

Village of Clive Library Board



CLIVE PUBLIC LIBRARY PLAN OF SERVICE 2011 – 2016

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ACKNOWLEDGEMENTS

The Village of Clive Public Library Board would like to acknowledge those that provided assistance and support in the planning and implementation of our strategic planning and community consultation processes:

- Village of Clive
- Clive Pastoral Association
- Clive FCSS
- Clive Hotel
- Facilitation and consultation provided by Alberta Culture & Community Spirit, Community Development Branch, Central Region, Red Deer Office – Victor Moisan, Community Development Officer
- Parkland Regional Library (consultants)
- Village of Clive and area community members

STATEMENT OF APPROVAL AND ACCOUNTABILITY

The strategic plan for the five years commencing January 1, 2011 was prepared under the direction of the Village of Clive Library Board, and in accordance with Alberta Libraries Regulation (AR 141 / 98). The Board and Staff of the library are committed to achieving the planned results laid out in this plan.

For libraries in Alberta, planning is mandated. Libraries Regulation, Section 13 states the following:

- (1) In managing and controlling a municipal library, a municipal board shall
 - (a) Within 3 years of being established, develop and file with the Minister a plan of service with a mission statement and goals and objectives based on a needs assessment of the municipality, and
 - (b) Annually review its plan of service.
- (2) A municipal board shall file with the Minister a copy of its current plan of service with goals and objectives not less frequently than every 5 years following the date on which the plan was previously filed with the Minister.

SOURCE: AR 141/98 s13; 193/2003; 172/2007

MOTION:

Motion: made by: Louise Bell. Motion seconded by: Diane Peters. All in favour; carried.
March 29, 2011

Original signed by

Wanda Wagner, Chair
March 29, 2011

VISION

The Clive Public Library is dedicated to the educational, recreational, cultural enlightenment and technological advancement of its community members and to this end will provide assistance in a vibrant, welcoming setting.

MISSION

To provide people in Clive and area with quality library services which foster discovery, leisure pursuits and lifelong learning.



VALUES

Clive Public Library supports the following principles for equitable public library service:

Access:

*Albertans have an equal right to access information
Regardless of economic, social or geographic circumstances.*

Accountability:

We are accountable to our community for the services we provide.

Quality service:

*Cooperation among and through library systems is
The most efficient means of providing access to information.*

Collaboration and Partnership:

We believe in working with others to serve our community.

Love of Reading:

*We nurture the joy of reading for community members of all ages.
Our commitment to excellence ensures that we will provide:*

- *Highly responsive service that reflects the needs of our community;*
 - *Prompt, courteous and efficient service;*
- *A diverse and balanced collection that is accessible and current;*
 - *Universal access to services and technology; and*
- *Careful stewardship by efficient and transparent use of funds.*

LIBRARY PROFILE

History:

Clive Public Library was formed on August 27, 1980 under the Library Act bylaw 301.

Access:

The Library is open 3 days a week (20 hours) for a total of 1000 hours per year.

Governance:

A municipal Board shall consist of not fewer than 5 and not more than 10 members appointed by council. A person who is an employee of the municipal Board is not eligible to be a member of that Board. Not more than 2 members of Council may be members of the Municipal Board. Appointments to the Board shall be up to three years with only 2 additional consecutive terms of office unless 2/3 of the whole council passes a resolution stating that the member may be reappointed for more than 3 consecutive terms.

Human Resources:

Clive Public Library has staff year round.

We have a volunteer base of 6 individuals who give approximately 90 hours per year.

Clientele / Community:

Clive Public Library services the 600+ citizens of Clive, as well as the rural community surrounding the village.

Partnerships:

We partner with Parkland Regional Library, FCSS, Neighborhood Place, Neighborhood Revitalization Association, Little Red Hen Playschool, Clive Seniors Group, Chatelaine Club, The Valley Spotlight and the Village of Clive.

Borrowers:

We have close to 400 memberships.

Circulation:

Per year, approximately 5,000 resources are circulated province wide, 500 books used in-house, and 1200 reference transactions are recorded.

Collection:

We have approximately 5000 books in our collection.

Programming:

Per year, we currently run approximately 15 programs serving over 100 participants.

Technology:

We have 4 public access computers which are in use half the time the library is open.

NEEDS ASSESSMENT

Evidence-based needs assessment is a crucial part of determining community priorities on which to base library Plan of Service areas. In Clive, a forum was held in January, 2011 with 18 community members present who provided valuable input. The process for the forum was developed by Victor Moisan, Community Development Officer with Alberta Culture & Community Spirit, Community Development Branch – Central Region, Red Deer Office, and involved input from Clive Library Board members Wanda Wagner and Luci Henry. The process was modified from the Planning Guide & Workbook developed by

Alberta Municipal Affairs, Public Library Services Branch (designed by Ken Feser). All information concerning the forum, including process and raw data results, is included in this document in Appendix A.

ASSESSMENT AND EVALUATION OF NEEDS ASSESSMENT DATA

In a special session held on February 5, 2011 and involving Clive Library Board members and senior staff, the results of the needs assessment / community consultation were assessed and evaluated to determine priority Plan of Service responses. This resulted in the determination of the following Plan of Service Goals:

1. To increase and promote community awareness
2. To improve communication between community groups and entities
3. To develop new learning activities while maximizing our present resources and looking ahead to improved accessibility to all community members

Document in Appendix B

2011 – 2016 PLAN OF SERVICE AREAS

- A. Service Response: **Visit a comfortable space**
 To develop initiate and inclusive learning activities while maximizing our current resources and continuing to improve our
- B. Goal: accessibility to all community members.
- C. Possible Measures from Service Response Description: Completed public surveys

D. Objective 1 **To obtain public input on existing Library operation**

1. Selected Measure: 10% surveys returned
2. Target: Village of Clive and area residents
3. Time Frame: Dec. 2011

4. Objective Template

a. Time Frame	b. Target	c. Measure
Dec. 2011	Village of Clive and area residents	10% surveys returned

5. Objective 1: By September The Village of Clive residents will have completed surveys indicating opinion on current operation.

- A. Service Response: **Satisfy curiosity Life long learning**
- B. Goal: To increase and promote community awareness and learning
- C. Possible Measures from Service Response Description: Events, increased public curiosity ,increased on line activity

D. Objective 1 **To Promote computer courses**

1. Selected Measure: We will offer two computer classes during the year.
2. Target: Village of Clive and area residents
3. Time Frame: Jan 2016

4. Objective Template

a. Time Frame	b. Target	c. Measure
Jan 2012-2016	Village of Clive and area residents	Each year 8 citizens will advantage of the computer courses offered

5. Objective 1: Each year 8 citizens will advantage of the computer courses offered.

A. Service Response: **Create young readers: early literacy**

B. Goal: To help nurture a love of reading and learning in our youth.

C. Possible Measures from Service Response Description: Programming , promotion , web page, posters

D. Objective 1 **To host Programs for preschoolers**

1. Selected Measure: Increased patronage of preschoolers and guardians

2. Target: Village of Clive Parents of toddlers

3. Time Frame: Jan 2016

4. Objective Template

a. Time Frame	b. Target	c. Measure
Jan 2012-2016	Village of Clive Parents of toddlers	Each year 10 children will attend the play school program that the Library has to offer.

5. Objective 1: By Jan 2016 The Village of Clive Parents of toddlers will have attended programming hosted by the library

APPENDIX A

Village of Clive Library Board Community Needs Planning Focus Group

January 8, 2011
Meeting Room

Raw Data

Community Vision

Picture your community ten years from now. Imagine that your community and its people have been successful beyond belief. Your community is a place everyone is proud to call home. Now describe what makes it so wonderful. What benefits do people receive from living here? Why do people value those benefits? Think about children, teens, adults and seniors. Consider different educational levels, incomes, ethnicities, religious groups, lengths of residence, professions, etc. List the benefits and results that different groups receive in this ideal future version of your community.

- Seniors have place to stay
- Work opportunities
- Kids have place to hang out
- Doors are unlocked
- Recreation center
- Families will not be hungry
- Community safe place
- Access to public transportation
- Have Drug store/Doctor office
- Restaurant
- Emergency Services
- Gas Station
- More businesses
- Community free from all types of bullying
- Lots of green spaces
- Exposure to the Arts
- Ethnic groups involved
- Friendly
- Environmentally friendly
- Each age group feels important – Have a place in the community
- Churches involved
- Community involvement
- Accessible free Gathering places – Indoor and Outdoor

Common Themes

- All ages
- Diversity
- Opportunity
- Barrier free
- Respectful Behavior as Citizens
- Excellent services
- Tolerant community
- Safety – Safe and Inclusive community
- Culture
- Green space/Parks
- Common Knowledge
- Neighborhood Relationships

Group Visions

- Our vision for our community is to be a friendly, caring environment, where residential, business and work opportunities are promoted.
- A safe, community spirited place with basic amenities for all ages, as well as recreational and cultural opportunities.
- To Endeavour to develop growth, while maintaining a safe, sustainable, inclusive and environmentally sensitive community.
- Our Vision: that Clive Village is a place of community opportunities which includes safety, housing, holistic services for all community members. Offering jobs and fare economical positions, environmentally green and educationally sound in elementary, adult education and being technologically sound.
A Place Where everyone is at Home.

Community Vision

Clive is a secure and vibrant place to raise an active, healthy family. Small town values, community spirit, recreation and social amenities make Clive the location of choice for families seeking the very best quality of life.

The Village of Clive strengthens and preserves the value which makes Clive special, a place where people and businesses realize their full potential in an environment with diverse opportunities to serve the needs of a growing community.

Review of Community Vision

Upon review of the Community Vision the participants were asked to answer the following question:

What changes, if any, needs to be made to the Community Vision to meet the future needs of the Village of Clive?

Comments: The following words need to be found or included in some manner in the above Vision statement.

- Seniors
- Sustainable
- Environment
- Technology
- A Hub
- Fulfillment

Review of the current community situation - SWOT

The strengths, weaknesses, opportunities and threats that will affect your community's ability to achieve the vision statements you have identified.

A – Support achieving the vision	B – Obstruct achieving of vision
<p>A1 – Community Strengths (Record the current conditions in the community that support achievement of the vision.)</p> <ul style="list-style-type: none"> • Core business in place – Grocery, Post office • Some social services • Recreational – Kids, Youth, Adults • Summer events • Winter events • Volunteers • Service groups • Library • Car wash • Some culture • Historical recognition • Parks. Trails, Exercise equipment • School • Quiet country living • Good Infrastructure and care • Strong integration between school and community • Long term family continuity (Accountability) • Well skilled and equipped volunteer base • Cohesive Christian Core Values active in the community • Huge untapped potential exists in community • Emergency services • Municipality in the black • Location 	<p>B1 – Community Weaknesses (Record the current conditions in the community that will obstruct achievement of vision.)</p> <ul style="list-style-type: none"> • Business of life – Bad reputation for provision of vices (Alcohol, Drugs etc.) • Not enough for Youth to do • Policing availability • Public Transportation • No family restaurant • No Gas station • Low population – small tax base (Volunteers too) • Low support for local business • Lack of businesses, opportunity services • Bedroom community • Too few service clubs, example: Kinsmen, Lions etc. • Lack of involvement by citizenry • Fractionalization of support and infrastructure groups • Resistance to change/progress • Non consistent approach to housing and development • Need Recreation Director to coordinate group activities

<p>A2 – External Opportunities (Record the conditions outside the community that support achievement of the vision, now or in the future.)</p> <ul style="list-style-type: none"> • County support • Government grants • Access to main highways, services • Proximity to industry e.g. Nova, Prentiss, Rahr • Internet, Technology • Arts are accessible with a drive • Lacombe High School • Work in the area (i.e. farms, greenhouses, small businesses, Seed plant) • Recreation – Chain Lakes, Gull Lake, Golf, Tail Creek, Tees Rodeo • We have an expansion opportunity for already established businesses in close proximity • Untapped rural resource • Underutilized Tourism opportunities • Medical care – Stars, Homecare • Library services • Proximity to Cities • Counseling services – addiction, family, abuse • Senior Housing affordable and close to Clive 	<p>B2 – External Threats (Record the conditions outside the community that will obstruct achievement of the vision now or in the future.)</p> <ul style="list-style-type: none"> • Competition: For funding, business, activities, people • Infrastructure • Culture • Family • Crime – Policing centre far away (RCMP) • Drugs/Alcohol • Economy – Pressure on inhabitants (Commuters) • Jobs in other towns • Opportunities that draw people away – Education, Jobs, Spiritual, Medical, Transportation, Childcare, Recreation, Housing (Affordable) • Recession/world economic crisis • Old school vs. new school – need to work together • Changing technologies • Changing values • Lack of communication want to protect themselves) • Community that exclusive not inclusive • Competition for businesses to locate in larger municipal/urban centers • Provincial government is a potential threat because of tax/funding policies which affect us
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Process Plan

Executive Summary

As part of the process to complete a Plan of Service, The Alberta Libraries Regulation (AR 141 / 98) requires Library Boards to conduct assessments to determine the needs for public library service generally, and the services required by the community and member libraries (44(1)). To that end, the Village of Clive Municipal Library has conducted a comprehensive community consultation process to meet this needs assessment requirement. A community forum was held in Clive on January 8, 2011 and was open to community members within the service area. Participants were asked to determine community needs and potential Village of Clive Library roles in meeting those needs. A meeting will be held on February 5, 2011 with Village of Clive Library Board of Trustees to share and analyze the information that was generated from the community forum and to begin to develop of the Plan of Service.

This process began in early November, 2010 and community involvement was sought as follows:

- On December 3 and 17, 2010 a Media Release was given to introduce the study and to ask interested people and community groups to get involved in the process.
- Community organizations in town and in the region were sent an invitation on December 8, 2010 to participate in process.

The Village of Clive Library Board of Trustees and staff will continue to meet to analyze the information. This report contains the raw data from the session and will be utilized by the Plan of Service Committee (Village of Clive Library Board of Trustees and Library Manager) in developing evidence-based goals for the upcoming Plan of Service 2011- 2014.

The Village of Clive Library Board of Trustees will decide when it is appropriate to make this report available to community members, community groups and organizations.

Process Overview

The process for the Public Participation Session was developed by Victor Moisan, Community Development Officer with Alberta Culture & Community Spirit, Community Development Branch – Central Region, Red Deer Office, and involved input from Luci Henry and Wanda Wagner. The process was modified from the Strategic Planning for Results Workbook as recommended by Alberta Municipal Affairs, Public Library Services Branch. The community forum was conducted during the day from 10:00 a.m. to 3:00 p.m. and involved the following format:

- An opportunity for community members to identify **community needs** and to make recommendations regarding the Library's role and potential service areas (aligned with Sandra Nelson's book, *Strategic Planning for Results* developed for the Public Library Association, a division of the American Library Association (APA)). This included a further opportunity to make recommendations for strategies and actions for review by the planning committee.

Process Details

Session design included a meal, plenary opening and closing, and small group work to determine input, areas of consensus, and to allow participants to see points of views from others. Plenary work included a review of the APA's 18 Service Areas to affirm the importance of each Library Service Response, and to gain a better understanding of the current role of their local library. Results were captured and the data recorded.

The agenda on the following page illustrates the detailed process that was followed:

Agenda
Community Needs Planning Focus Group
January 8, 2011
10:00 am – 3:00 pm
Clive Meeting Room

Meeting Objectives

- ✚ Participants will understand the roles and responsibilities of all participants in the *Planning for Results* process.
- ✚ Participants will describe the ideal future for the Village of Clive.
- ✚ Participants will identify the current strengths and weaknesses of the community and potential opportunities or threats that might affect achievement of an ideal future.
- ✚ Participants will identify community needs that must be addressed to reach the ideal future of the community.
- ✚ Participants will develop an understanding of the library as it is now.
- ✚ Participants will make a preliminary selection of future library services priorities.

Meeting Agenda

Introduction to *Planning for Results*
Defining the ideal Village of Clive Future: Review of Vision Statement
Review of the current community situation: SWOT analysis
(Strengths, Weaknesses, Opportunities, Threats)
Determine Community Needs – Review and analysis of the 2011 information needs assessment – Community Forum
Review of library as it is now – current service priorities
Introduction of Library Service Responses
Preliminary selection of future service responses for the Village of Clive
Library
Next Steps- Where to from here
Evaluation and Adjourn

All items on the agenda were completed as indicated with only slight modifications in timing.

The public Participation session was facilitated by Victor Moisan, with Alberta Culture & Community Spirit and began at 10:00 a.m. on Saturday, January 8, 2011 and ended at 3:00 p.m. on the same day. There were 18 community members in total in attendance at the session coming from a cross-section of the community including adults, seniors, organizational representatives, community leaders, etc...

APPENDIX B

Appendix B: Assessment and Evaluation Session

Determine Community Needs – Review and Analysis of Jan 8th, 2011 Information

What community needs, need to be addressed to make progress toward the vision? What are our community needs?

Community Needs – List

Over Arching Goal- Resources required meeting needs (Funding, People, Equipment, Facilities).

Community Need	A We need to develop a Professional Office	B We need to provide Public Transportation	C We need more to identify and promote different ethnic cultures	D We need to improve communication through a biannual meeting of “Clive Consortium” e.g. School, Municipality, Ag. Societies, Recreation groups, Churches (All stakeholders)	E We need to increase environmental awareness
Raw Data	Professional Services: Accountant, Medical, Legal, Dental	We need appropriate community transportation	Identify different cultures	Educate the community in the Vision of Clive that they may engage in community development	More Eco-friendly utilities
			Promote the different cultures	Develop a minimum biannual meeting of “Clive Consortium” of Clive groups and Municipality to facilitate partnerships of facilities, resources, and visions	Nurture development of environmental education and small action initiatives
				Intergroup communication	

Community Need	F We need a Community Center including Library, meeting room, social hall, etc.	G We need to provide affordable housing and health services for seniors and families	H We need to Market and Attract businesses , both industry and service oriented	I We need to engage in proactive community safety	J We need to develop new Learning activities while utilizing our present resources better
Raw Data	Community Center which includes Library, Social Services and meeting rooms etc.	Affordable Housing for Seniors and Families	Marketing and attraction of businesses	Develop Community Policing initiatives	More active Library
		Develop Health Services	24 Hour Gas Station – Card Lock	Electronic Surveillance of high vandalism areas	Lifelong Learning activities outside of school – cooking classes, curling lessons, band
			Employment Opportunities required	Stronger and more visible law enforcement	More activities for our Youth
			More population growth		

Community Needs – Goal Statements

Overarching Statement: Resources required meeting the needs (Funding, People, Equipment, Facilities).

We need to develop a Professional Office

We need to provide Public Transportation

We need more to identify and promote different ethnic cultures

We need to improve communication through a biannual meeting of “Clive Consortium” e.g. School, Municipality, Ag. Societies, Recreation groups, Churches (All stakeholders)

We need to increase environmental awareness

We need a Community Center including Library, meeting room, social, hall etc.

We need to provide affordable housing and health services for seniors and families

We need to Market and Attract businesses, both industry and service oriented

We need to engage in proactive community safety

We need to develop new Learning activities while utilizing our present resources better

Library Service Responses

Preliminary selection of future service responses for the Village of Clive Library as chosen and prioritized by the focus group:

- **Visit a Comfortable Place: Physical & Virtual Spaces (14 votes)**
- **Satisfy Curiosity: Lifelong Learning (12 votes)**
- **Create Young Readers: Early Literacy (9 votes)**
- **Understand How to Find, Evaluate, & Use Information: Information Fluency (7 votes)**
- **Connect to the Online World: public Internet Access (7 votes)**
- **Know Your Community: Community Resources & Services (7 votes)**
- **Make Informed Decisions: Health, Wealth, & Other Life Choices (6 votes)**
- **Learn to Read & Write: Adult, Teen, & Family Literacy (6 votes)**
- **Make Career choices: Job & Career Development (5 votes)**
- **Be an Informed Citizen: Local, National, & World Affairs (5 votes)**
- **Express Creativity: Create& Share Content (5 votes)**
- **Stimulate Imagination: Reading, Viewing, & Listening for Pleasure (5 votes)**
- **Succeed in School: Homework Help (4 votes)**
- **Welcome to Canada: Services for new Immigrants (4 votes)**
- **Discover Your Roots: Genealogy & Local History (3 votes)**
- **Celebrate Cultural Diversity: Cultural Awareness (3 votes)**
- **Build Successful Enterprises: Business & Nonprofit Support (2 votes)**
- **Get Facts Fast: Ready Reference (2 votes)**