

**2013 Strategic Initiatives Plan
Year-end Report: Achievements & Outcomes**

1. Ignite the imagination of the community								
Objective	Strategies	Achievements	Q1	Q2	Q3	Q4	Outcomes	
1.1 Offer innovative and exciting programs and services that support our strategic direction and foster 21 st century literacies.	Transform our collection to meet public demand for popular materials in a timely manner; allocate space/budget accordingly.	<ul style="list-style-type: none"> Completed review of guidelines & processes for selecting new material. Initial short-term recommendations were implemented (e.g. more copies of high demand titles; focus on ordering prepublication; lower holds/copy ratio for automatic reordering). Purchased and implemented Collection HQ software to help analyze how effectively our collection is performing. Weeding guidelines were revised, targets developed and weeding completed for areas where we were out of space (DVDs, CDs, young adult, large print, adult fiction, junior paperbacks). Weeding continued in other areas (picture books, junior fiction and non-fiction, adult non-fiction - 600s, 700s and biography). Used benchmarks/metrics for collection budget allocations for 2013. 	x	x	x	x	<ul style="list-style-type: none"> All titles in the collection can now be shelved. Customers waited less time for holds to be filled. Filled 2% more holds in 2013 than in 2012 despite a 12% increase in number of holds placed. Easier for customers to browse collections that have been weeded and to find what they want including current, popular titles. 	
	Start an Express DVD collection.	<ul style="list-style-type: none"> Express DVD collection launched in December. Consists primarily of popular new releases. Loan restrictions: no holds, 3 day loan period, 1 item/person loan limit. 				x	<ul style="list-style-type: none"> Customers can browse the shelves and easily find current, bestselling DVD titles which are available for loan. 	
	Organize a writer-in-residence program	Deferred to 2014					x	
	Organize a Port Moody Centennial Living Heritage Tea	<ul style="list-style-type: none"> Event took place on March 2 in Library and Galleria, with 10 "Living Books" and accompanying displays. Attended by approximately 100 people. Library staff and Library Board trustees, dressed in period costume, served tea and hosted the event. 	x					<ul style="list-style-type: none"> City's heritage and Centennial promoted and celebrated by bringing it to life. Attendees had an opportunity to meet people who have helped shape the City.
1.2 Place the library everywhere. Increase the library's visibility in the community.	Improve library's exterior signage	<ul style="list-style-type: none"> Sign for front window on order. For installation in 2014. Parking lot directional and building signs received. For installation in 2014. 			x	x	<ul style="list-style-type: none"> When installed, signage will make it easier for public to identify and locate library. 	
	Integrate new library tagline into library branding/marketing.	<ul style="list-style-type: none"> New letterhead, business cards and envelopes which incorporate tagline were designed, ordered and received. 				x	<ul style="list-style-type: none"> Library tagline visible to wider audience 	
	Participate in Centennial Parade.	<ul style="list-style-type: none"> Library float entry in parade highlighting Summer Reading Club "Up, Up & Away" theme. Staff accompanying float were dressed as SRC superheroes. 		x			<ul style="list-style-type: none"> Library visible to broad community audience Increased awareness of Summer Reading Club 	
1.3 Improve awareness of services provided and their enduring value.	Implement best practices in merchandizing library physical collections so public is aware of what we offer	<ul style="list-style-type: none"> Adult DVDs were separated into 4 sub-collections (feature films, world cinema, tv series and non-fiction). Wider selection of titles on New Books displays. Display area set up for new multimedia (DVDs, CDs, Books on CD) To be continued in 2014 with acquisition of new book display units for entrance area. 			x	x	<ul style="list-style-type: none"> Easier for customers to browse DVD collections. Circulation of items on New Books display increased 21% over previous year. 	
	Increase the use of non-print formats (e.g. email, website, Twitter) to connect to the community and tell our story.	<ul style="list-style-type: none"> Expanded use of Twitter and diversity of tweets In 2014 will increase use of other non-print formats 			x	x	<ul style="list-style-type: none"> More people are following the Library on Twitter (increase from 270 followers in January to 571 followers in December) 	

2. Inspire a generation of young readers and learners

Objectives	Strategies	Achievements	Q1	Q2	Q3	Q4	Outcomes
2.1 Offer innovative and exciting collections to support the needs of young readers and learners of all ages.	Revitalize youth collections through focused expenditure on high use areas, comprehensive deselection, and effective merchandizing.	<ul style="list-style-type: none"> Weeding of youth DVD, picture book, and young adult as well as junior paperback, fiction and non-fiction collections completed. Focus was on removing items approximately 9000 items which were in poor condition or outdated. Spending was focused on new and popular titles, as well as replacing "worn out" copies of classics. Children's DVD collections were separated into 4 sub-collections (preschool, kids, family and non-fiction). Incorporated more face-out displays. 		X	X	X	<ul style="list-style-type: none"> All materials can be shelved. There are no longer any overflow trucks or titles on the floor. Easier for children to browse the DVD collection. Collection is more attractive for customers with improvement in physical condition of items available for loan.
2.2 Support the early literacy needs of preschoolers, and connect with their parents and caregivers.	Review and evaluate current early literacy partnerships.	Deferred to 2014				X	
2.3 Engage school-age children and teens in ways that are meaningful to them.	Initiate a Reading Link partnership pilot with schools (2013-14)	<ul style="list-style-type: none"> Partnership pilot underway with 2 schools: Pleasantside and Moody Middle. Collaborating with FVRL, Surrey and Coquitlam public libraries. Pilot will conclude in Spring 2014 		X	X	X	Anticipated outcomes include: <ul style="list-style-type: none"> Increased engagement with reading for both reluctant and avid reader participants Strengthened communication and relationships between school community and library
	Organize a Centennial Youth Poet Laureate initiative	<ul style="list-style-type: none"> Local teen Megan Edmunds was announced at Centennial Youth Poet Laureate by Mayor Clay at a Council meeting in March. During the year, Megan read her winning poem at four community events: Golden Spike Days, the Community Picnic, loco Days, and at a Centennial lunch for seniors. She also helped with a pilot teen book club at the library. 	X	X	X	<ul style="list-style-type: none"> Highlighted the importance of the library and literature in Port Moody's Centennial celebrations Developed relationships between secondary schools and the library Connected teens with local opportunities for literary expression 	
	Define sustainable core programs and services for teens.	<ul style="list-style-type: none"> Initial draft report and recommendations completed. To be reviewed and prioritized for potential implementation in 2014 				X	
2.4 Increase the number of children's memberships.	Promote the new children's library card via outreach activities	<ul style="list-style-type: none"> Card was promoted at all seven Port Moody Elementary Schools and at Welcome to Kindergarten events. Information on the card was also taken to all outreach events, such as the Farmer's Market storytimes, and the Family Play and Learn literacy events at Coquitlam Centre shopping mall. 	X	X	X		Statistics show that outreach and promotion of the library and children's card in the community and at schools can make a significant difference to the number of children visiting the library and taking out memberships. In the 12 months following the introduction of the card, there was a 103% increase in the number of children's registrations.

3. Invest in new technologies and digital collections

Objectives	Strategies	Achievements	Q1	Q2	Q3	Q4	Outcomes or anticipated outcomes
3.1 Our services will increasingly be offered in virtual space	Share library resource lists and high-interest staff picks via Bibliocommons, website and social media; encourage customers to contribute reviews and provide ratings.	In progress. Complete in 2014.				X	
3.2 Focus on access to expanded digital collections and content.	Improve eBook and eAudiobook experience for customers	<ul style="list-style-type: none"> Started purchasing Port Moody only Library-to-go eBooks to meet demand for bestsellers. Introduced OneClickDigital, a new eAudiobook service 		X	X	X	Customers are waiting less time for their holds to be filled. A larger selection of new and popular eBook titles is available to choose from.
	Evaluate current online database subscriptions. Re-energize service.	Commence in 2014				X	
	Investigate purchase of the Bibliocommons mobile App	<ul style="list-style-type: none"> Bibliocommons mobile app price is currently not affordable for PMPL In 2014 will need to look at alternate solutions for improving interface with mobile technology and meeting needs of mobile customers. 			X		
3.3 Invest in new technologies that increase efficiency, improve services and extend access to resources.	Use EDGE benchmarks to identify ways to strengthen and enhance public technology.	Commence in 2014				X	
	Implement automated telephone notification system	<ul style="list-style-type: none"> Implementation completed in July. Customers lacking access to email now have the option of receiving automated telephone notification re overdues and holds – as well as being able to phone in to the automated service to renew items, cancel holds or get basic information on their accounts. (This service is in addition to the already existing option of email notification and online self-serve access to holds, renewals and basic account information.) Approximately 12% of holds notifications (287 per month) and 9% of overdue notifications (192 per month) are being handled by the new automated telephone system, with the balance being via email notification. 	X	X	X		Improvement in service as there are more options for customers to self-serve. Service is 24x7, faster for some transactions and private. Self-serve is extended to those lacking access to email and/or the skills to use email.
	Implement fines payment feature on self check-out units	In progress. Target implementation date is March 2014			X	X	
	Implement wireless printing.	In progress. Target implementation date is February 2014			X	X	
	Investigate and decide on a training model to increase staff skills and confidence in the use of technology.	Commence in 2014.				X	

4. Infuse library spaces with new energy and purpose

Objectives	Strategies	Achievements	Q1	Q2	Q3	Q4	Outcomes
4.1 Reconfigure and use existing space effectively	Begin to reduce 'footprint' of physical collection	Completed extensive weeding of physical collection				x	Net decrease of 4% in size of physical collection.
	Acquire/install new merchandising display units	Complete in 2014				x	
	Improve efficiency of circulation work area	Focus on improving efficiency of staff work areas was shifted from the circulation work area to the staff work area at the back of the library. Movable partitions were installed between workspaces, processing and receiving areas were relocated and a new staff workspace was created. Circulation work area will be completed in 2014.				x	<ul style="list-style-type: none"> Quieter, more defined work areas for staff. Additional workspace provided. More effective flow of materials. Tripping hazards reduced with relocation of receiving area.
	Continue work on improving wayfinding/signage	To commence in 2014				x	
4.2 Explore options and advocate for expanded facilities	Initiate Space Needs Analysis (2013-2014) (Library Board)	Discussions have been initiated with City staff re: process for conducting a space needs analysis. Complete by June 2014.				x	

5. Build Organizational Capacity

Objectives	Strategies	Achievements	Q1	Q2	Q3	Q4	Outcomes
5.1 Align resources	Review organizational structure to ensure that it effectively supports strategic directions and priorities, and enables staff to quickly respond to community needs.	<ul style="list-style-type: none"> Restructuring of existing positions to create a Digital and Information Services Coordinator position, as well as a Programs and Youth Services Coordinator position. Youth Services Librarian position increased to full-time Review to continue in 2014. 			x		Increased focus on Board strategic priorities: invest in new technologies and digital collections; and inspire a generation of young readers and learners.
5.2 Review processes	Review key business processes to ensure they are efficient, cost-effective and reflect best practice. (2013-2014)	Review of Systems and Technical Services processes to commence in 2014				x	
5.3 Manage transition and change effectively	Build a consistent, shared staff vision of customer service that supports and advances the Library Board's strategic direction and vision (e.g. self-service; roving service)	Workshop planned and scheduled for November 21, 2013 delayed to 2014 due to facilitator illness.			x	x	