



PLAN OF SERVICE

2024

CAMROSE
PUBLIC LIBRARY

PREPARED BY:
ALYSSA MARTIN,
DIRECTOR



MESSAGE FROM THE DIRECTOR

This Plan of Service is a one year continuation of our 2019-2023 plan. The last few years have been difficult for everyone, and as we all start to pick up the pieces, the long-term affects of the pandemic are just beginning to come to light. We want to work closely with other local organizations, governments and individual community members to fully understand the challenges that our community is facing before creating our next five year plan of service. Throughout 2024 we will be connecting with our community and using recently conducted surveys to inform our next priorities. We look forward to hearing from everyone, and unveiling our new plan next year.

Alyssa Martin, Director

MESSAGE FROM THE BOARD CHAIR

As we proceed to recover and restore services affected by the pandemic, Camrose Public Library continues to meet the diverse needs of our community. We strive to be inclusive, accessible and welcoming, both through our materials and programming. Our Plan of Service 2024 sets out our goals, which we hope to achieve through our partnerships with local organizations and government. The ultimate goal of Camrose Public Library is to assist all members of the community with their needs, and to provide enrichment in the lives of all who enter our doors.

Renee Greer, Board Chair



OUR PROCESS

In 2019, we decided that rather than conducting public consultations, we would access strategic plans from organizations around the City of Camrose and Camrose County. We found common threads between them and sorted those threads into possible service responses, as outlined in Sandra Nelson's Strategic Planning for Results (Chicago: American Library Association, 2008). We determined which of those service responses we are equipped to undertake, then selected the four we felt we could best address.

STRATEGIC PLANS WE REFERENCED

- Alberta Health Services 2017-2020 Health and Business Plan
- Augustana Campus Long Range Development Plan Amendment 2017
- Battle River Watershed Alliance Strategic Plan 2015-2020
- Camrose and Area Lodge Authority Business Plan 2018-2022
- Camrose Composite High School and Battle River Online Three-Year Education Plan 16/17-18/19
- Camrose County Municipal Operating Principles 2014-2017
- Camrose Municipal Sustainability Plan 2010
- Camrose Downtown Area Redevelopment Plan
- Camrose Police Service Strategic Plan 2017-2018
- City of Camrose Social Development Strategy 2009-2014
- University of Alberta Augustana Institutional Strategic Plan 2016-2021
- University of Alberta Augustana Library Strategic Priorities 2017/2018





VISION

(WHAT WE WANT TO ACHIEVE)

We make a difference in people's lives through connections, community engagement, and inclusion.



MISSION

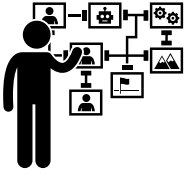
(OUR PURPOSE)

We provide opportunities for all to share and grow through curiosity and creativity.

A LIBRARY
IN THE MIDDLE OF
COMMUNITY
IS A CROSS BETWEEN
EMERGENCY EX
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OUR VALUES

(what guides and defines us)



WE ARE INNOVATIVE

We embrace new ideas in order to be able to provide services our patrons might not even realize they need.

WE PROTECT INTELLECTUAL FREEDOM

We believe everyone has the right to unrestricted access to knowledge without fear of censorship or discrimination.

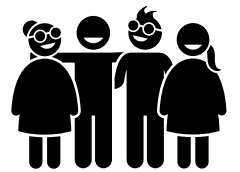


WE ARE INCLUSIVE

We reflect the diversity of our community and endeavour to be a safe space for all.

WE FOSTER CONNECTIONS

We assist people and organizations in forming relationships that help to create a supportive community.



WE ARE LIT

Whether it's in the form of literature or a lit party, we strive to be a light in the darkness.



ImaginationLibrary.com



SOCIAL ENGAGEMENT

DEVELOPING RELATIONSHIPS & ENDING ISOLATION

OBJECTIVES

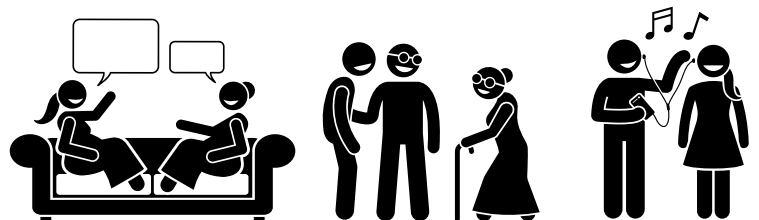
- We do the work to ensure everyone in the community feels included and at home in the library
- Our programs, resources, and services build personal connections
- We provide a social safety net
- We prioritize people

OUTCOMES

- People understand our diverse community
- Visitors feel that they are community members
- Patrons are able to access resources they need to feel safe in the community
- Our community retains the people that make it up

RESOURCES

- Partnerships with community organizations
- Outreach programming, vehicles, and locations
- Opportunities for patrons to be a voice in the library's vision



SERVICE RESPONSE

CONNECT TO THE WORLD ONLINE

PUBLIC INTERNET ACCESS

OBJECTIVES

- We provide unfettered access to forthcoming technologies and digital learning opportunities
- We support social community and economic development through technology
- We foster digital media literacy by teaching people how to transfer their digital skills

OUTCOMES

- The community has access to the future of technology before it is the present
- Everyone has access to online social resources and communities
- Patrons are comfortable independently exploring technology and using it in their everyday lives

RESOURCES

- Knowledgeable staff
- Technology & the infrastructure to support it
- Digital content



SERVICE RESPONSE





SATISFY CURIOSITY

LIFELONG LEARNING

OBJECTIVES

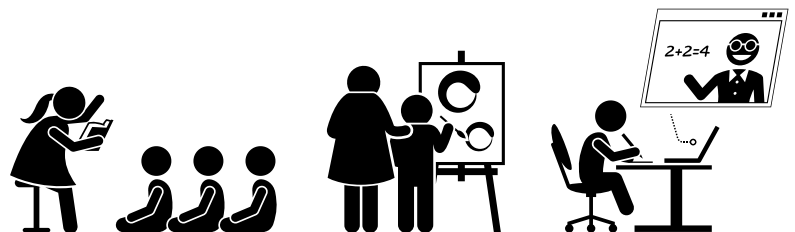
- We provide uncensored access to all forms and all sources of knowledge
- We teach visitors to think critically and be able to recognize bias
- We foster the joy of discovery in our patrons

OUTCOMES

- Patrons are informed on a variety of subjects
- Visitors are able to engage with their community
- Our community is happy and interconnected

RESOURCES

- Programs and materials that pique a variety of interests
- Partnerships with organizations to provide learning opportunities
- Engaged patrons who share their ideas and volunteer their time



VISIT A WELCOMING SPACE

PHYSICAL AND VIRTUAL SPACES

OBJECTIVES

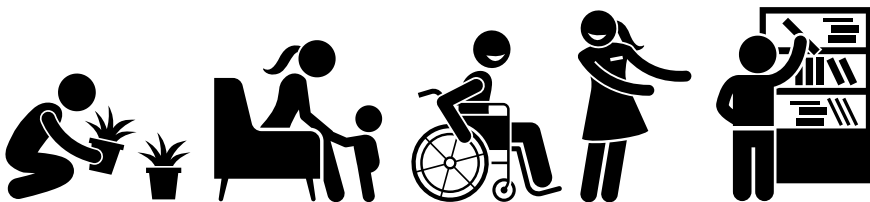
- We maintain a space that is accessible, both physically and mentally to all
- We meet those who are unable to come to us in their space
- We help serve the needs of patrons who may be at risk by providing information and community connections
- We provide opportunities to explore multiple perspectives

OUTCOMES

- Everyone is able to access our services and resources
- All sectors of society see themselves in our resources, programs, and events
- Our community sees us as a destination

RESOURCES

- Inviting and safe physical space
- Welcoming and informative social media
- Information resources in multiple formats and with diverse perspectives
- Outreach vehicles and locations



ABOUT THE LIBRARY

COMMENCING OUR SECOND CENTURY OF SERVICE

WHERE WE'VE BEEN

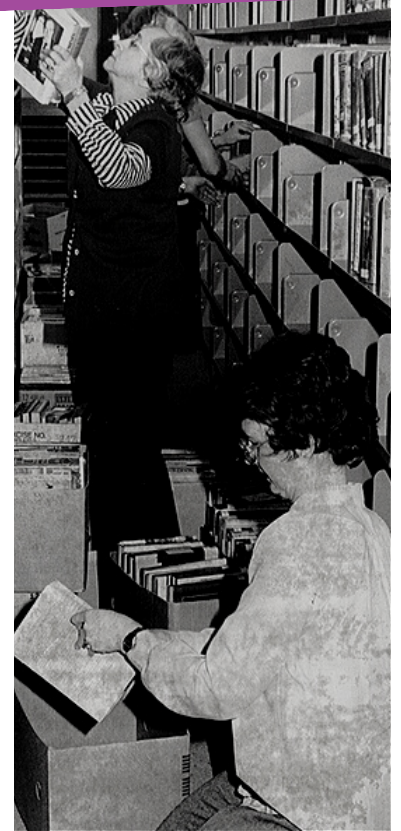
The first meeting to establish the Camrose Public Library was held on November 19, 1919. Our first librarian, Mrs. Lucy Fowler, was paid a salary of \$15.00 per month, and library memberships were \$1.00 per year, with the collection being mostly made up of book donations. The library was housed through history in the town hall (where the Camrose and District Family Thrift Shop is today), the old city office on the corner of 49 Avenue and 50 Street, the Canadian Club on Main Street (now Mainstreet 1908). We have been in our current location since 1981.

WHERE WE ARE

Since that first meeting, we have built and solidified partnerships in order to create a strong web of support for our community. We have laid the groundwork for members of the community to be able to find the help they need, and we pride ourselves on being a space for those who may not otherwise have a space.

WHERE WE'RE GOING

We intend to continue our work by fostering more relationships between people and organizations. We want to meet the community in their spaces and respond to their needs. As a result, our programs and services will be a meaningful part of the lives of our community members.



THANK YOU

IT TAKES A VILLAGE TO
RAISE A PLAN OF SERVICE



THANK YOU TO:

- **Kaitlyn Romaniuk** – for reading and dissecting the many strategic plans we referenced
- **Jennifer McDevitt** – for putting our thoughts into sentences and designing the 2019-2023 document
- **The Board** – for their constant service and advocacy
- **The City and County of Camrose** – for their ongoing support
- **Our community partners** – for making what we do possible
- **Our staff** – for putting in the hard work every day
- **Our patrons** – for being our heart

OUR PATRONS

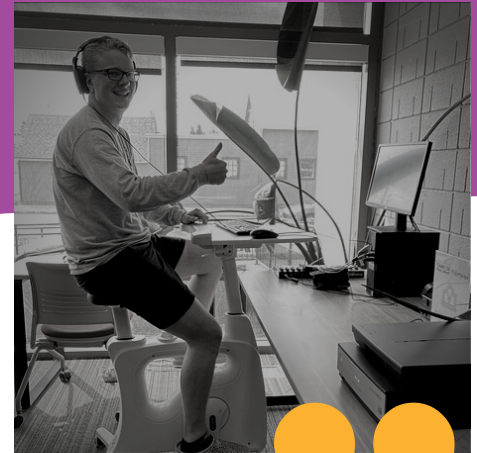
We couldn't possibly achieve our vision without our many community partners. Our service plan is built on the needs of the community, and we rely on our partners to help us identify what those needs are and to help us fulfill them.

Thank you to everyone we work with, including service and not-for-profit organizations, businesses, the municipality, the province, and (most importantly) our volunteers and patrons. We're proud to serve you.



FACTS & FIGURES

NUMBERS AND CHARTS AND QUOTES, OH MY!

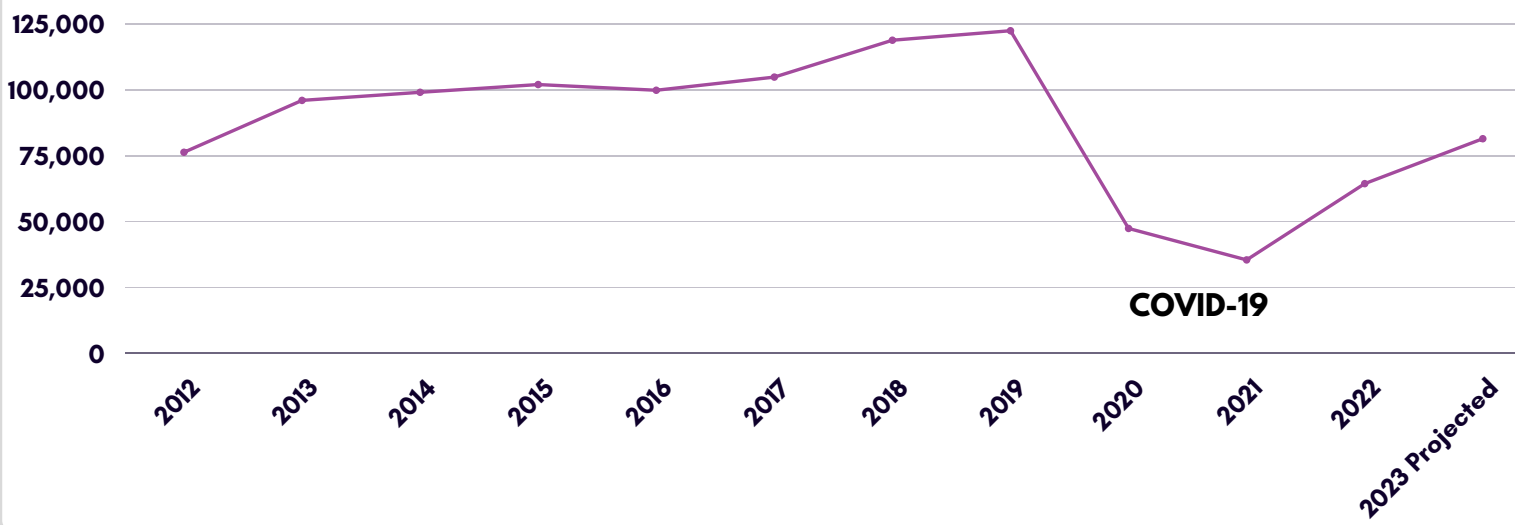


Camrose Public Library was hit hard during the COVID-19 pandemic. Mandated closures, diminished funding, lost staff hours and positions along with facility problems limited the resources available to the public.

I don't have to talk to myself when I'm Lonely. I can read a book instead!

-Patron, Spring 2023

Annual In House Visits



CPL is overcoming these challenges thanks to the hard work of staff, our volunteers, the renovations to the facility and our community partnerships. We project that our annual visits will return to 2018 levels by the end of 2024.

FACTS & FIGURES

NUMBERS AND CHARTS AND QUOTES, OH MY!



In 2022, 11 FTE staff members answered 11,800 reference questions.



In 2022, WIFI usage reached an all time high with 106408 uses



I just want to say thank you for how much you guys have helped me out the last few months. These have been stressful times.

-Patron, Winter 2023

Even with fewer programming staff, our program attendance is recovering! Outreach program attendance is projected to reach 2018 levels in 2024.

Annual Program Attendance

