

Strategic Plan 2016 to 2018

Final Update

November 28, 2018

Library Board





Our Mission

The mission of Coquitlam Public Library is to engage its diverse community through creativity, discovery, and knowledge.

Our Vision


To enrich, inspire, and engage our community by providing innovation, information, and a place to learn.

Our Values

Excellence in Customer Service
Intellectual Freedom
Accessibility
Integrity
Respect
Life-Long Learning

Library Management and Staff worked to include these statements as part of the planning and projects to meet the Board's goals and objectives.





Goal 1:

Literacy: adult, teen, family, and community literacy

Provide literacy tools and programs to residents of all ages and backgrounds to enable everyone to develop the skills they need to be successful in learning and living in our modern community.



Literacy:

Objective 1

- Support STEM (Science, Technology, Engineering and Math) and STEAM (Science, Technology, Engineering, Arts, and Math) education through play and interactive programs.

- Science Literacy Week with SFU
- Tech Help with Teens
- Kids Code Jeunesse
- Computer basics for adults with disabilities with Simon Fraser Society for Community Living
- Girls Build Apps with Soroptimists
- Sphero Robot training with SD43



Girls in Science Program

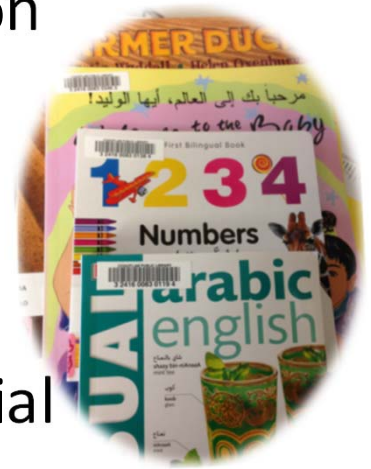


Literacy:

Objective 2

- Develop World Language collections, services, and resources to better meet the needs of our diverse community.

- World Language Collection survey reports for Farsi, Korean, Cantonese and Mandarin completed
- Changed vendors to gain better selection of material and to receive items consistently throughout the year
- Used new Statistics Canada demographics to evaluate languages collected



Literacy

Objective 3

- Increase family programming so that parents and children learn together.

- Parent-Child Mother Goose programs in several languages
- Family literacy events hosted as part of family literacy month each year
- Dads & Tots programming
- Let's Talk Science for adults and children
- Family Day story times each year
- Easter programming for families
- Attended local events, eg: Place Maillardville Family Fun Day
- Hosted End of Summer Carnival for families, run by CPL's teen advisory council volunteers





Goal 2:

Visit a Comfortable Place: physical spaces meeting residents' needs

Residents will have welcoming physical spaces for social interaction, quiet activity, and exchange of information. They will have open and accessible spaces that support networking using current and emerging technologies and Library Link.



Comfortable Place:

Objective 1

- Expand the reach of Library Link, the Library's mobile branch
- Added several stops throughout the City
- Did mail-outs to new service areas
- Swapped out collection on Library Link
- Increased days of service to four
- Increased Library Link's attendance at community events
- Saw significant ongoing increases in circulation, new library cards, and use



Comfortable Place:

Objective 2

- Review services and layout of branch facilities to enhance usability and accessibility

Ongoing review of services and layout resulted in the following changes:

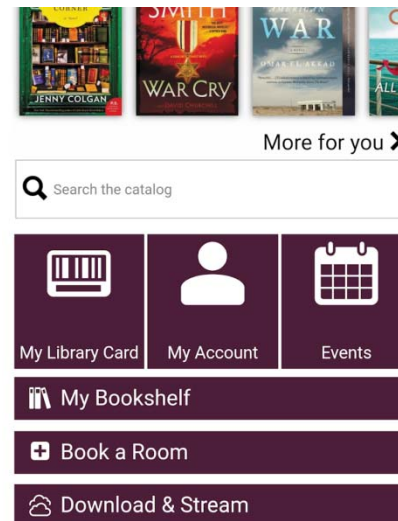
- Evaluated services at City Centre
- City Centre floorplan created and approved
- Successfully requested funding for new furniture from City of Coquitlam
- Internally funded Poirier Silent Reading Lounge, HVAC improvements at City Centre, upgrades to City Centre sorter and software, replacement of existing and addition of self-checks to Poirier
- Changed entrance look and feel at both branches through changes in use and service desks



Comfortable Place:

Objective 3

- Develop library apps for personal mobile devices
- Staff committee reviewed and provided recommendations on how to proceed
- Vendors reviewed
- Budget allocated
- Contract signed with vendor in summer 2018
- CPL's Online APP went live in fall 2018, for both IOS and Android





Goal 3:

Strengthen Community: a partner for the community to engage and celebrate

The Library is a community resource and partner: working with other organizations, sharing resources, and providing support, collaboration, guidance, and leadership through programs, services, and activities.



Strengthen Community:

Objective 1

- Create a dedicated team to facilitate partnerships and community development

Strong ongoing relationships and partnerships have been created and are positively impacting how we serve Coquitlam.

While have not implemented a “dedicated team” we have successfully implemented this initiative based on outcomes:

- SD43 – StrongStart
- Place Maillardville
- New Beginnings
- YWCA
- Coquitlam Centre Mall
- City of Coquitlam celebrations



Strengthen Community:

Objective 2

- Develop yearly events and partnership guide, to assure Library participation in community events

- Guide completed in 2018
- Distributed to Library Board, Advocacy Committee, and all staff
- Will be updated each year starting in 2019
- Will be used as part of program planning
- Updates will be provided to the Board Advocacy Committee annually, and the Board on request.

DATE	Event	Lead	Staff	Description
January	Coquitlam events in green			
	Alzheimer Awareness Month			
7th	75th Anniversary of the death of Nikola Tesla			
25th	Robbie Burns Day			
27th	Family Literacy Day	CM, KO	JF, AY	Keva blocks, crafts, games
30th	70th anniversary of the death of Mahatma Gandhi			
February				
	Black History Month			
	Heart & Stroke Month			
1st week	Eating Disorder Awareness			
4th week	Freedom to Read	KJ		Displays
12th	Family Day		AY	Story time, Lego, Keva, games, treats
12th	Sexual & Reproductive Health Awareness Day			



Strengthen Community:

Objective 3

- Host job fairs with partner organizations targeting non-postsecondary high-school



- Chance to Choose program – “at risk” teens and young adults , along with a facilitator, came to the City Centre Branch for an employment-related tour.
- Hosted a job fair at the City Centre branch for Newcomer’s Employment Week – a partnership with the Tri Cities Local Immigration Partnership
- Third party organizations held several employment-related events in our public meeting rooms





Goal 4:

Local Prosperity: fostering creativity and building skills

Supporting creativity, innovation, and entrepreneurship by providing space, resources, tools, and programming to innovators, entrepreneurs, and residents to develop their creative skills.



Local Prosperity:

Objective 1

- Enhance lifelong innovation through the Library's Innovation Hub, programming resources, and learning opportunities



- With the Soroptomists, created an ESL conversation group at Poirier
- Facilitated one to one English tutoring services in the community targeting Syrian refugees in partnership with SUCCESS, the Montgomery Learning Centre and other sites
- Added Lynda.com, ESL online training, Consumer Reports database, PressReader, Wall Street Journal and other physical and digital collections
- Initiated drop in sessions and one-on-one 3D printing training in the Innovation Hub



Local Prosperity:

Objective 2

- Explore concept of a 'Tech Bar' (Tech Barista)
- Staff work group met in 2017 and 2018 to review options and possibilities
- Recommendations:
 - not pursue a standalone tech bar
 - Look to incorporate a tech hub as part of the expansion of the Innovation Hub
 - Included as part of 2019-20 goal of a Technology Centre




Local Prosperity:

Objective 3

- Develop capability to train staff and public on technical and creative Library resources through in-house training and partnerships with local experts
- The Library chose not to pursue as a formal action item due to capacity issues
- We have made some progress on training staff for innovation hub technology, virtual reality tools, and improving our internal training activities





Goal 5:

Promoting the Library: communicating services to residents

Communicating and spreading awareness of Library services and resources to all residents. Developing messaging and communications to meet the diverse needs of the Coquitlam community.



Promoting:

Objective 1

- Develop a marketing capacity
- Created a marketing department including:
 - Manager
 - Librarian
 - Library Technician
 - Publicity Clerk
- Increased funding for publicity and marketing initiatives



Coquitlam Public Library presents
Crafts & Music
for people with developmental challenges



COQUITLAM BRANCH - NANCY BENNETT ROOM - 575 POIRIER STREET
For music and seasonal crafts. Let's get together and have some fun!
No reservation is required for this free program. Sign up online at coqlibrary.ca
or at the Help Desk at 604-937-4141.
Days, 9:00-11:00 am
January 18 • February 15 • March 15 • April 19 • May 17 • June 21

www.coqlibrary.ca

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Promoting:

Objective 2

- Develop an on-line branch
- Library made three attempts to develop in-house, conclusion -- Library staff do not have the necessary expertise and skills to take on this project
- Recommendation from the workgroup was to contract development to a third party agency
- Included as a budget request for 2019



Promoting:

Objective 3

- Develop branding tools, policies and strategies



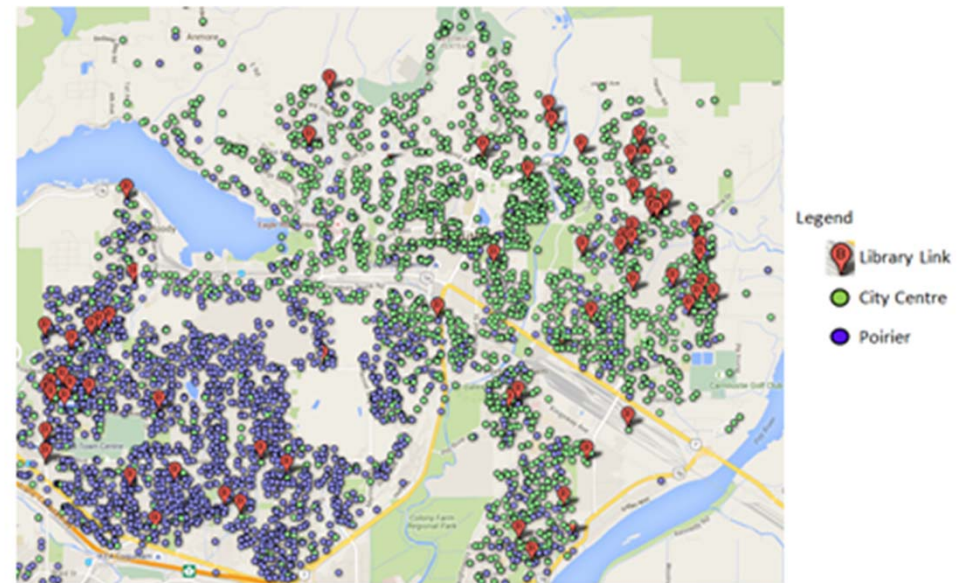
- Created
 - Editorial style guide
 - Print media style guide
 - Press release style guide
 - Social media style guide
 - Website style guide
- Developed
 - Pathfinders
 - Booklists
 - Library events guide
 - Adult and Kids enewsletters
- Implemented
 - Uniform room signage
 - Display and signage controls
 - Implemented book displayers



Goal 6: Governance Excellence: developing the organization

Serving residents by enhancing efficiency and effectiveness, transparent decision making, developing sound organizational practices, and improving communication.

Where active CPL cardholders live



Governance:

Objective 1

- Develop a Board
Procedural
Governance
Policy
- In draft form:
 - 1.01 Creation of Library
 - 1.02 Library Board Governance
 - 1.03 Code of Ethics
 - 1.04 Library Board Operations
 - 1.05 Budget and Finance – being developed

Will need to be carried over to 2019



Governance:

Objective 2

- Develop a comprehensive operational policy manual
- Human Resources Policies – approved, all staff training in 2017
- Room Booking Policy – approved
- Library Code of Conduct – approved
- Innovation Hub – approved

Balance of policies rewrites will need to be carried over into 2019



Governance:

Objective 3

- Develop an organizational communication plan
- Will be part of Marketing Department mandate when ready to take on development



Governance:

Objective 4

- Develop Service Plans – a framework of how we serve our residents.
- LEAN project implemented in Customer Experiences Department
- Successful outcomes within departmental scope
- With departmental changes development of service plans was not initiated
- Will not pursue at this time



Why we do what we do...

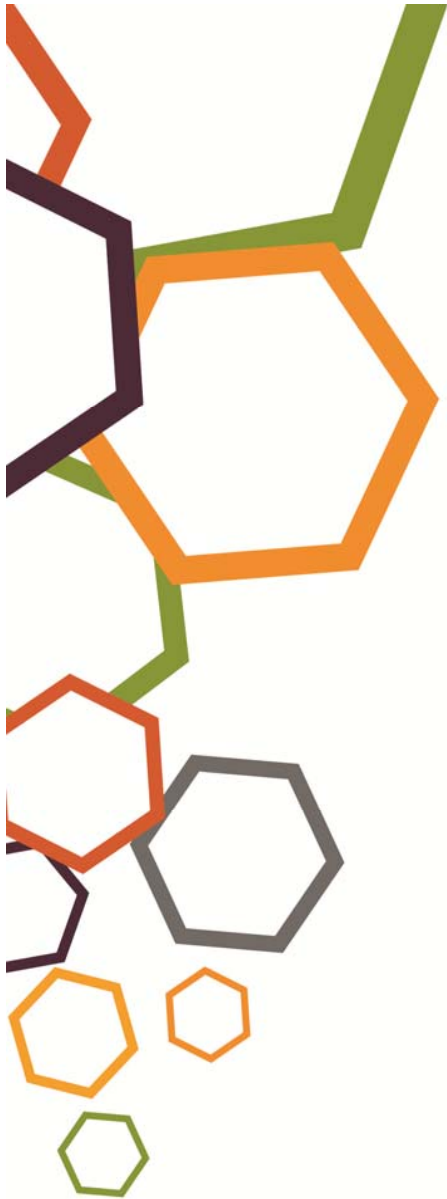
Lights at Lafarge 2018!

881 people voted for their favourite holiday story, 3 people won gift bags.

The first gift bag was won by a 9-year-old girl who couldn't believe it was all for her. She was so happy.

She was thrilled that it included the book that she had voted for as her favourite (Twas the Night Before Christmas) as well as hot chocolate, short bread and CPL mugs!





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