2014 Strategic Initiatives Plan: Year-end Report on Achievements

1. Ignite the imagination of the community

Objective	Strategies	Achievements	Q1	Q2	Q3	Q4
1.1 Offer innovative and exciting programs and services that support our strategic direction and foster 21st century literacies.	Transform our collection to meet public demand for popular materials in a timely manner; allocate space/budget accordingly.	• Non-fiction DVDs interfiled with print collection • Music CDs separated by category • Collection development responsibilities reviewed and reallocated • Key staff trained in Collection HQ software and actively using it for collection development • Spending and weeding plans in place for all collections • Held a "Booksale Blow Out" event in June at which items weeded from the collection were sold at bargain prices.	X	X	X	
	Start a video game collection.	• Deferred to 2015				X
	Organize a writer-in-residence program for 2015.	• Planning commenced. Target date for writer- in-residence is October/November 2015. Funded by 2012 Links to Literacy Golf Tournament proceeds.				X
	Take advantage of new and/or enhanced library resource-sharing and collaboration opportunities.	• Participated in province-wide initiative to upgrade resource sharing software (Outlook) as first step in patron-initiated interlibrary loans		X		
	Finalize a new digital literacy framework and implement	• Framework completed, presented to the Library Board and now in use.	X			
	Develop framework for adult & intergenerational programs and implement.	• Framework completed, presented to the Library Board and now in use.		X		
	Increase connections/supports for education transformation and the BC Jobs Plan.	• Collaborated with Training Innovations (a local Work BC contractor) to offer a series of 3 job skills workshops on resume-writing, interviews and online job search. • Began planning for an Employment Fair in Spring 2015, also in partnership with Training Innovations.			X	X
	Evaluate current model of providing information /reference services. Recommend new or alternate ways of providing service.	• Deferred to 2015				X
1.2 Place the library everywhere. Increase the library's visibility in the community.	Commence development of business case for self-serve kiosk/library materials dispensing machine located in the community.	• Business case presented to the Library Board in November. • The Board decided not to pursue this any further due to the high costs of establishing such a service.				X
	Identify key community events in which to participate.	• Initial list created. To be completed in 2015.				X
	Investigate ways to support informal book exchanges in the community.	• Deferred to 2015				X
	Ensure equitable access to library service	• Upgraded lending collection of talking book readers to equipment that accepts downloadable formats. • Establishment of access to online eAudiobook services provided by NNELS (National Network for Equitable Library Service) is in progress. To be completed early 2015.	X			X

X = completed   X = in progress   X = not started

Objective	Strategies	Achievements	Q1	Q2	Q3	Q4
	Strengthen community engagement by actively supporting community priorities and initiatives and building collaborative community partnerships.	• Participated in 2014 Port Moody Parade • Participated in PoMo Arts Fest 2014 with a reading by children's author Dan Bar El. • Partnered with City to organize free public streaming of TED 2014 sessions • Partnered with City and community arts organizations to support Culture Days 2014 by organizing a Banned Books Display /Selfie Contest. • Encourage local writers by supporting NaNoWriMo in the library space and in the community and offering drop-in public writing events.	X X	X	X X	
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.	• Merchandizing plan completed and implementation started • Increased number of displays within the collection, particularly in the children's area			X X	
	Broaden use of social media, email and the Library's website to connect to the community and tell our story.	• Twitter: More frequent Tweets and more photos. Increase in number of followers. • Website: More frequent/timely updates to home page banner. Community-wide scope to both banner and news item topics.			X X	X X
	Improve internal wayfinding and signage; investigate feasibility of digital signage for library entrance area.	• Deferred to 2015				X
	Improve accountability and transparency in relations with the public to better communicate the extent and value of library services.	• Review of input/output/outcome data that the library currently collects is in progress. To be completed in 2015.				X

2. Inspire a generation of young readers and learners						
Objective	**Strategies**	**Achievements**	**Q1**	**Q2**	**Q3**	**Q4**
2.1 Offer innovative and exciting collections to support the needs of young readers/learners of all ages.	Revitalize youth collections through focused expenditure on high use areas, comprehensive deselection, and effective merchandizing.	• Developed spending and weeding plans for youth collections • Entire collection weeded according to weeding plan • Duplicate copies of high demand titles purchased	X X X	X X		
2.2 Support the early literacy needs of preschoolers, and connect with their parents and caregivers.	Document Library's early literacy framework.	• Deferred to 2015				X
	Introduce the use of Apps and tablets into preschool programs.	• Offered a new Tech Storytime program in Summer 2014 • Promoted our preschoolers app advisory expertise.			X X	X
2.3 Engage school-age children and teens in ways that are meaningful to them.	Complete and evaluate Reading Link partnership pilot with schools.	• Pilot completed and report provided to Library Board. • Partnerships with Pleasantside and Moody Elementary schools established for 2014/15		X	X	
	Develop framework for programs and services for teens and implement.	• Deferred to 2015				X
	Offer age-specific programs for middle school-age children.	Specific programming for school-age/middle school-age children now built into program planning cycle. This included, for 2014: • Spring break: Daily programs for school-age • Summer: Two new series aimed at school age: " Movie Madness" and "Reading Riot" • Fall: ProDay parties		X		

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3. Invest in new technologies and digital collections

Objective	Strategies	Achievements	Q1	Q2	Q3	Q4
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.	• Implemented Staff Picks online booklists on Bibliocommons. These are being linked to website and Twitter news items. • Adult Summer Reading Club encouraged customers and staff to contribute reviews and provide ratings via Bibliocommons. • Used home page "News" items to actively promote new features of Bibliocommons.		X (green) X (green)	X (green)	
	Develop a business case for online fines payment via website.	• Recommendation to Library Board in August that this be revisited in 2015, when we have more data on success of self-pay fines on self checkout machines.				2015 (red)
3.2 Focus on access to expanded digital collections and content.	Improve eBook and eAudiobook experience for customers.	• "Library-to-go" eBooks and eAudiobooks can now be downloaded directly from Bibliocommons – making this a single step ("one click") process. • All items a borrower has on loan (electronic and physical) are now viewable through the Bibliocommons "My Account" feature. • Investigated expanding e-content with Safari books online. Implement in 2015. • Improved our "Help" page for Overdrive/Library-to-go eBooks and eAudiobooks. • Acquired an OverDrive Media Station with large screen display of eResources.		X (green) X (green) X (green)	X (yellow) X (green)	X (yellow)
	Evaluate online database subscriptions and rationalize print magazine collection. Re-energize service.	• Criteria for evaluating online databases have been developed. • Evaluation of databases against these criteria is in progress. • Print magazine subscriptions rationalized. To commence with 2015 subscriptions.		X (green)		X (green) X (yellow)
	Ensure digital content accessible to mobile devices.	• Researched options for a mobile app for our online catalogue. Will proceed with implementation of Bibliocommons mobile app in 2015.			X (yellow)	X (yellow)
	Initiate an apps advisory service.	• Integrate of apps into our 'eResources by topics' web pages was deferred to 2015.				X (red)
	Proactively integrate new resource discovery features into catalogue/website as they become available.	• Link to Outlook (BC wide catalogue) now appears for any search with "no results" . • Titles of magazines available through **Zinio** now listed in library catalogue, as are titles of select newspapers available through **Press Display.**		X (green) X (green)		
	Implement a digital early learning hub.	• Completed in August. Three iPads and an early learning computer are now available in the Children's area. Funded by proceeds from 2013 Links to Literacy tournament.			X (green)	
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.	• Benchmarks have been integrated into the Digital Literacy Framework.	X (green)			
	Implement fines payment on self check-out units.	• Fines payment on self check-out units went "live" in July 2014.			X (green)	
	Implement wireless printing.	• Various alternatives were investigated. Report and recommendations in progress.			X (yellow)	X (yellow)
	Implement training model to increase staff skills and confidence in the use of technology.	• Model documented in Digital Literacy Framework. • Implementation plan to be developed early in 2015.	X (green)			X (red)
	Complete plan/recommendations to replace library's aging information technology infrastructure – including business case for automated materials handling system.	• Plan and recommendations prepared for Library Board consideration at June meeting. • Business case for automated materials handling present to Board at August meeting. • Replacement of infrastructure included with 2015 Budget request to Council.		X (green)	X (green)	X (green)
	Investigate options for small-scale digital media space in the library and begin implementation.	• Report and recommendations approved by Library Board (May) with 2014 golf tournament proceeds as funding source. Implementation in 2015.		X (green)		

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4. Infuse library spaces with new energy and purpose

Objective	Strategies	Achievements	Q1	Q2	Q3	Q4
4.1 Reconfigure and use existing space effectively	Reduce 'footprint' of physical collection.	• Music CD collection weeded and one CD browser stand removed. • Removed NF paperback spinner, atlas stand, newspaper rack, map cabinet, brochure holder and filing cabinet from public area. These were sent to auction.		X		
	Improve efficiency of circulation work area.	• Flooring replaced behind Circulation Desk • Work area behind desk reorganized to make it more efficient and to allow more book trolleys to be stored in this area. "Parking" of book trolleys in public area now confined to one small area. • New, more compact and ergonomically sound book trolleys purchased to replace existing trolleys.				X X X
	Reconfigure space & service points in centre section of library (adjacent to reference collection) to create a more open collaboration-type zone.	• Deferred to 2015 pending budget				X
	Begin zoning children's area to create more distinct preschool and school-age spaces.	• Children's collections shifted so that all preschool-related collections are located in the "train table" area. • School-age collections rearranged to highlight popular collections such as graphic novels.			X X	
	Create a small 'newcomer' space focusing on needs of new Canadians.	• Deferred to 2015				X
	Reconfigure library entrance as key merchandising zone which includes new book display units.	• Entrance area rearranged to accommodate new book display units. • Book display units ordered. Scheduled for arrival in January 2015.				X X
4.2 Explore options and advocate for expanded facilities	Complete Space Needs Analysis.	• Space Needs Analysis Report completed. • "Immediate Needs Study" section presented to Council in October. • "Mid-term Needs" to be presented to Council in 2015				X X X

5. Build Organizational Capacity

Objective	Strategies	Achievements	Q1	Q2	Q3	Q4
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.	• Complete in context of reviewing business processes (5.2 below)				X
5.2 Review processes	Review key business processes to ensure they are efficient, cost-effective and reflect best practice.	• Review of Systems and Technical Services business processes deferred to 2015.				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).	• Staff workshop on building a shared vision of customer service (May 2014) • "Removing Barriers " project group made recommendations for procedures and practices that should be changed to improve customer service . These are now being implemented. • A second project group is tasked with documenting a shared vision for creating an excellent customer experience that is consistent with the strategic plan.		X	X X	X
	Improve documentation of processes and operational guidelines.	• Work commenced on reconceptualizing and rebuilding the existing "Library Policy and Guidelines" staff manual into a more functional and up-to-date tool. Will be continued in 2015.				X

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