration was from November 1, 2020 until November 14, 2020 and posted on our website, social media and print copies handed to patrons. We were pleased to receive 77 respondents to our survey. The survey focused on the strengths, weaknesses, and interests of the community. Through the results, the library can assess how they can contribute to the healthy growth of Penhold and area, over these next five years. Board and Staff met separately with the Consultant Librarian to set goals, objectives and plan of actions that will move the Library forward. The Board and Staff are confident in the final document and that it will be what we would call a *workable document*.

## *2021-2025 Plan of Service*

The Plan of Service is reviewed annually and may be modified to adapt to emergent situational changes or to take advantage of innovation or new opportunities and strategic alliances. Detailed action plans and short-term emergent strategies at the operational level are part of library operations and are, therefore, not included in this document.

## *Comfortable Physical and Virtual Library Spaces*

Goal: Patrons will have access to an approachable, welcoming, Library space.

Objective 1: Library patrons will have a physical space, which promotes community connection unity.

- Create and maintain a clean, well-organized, and accessible collection
- Create a COVID plan to allow patrons to safely gather
- Find a balance between program set up and patrons free use of the space
- Create a designated quiet space and/or time
- Create an initiative that encourages community members to get to know each other
- Create and encourage a welcoming atmosphere through the promotion of program and services.

Objective 2: Library patrons will have an easily accessible and informative virtual Library space.

- Increase staff engagement in social media and communication initiatives
- Promote and engage with community organizations on social media
- Update Penhold Library website to be unified with Parkland image
- Create and promote opportunities for online membership/program registration and payment (e-transfer, etc.)

- Create approachable social media pages through two-way engagement (polls, jokes, memes, etc.)
- Investigate digital newsletters to increase promotion

### *Lifelong Learning Opportunities*

Goal: Patrons will have access to diverse programs that reflect the needs and interests of the community

Objective 1: The Library will provide programs for *Adults* of varying needs and interests

- Survey audience to determine Program needs/interests
- Increase outreach programs
- Investigate partnership opportunities
- Create a consistent programming schedule
- Provide self-guided program opportunities: encompassing a variety of programs where participation is at the convenience of the patron

Objective 2: The Library will provide programs for *Teens* of varying needs and interests

- Survey audience to determine program needs/interests
- Investigate partnership opportunities for programs (homework help, career development, games nights, etc.)
- Provide self-guided program opportunities: encompassing a variety of programs where participation is at the convenience of the patron
- Create a consistent programming schedule

Objective 3: The Library will provide programs supporting early literacy, children and families of varying needs and interests

- Provide self-guided program opportunities: encompassing a variety of programs where participation is at the convenience of the patron
- Create opportunities for Homeschool/at-home learners to use the library
- Increase outreach programs and community awareness (children's books at local coffee shop, provide stories at daycare facilities, attend community information fairs, etc.)
- Increase engagement at schools through visits and tours
- Develop 1000 Book Before Kindergarten program

### *Reading, Watching, and Listening for Pleasure*

Goal: Patrons will have access and awareness to a diverse physical and virtual collection

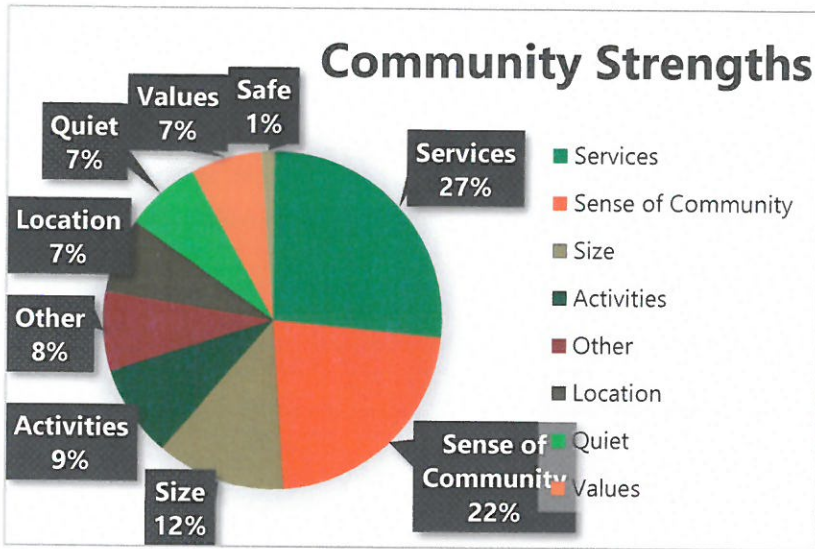
Objective 1: The Library will continue to grow a strong and diverse collection of resources, both robust physical and virtual materials to meet the interests of the community.

- Build collections to serve varied interests
- Enhance collection to support diversity
- Investigating separating JNF and ANF collections
- Increase Albertan and Canadian content
- Add statistical class markers to all item records.
- Survey patrons to determine collection, genres, and formats of interests
- Create a book sponsorship program

**Objective 2: Grow awareness of resource sharing opportunities**

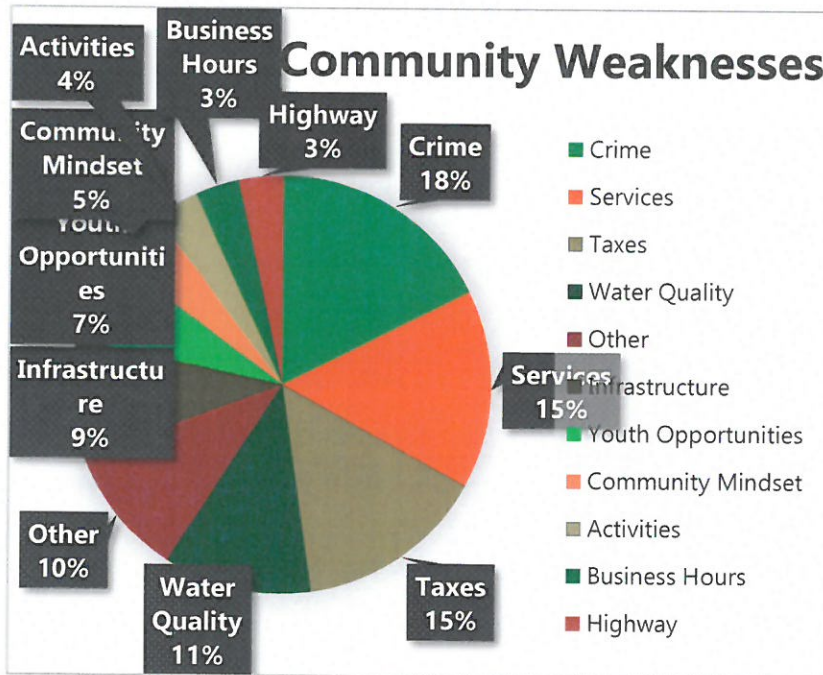
- Promote regional and Provincial resource sharing
- Promote Non-traditional resource sharing (NELLS, CELA, Mail-to, etc.)
- Promote resource sharing of Multilingual items
- Increase book display opportunities (new books, staff picks, blind date with a book, etc.)
- Include collection promotion in programs
- Increase Canadian content

Community Needs Assessment Report  
Community Strengths



When participants were asked to identify **strengths** of the community, Services and Sense of Community were highly recognized. Penhold has a wonderful inclusive vibe and the library is a contributor to the strong sense of community.

Community Weaknesses

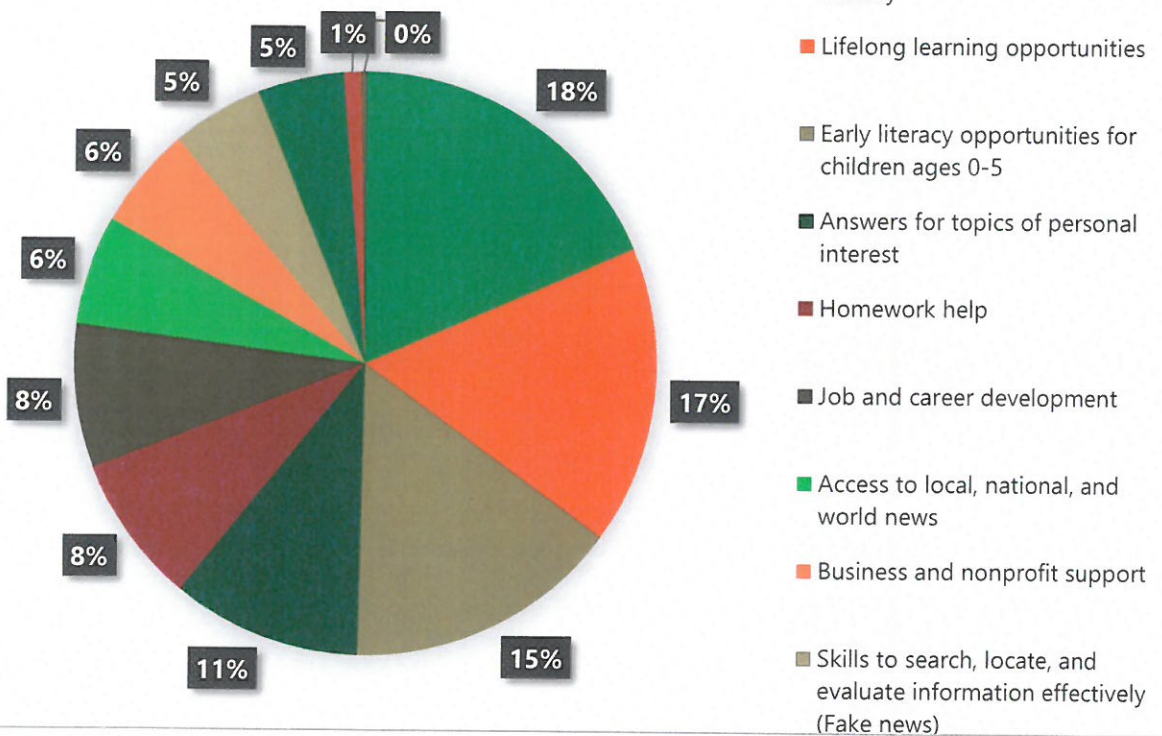


Our community top **Weaknesses**, were Crime, Services and Taxes. The town is actively addressing these areas. Youth opportunities are identified as a weakness and this is an area that the library has recognized in Lifelong learning Opportunities.

## Learning Goals

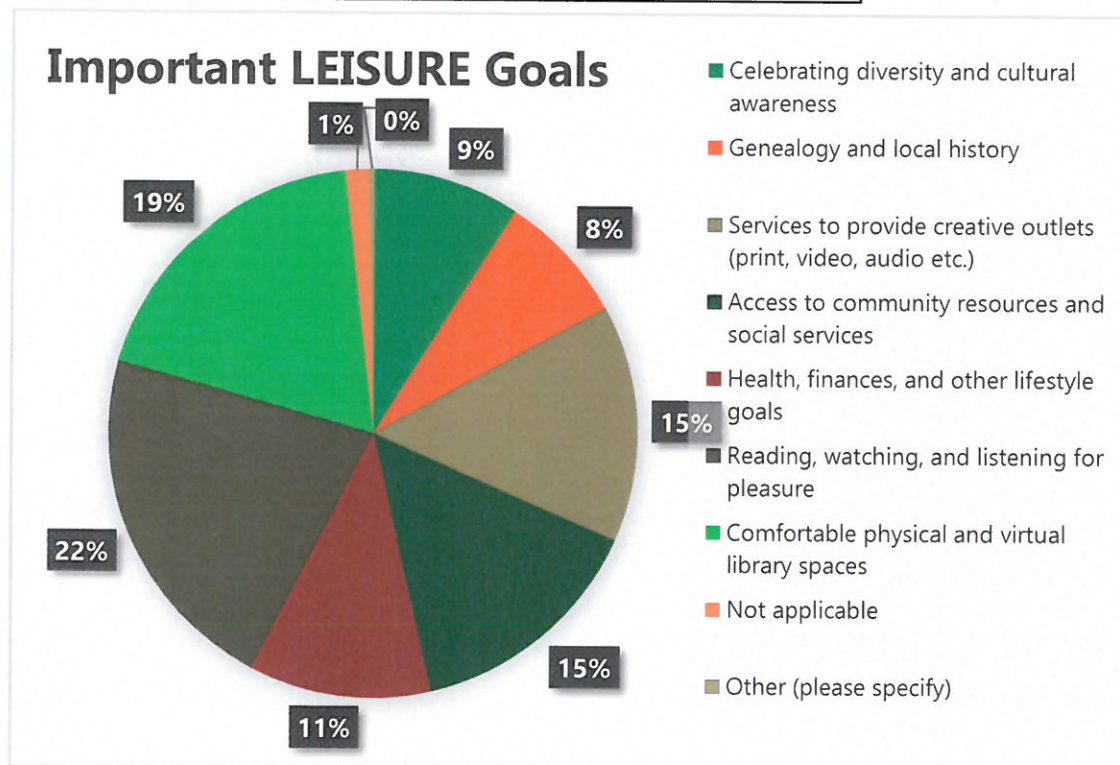
Lifelong Learning Opportunities are important for every step in the generation spectrum of our community. Early literacy is very high in demand, but adults are indicating it is an important goal for them as well as their family. Collection development and programs will encourage and keep our community building lifelong learning skills.

### Important LEARNING Goals



## Leisure Goals

Top **Leisure Goals** are reading, watching and listening for pleasure, which the library can help people access for the minimal cost of a library card. Our Community also values the comfortable environment of the library and the library uses this strength to connect people to community resources.



## Survey Comments

We asked people to tell us what they would like us to know. Below are listed very positive comments, wisdom always tells us there is room for improvement. The 2021 – 2026 will help us focus on Community Needs that the survey has indicated.

- We have enjoyed many amazing programs at the library!
- The library is a great place to visit. Most times I leave there happier than when I came in and I am a happy person.
- Welcoming, friendly and helpful staff. Anytime we ask for a book they do their level best to locate from a different library.
- We have stopped using the library as often now that the kids are older and we are busier, but it was always our favourite place to be. We miss having the time to go there.