



STRATEGIC PLAN

2017 – 2021

Board Approved December 14, 2016

The Bentley Municipal Library interacts with the community in a world of imagination and discovery promoting a love of reading, lifelong learning and creative experiences in a friendly and welcoming space.

Strategic Plan

BOARD APPROVED December 14, 2016

MESSAGE FROM THE BOARD

The Bentley Municipal Library is a wonderful place to visit...come in, relax and read a book, participate in a sponsored activity/program or improve your computer skills. There are many more services offered than just checking out a book. We are constantly striving to offer members of the community and surrounding area new programs and activities of interest to them.

The Bentley Town Council recently conducted a Household Survey and one of the questions asked was: *Of the existing recreational or cultural facilities, which are currently the three most important to your household?* The Library was ranked as #1 out of 12 choices given. This would indicate that our library is very important to residents of the Town of Bentley and surrounding County and summer villages.

The Library Board, with assistance from Parkland Regional Library and our Library staff, developed a five-year plan to help guide the direction the Library will be undertaking. Input from patrons, seniors, parents, group representatives, town and county councilors, business owners, and interested persons was gathered and incorporated into the plan.

We are grateful for the financial assistance we receive from the Town of Bentley, Lacombe County, and Province of Alberta to keep our Library operating. We thank the many people who support our fundraising endeavors.

Joan Dickau
Chairperson
Bentley Municipal Library

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COMMUNITY PROFILE

The Town of Bentley is situated in Central Alberta, west of Lacombe, past the south shore of Gull Lake in the Blindman Valley. Its proximity to Red Deer, Sylvan Lake and Lacombe make it very desirable for commuters and those looking for a safe, friendly community to raise their children. The community also offers a K – 12 school, churches, recreational and cultural activities as well as creative, unique and destination shopping opportunities.

According to 2014 census data, the total population of the town was 1,122. In addition to the residents who live in Bentley, there are approximately 1,700 rural residents in the County of Lacombe and the Village of Gull Lake who use our facilities, community resources and amenities. Over 650 citizens have resided in Bentley for five years or more. The largest age group in our community is the 35-44 year olds, second largest is the 55-64 year olds and the third group is the 45-54 year olds. There are approximately 109 children under the age of 10.

OVERVIEW OF THE PLANNING PROCESS

As part of the process to complete a Plan of Service, the Bentley Municipal Library conducted a community consultation. As recommended by the Strategic Planning for Results process, letters were sent and personal phone calls made inviting interested people and community groups within the service area to participate.

A community forum was held in Bentley on Saturday, September 24, 2016 from 9:00 am to 2:30 pm, and was facilitated by Rhonda O'Neill and Karen Goodwillie, Parkland Regional Library consultants. Using guidelines from Sandra Nelson's book, *Strategic Planning for Results*, participants were asked to determine community needs and potential Bentley Municipal Library roles in meeting those needs. There were twenty community members in attendance, including, adults, seniors, community leaders, government representatives and representatives from the business community.

Using the results from the community forum, three members of the Bentley Library Board met with consultants from the Parkland Regional Library to review the results of the community needs assessment and determined that the following service responses would be the library's highest priority over the next five years:

- Create Young Readers: Early Literacy
- Know Your Community: Community Resources and Services
- Satisfy Curiosity: Lifelong Learning
- Stimulate Imagination: Reading, Viewing and Listening for Pleasure

MISSION STATEMENT

The Bentley Municipal Library interacts with the community in a world of imagination and discovery promoting a love of reading, lifelong learning and creative experiences in a friendly and welcoming space.

PRIORITY SERVICE RESPONSES

Create Young Readers: Early Literacy

Children from birth to age five will have programs and services designed to ensure they will enter school ready to learn to read, write and listen.

Goal

Young children and their parents/caregivers will have access to comfortable indoor space in which they can explore the world around them and develop their creativity.

Objective

- The number of parents/caregivers who bring their children to the library to explore topics of interest and pursue creative activities will show a steady increase between 2017 and 2021.

Goal

Young children and their parents/caregivers will have opportunities for social, physical, intellectual, cognitive and emotional development through experiences that engage them with stories and cultural activities in various formats.

Objectives

- The annual library survey will show that 80% or more of community parents/caregivers will describe library services to young children as very good or excellent.
- Surveys of parents/caregivers will indicate that 80% or more report that the library plays an important role in helping young children develop a love of books, reading and learning.

Know Your Community: Community Resources and Services

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

Goal

Community members will have access to information about the programs, activities and services offered by various community organizations and agencies at the library.

Objectives

- Surveys of library visitors will indicate that 80% or more report that the information provided by the library about community resources and services is very good or excellent.
- Surveys of library visitors will indicate that the assistance received from the library staff is very good or excellent.

Goal

Community groups will have the opportunity to work with the library to share information about programs, activities and services offered to the community.

Objectives

- The number of hits on the library's Community Information pages will increase between 2017 and 2021.
- The library will work with community organizations to increase the number of information presentations offered by the library to the community.
- The library will increase the number of library information brochures distributed through community partners.

Satisfy Curiosity: Lifelong Learning

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

Goal

Adults and seniors will have access to a variety of programs to explore their interests, share information between generations, develop skills and have fun.

Objectives

- Each year, at least 80% of adults and seniors will indicate on the annual survey that they use the library collection and programs to explore their interests and develop new skills.
- Each year, at least 80% of adults and seniors will indicate on the annual survey that they have made new connections with people who share similar interests and had fun in the community because they were able to attend a program at the library.

Goal

Youth and teens will have opportunities to become involved with their peers in the community and be exposed to activities through which they can explore their interests and develop transferable skills.

Objectives

- Feedback gathered from youth and teens following activities will show that 80% or more enjoyed exploring new topics and interacting with other youth and teens at the library.
- Youth and teens will share their knowledge and expertise with their peers and other members of the community and will indicate after each activity they learned or developed a new interest by attending a new event at the library.

Stimulate Imagination: Reading, Viewing and Listening for Pleasure

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.

Goal

All Bentley and area residents will have access to a library environment that encourages and supports cultural and leisure pursuits.

Objectives

- Surveys of library visitors will indicate that 80% or more report that the assistance they receive from staff when using the library to find materials to enhance their leisure time is very good or excellent.
- Surveys of library visitors will indicate that 80% or more describe the range of resources and materials available through the library as very good or excellent.
- Surveys of the majority of library visitors who attend programs and special events will report that they made connections with other community members as a result of attending a library program.
- The majority of library visitors who attend programs and special events will report that they have discovered new materials and information of interest to them as a result of attending the program or event.

CONCLUSION

The Bentley Municipal Library Board and staff continue to make every effort to meet the Government of Alberta and Municipal Affairs Standards and Best Practices for Libraries in Alberta. We appreciate the support of the Town of Bentley and Lacombe County, which enables the library to provide a high level of service to the community.

We are grateful to the members of the Community who attended the Community Needs Assessment meeting and Parkland Regional Library representatives who provided valuable input which was essential in producing this Plan of Service.

The Bentley Municipal Library 2017 – 2021 Plan of Service has been approved by the Bentley Municipal Library Board.

December 14, 2016