



Plan of Service, 2018



Brooks Public Library's recent move into its new home in the JBS Canada Centre brings with it a host of never before possible service options. As the library and its board continue to investigate these new paths to meeting the needs of the Brooks community, we are dedicated to meeting the immediate concerns associated with beginning operations in a new facility.

This abbreviated Plan of Service outlines our priorities and guides our day to day operations as we respond to service demands associated with a new facility and the creation of a new home for Brooks Public Library.

The following Service Responses and Goals were identified during the process of planning our moving into a new facility. We relied on previous formal and ongoing informal needs assessments to inform our priorities. We were also required to intuit to a large degree the potential upcoming community needs as we evaluated the anticipated effect our upcoming move would have on our community.

As we have now been in our new home for 2 months, we have been able to fine-tune our strategies for meeting community needs.

Service Responses:

VISIT A COMFORTABLE PLACE

Brooks Public Library is a safe and welcoming physical place to meet and interact with others or to sit quietly and read.

KNOW OUR COMMUNITY

Brooks Public Library is a central source for information about the wide variety of programs, services and activities provided by community agencies and organizations.

DISCOVER OUR ROOTS

Brooks Public Library provides residents and visitors with resources to connect the past with the present through their family and community histories and to understand the traditions and cultures of our community.

SUCCEED IN SCHOOL

Brooks Public Library provides teachers and students with resources to aid in classroom integration and student success.

Goal #1:

Meet Community Demand for Space

New Facility design will:

- Double the bookable spaces (individual/group study and organization use)
- Provide for individual reading spaces
- Utilize flexible shelving and adaptable floor plans to accommodate larger scale needs
- Strategize floor plan and lighting to meet the needs of patrons with barriers

New, function and comfort driving furnishings will:

- Increase definition between child and adult spaces
- Increase capacity for “quiet” spaces
- Improve patron accessibility to materials on shelves

Designated youth space will:

- increase teen engagement and sense of ownership/belonging
- Act as a “safe place”

Proximity to schools will accommodate afterschool access for children with working parents through age and time-appropriate programming

Study Spaces available to students for free

Facility can act as secondary classroom space to several nearby schools

Study spaces will better accommodate ESL tutoring and instructions

Increased and varied spaces will better accommodate collaboration opportunities within library programming

Room for lease will be offered to the Brooks and District Genealogical Society

NonFiction BISAC organizational system will be utilized to create subject-specific study spaces

Initiatives are grouped and colour-coded to correspond with our four Service Responses.

Goal #2: Maximize Coordination with Community Organizations

Utilize new location within Multi-use facility to:

- Meet the needs of “long-stay” patrons through adapted food-use rules and bathroom accommodations
- Assist the recreation community in creating “multiple service” users
- Reduce perceived economic boundaries in the traditionally pay-per-use facility through free programming and services

BISAC system will be utilized to house Genealogy/Local History and ESL specific collections adjacent to associated community group use areas.

Varied library spaces will accommodate organization rental and collaboration more effectively

Allow local organizations to access our promotional network

Create a Business Card Index

Providing phone messaging/reception services for Genealogical Society

Host seminars on Family History/Ancestry Tutorials

Host art exhibits with Family History and Heritage themes

Provide/promote ancestry E-resource

Access representationally diverse collection development assistance from local organizations

Promote classroom integration to schools through:

- Standardized field trip associated permission forms and Fieldtrip Resource Binder
- Improved Room Booking System
- Development of kits and Themed Reading resources
- Creation of displays based on local classroom themes/curriculum

Goal #3:

Create a Promotional Plan

Program and Event advertising on TV screens

Maintain an employment bulletin board

Create a community advertising index

Establish a presence at staple community events

Cross promote with various cultural organizations within the community to ensure promotions are reaching everyone in their own language



In addition to the initiatives and activities listed here, Brooks Public Library staff and administration will implement the FranklinCovey 4DX program for accomplishing organizational goals in order to affect up-to-the-minute strategies to accomplish our 3 identified "Wildly Important Goals"

How will we know we are successful?

Measure of Success #1

Attendance

150% door count
increase over pre-new
facility levels

Measure of Success #2

Material Circulation

10% increase in ESL and
non-English materials

Measure of Success #3

Community Response

100% increase in
collaboration requests
and room rentals

Measure of Success #4

Survey Response

10% satisfaction
increase on annual
patron survey