



CHINOOK
ARCH REGIONAL
LIBRARY SYSTEM

PLAN OF SERVICE

2023 - 2026

PLAN OF SERVICE THEMES

1 Getting Butts Back in the Library

2 Programming/Programming Support

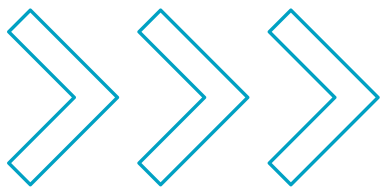
3 Community Outreach

4 Technology Support

5 Language Learning/Serving Immigrant Communities



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Getting Butts Back in the Library



Identified Need

In the wake of the COVID-19 pandemic, attendance at libraries is still recovering. Other challenges persist, including a lack of awareness about the services and programs available at the library.



Key Activities

- Explore the use of targeted marketing (email, social media) to encourage library use by members of the public
- Develop system-wide contests, games, etc. designed to draw people into the library
- Develop customized/curated information packets aimed at specific groups of users (eg. home schoolers) highlighting ways in which the library can make their lives easier
- Explore the creation of a “library of experts” that can deliver in-library programming
- Explore ways to centrally support in-library programming from a funding standpoint, eg. subsidizing mileage and fees of presenters
- Assist libraries with measuring library visits through the provision of the door counters



Output Measures

- Library use and attendance as measured by door counters
- Attendance at library programs and events
- Number of events held at libraries
- Turnover rates of specific genres in response to customized recommendations

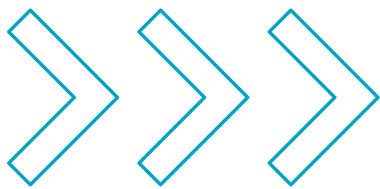


Impact

- The library is a community hub that provides relevant, high-quality programs and services to visitors
- The library is able to offer consistently high quality programming that meets the needs of its community
- Identified target groups are more likely to access library resources
- Patron reporting that their engagement with library collections, services, and programs is positively impacted by targeted communication



2



Programming/ Programming Support



Identified Need

Libraries would like to offer more programming, but face many challenges, including: limited resources, marketing and promotion, and more.



Key Activities

- Develop a collection of programming kits that are unique, relevant, fun, and easy for library staff to use
- Explore communication strategies that highlight the library as a potential partner for other organizations that are delivering services in the area
- Develop strategies for sharing/replicating successful programs across the region
- Explore hiring staff to coordinate and/or deliver programming at member libraries



Output Measures

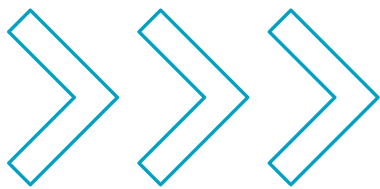
- Number of programming kits created and used by member libraries
- Number of partnerships developed for program delivery
- Number of programs shared across the region
- Number of person hours invested in programming and programming support



Impact

- Member libraries are a destination for engaging and educational programming for a wide range of demographics
- Libraries are seen as a preferred partner for other organizations in the community
- Attendance at library programs increases





Community Outreach



Identified Need

Many members of the community still aren't aware of all that the library has to offer, and some may never enter the library building. How can libraries get out into the community to meet people where they're at?



Key Activities

- Explore the development of "Pop-Up" library kits to allow libraries to offer services off-site
- Develop display units and outreach kits to assist libraries in promoting their services at fairs, markets, meetings, etc.
- Attend inter-agency meetings, etc. to gain awareness of what's happening in communities and to identify potential partners
- Explore directly supporting member libraries in offering community outreach



Output Measures

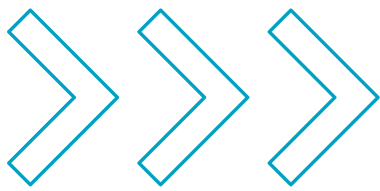
- Use of the "Pop-Up" library kits
- Number of books signed out/memberships created at Pop-Up library events
- Use of the tabletop displays
- Attendance at inter-agency meetings



Impact

- Community members are more aware of the library
- Library services are extended to people who otherwise might not have access





Identified Need

Keeping up with technological change is difficult when funds and resources are limited. Libraries face challenges in maintaining/replacing computers and other IT equipment, and in keeping up with trends in consumer electronics.

Key Activities

- Explore ways to assist libraries with technology replacement
- Explore system-wide implementation of a point of sale system
- Explore system-wide implementation of a “print from mobile device” system
- Explore print management software for in-library use
- Explore strategies for developing digital literacy for seniors and recent immigrants
- Expand Wi-Fi hot spot lending program

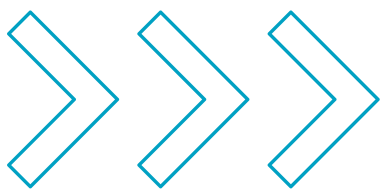
Output Measures

- Number of computers/devices updated annually
- Use of point of sale system
- Use of mobile printing system/print management software
- Number of digital literacy training sessions attended
- Number of Wi-Fi hot spots available/loaned

Impact

- The library offers reliable, fast access to printing and other technologies
- Library technology is current, sustainable, and secure
- Residents feel confident navigating their devices and software
- Residents enjoy more equitable access to the internet and enhanced participation in the digital economy





Language Learning/ Serving Immigrant Communities



Identified Need

Communities are seeing an increase in the number and variety of immigrant populations. Libraries have many services to offer members of immigrant groups, but face challenges in getting the word out and in providing services that are helpful and appropriate.



Key Activities

- Improve online access to resources for English language learners
- Explore the development of shared collections aimed developing literacy
- Explore the development of shared collections for language learning
- Develop lists of resources for recent immigrants
- Provide opportunities for professional development for library staff in the area of serving recent immigrants
- Develop partnerships with community organizations that are working with immigrant populations
- Identify funding sources from governmental and NGO agencies working in the immigrant settlement sector



Output Measures

- Circulation of literacy and language learning collections
- Usage of online language learning resources
- Attendance at professional development sessions
- Partnerships developed



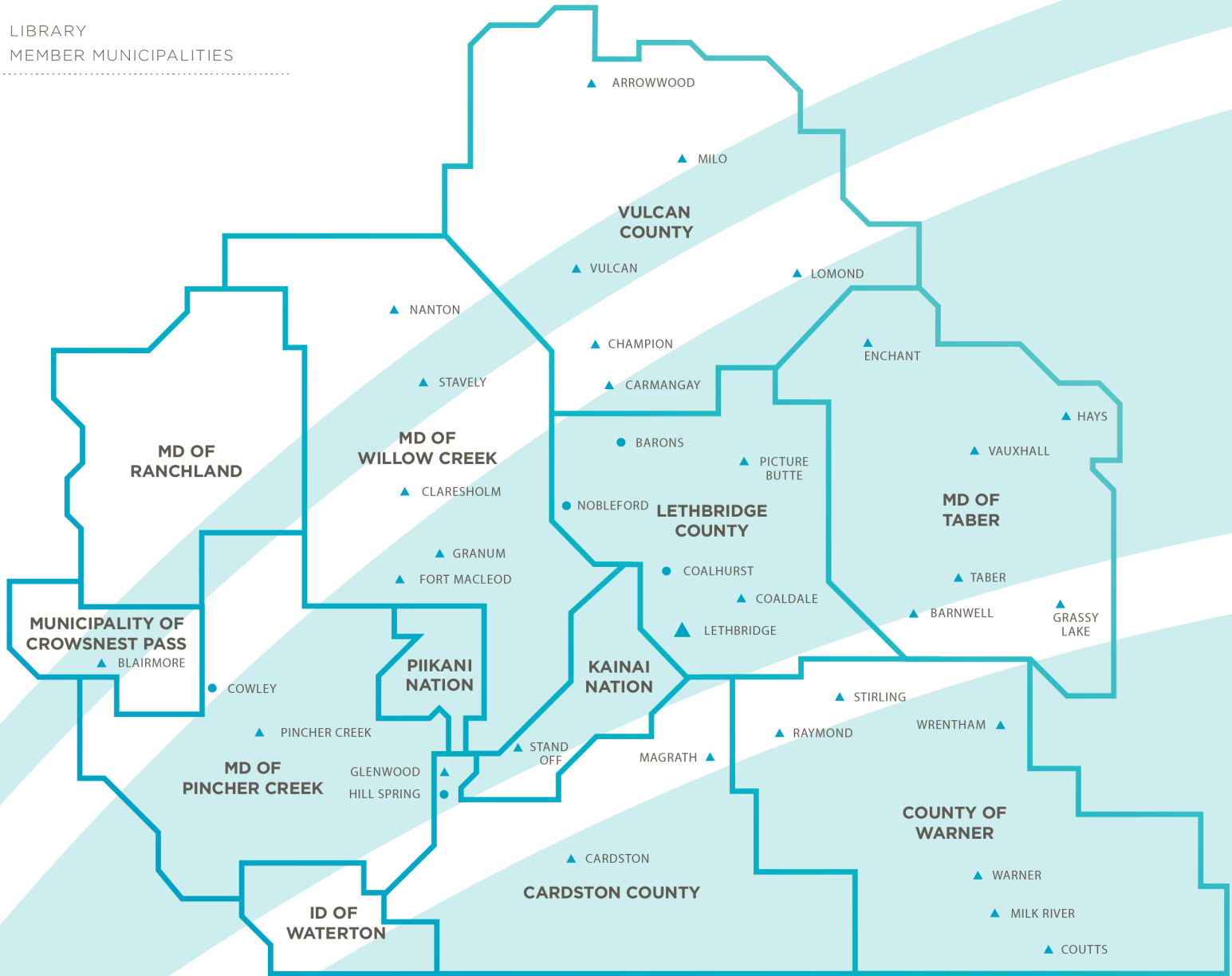
Impact

- The library is a partner with other community organizations supporting recent immigrants
- Recent immigrants use library resources to improve their lives
- Partner organizations and immigrants see the library as a key access point for resources and support



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- ▲ LIBRARY
- MEMBER MUNICIPALITIES



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