TABER PUBLIC LIBRARY PLAN OF SERVICE 2019-2023

Approved by the Town of Taber Library Board
Tuesday, October 9, 2018

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Introduction

History

Taber Public Library (TPL) was established on November 9, 1946 upstairs in the Fire Hall. In 1963, a new library was opened on 49 Avenue, and in June 2007, the library moved into its current facility on 50 Avenue. When the Chinook Arch Regional Library System was established in 1992, TPL became a member. TPL provides library services to the Town of Taber and the surrounding Municipal District.

Town of Taber Library Board

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Vision Statement

The Taber Public Library will provide a wide range of friendly, efficient and up-to-date library services based upon the needs of the community.

Mission Statement

It is the mission of the Taber Public Library to meet the informational, educational, recreational and cultural needs of the community.

Needs Assessment Process

The needs assessment process for the 2019-2023 Plan of Service was a three-pronged approach consisting of a survey, a conversation café and program assessment form.

First, a needs assessment survey was shared with the community for the first half of 2018. This survey was available to be completed both by visiting the library in person, and online. At the time the survey was closed, there were over 160 responses.

Second, a Conversation Café was held in May 2018 to gather stakeholder input. Those who could not attend were sent a short survey to fill out. Five community organizations sent representatives, and two organizations completed the online community stakeholder survey.

Third, program participants were given program feedback forms to complete and return to the library with their input on the program they attended, and what programs or services they would like to see in the future. Every program the library put on received participant feedback, which will be used to inform programs the library puts on in the future.

The ad hoc Plan of Service Committee analyzed the data using the Service Responses outlined in the Service Planning for Alberta Libraries: A Guidebook and Workbook document created by the Public Library Services Branch (p. 12). Using the Service Responses as a guide, the ad hoc committee formulated the 2019-2023 Plan of Service over the summer of 2018.

TPL would like to thank all of those who participated in our needs assessment process: all of those who filled out a survey, attended the stakeholder Conversation Café, and participated in giving feedback on programs and events.

Community Profile

The Town of Taber – a community of approximately 8,400 - and its surrounding Municipal District (MD) – a population of approximately 7,100 - are located in the South Central region Alberta (Town of Taber, Demographics; Statistics Canada).
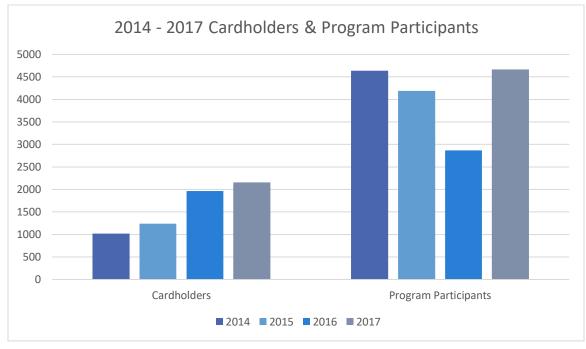
According to the municipal census conducted in 2015, the Town's has a large population of senior citizens (Town of Taber, 2015). Though there is a large senior population, the average age is 37 due to a large number of young families (Town of Taber, Business and Community Profile).
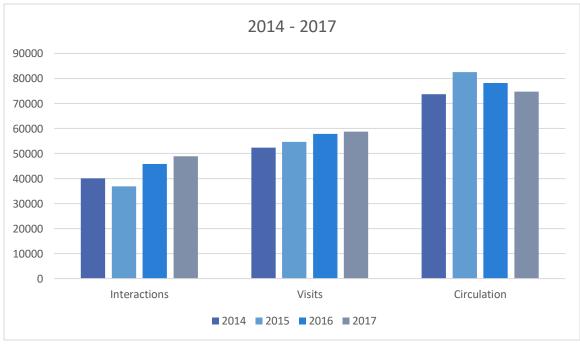
Since 2011, the Town's population has been steadily increasing by 0.85% per year due to the arrival of new residents mostly from within the province and the municipal district (Town of Taber, Demographics). That said there is a small population of new residents arriving from Mexico and the Philippines (Town of Taber Demographics).

The MD of Taber, which consists of six rural communities (Grassy Lake, Hays, Enchant, Purple Springs, Johnsons Addition), has a youthful median age of 27.4, and an annual growth rate of 1.4% (MD of Taber, 2015). The Town of Vauxhall and the Village of Barnwell are also located within the MD's boundaries (MD of Taber, 2015). While some of these rural communities have their own local libraries – Barnwell, Enchant, Grassy Lake, and Vauxhall – residents of the MD living outside of these communities are free to use any Chinook Arch Regional Library System library as their home library (Chinook Arch, 2017).

Taber Public Library Profile

2014-2017 Statistics

2014 - 2017 Cardholders & Program Participants

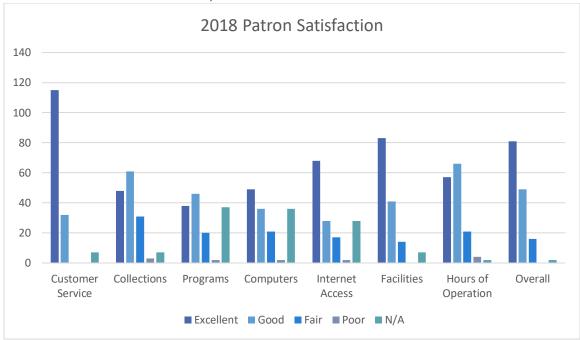### 2014 - 2017

During the 2014-2018 Plan of Service, TPL saw growth regarding its cardholders, program participants, patron interactions and patron visits. The jump in cardholders from 2015 to 2016 can be explained by

the introduction of free library cards in early 2015 (TPL, Conversation Café). Since 2014, memberships have doubled, and interactions and library visits have grown year over year.
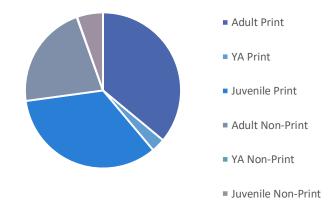
2018 Needs Assessment Survey Results

TPL's needs assessment survey was made available for respondents during the first half of 2018, from January to June. Eighty-one percent of respondents to TPL's needs assessment survey were library cardholders; the majority of respondents were women ages 25-64 who visit the library at least once a month if not more. Overall, respondents were satisfied with the library (TPL, 2018, Needs Assessment Survey data).

In the short-answer section of the survey respondents valued good customer service, a variety in the collections available for borrowing, family-friendly programming and the facility. As stated by respondents, there are "friendly staff and [it is a] safe fun learning environment" with a "variety of reading books" and "access to materials I may not have even known about" (TPL, Needs Assessment Survey data).

Respondents stated that they believed the library was a benefit to the community. According to respondents the library is "a great place for learning resources and many wonderful programs that are so wonderful in this community," that it "facilitates the love of reading using a variety of opportunities that are at no or low cost to the community" and that it "benefits the community greatly just so people can have a place to go if they want to get out, that way you don't have to buy anything to be there" and "it is a place where people from all interests can interact" (TPL, Needs Assessment Survey data).

Over 68,000 items circulated

- Adult Print
- YA Print
- Juvenile Print
- Adult Non-Print
- YA Non-Print
- Juvenile Non-Print

58,155 in-person visits

34,588 website visits

2,156 card-holding members

More than doubled since 2014

Taber Public Library, Conversation Cafe.

Service Responses

1. Know Your Community: Community Resources and Services

Goal

Residents will have a central source for information about the wide variety of programs, services and activities provided by community agencies and organizations.

Objectives

1. Increase the community's awareness of the programs, services and activities provided by local agencies and organizations.
   a. Sustain current partnerships though an increase in the number of community awareness programs by 10%.
   b. Create three new partnerships to support community awareness programs.
2. Increase the community's awareness of the programs, services and collections available through the library.
   a. Increase the number of library awareness sessions by 10%.

2. Satisfy Curiosity: Lifelong Learning

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

Objectives
1. Promote lifelong learning through programs and collection.
    a. Increase the number of programs/topics that promote lifelong learning by 10%.
2. Provide space and technology for programs of interest to the public.
3. Survey residents on the types of programs/collections they might like to see offered.
    a. Utilize social media to get resident input.
    b. Connect with residents through library-awareness sessions in community.
4. Evaluate programs and gather users' response as to whether programs are meeting their needs/expectations.
    a. Supply program attendees with program feedback forms.
5. Provide statistics as to number of programs offered and attendance.
    a. Keep monthly statistics, and make annual reports available.
6. Encourage activities that promote 21-Century skills.
    a. Provide programs and collections on various different kinds of literacies, including digital, media, visual, data, game, health, financial, civil, news and foundational literacies.

3. Stimulate Imagination: Reading, Viewing, and Listening for Pleasure

Goals
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 choices from among the options.

Objectives
1. Ensure collection is relevant to the leisure needs of the community.
    a. Survey users to find what they read, view and listen to for pleasure.
2. Provide programs that enhance the user's ability to enjoy the library's collection.
    a. Ask users and program attendees for feedback on the collections they use and the programs they attend.
3. Collection will be responsive, inclusive and inspiring.
    a. Evident though circulation statistics, collection growth, and patron involvement.

4. Visit a Comfortable Place: Physical and Virtual Spaces

Goals

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

Objectives

1. Promote the library as a community hub and gathering space.
   a. Advertise our programs as social events within the community through community outreach.
   b. Advertise our space as a social space available to all public through community outreach.
2. Library spaces will transform lives by inspiring patrons to explore and accomplish their goals.
   a. Utilize library spaces for active learning programming and social learning activities.
3. Investigate opportunities to ensure the library continues to be a comfortable space for users.

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