



Sylvan Lake Municipal Library  
**Plan of Service**

2021-2025

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## Purpose and Planning Process

The process for this plan began in December 2019, as Board Members discussed with the Library Director the requirements for a new strategic plan. The Board and Library staff developed a list of possible invitees, based on representation by Sylvan Lake's demographics. One hundred and forty-five people were individually invited to participate and the event was promoted on social media to spread awareness to other community members.

On February 26, 2020, a community needs assessment was held at the library. The meeting was facilitated by Haley Amendt and Jen Kendall, Consultant Librarians with Parkland Regional Library System. Twenty-three community members attended including: community leaders, library users, and library non-users. A broad community demographic was represented, including teens, seniors, social agency personnel, parents, and business owners. This session explored the community's strengths and weaknesses which identified the primary areas for growth.

From this starting point, the Library Director and staff, with Board approval, took the chosen service responses, phrased them as goals, and developed attainable yet challenging measures as objectives.

## About the Library

The Town of Sylvan Lake is a resort community with a municipal population nearing 15,000 people, in addition to five nearby summer villages, two rural municipalities and many seasonal residents who make up the service district. The community is very conveniently situated on a beautiful lake in Central Alberta, 15 minutes from Red Deer, a city of approximately 101,000, and less than two hours from Edmonton, Calgary, and the Rocky Mountains. Sylvan Lake has nine schools, including one built in 2016.

The Library was built in 2000 and renovated in 2014. The current building is a lovely and contemporary 7152 sq. foot building which includes a fireplace room, a testing room, and a newly renovated public program room. As the community continues to grow, we recognize that an additional branch location within the Town of Sylvan Lake is very much needed. We will continue to explore options to see where in the community we could build or obtain a satellite location.

The staff consists of 5 full-time and 5 part-time staff, as well as a number of volunteers. All staff and volunteers believe in creating a warm and welcoming environment. We eagerly open our doors to all members of the community and strive to create a comfortable space that promotes and supports diversity. The Sylvan Lake Municipal Library is a member of the Parkland Regional Library System.

The Sylvan Lake Municipal Library is governed by a volunteer board of trustees. The Town of Sylvan Lake Library Board sets library policy and ensures that the library meets both the needs of the community and the requirements of provincial legislation.

### Priority Responses

EXPRESS  
CREATIVITY/STIMULATE  
IMAGINATION &  
LEARNING

CREATE YOUNG  
READERS

KNOW YOUR  
COMMUNITY

VISIT A  
COMFORTABLE PLACE

### Vision

The Sylvan Lake Municipal Library strives to be the heart of our community, where all come to discover, learn and connect.

### Mission

The Sylvan Lake Municipal Library is a strong community partner offering programs and services to stimulate the imagination and learning of all local residents and neighbouring communities.

## Service Goals and Objectives



### **Express Creativity: Create and Share Content to Stimulate Imagination and Learning**

**Goal:** Patrons will have the services, support and materials they need to enhance their leisure time and express themselves by enjoying and creating original print, video, audio or visual content in a real-world or virtual environment.

#### **What Success Looks Like:**

- We will introduce and incorporate a variety of creative/technology resources for all ages
- Sylvan Lake Municipal Library will see a 25% increase in attendance of library programs by 2026 (physical and virtual programs)
- We will provide uncensored access to all forms and sources of knowledge
- We will nurture engaged patrons who will volunteer their time to share ideas with others



### **Create Young Readers: Early Literacy**

**Goal:** Children from birth to 5 will have programs and services designed to ensure that they will enter school ready to learn, write and listen.

#### **What Success Looks Like:**

- We will increase our offerings of innovative digital and physical learning resources for children
- Sylvan Lake Municipal Library will see a 25% increase in attendance of preschool age programs (physical and virtual programs) by 2026





- We will increase collaborations with schools and community partners by 25% by 2026
- We will analyze and further develop our collection of children and juvenile materials (physical and digital collections)
- We will develop a process for staff and patrons to stay in touch and up-to-date with early literacy developments

## Know Your Community: Community Resources and Services

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

### What Success Looks Like:

- We will see a 25% increase in referrals to community services (in-person and digitally) by 2026
- Sylvan Lake Municipal Library will record a 25% increase of library visits by 2026
- We will continue to connect patrons with each other and local resources, so they feel engaged in the community
- We will see a 25% increase of room rentals by external community organizations
- Library staff and trustees will have a solid understanding of library services and programs and advocate passionately for the Sylvan Lake Municipal Library



## Visit a Comfortable Place: Physical and Virtual Spaces

**Goal:** Patrons will have safe and welcoming physical spaces to meet and interact with others or to sit quietly and read and will have open and accessible virtual spaces that support networking.

### What Success Looks Like:

- We will provide staff training on mental and physical health awareness
- We will promote and expand our outreach to Seniors Homes, Long-term care facilities and patrons who cannot physically visit the library
- We will create designated spaces in the library where patrons can study or collaborate on a variety of leisure or academic projects
- We will promote and expand our virtual programming to users of all ages by 25% by 2026



## Note from the Board Chair

*The primary goal of creating a Plan of Service is to identify and respond to the needs of the community the library serves. The resulting document is then the measuring stick for our plans going forward.*

*Many thanks to our Library patrons, the general public, The Town of Sylvan Lake, the five Summer Villages, The Town of Sylvan Lake Library Board, Parkland Regional Library System and the Library staff for all their assistance in collecting and editing the information we received in the preparation of our 2021-2026 Plan of Service. The Sylvan Lake Municipal Library is dedicated to providing a welcoming and inclusive environment in the heart of our community.*

Deb Parry