

Plan for Service 2003 - 2005



CRANBROOK PUBLIC LIBRARY
expand your universe

Cranbrook Public Library Plan for Service – 2003 to 2005

Introduction

This strategic plan lays out a map of the future where the Library will be an integral, well-used service in our community. As with any map, it shows where we want to go and gives us directions to get there.

In this plan, the Library strengthens its commitment to you, the user: to bring in the books, music and videos you want, to help you find the answers you need, and to create a welcoming environment for you.

The Library Board and Staff look forward to making this plan a reality over the next three years.

Mission

- Our mission is to guarantee the intellectual freedom of the individual as outlined in the *Statement of Intellectual Freedom* of the Canadian Library Association.
- We support the pursuits of recreational reading, informal education and personal development by providing access to collections in various formats.
- We aim to provide assistance and guidance by trained staff and to institute such programs as fill a need and desire in the community.

Notes

- This plan recognizes the necessity for community fundraising to assist in reaching these goals.
- Abbreviations used are: F – Fundraising; B - Budget

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Strategic Directions

The goals, objectives and action statements presented in this strategic plan reflect the priorities the Library will undertake in the next three years. Annual reports will serve to detail progress achieved on the targets set herein.

Specific action statements are organized within five areas of functionality:

1. Membership
2. Collections
3. Children's & Other Services
4. Facilities & Hours
5. Promotion & Fundraising

Goals

The Library aspires:

1. To become a well-used library, with a popular reading collection, by a broad cross section of the community.
2. To be a comfortable gathering and meeting place for the entire community
3. To meet the information and referral needs of the community.
4. To be well recognized and valued by users, funding authorities, community service partners, and the business community.

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Objectives & Action Statements - Membership

	Completion Date	Who
Increase active membership to 11,200.		
<ul style="list-style-type: none">Promote the online self-registration feature available in Horizon library management software already owned by the Library.	Aug 2004	Staff
<ul style="list-style-type: none">Do a new-member care call after three months and repeat after one year.	Ongoing	Staff
<ul style="list-style-type: none">Identify a plan to attract and keep new members.	Oct 2005	Staff

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Objectives & Action Statements – Collections

	Completion Date	Funding Source	Who
Pursue annually funding options to increase spending on lending collections.	Ongoing	B/F	Board
Ensure that 70% of the collection is published within the past 10 years.			
<ul style="list-style-type: none"> • Discard annually those items published 11 to 15 years ago. 	Annual		Staff
<ul style="list-style-type: none"> • Discard those items identified in the Items Borrowed Compared to Total Items in Collection as 'Circulated pre-1995' and 'No Circulation'. See Appendix A. 	Jul 2004		Staff
<ul style="list-style-type: none"> • Discard, every two years, the items identified in the Collection Snapshot by Published Date as being 21+ years. See Appendix B. 	Bi-annual		Staff
Increase annual circulation by 10%.			
<ul style="list-style-type: none"> • Enlarge the area serving as the Newly Acquired Items Shelving 	Jun 2003		Staff
<ul style="list-style-type: none"> • Leave continually circulating items on the Newly Acquired Items Shelving. 	Ongoing		Staff
<ul style="list-style-type: none"> • Ensure that 75% of annual collection purchases are popular materials. 	Annual	B	Staff
<ul style="list-style-type: none"> • Implement the Shelving Cart status in Horizon to leave recently returned items on carts for 24 hours. 	Feb 2004	B	Staff
Target the total print collection to be 50% non-fiction.	Ongoing		
<ul style="list-style-type: none"> • Track donations to maintain this target. 	Ongoing		Staff
<ul style="list-style-type: none"> • Purchase items to maintain this target. 	Ongoing	B	Staff

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Objectives & Action Statements - Children's & Other Services

	Completion Date	Funding Source	Who
Maintain the Library's website and electronic subscriptions.			
<ul style="list-style-type: none"> • Review the website annually for changes and updates. 	Annual		Staff
<ul style="list-style-type: none"> • Continue subscribing to current electronic subscriptions, and add additional titles when possible. 	Annual	B	Staff
Based upon the evaluation of Project GOAL (Grade One at the Library), increase its participation rate annually by 10%.			
<ul style="list-style-type: none"> • Invite all Grade One teachers in Cranbrook to participate each September. 	Annual		Staff
<ul style="list-style-type: none"> • Write the parents of newly registered children to reinforce the importance of the regular use of the Library by their child. 	Annual		Staff
<ul style="list-style-type: none"> • Implement strategies suggested by annual evaluations. 	Annual	B	Staff
Promote children's programs, services and collections to schoolchildren.			
<ul style="list-style-type: none"> • Develop and implement a plan to liaise with schools to promote literacy and Library usage. 	Apr 2005		Staff
<ul style="list-style-type: none"> • Develop a plan to offer joint professional development opportunities for librarians and teacher-librarians in the community. 	Nov 2005		Staff
Participate in regional library federation discussions, in a leadership role.	Ongoing		Board/ Staff

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Objectives & Action Statements - Facilities & Hours

	Completion Date	Funding Source	Who
Implement consistent opening hours for 6 days a week, with minimal increase in staff hours.			
<ul style="list-style-type: none"> • Develop a plan providing 2 options for consistent hours for 6 days of operation per week. 	Jun 2004	B	Staff
Reorganize the Library layout to optimize seating for reading and other purposes.			
<ul style="list-style-type: none"> • Store unused cabinets and other furniture offsite. 	Jun 2003		Staff
<ul style="list-style-type: none"> • Identify a plan to improve signage that can migrate to a new Library 	Dec 2003	B	Staff
<ul style="list-style-type: none"> • Replace reading area furniture that can migrate to a new facility, through fundraising. 	Dec 2005	F	Friends /Staff
<ul style="list-style-type: none"> • Re-model existing table or purchase two smaller rectangular tables to convert the Board Room into a reading room when not in use for meetings. 	Dec 2005	F	Friends /Staff
Improve air exchange and temperature control in the Library.			
<ul style="list-style-type: none"> • Extend roof furnace ductwork to the Adult Fiction and Children's Library areas. 	Oct 2004	B	Staff
<ul style="list-style-type: none"> • Replace the mini-blinds at the entrance with roller shades. 	Sep 2004	F	Staff

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Objectives & Action Statements - Promotion & Fundraising

	Completion Date	Funding Source	Who
Promote the building of a new Library.			
<ul style="list-style-type: none"> • Participate in the City of Cranbrook's Library Facility Committee. 	Ongoing		Board
<ul style="list-style-type: none"> • Provide staff support as required to the Library Facility Committee. 	Ongoing		Staff
Evaluate the Library's participation in the <i>BC Writers in Libraries</i> program.			Staff
<ul style="list-style-type: none"> • Examine partnering with other libraries and schools in the area to submit grant proposals to the <i>BC Writers in Libraries</i> program to hold 1-2 author readings at the Library annually. 	May 2005		
Use established marketing techniques to increase the Library's presence in the community.			Board /Staff
<ul style="list-style-type: none"> • Develop a public relations plan targeted to increase the Library's visibility to the public, community organizations and businesses. 	Dec 2003		
<ul style="list-style-type: none"> • Produce or secure a portable display for use at community events. 	Sep 2004	F	Staff
Raise funds for capital projects through an active annual fundraising campaign.			
<ul style="list-style-type: none"> • Develop and implement annual fundraising drive (s). 	Jul 2005		Board
<ul style="list-style-type: none"> • Develop and implement a planned giving campaign. 	Jan 2004		Board
Increase contact between senior City and Library staff; and between City Council and the Library Board.			
<ul style="list-style-type: none"> • Present the Annual Report to the City Council, at the Library. 	Annual		Board
<ul style="list-style-type: none"> • Have the City's Library Board Liaison report to regular Council Meetings about notable events or initiatives occurring at the Library. 	Ongoing		Board
<ul style="list-style-type: none"> • Offer to participate in City staff committee work, not directly related to the Library. 	Nov 2004		Staff
<ul style="list-style-type: none"> • Identify and utilize informal communication opportunities. 	Ongoing		Board
Increase recognition of the Library by local businesses.			
<ul style="list-style-type: none"> • Become active in the Chamber of Commerce by attending monthly meetings and hosting other Chamber members at the Library. 	Sep 2003		Staff/ Board
<ul style="list-style-type: none"> • Develop a business-targeted fundraising campaign where donors get visible recognition in the Library. 	May 2005		Board

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Appendix A - Items Borrowed Compared to Total Items in Collection

Collection	Total Items	Circulated 2000-Present	Circulated 1995-1999	Circulated Pre-1995	No Circulation
Adult Non Fiction	16875	14276	1859	385	355
Adult Paperbacks	7784	7333	290	8	153
Adult Fiction	5963	5418	387	103	55
Juvenile Non Fiction	4411	3755	530	64	62
Juvenile Picture Books	2573	2499	63	4	7
Juvenile Fiction	2546	1987	416	117	26
Juvenile Paperback	2396	2283	93	2	18
Adult Mystery	2068	1943	114	1	10
Young Adult Paperbacks	1785	1528	224	14	19
New Book Shelves	1708	1581	1	0	126
Adult Biography	1535	1300	184	21	30
Adult Video Tape	1338	1254	71	2	11
Adult Spoken Word Tapes	1295	1280	11	0	4
Juvenile Easy Reader	911	888	23	0	0
Adult Compact Discs	785	749	21	0	15
Adult Large Print	738	715	21	1	1
Adult Science Fiction	722	612	90	9	11
Juvenile French	622	446	122	10	44
Adult Western	388	377	10	0	1
Adult Easy	298	46	88	97	67
Juvenile Video Tape	252	252	0	0	0
Adult Audio Tapes	248	168	78	0	2
Juvenile Biography	208	162	28	12	6
Adult Oversize	193	138	43	9	3
Juvenile Baby Books	179	178	1	0	0
Young Adult Fiction	153	143	9	0	1
Adult Kit	120	103	12	2	3
Adult Spoken Word CD	120	119	0	0	1
Adult Pamphlets	116	21	20	11	64
Juvenile Large Print	99	64	24	0	11
Adult French	87	35	21	11	20
Adult Italian	65	17	16	19	13
Adult German	25	12	4	1	8
Young Adult Non-Fiction	<u>21</u>	<u>19</u>	<u>1</u>	<u>0</u>	<u>1</u>
Total Items	<u>58627</u>	<u>51701</u>	<u>4875</u>	<u>903</u>	<u>1148</u>
Percentage of Total Collection		88%	8%	2%	2%

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Appendix B - Collection Snapshot By Published Date

Collection	Total Items	0-1 Years	2-5 Years	6-10 Years	11-20 Years	21+ Years	Unknown Age
Adult Biography	1534	7	144	290	469	624	0
Adult Compact Discs	785	0	137	315	285	44	4
Adult Electronic Reference	1	0	0	0	0	1	0
Adult French	87	0	3	9	16	59	0
Adult German	25	0	2	2	5	15	1
Adult Grants Library	65	2	4	16	3	1	39
Adult Kit	120	0	9	47	52	11	1
Adult Large Print	738	25	145	111	162	295	0
Adult Mystery	2067	158	466	477	483	483	0
Adult Non Fiction	16869	103	1655	3276	5091	6695	48
Adult Paperbacks	7783	263	2329	2776	1903	511	1
Adult Pamphlets	116	0	22	31	39	22	2
Adult Reference Desk	12	0	5	2	2	2	1
Adult Spoken Word Tapes	1295	66	414	530	262	23	0
Adult Spoken Word CD	120	41	75	4	0	0	0
CD Network Reference Workstation	1	0	0	0	0	0	1
Juvenile Easy Reader	911	29	148	124	332	277	1
Juvenile French	622	0	20	170	341	90	1
Juvenile Large Print	99	0	2	12	83	2	0
Juvenile Non Fiction	4411	29	432	877	1359	1713	1
Juvenile Paperback	2396	86	795	972	400	142	1
Juvenile Video Tape	253	0	31	98	111	12	1
Staff Room	207	2	14	11	0	142	38
Young Adult Fiction	159	15	29	47	58	10	0
Young Adult Non-Fiction	21	2	12	2	5	0	0
Young Adult Paperbacks	1785	30	333	635	623	163	0
Adult Annual Reports	333	2	144	76	111	0	0
Adult Easy	298	0	6	15	110	167	0
Adult Government Documents	2400	4	207	798	630	155	606
Adult Local History	517	7	47	43	129	264	27
Adult Reference	1520	16	144	196	312	707	145
Adult Video Tape	1340	1	120	465	661	74	19
Juvenile Biography	208	0	13	16	50	129	0
Juvenile Reference	10	0	1	7	0	2	0
Adult Audio Tapes	248	0	0	40	148	60	0
Adult Fiction	5951	169	1022	1206	1624	1928	2
Adult Italian	65	0	0	0	38	27	0
Adult Oversize	193	0	2	17	70	102	2
Adult Science Fiction	721	23	124	192	254	128	0
Adult Western	388	2	9	18	74	285	0
Juvenile Baby Books	179	3	57	56	54	9	0
Juvenile Fiction	2546	18	223	299	592	1413	1
Juvenile Picture Books	2571	13	405	597	817	736	3
New Book Shelves	<u>1720</u>	<u>1106</u>	<u>374</u>	<u>151</u>	<u>62</u>	<u>24</u>	<u>3</u>
Total Items	<u>63690</u>	<u>2222</u>	<u>10124</u>	<u>15026</u>	<u>17820</u>	<u>17547</u>	<u>949</u>
Percentage of Total Collection		3%	16%	24%	28%	28%	1%

Cranbrook Public Library Plan for Service – 2003 to 2005

Plan for Service 2003 – 2005 Committee Members

Tom Beardsley, Chair

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Approved by the Cranbrook Public Library Board, 18 June 2003

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