

Strategic Plan 2014-17

Revised July 2016

INVERMERE PUBLIC LIBRARY

MISSION

Connecting the Columbia Valley community and opening the door to a world of knowledge and adventure.

VISION

A welcoming community hub that meets the evolving literacy needs of our valley's diverse population.

VALUES

- Service
- Accessibility
- Accountability
- Responsiveness
- Engaging
- Respect
- Integrity



OUR SERVICE REGION

The Invermere Public Library (IPL) provides services to permanent and seasonal residents throughout the Columbia Valley, from Spillimacheen to Canal Flats. Residents of the District of Invermere (DOI), the Village of Radium Hot Springs, and Areas F and G of the Regional District of East Kootenay (RDEK) are eligible for a free library card. Our service area includes a permanent population of 7,612 and our seasonal population often swells to 30,000 in the summer months. We participate in the BC One Card program which allows residents of British Columbia to borrow materials from libraries across the province with their home library card.

Community	Number of Members		% of Total Membership	
	2014	2016	2014	2016
District of Invermere	1344	1633	55%	54%
RDEK, Area F	843	994	34%	33%
RDEK, Area G	243	263	10%	9.0%
Village of Radium Hot Springs	28	63	1%	8.5%
Village of Canal Flats	10	76	>1%	2.5%
TOTAL	2468	3035*	100%	100%

*As of June 2016



MORE ABOUT US

Board of Trustees

Public libraries across British Columbia are governed by a volunteer Board of Trustees. Trustees are appointed to the board on an annual basis by local government bodies. In 1997, the DOI council enacted a bylaw that established the IPL as a municipal library. The DOI appoints two representatives as well as one member of council and the RDEK appoints two representatives from Area F, one representative from Area G, and one representative from the Village of Canal Flats.

Library Staff

There are four staff members at the IPL who are a dedicated team of professionals. This team is committed to providing the Columbia Valley with high quality customer service. Each staff member loves the work that they do and puts a great deal of energy into creating a vibrant and welcoming place for all who visit and access the library's services.

Volunteers

The IPL is supported by an amazing group of volunteers. The Friends of the Invermere Library is an active group of volunteers who work to raise funds that support programming at the IPL. The Friends have two main fundraisers annually, the Big Book Sale each summer and a Christmas Silent Auction. There are several volunteers who work each week inside the library shelving books and helping to keep the library materials organized. There are also other volunteers who support the library from time to time for special projects and events. The IPL appreciates all of the work that its volunteers do and their contribution is greatly appreciated.

PATRON FEEDBACK

We conducted a survey in the spring of 2014 and asked for the public's input on library services. Here is what we heard from you:

You love the staff...

You made it more than clear that you appreciate the personal attention that our librarians offer. We will continue to provide staff with learning opportunities and training so they can continue to meet your needs and exceed your expectations.

“Caring, innovative staff – always go beyond to meet my needs.” – Library Patron

You want a larger facility...

One of the priorities outlined in this strategic plan focuses on facility and space. We are committed to providing the public with a library facility that meets the needs of the community that we serve.

“Get a new and larger building! You are doing a lot with what you have!” – Library Patron

You love books...

Borrowing materials was the top ranked service the library offers, with a great emphasis of over 50% of respondents rating Interlibrary Loans as ‘very important’. You would like to see us grow our local collection with full series, local history, and more recently published titles. Next on the list of priorities were library programs, computer and internet stations, and online services.

You love kids programming...

And you want to see more! Literacy is an important building block for a child's future. We aim to provide programs that encourage children to get comfortable with their library. We will continue to partner with local schools, preschools, and daycares to offer library visits and activities. You loved our six week Lego Club and we plan to offer more reoccurring programs such as this.

You find value in your library...

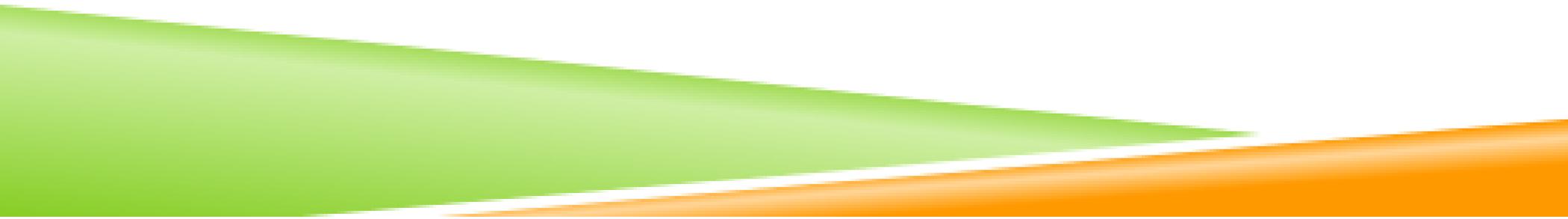
You believe the library is an important part of our community, offering a range of services to a vast population. You have a vibrant passion for print and electronic books, workshops, local knowledge, and access to a friendly space.

“The Library provides a wonderful benefit to our community in so many ways; by welcoming everyone, by assisting all equally, by offering services to all ages” – Library Patron

Thank you for sharing your thoughts with us! We can't wait to see what the future has in store.



RECENT ACCOMPLISHMENTS

- The final installment was received from the estate of Josef Camenzind and delivered to the Invermere Public Library in January 2015. The total amount of Mr. Camenzind's bequest totalled \$125,000. The Board of Trustees has invested the funds until they can be used in a way that is substantial in recognition of Mr. Camenzind's gift.
 - In the fall of 2015, the Invermere Public Library received the official word that the library will be relocating to the new Columbia Valley Centre in 2017.
 - The support provided by the Friends of the Invermere Library continues to play a welcomed role in the operations of the library. In 2014, the volunteer group established an endowment fund with the Columbia Valley Community Foundation. In 2015, the Friends raised over \$13,000 that was donated to the library. These funds are used to enhance library programs and services.
 - First prize winner for "Best Float" in the Canada Day Parade for 2013-2015.
 - Library book delivery service was established for the Village of Canal Flats in the summer 2015 and a similar program will be launched for Edgewater in the summer of 2016. Patrons living in these outlying areas can request a book from the library's shelves and it is brought to the community for easy pick up. Drop boxes are available in these communities for people to return their library books for staff to pick up and bring back to Invermere.
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STRATEGIC PRIORITIES FOR 2014-17

1. COMMUNITY ENGAGEMENT & PERCEPTION:

The Library is a collaborative community resource in the delivery of relevant services to the region.

- 1.1 To encourage the public's participation and awareness of the library as an important resource and destination in our community.
- 1.2 To continue to develop and enhance a network of partnerships with other community organizations that enrich the delivery of services to the community as whole.
- 1.3 To develop and implement a marketing plan as a tool for connecting with our community.

2. REGIONAL COLLABORATION:

The Library is recognized as a community hub that provides programming and services to residents throughout the Columbia Valley region.

- 2.1 To enhance the relationships between the library and the governing bodies in the region to ensure that current funding levels are sustained for the delivery of library services.
- 2.2 To raise the awareness of the regional scope of library service delivery that currently takes place and seek out ways to enhance it.

3. FACILITY & SPACE:

Provide the public with a library facility that meets the needs of the community that we serve.

- 3.1 To outfit the library space in the Columbia Valley Centre with new furnishings that meet the needs of the community.
- 3.2 To work with District of Invermere staff to complete the necessary leasehold improvements for the library space.

4. BOARD/GOVERNANCE:

Implement board practices and policies that promote efficiency, open lines of communication, encourage participation and enable staff to achieve objectives.

- 4.1 To continue to improve communication between the Library Board of Trustees and the library staff.
- 4.2 To develop policies that incorporate the people processes required for effective communication between board members and members of the staff.
- 4.3 To promote proactive recruitment and retention practices for members of the board.

GOAL 1: THE LIBRARY IS A COLLABORATIVE COMMUNITY RESOURCE IN THE DELIVERY OF RELEVANT SERVICES TO THE REGION.

OBJECTIVE 1.1

To encourage the public's participation in and raise its awareness of the library as an important resource and destination in our community.

1. IPL will actively promote its programs and services to its patrons and the community at large in order to raise the library's profile in the region.
2. Maintain and enrich library services to ensure its relevancy for the community that we serve.

OBJECTIVE 1.2

To continue to develop and enhance a network of partnerships with other community organizations that enrich the delivery of services to the community as whole.

1. Opportunities to connect with groups in ways that support the work that they do to achieve their goals while also achieving the library's goals will be sought out.

OBJECTIVE 1.3

To develop and implement a marketing plan as a tool for connecting with our community.

1. IPL will explore opportunities to acquire funding that can be used to work with a consultant to develop a marketing plan for the library.



GOAL 2: THE LIBRARY IS RECOGNIZED AS A COMMUNITY HUB THAT PROVIDES PROGRAMMING AND SERVICES TO RESIDENTS THROUGHOUT THE COLUMBIA VALLEY REGION.

OBJECTIVE 2.1

To enhance the relationships between the library and the governing bodies in the region to ensure that current funding levels are sustained for the delivery of library services.

1. IPL will continue to connect with our major funding partners and communicate with them on a regular basis to keep them informed of the work that has been accomplished.
2. IPL will seek out ways to increase operational funding levels for the delivery of library services in the Columbia Valley region.

OBJECTIVE 2.2

To raise the awareness of the regional scope of library service delivery that currently takes place and seek out ways to enhance it.

1. IPL will promote the library services and how they are being accessed by residents who live throughout the Columbia Valley by creating a public awareness campaign that highlights the services that are currently available to all residents of the region.
2. IPL will continue to enhance regional services through the provision of outreach programs that improve access to library services.



GOAL 3: PROVIDE THE PUBLIC WITH A LIBRARY FACILITY THAT MEETS THE NEEDS OF THE COMMUNITY THAT WE SERVE.

OBJECTIVE 3.1

To outfit the library space in the Columbia Valley Centre with new furnishings that meet the needs of the community.

1. Initiate a fundraising campaign to collect funds that will be used to outfit the new library and provide the community with the opportunity to play a role in the opening of the new facility.

OBJECTIVE 3.2

To work with District of Invermere staff to complete the necessary leasehold improvements for the library space.

1. Utilize the funds that have been held in savings in anticipation of a building project to develop the space into a functional and welcoming environment for the community.



GOAL 4: IMPLEMENT BOARD PRACTICES AND POLICIES THAT PROMOTE EFFICIENCY, OPEN LINES OF COMMUNICATION, ENCOURAGE PARTICIPATION AND ENABLE STAFF TO ACHIEVE OBJECTIVES.

OBJECTIVE 4.1

To continue to improve communication between the Library Board of Trustees and the library staff.

1. Regularly revisit and update key governing documents including the strategic plan and the policy manual.
2. Provide an orientation of the library to the trustees by scheduling one meeting annually to be held at the library building and provide a facility orientation and interaction with staff.
3. Celebrate the successes of the library with board and staff.

OBJECTIVE 4.2

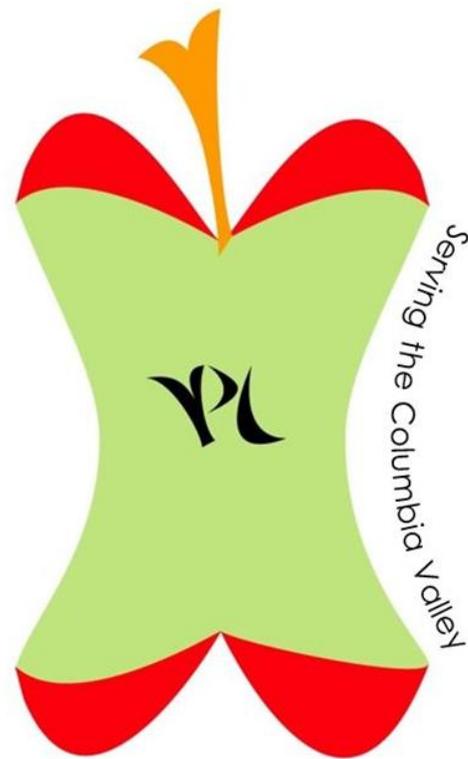
To ensure that roles and responsibilities between the trustees and the staff are clear and well understood and that trustees are well oriented to their work.

1. Conduct annual orientation of new board trustees that will also provide a review for continuing trustees.
2. Strongly encourage new trustees to attend a regional TOP (Trustee Orientation Program) delivered by the British Columbia Library Trustee's Association (BCLTA).
3. Develop policy that guides the way that people interact with each other.

OBJECTIVE 4.3

To promote proactive recruitment and retention practices for members of the board.

1. Determine if there will be vacancies on the library board at the end of the year and work to recruit new volunteers to the board of trustees.
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Invermere Public
LIBRARY

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