Plan of Service 2026-2028

Ponoka Jubilee Library
Learn • Explore • Connect

Ponoka Jubilee Library
Approved by the Town of Ponoka Library Board
02/23/2026

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Message From the Board

The library board is pleased to share an update on our new Plan of Service 2026-2028. Guided by community input, this plan outlines our priorities for improving access, expanding programs, and strengthening the services you value most.

We're grateful for your feedback and ongoing support as we continue working to ensure the library remains a welcoming and responsive, with resources for everyone in our community.

About the Plan of Service

The Alberta Libraries Act requires library boards to provide "comprehensive and efficient" service to the communities they represent. It is important to the board of the Ponoka Jubilee Library that the services provided by the Library are representative of the community, adapting and responding to the community's unique needs. This Plan of Service is both a legal requirement and a tool that allows the Ponoka Jubilee Library to adjust to the needs of the residents it serves. A Plan of Service must be updated every five years and contain a mission statement – along with goals and objectives – based on a needs assessment of the municipality served by the board.

In response to this requirement, the Town of Ponoka Library Board met to develop measures to gather community member input and develop a plan. The feedback was gathered both digitally and in person, through availability at the library and large community events. The library manager and library board created a needs assessment survey that was promoted through a variety events, posters, and social media advertising. We had 202 community members respond to the survey.

Through the results of the needs assessment survey, an environmental scan, and meetings with key stakeholder groups such as: volunteers, Library Board members, and staff members. This information was utilized to provide a "Strengths, Weaknesses, Opportunities, and Threats" (SWOT) analysis of the Ponoka Jubilee Library.

What We Stand For

Mission, Vision, Motto, Values

Mission

To bring our community together through ideas, programs, technology, and other resources which provide information, inspiration, and encourage exploration.

Vision

To be the heart of our community—a welcoming space where knowledge, connection, and opportunity thrive for all. We envision a future where every resident has access to lifelong learning, cultural enrichment, and the resources needed to grow, dream, and succeed.

Motto

Where your stories begin and your future grows.

Values

Welcoming, accessible for all, collaborative, life-long learning.

Community Profile

The purpose of the Environmental Scan is to provide a snapshot of our community, our library, and our services, at this moment in time. Ponoka is a growing community, and according to Alberta 2024 census data Ponoka had a population of 7,991[1]. Since the last Plan of Service in 2022, the town has seen a steady rate of growth (3.35%)[2], but currently experiencing a slight acceleration in growth. Ponoka County has a population of 10,446 in 2024, which is a 1.68% increase from 2019 census numbers[3].

Our community has fairly even age distribution, with a good range of ages represented in our community. The average household size in Ponoka and Ponoka County is 2.3 people[4]. There are an increasing number of households who have fewer children than years prior. The majority of individuals in both Ponoka and Ponoka County are home owners, with only about 27% of the population in rental homes.[5]

Most of the population of the town and county are Canadian citizens, with the majority of residents able to speak English. In our community, approximately 11% of the population identify as a visible minority, according to the 2021 census.[6]

When it comes to income statistics, Ponoka is over the Canadian average for median income, but below average for the percentage of the community that is considered low income. Approximately about 11.1% are considered low income, indicating there are some needs in this area. [7]

[1] Government of Alberta, *Ponoka - Population* 2025
[2] ibid
[3] Government of Alberta, *Ponoka County – Population* 2025
[4] Government of Canada, *Stats Can* 2024
[5] ibid
[6] ibid
[7] ibid

PONOKA JUBILEE LIBRARY 2025

REPORT

This report highlights the use and userbase of the library for 2025, providing insight into breakdown and value added to the community and the patrons we serve.

Items Borrowed
👤 65,109

Wifi Sessions
👤 53,121

Questions Answered
👤 4,359

Collection
There are 23,615 items in our collection

We brought in 22,288 items from other libraries

And loaned out 14,808 items to other libraries

There were 8,634 downloads of e-Content

Patron Location Demographics
- Town 68%
- County 31%
- Other 1%

31
68
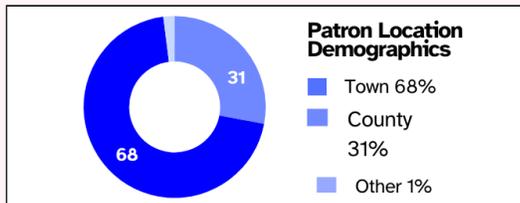
Total Cardholders: 2587

Patrons have saved $359.29 by borrowing in 2025

An average week at the library

Questions Answered: 83
Items Borrowed: 1,302
Wifi Sessions: 1062
Programs Delivered: 8
Patrons Served: 1,494

A slow day at the library: 120 visitors

A busy day at the library: 350 visitors

We were open 2300 hours in 2025!

We have 8 staff members
1 full-time and 7 part-time staff

We've run so far 530 programs this year.

That's over 11,511 individual attendees

1,330 New Items Added in 2025

Over 74,718 people walked through our doors in 2025

SWOT Analysis

SWOT ANALYSIS

S	W	O	T
STRENGTHS	**WEAKNESSES**	**OPPORTUNITIES**	**THREATS**
Dedicated team of hardworking staff Current community partners Variety of programs offered Resources we currently provide	Location away from Town centre Current operating hours are limited Very limited programming space	Staff development and training to improve services Building and further develop community partnerships Development and improvement of additional programs Evaluation and space adjustments	Loss of funding if economics shift Lack of community awareness Fast pace of change

The Strength, Weakness, Opportunity, Threat (SWOT) analysis gives a solid picture of the current state of affairs at the library.

Strengths

- Our staff's friendliness and ability to assist.
- Our continued collaboration and work with our partners, including Parkland Regional Library, the Town of Ponoka, and Ponoka County continue to be an important value added to our services.

- Our programs have continued to evolve to suit the community's needs, and we continue to incorporate feedback to expand and adapt our programming initiatives.
- The number of resources available that are valuable to the community, including free public wifi, access to computers, printing, faxing, and scanning services, as well as several online resources including language learning apps, access to ancestry research and much more.

Weaknesses

- Limited spaces inside the facility to offer program expansions.
- Our current hours restrict our potential growth.

Opportunities

- Our staff's energy and skills, along with relationship building and developing new programs.
- Our ability to grow and expand our community partnerships in the coming years, as well as the chance to grow our staff's skills to better serve the community.
- Our current space has limitations and there is an opportunity for reconfiguring our space.
- We have an opportunity in the coming years to increase our staffing levels from 3.7 FTE to 4.7 FTE to meet our current needs for programming expansions for multigenerational programs, including developing outreach programs with the Ponoka Drop-In Centre and Fort Ostell Museum. This is also an opportunity for the library to expand our special event offerings, including more adult programming for digital literacy and specialized instruction to facilitate life-long learning.

Threats

- Loss of funding, due to either economic change or political change, or the loss of any of our strong community partnerships and relationships.
- Lack of community awareness of the library and what we do, may also present a threat to our operations.

- There have been a number of significant changes and developments in technology, perceptions, and culture since the COVID-19 pandemic occurred and keeping up with these changes can be time-consuming and expensive.
- There have been a number of significant legislative changes that affect our library and a lack of clarity about the implementation and how it will affect library services, which poses a significant threat to legal compliance for the library.
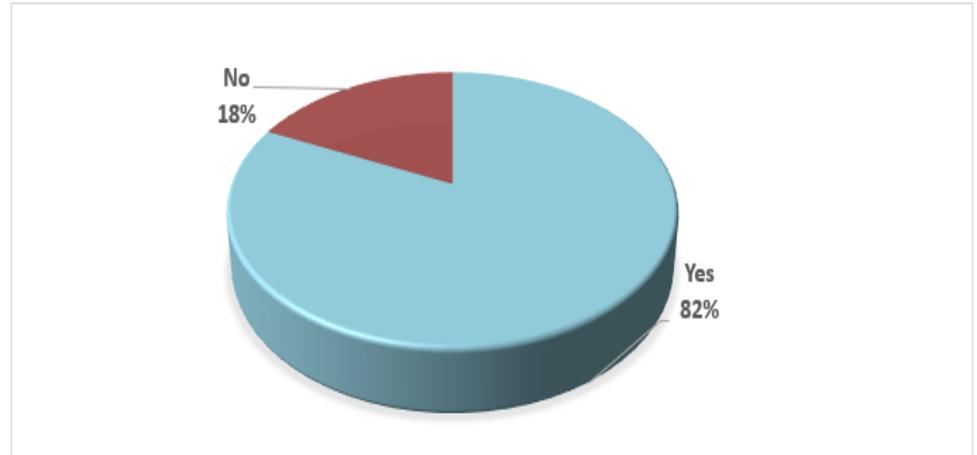
Needs Assessment Survey Results

Our Needs Assessment survey ran from February-June. The survey was designed using Survey Monkey and modeled based on other libraries' community needs surveys from the Parkland region.
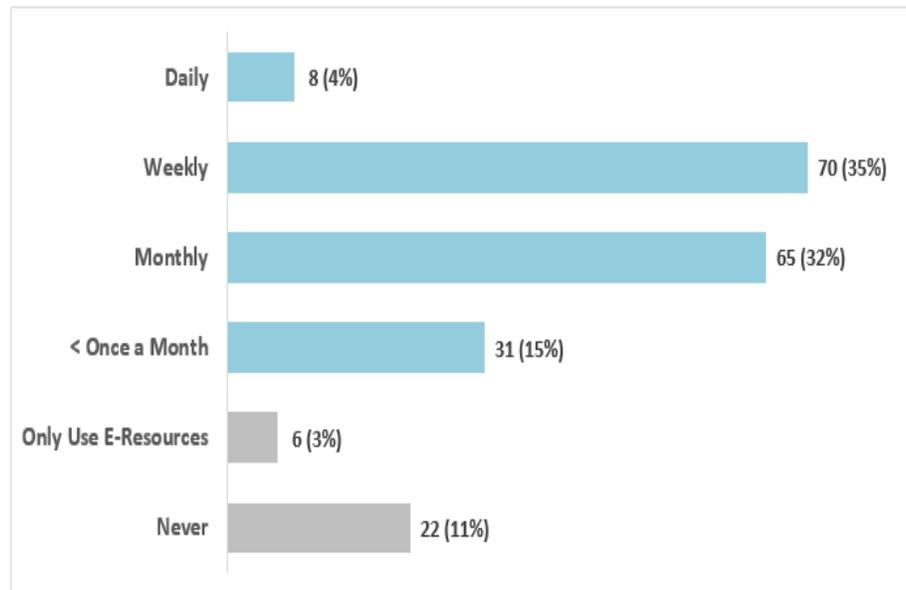
We had 202 community members participate in the survey, which gave us a good cross section about our community's needs. 82% of respondents had a library card, and many visited at least once a month.

It was especially important to us to hear from those who did not have a library card or don't visit regularly as their perspective adds depth to our survey.

Q1. Do you, or members of your household, hold an active library card? (n=202)

No
18%

Yes
82%

Q3. On average, how often do you visit the library? (n=180)

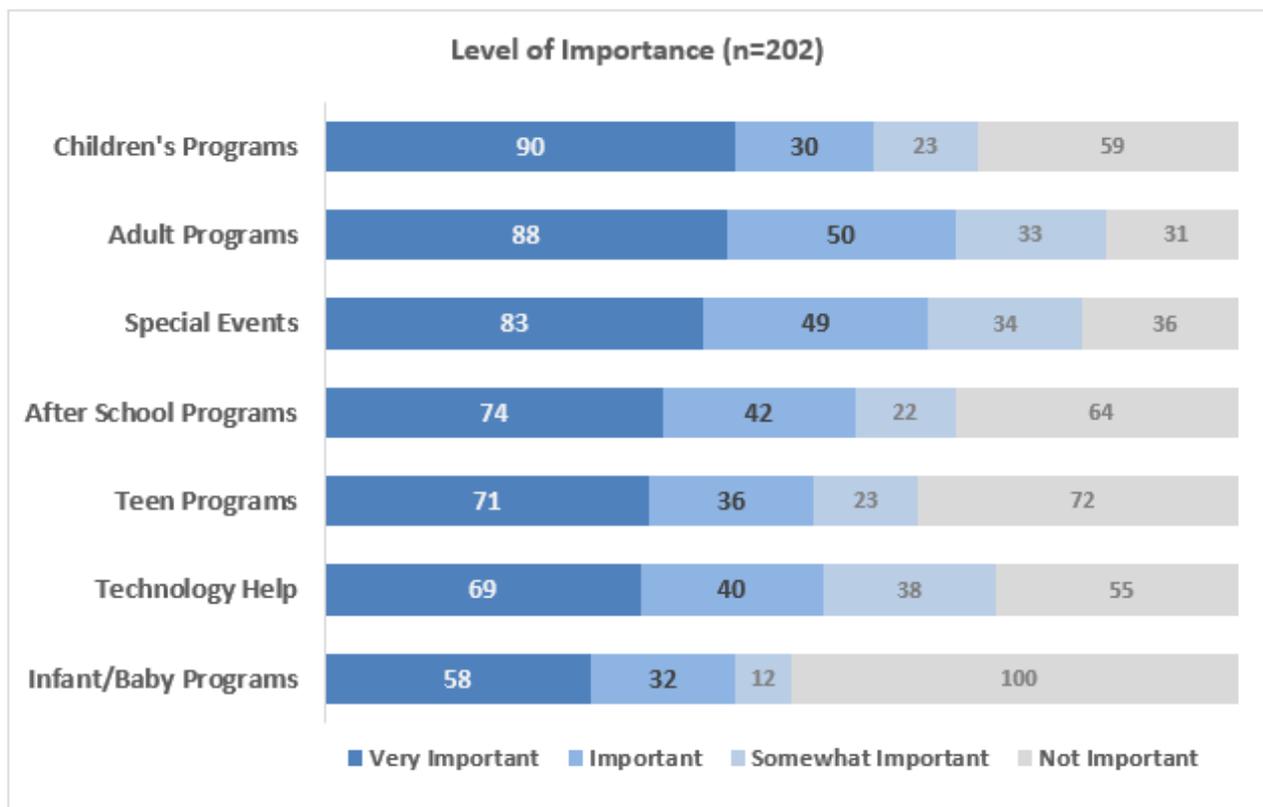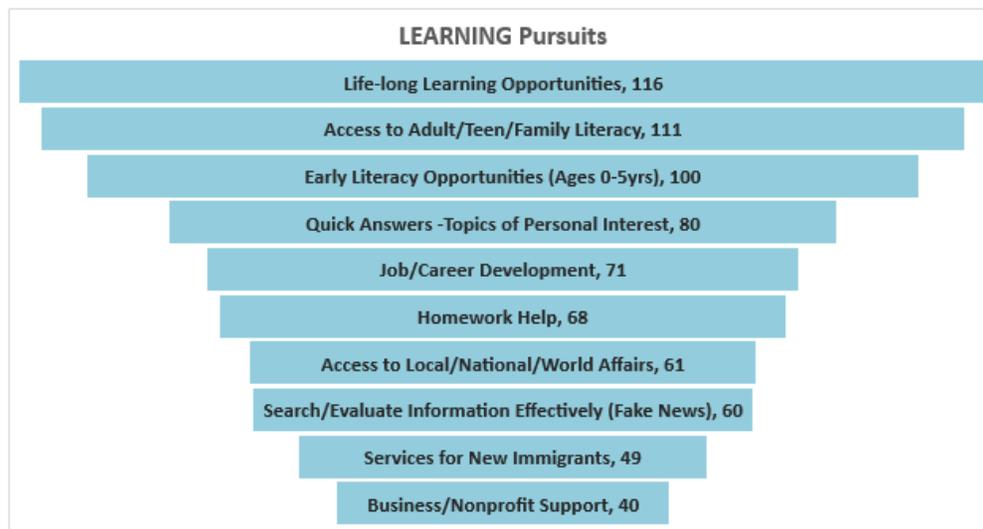|	
Daily	8 (4%)
Weekly	70 (35%)
Monthly	65 (32%)
< Once a Month	31 (15%)
Only Use E-Resources	6 (3%)
Never	22 (11%)

Programs and Services

We asked survey participants about the programs they felt were most important for the community. We had an open answer section where community members could provide suggestions or more details about what they saw as needs in our community for programs and activities.

We also asked participants to provide feedback on our current services, collections, and programs so we can incorporate their feedback into our plan of service.

How important are the following programs to you?

Level of Importance (n=202)

Program	Very Important	Important	Somewhat Important	Not Important
Children's Programs	90	30	23	59
Adult Programs	88	50	33	31
Special Events	83	49	34	36
After School Programs	74	42	22	64
Teen Programs	71	36	23	72
Technology Help	69	40	38	55
Infant/Baby Programs	58	32	12	100

■ Very Important ■ Important ■ Somewhat Important ■ Not Important

Q8 & 9. The library promotes both learning and leisure. Which of the following pursuits are most important to you? *Note: Participants could choose multiple answers.*

LEARNING Pursuits

Life-long Learning Opportunities, 116

Access to Adult/Teen/Family Literacy, 111

Early Literacy Opportunities (Ages 0-5yrs), 100

Quick Answers -Topics of Personal Interest, 80

Job/Career Development, 71

Homework Help, 68

Access to Local/National/World Affairs, 61

Search/Evaluate Information Effectively (Fake News), 60

Services for New Immigrants, 49

Business/Nonprofit Support, 40

LEISURE Pursuits

Reading/Watching/Listening for Pleasure, 147

Comfortable Physical/Virtual Library Spaces, 125

Free Public Iinternet Access, 120

Access to Community Resources/Social Services, 96

Services for Creative Outlets (print, video, audio, etc.), 91

Health/WealthOther Life Choices, 87

Celebrate Diversity/Cultural Awareness, 81

Genealogy/Local History, 60

Important Questions

The above two questions encapsulated a lot of the other responses on our survey and framed the responses into a library context. We used this information to inform the major goals of our library. All the other information gathered was used to create the objectives and measures for each goal.

Goal 1:

LIFELONG LITERACY

To foster a culture of lifelong literacy by providing inclusive access to resources, programs, and learning opportunities that support individuals of all ages in developing and sustaining strong reading, writing, and digital literacy skills, empowering them to thrive in an information-rich society.

Objectives

- Expand access to literacy resources by providing access to diverse collections including print, digital, and multimedia that support reading and literacy at all levels and ages
- Offer literacy programs for all ages
- Promote digital literacy and technology skills

Outcome Measurements

- Allocate at least 15% of the library material budget towards digital collections
- Increase turnover rate of all print collections by 15% by 2028
- Offer at least 50 hours of technology support sessions per year

Goal 2:

SATISFY CURIOSITY:
LIFELONG LEARNING

The library fuels a lifelong love of learning by giving people access to information, programs, and experiences that help them explore topics that interest them, encouraging them to grow and continue to learn throughout their lives.

Objectives

- Encourage learning for personal growth and enjoyment
- Offer diverse and engaging programs for all ages, including multigenerational programming
- Make learning feel exciting and accessible

Outcome Measurements

- Invite local experts, artists, and community members to speak or lead sessions at the library at least 4 times per year
- By 2028, see a 10% increase in adults attending library programs
- Offer at least two sessions per year that cover digital literacy to help prepare people of all ages to interact with technology safely

Goal 3:

GROW LIBRARY ENGAGEMENT
AND EXPAND COMMUNITY
CONNECTIONS

We will support connection in Ponoka by strengthening the library's role as an important central community organization. In line with the Town of Ponoka's strategic goal of building a vibrant community, we will increase community involvement through improved accessibility, expanded outreach, and meaningful partnerships in response to our unique community's requirements.

Objectives:

- Broaden awareness and visibility of the library's services by further advertising the library's programs, resources, and space by evaluating current marketing
- Develop consistent social media engagement, community calendars, and leverage community networks
- Strengthen outreach and community presence by expanding the library's reach in offsite programs, community programs, and participation in local events.
- Reduce obstacles to patron participation by identifying barriers and applying results that support diverse community needs
- Build and deepen partnerships with local organizations including: schools, cultural groups, and other service agencies to develop initiatives that reflect community priorities and shared goals
- Collaborate with community organizations and local authorities to strengthen safety protocols and response readiness

Outcome Measurements

- Attend three or more intercommunity meetings and events per year by the end of 2026
- Develop four additional community partnership programs by 2028
- Form a teen advisory committee to create successful teen programming the end of 2026
- Establish a Friends of the Library society by 2028

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