

# Ponoka Jubilee Library

PLAN OF SERVICE 2022-2025

APO MANAGER

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***SERVICE PRIORITY RESPONSE: Build Successful Enterprises - Business and non-profit support. Business owners and non-profit organization directors and their managers will have the resources they need to develop and maintain strong, viable organizations***

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Responses from our needs assessment signaled a desire from the community for the Library to do more to support businesses, entrepreneurs and non-profit organizations. This response is supported by current issues prevalent in broader society. Economic issues have been at the forefront of the minds of many of our patrons, and extending library support to the efforts of community and business leaders is an appropriate response not only to the needs identified, but also to what's needed more broadly.

**Input Measures:**

The Ponoka Jubilee Library will:

- Consider materials for inclusion into our non-fiction collection that are tailored towards the business community.
- Develop a subset of collection materials tailored to the needs of startups and entrepreneurs.
- Host local business leaders facilitating workshops for potential entrepreneurs.
- Seek to provide space and resources to entrepreneurs and business owners to assist in their expansion.
- Ensure local non-profit leaders are aware of the potential for usage of Library resources by consistent outreach efforts.
- The Library will use its' social media presence to assist in signal boosting local non-profit agencies' social media advertisements.

**Measurable Outcomes:**

- The Library will have developed a subset of collection materials tailored to the needs of the business community by 2024.
- The Library will host 1-2 entrepreneurship workshops per year by 2024.
- The Library will assist other non-profit organization's marketing efforts by re-posting their advertisements 10-20 times per year by 2024.

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***SERVICE PRIORITY RESPONSE: Stimulate Imagination - Reading, viewing, and listening for pleasure. Residents will have materials and programs that excite their imaginations and provide pleasurable reading, viewing, and listening experiences.***

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A significant number of responses with regard to our collection materials pertained to dissatisfaction with areas of our collection, and specifically with regard to our Young Adult (Teen) section. Ensuring all demographics have access to materials they desire to engage with is paramount to successful collections (and by proxy, a successful library!). Although less prevalent, comments indicated some dissatisfaction with other aspects of the collection.

**Input Measures:**

The Ponoka Jubilee Library will:

- Create a new purchase initiative meant to immediately respond to patrons whose requests are unavailable within the Parkland Regional Library system. Patrons will be able to request new materials for purchase directly to the appropriate channels. Materials will be evaluated according to collection development standards and purchased, with the aim to provide the requested item to the patron within 10 days of the request being made.
- Increase efforts to ensure Young Adult Materials by consulting popular industry booklists and bestseller lists.
- Engage youth through conversation to help develop user need
- Continue to evaluate feedback on a yearly basis, paying increased attention to critiques of the Young Adult collections.
- Liaise with local schools to identify trends that are potentially unique to our local youth patrons.

**Measurable Outcomes:**

1. Patrons will request between 20-50 books through the direct purchase program and will have these items in their hands in under 10 days.
2. Circulation of Young Adult Materials will increase by 20% by 2025.

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***SERVICE PRIORITY RESPONSE: Understand How to Find, Evaluate, and Use Information - Information fluency. Residents will know when they need information to resolve an issue or answer a question and will have the skills to search for, locate, evaluate, and effectively use information to meet their needs.***

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Feedback from our needs assessment indicates that patrons may have some difficulty access our online resources. This is attributed to a number of reasons, from a lack of understanding of the resources available to a lack of desirable resources to choose from.

**Input Measures:**

The Ponoka Jubilee Library will:

- Ensure tutorials on e-library services are available on the library website
- Conduct e-library instructional programming 4 times per year as of 2023 consisting of multiple programs targeting specific demographics
- Promote web instruction on usage of e-library materials through in-person communication and social media
- Collaborate with community partners in promotion of E-Library services
- Include links to instructional materials in Library brochures and ensure distribution on membership sign-up
- Ensure patrons are reminded of E-Library services on membership renewal

**Measurable Outcomes:**

1. Library staff will implement 4 sets of in-person E-Library programming 4 times a year by 2025.
2. Staff will assist 30 users per year with E-Library instruction
3. Usage of E-Library materials will increase by 20 percent by 2025

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***SERVICE PRIORITY RESPONSE: Know Your Community – Community resources and services. Residents will have a central source for information about the wide variety of programs, services, and activities provided by community agencies and organizations.***

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Community members in Ponoka need a central area for information. Currently, there exists no source for information on the Town of Ponoka’s community organizations aside from the Town of Ponoka’s community guide. While this is a valuable source of information, it exists for publication once a year and is subject to becoming less than useful depending on how timely one’s information needs are.

Input Measures:

- The Ponoka Jubilee Library will create a section on our website (ponokalibrary.com) which seeks to curate a central source for links to each community group, including a brief description of the mandate, activities and any other important information.
- Ponoka Jubilee Library staff will stay abreast of local events and services through collaboration with community groups as well as awareness gained through research and observance of local social media groups.

Measurable Outcomes:

1. The Ponoka Jubilee Library will have established a section on our website that will function as a “Libguide” for community agencies, services and events by the end of 2023.
2. This section of the website will be visited on average 200 times per year by 2025.