



https://www.cranbrookpubliclibrary.ca

1212 2nd Street North Cranbrook, BC V1C 4T6



I am pleased to share the Cranbrook Public Library's 2019 -2023 Strategic Plan with our community.

"A meeting was held in the YMCA Building, Cranbrook, shortly after 8 pm Feb. 23rd, 1925 to consider the advisability of taking steps to obtain a Public Library for the City." This is the first sentence of the first set of Library Board minutes ever taken in Cranbrook. On Saturday, 4 July 1925 at 8 pm, the Cranbrook Public Library opened its doors to a room in the post office filled with shelves of books, a table and chairs. We have been proud to serve our Cranbrook and the surrounding area ever since.

The library grew along with our community, moving a number of times over the decades until it opened the doors at its present location in late 2006. The number of items on the shelves grew from a few hundred to over 66,000. New formats were added, and some went away again, so people could get the material they needed in the format they wanted. Programs to foster curiosity and support learning became a mainstay. And staff have always been ready to answer people's questions about any topic, no

matter how simple or complex.

Even as the library, like the world around us, continues to change, our core philosophy remains the same: to make information freely accessible to everyone.

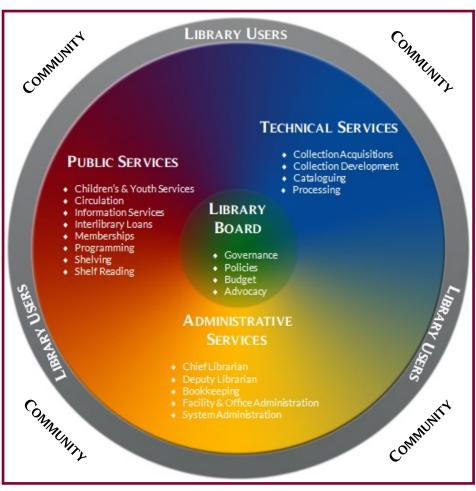
This plan lays out the path the library will follow over the next 5 years to ensure it remains the dynamic centre of our community. It challenges us to become a place of inspiration and learning within our community. The plan inspires us to listen closely, and work collaboratively, to meet the evolving needs of those we serve.

Everyone at the library is passionate about serving our community. I hope you see that reflected in this plan.

DAVID CLARK

Chair

Cranbrook Public Library Board





OUR ASPIRATION

The Cranbrook Public Library is the dynamic centre of our community. It welcomes everyone, inspires creativity, and enhances quality of life.

THE LIBRARY WILL FOCUS ON THESE STRATEGIC PRIORITIES TO CARRY OUT OUR MISSION AND STRIVE TOWARDS ACHIEVING OUR VISION, GUIDED BY OUR VALUES.

As our community changes, so does the library. We listened to our community over the past five years and took a close look at the library's programs and services. This is what we heard:

PEOPLE LOVE TO READ

'Books' spring to most people's minds when they hear the word 'library'. Even as the diversity of formats in the library expands, people still want to have a great selection of books to choose from when they walk through the door. The library is committed to offering a broad collection of recreational and educational material in a range of print, video and digital formats.

PEOPLE KEEP LEARNING

Individuals continuously seek out opportunities to learn, whether it's for personal growth, to develop job skills, to succeed at school, or to cope with life. The library offers services, programs, assistance and space to support people's learning. The library also plays a role in sharing the *Truth and Reconciliation Commission* report's lessons so we can learn from them.

PEOPLE FEEL WELCOME

The library provides free and equitable access to information in a safe and welcoming environment. The library's staff and trustees focus on the needs of our users and work collaboratively to ensure that all who visit feel that the library is there for them.

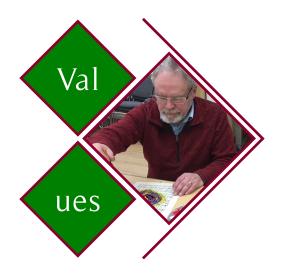
PEOPLE CONNECT WITH EACH OTHER

The library provides a place in our community where people can meet, have conversations and share ideas. It provides the technological means for people to connect online as well as resources and spaces within the facility that foster the exchange of ideas. The library recognizes it can offer more effective services to our community by working with other organizations locally, regionally and provincially.

Mission

OUR REASON FOR BEING

The Cranbrook Public Library reaches out to support the needs and aspirations of everyone in our community. It promotes literacy and provides access to the world's information, ideas and cultures by offering a range of services in a welcoming, respectful environment.



OUR DEEPLY HELD BELIEFS

Our core philosophy and foundational resources form the pillars upon which all decisions, services, and programs rest.

VALUES

The Library exists to serve its users, and we want them to have an exceptional experience each time they visit. Values are the core beliefs that guide all our decisions.

USER FOCUS We place our users and community at the centre of everything we do.

WORKING TOGETHER We collaborate amongst ourselves, with our users, and with our community.

OPENNESS & INCLUSION We provide a safe, welcoming and respectful environment for everyone.

INTELLECTUAL FREEDOM We support free and equitable access to information along with an

individual's right to privacy and freedom of choice.

LEARNING & CREATIVITY We believe curiosity and creativity help people learn to adapt to change.

BALANCE We endeavour to find balance between traditional and emergent services,

existing resources and our vision, user and organizational needs.

CONSIDERATION We remember the big picture when we act to focus our energy on making a

real difference and gather evidence to back up our decisions.

FOUNDATION

The Library depends on a strong foundation provided by people, infrastructure and resources to open each day.

- ◆ **Staff Excellence** through practical, meaningful staff training, development, and collaboration.
- ◆ **Strong Governance** by a knowledgeable and accountable board of trustees.
- ♦ **Current Technology** that adapts to changing needs and enables efficient service delivery.
- ♦ **Sound Infrastructure** of a well-maintained facility that minimizes its environmental footprint.
- ◆ Active Communication to highlight our value to the community, sustain funding and tell our story.
- ♦ Meaningful Engagement with community organizations, library associations, and local, regional and provincial governments.



Seek out innovative approaches for people to access information, learn, and share their ideas with the world.

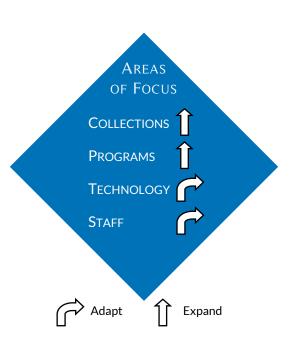
- ♦ Ask-a-Librarian at the Info Desk
- ♦ Books, videos, digital resources
- ♦ Computer & wireless access
- ♦ Coding workshops
- ♦ Exam invigilation
- One-on-one tech training
- Digital resources

What programs and services does our library offer to meet everyone's information and literacy needs?

The capacity to learn is a vital skill as the society we live in changes what we need to know and how we access information.

The library will strive to be flexible and adaptable to ensure that its people, technology, resources and spaces remain responsive to, and support, people's shifting learning needs.

- Create an Idea Lab filled with technological tools, supported by knowledgeable staff and resources, so people can develop and share content.
- Offer regular workshops on a range of topics that enable people to develop their technological literacy skills.
- Increase the diversity of information resources to meet people's learning needs.
- Ensure staff have the knowledge, skills, resources and time to support people's information needs, learning goals and creative endeavours.
- Build a robust technological infrastructure to support the increasingly complex requirements.





Meet our community's diverse needs through collaboration to develop informative and relevant programs and services.

- ♦ Computer Learners' Classes
- ♦ Crop & Craft Weekends
- ♦ Storytime for Children
- ♦ Summer Reading Clubs
- Artistic Connections
- ♦ Homebound Service
- ♦ Seniors' Teatime
- ♦ Collections
- ♦ Book
- Clubs

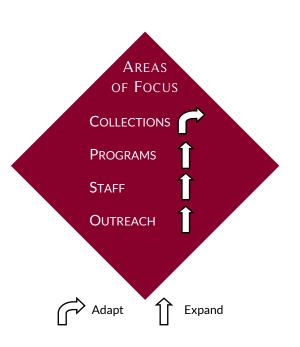
How can our library position itself to best meet the needs of everyone living in the communities we serve?

The library provides programs that inspire, inform and educate.

We will listen to our community and will assume a responsive attitude to design programs that meet the diverse interests and needs of our residents.

The library will seek to partner with other organizations to broaden the diversity of relevant and interesting programs that we offer to the public.

- Identify core groups for which to develop targeted services and programs.
- Encourage children to use the library more by identifying and eliminating potential barriers.
- Provide regularly scheduled outreach services to RDEK Area C communities.
- Work together on providing library services that recognize and honour indigenous voices and history.
- Work with local, regional and provincial organizations to expand our capacity to deliver programs and services.





Create a welcoming, comfortable and safe environment that will be the first place people think of coming to when they want to explore ideas, socialize or relax.

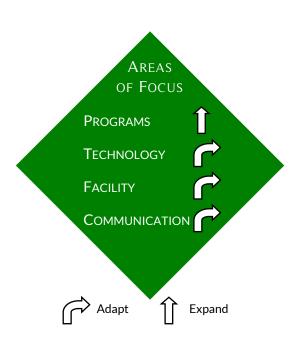
- ♦ Jessie Slye Children's Library
- Outdoor book sculptures and benches
- ♦ Fireside Reading Lounge
- ♦ Manual Training School
- ♦ Reading Garden
- ♦ Hub for Teens
- ♦ The Atrium

How does our library become the main public space in our community?

The library is the community's living room. It aspires to be a place where everyone feels welcome, whether they visit its physical or digital location. It provides spaces for people to connect, create, learn and relax.

The space must be flexible and dynamic. The library must consider environmental sustainability when making changes. Above all, the space must be designed for the people that use it.

- Ensure someone welcomes all individuals who enter the library and offers to assist them.
- Incorporate accessibility tools and adaptive technology into the design of the library.
- Actively engage with people using digital platforms.
- **⇒** Build responsive design into the library's digital resources.
- Redevelop the parking lot entrance to become more inviting.
- Complete the construction of the quiet study room.





Build strong relationships by telling the library's and the community's stories.

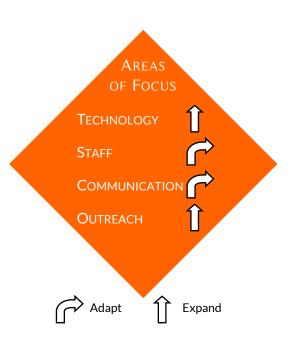
- ♦ Sam Steele Days' Parade Float
- Newspaper Column At the Library
- ♦ Mike's Book Notes
- ♦ Program Posters
- ♦ Facebook
- ♦ Website
- ♦ Displays
- ♦ Apps

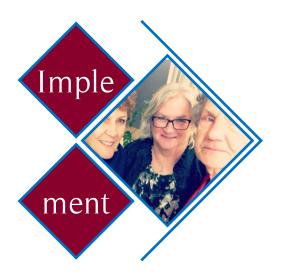
How can our library effectively inform the community about its services and programs?

The library needs to spread the word about the diverse services, programs and collections it offers people.

At a time when information comes at people in an unending stream from all directions, the library must creatively use both social media and traditional forms of communication to effectively share its story with our community.

- Create an annual Your Library event that celebrates our users and our library.
- Promote digital library services to encourage people to connect anywhere, anytime.
- Capture people's attention through the imaginative use of an array of communication tools.
- Install dynamic displays inside and outside the library to inform the community about programs and services.
- Develop a communications plan to reach out to major stakeholders.
- Partner with the Friends of the Library to identify more opportunities to enhance programs and outreach activities.

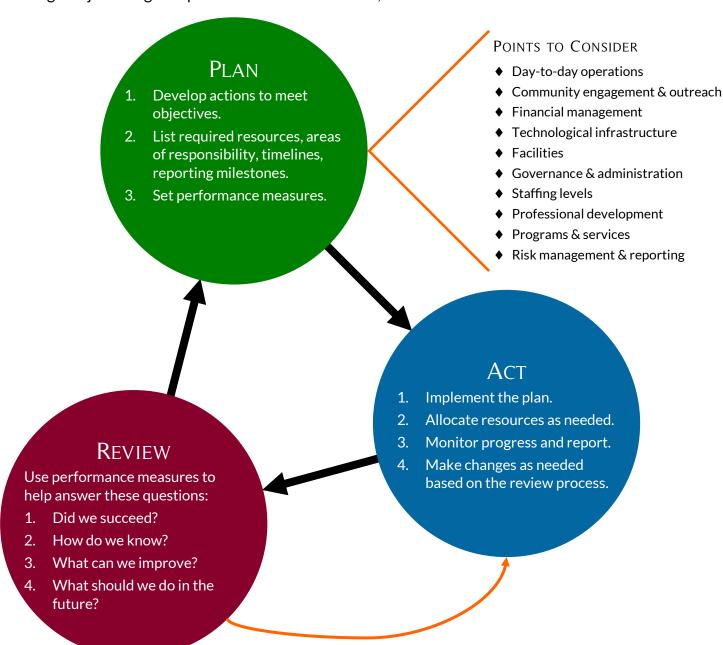




OUR APPROACH TO TURNING IDEAS INTO ACTIONS

An annual strategic action plan will enable us to transform ideas into reality.

The annual strategic action plan is a detailed guide prepared at the beginning of each year so that selected strategic objectives get implemented in an intentional, considered manner.





OUR METHOD FOR MEASURING SUCCESS

Effective evaluation based on solid performance measures makes it possible to understand why something succeeded or failed.

We will continuously monitor progress to remain responsive, resolve issues, improve results, and generate enthusiasm and ideas for future initiatives.

We will:

- Use a variety of tools to gather stories, pictures, user feedback, and statistics;
- Use performance measures to evaluate the effectiveness of services and programs;
- Perform an annual evaluation of the work plan, and conduct a review of the strategic plan;
- ♦ Make changes to the strategic objectives as required to maintain the strategic plan's relevance;
- ♦ Present annual reports to the City of Cranbrook, Regional District of East Kootenay, Ministry of Education's Libraries Branch and the public.

1. GATHER

OUTPUTS Measureable results of a program, service or

initiative, commonly expressed as statistics.

OUTCOMES Lasting qualitative impacts that a program, service or initiative has on a library user.

They often take the form of a story told by

an individual or group.

INDICATORS Specific measures related to the reason for

creating a program, service or initiative.

These may include budgets, timelines, resources used, activities undertaken.

3. ANALYZE

The effectiveness of the program, service or initiative using the information gathered and considering the impact on the key stakeholders.

CONTINUE M

4. Decide

CONTINUE Make the program, service or initiative a permanent

2. Consider

Library Users

Public

Library

Support

Organizations

Library

Staff

& Board

Grant

Funders

Major Funders &

Governance

Bodies

Community

Organizations

part of library operations.

CHANGE Make changes to the program, service or initiative to

better meet identified needs and try it again.

MOVE ON Determine that the program, service or initiative did

not meet identified needs and end it.

5. Report

Let people, particularly the key stakeholders, know about what was undertaken and the results.

