

PLAN OF SERVICE

2025-2030

VILLAGE OF DUCHESS LIBRARY BOARD



**Dutchess
& District
Public
Library**

Approved by the Village of Dutchess
February 24, 2025

February 11, 2025



TABLE OF CONTENTS

Table of Contents

MESSAGE FROM THE BOARD	3
ABOUT THE PLAN OF SERVICE	4
LIBRARY PROFILE	5
COMMUNITY PROFILE	6
FOUNDATIONAL PROFILE.....	7
VISION STATEMENT	7
MISSION STATEMENT	7
OUR COMMITMENT.....	7
FUNDING	8
ABOUT THE LIBRARY.....	9
Governance	9
Hours.....	9
Staffing.....	9
LIBRARY STATISTICS.....	10
PROGRAM SERVICES.....	11
LIBRARY SURVEY	12
SWOT ANALYSIS	15
OVERVIEW OF GOALS FOR 2025-2030.....	16
GOAL A - Responsive Service.....	17
GOAL B – Library Promotion	17
CONCLUSION	18



MESSAGE FROM THE BOARD

Duchess Public Library Board would like to thank the staff and volunteers of the Duchess and District Public Library for all their hard work and dedication over the past 5 years. We would also like to acknowledge to support we receive from the Village of Duchess and County of Newell. Without the commitment and enthusiasm of all parties, we could not have made the last 5 years this successful.

The execution of our five year plan was faced with the challenges of a pandemic. Our staff continued to provide services to the community with curb side pick-up and drop off as well as home delivery. We were also able to provide our patrons with virtual programming via YouTube. We were able to educate our library members on abundance of digital services that we have available. The execution of our new five year plan will hopefully see our in-person visits return to pre-pandemic numbers.

We received an award for Most Creative Little Free Library 2022 from Shortgrass Library Systems. We also had the largest increase in memberships in the Shortgrass system in 2021.
Largest increase in Library Card Members

Duchess and District Public Library welcomed new Library Manager and Circulation Clerk in Summer 2024. We feel our new youthful staff will be an asset to the library and the community and we look forward to being able to meet or exceed our Plan of Service.

LORRAINE SAMIS
CHAIR

CHARMAINE LOEWEN
TREASURER

BRENDA OWEN
SECRETARY

STEVE DORTCH
VILLAGE OF DUCHESS
COUNCILLOR

YVONNE COSH
RESIDENT

LORNA MORISHITA
RESIDENT

AMANDA PHILPOTT
COUNTY OF NEWELL COUNCILOR



ABOUT THE PLAN OF SERVICE

The purpose of the 5-year plan is to fulfill our requirements as a library and to produce a working document that gives us vision and focus to meet the needs of our community.

This process began in the fall of 2023 when we started a discourse with the community members, library patrons, staff and board members of the library as to the needs of our community that the library could provide.

Our Plan of service has input from

Library Patrons

The community at large via a library survey

Identified economic and social needs of the community via FCSS Survey

Board and Staff

Duchess School

Village of Duchess

County of Newell

STATEMENT OF APPROVAL

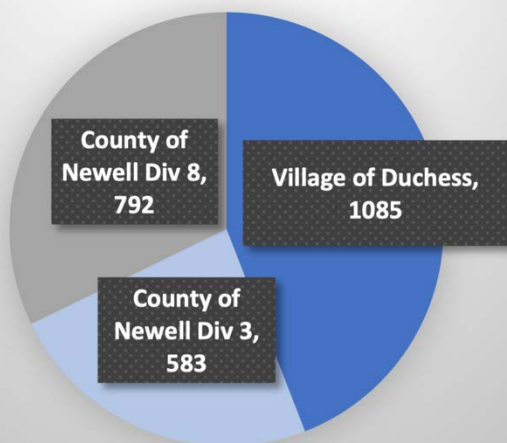
February 24, 2025 Council Meeting

Plan of Service Motion: Motion to approve 2025-2030 Plan of Service

Motion by: *Councillor Tina Preston*

Approved: *Lucy Stuck*

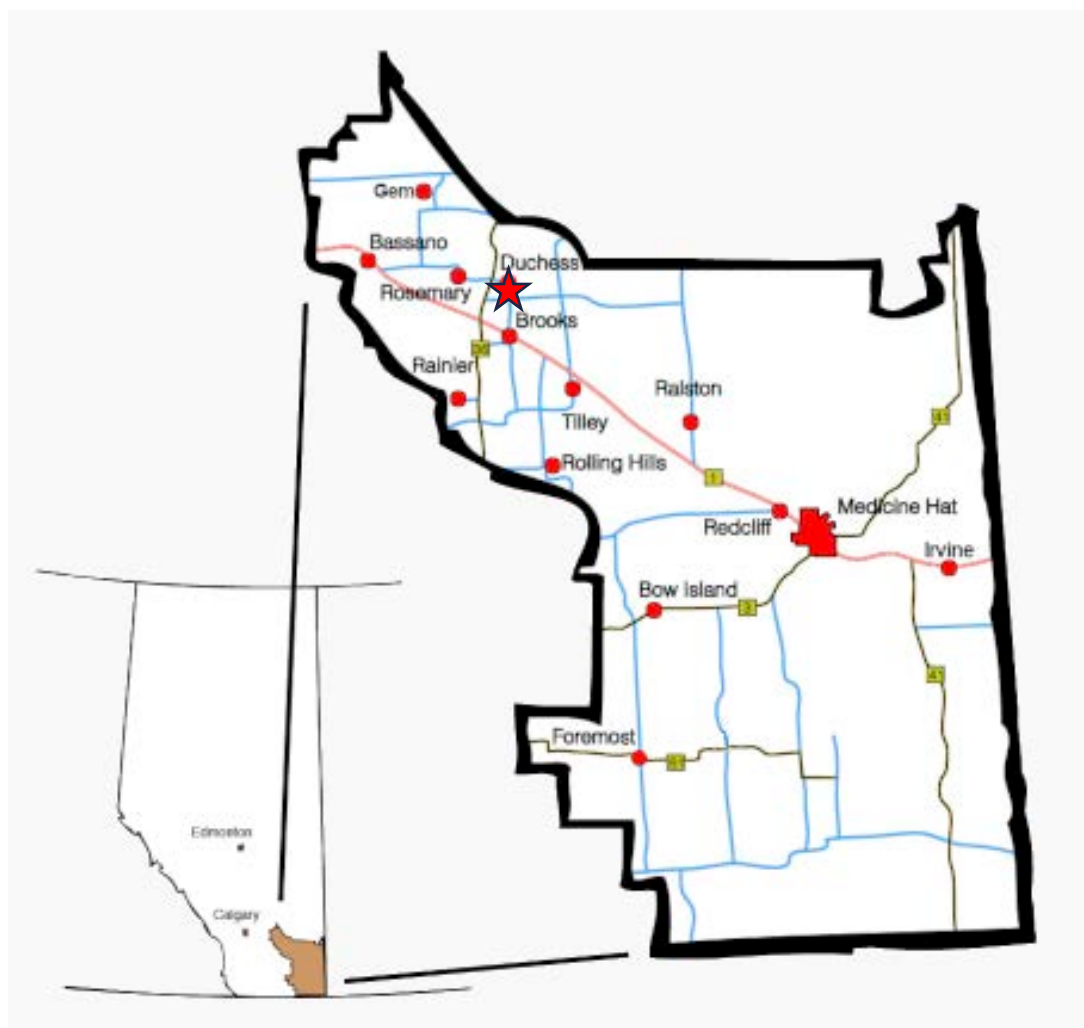
Population



LIBRARY PROFILE

The Duchess and District Public Library serves the Village of Duchess and the County of Newell Division 3 and 8.

The library is part of the Shortgrass Library System and has access to other library collections and numerous virtual collections for its patrons to use.



Shortgrass Library System Map

COMMUNITY PROFILE

The Village of Duchess has a population of 1085.

The Village of Duchess provides residents with a family-friendly community and a vibrant quality of life.

On behalf of our residents, the Village of Duchess continues to be proactive and economically viable: maintaining the "small town feel" with quality infrastructure.

Grasslands Regional FCSS released the *Duchess Quality of Life #3 Snapshot* in 2023. The information will help further understand our communities and prove useful for planning, funding and working together.

- Duchess has a relatively high young population, with 31.9% of the population being under 20, indicating the presence of many families in the community.
- 64% considered **Community Literacy Rates** to be important
- **Education** received the most Very Important and Important responses at 87.5%



FOUNDATIONAL PROFILE

VISION STATEMENT

The Duchess and District Public Library will be a welcoming and interactive centre providing information, literacy programs, and community for people of all ages.

MISSION STATEMENT

To provide safe access to library resources as a source of information, inspiration, enrichment, cultural awareness, and learning.

OUR COMMITMENT

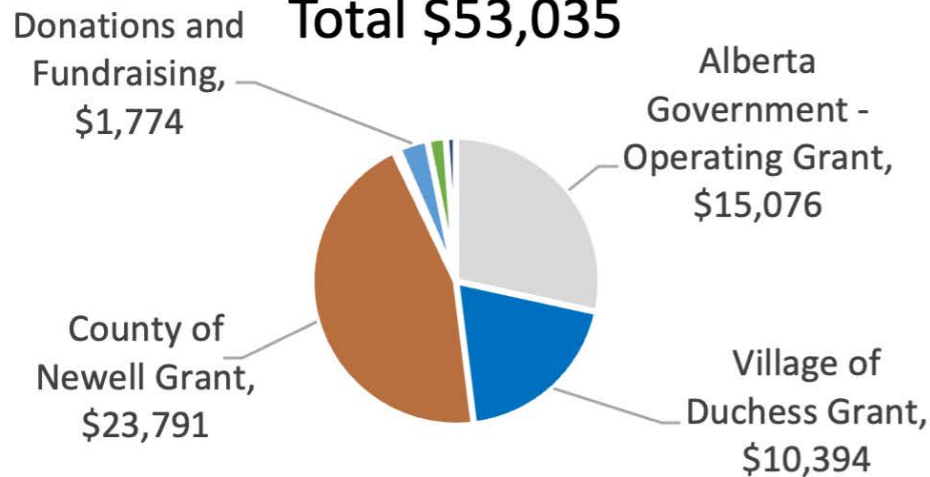
Our commitment is to be a library for lifelong learning, and we will provide:

- *Highly responsive service that reflects the needs of our community*
 - *Prompt, courteous, and efficient service*
- *A diverse and balanced collection that is accessible and current*
 - *Universal access services and technology*
 - *Careful stewardship by efficient use of funds*
 - *Promotion of local arts and culture*
 - *Programs for all ages*



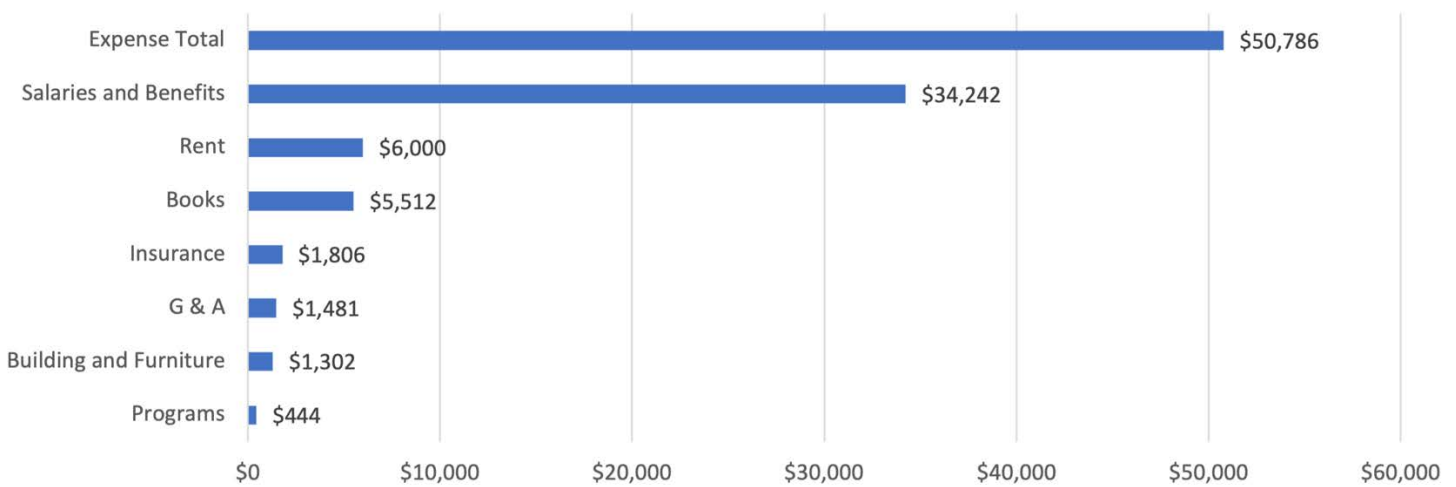
FINANCES (Unaudited)

2024 Funding Total \$53,035



- Alberta Government - Operating Grant
- County of Newell Grant
- Donations and Fundraising
- Misc. Income
- Village of Duchess Grant
- Duchess Rec Board
- Interest

2024 Expenses



ABOUT THE LIBRARY

Governance

The Village of Duchess Library Board operates under the authority of the Public Libraries Act and under direction of Shortgrass Library System.

The Library Board may consist of; 1 representative from Division 3 (Councilor or appointed member); 1 representative from Division 8 (Councilor or appointed member); 1 representative from the Village of Duchess (Councilor or appointed member); plus up to 4 other persons that reside within the Village of Duchess or Division 3 and Division 8; up to a maximum of seven members on the Board. A Quorum would be one half of the existing board plus 1 person. The Chairperson shall have full voting and motion making privileges.

Hours

The library will be open for 25 hours/week for the following hours:

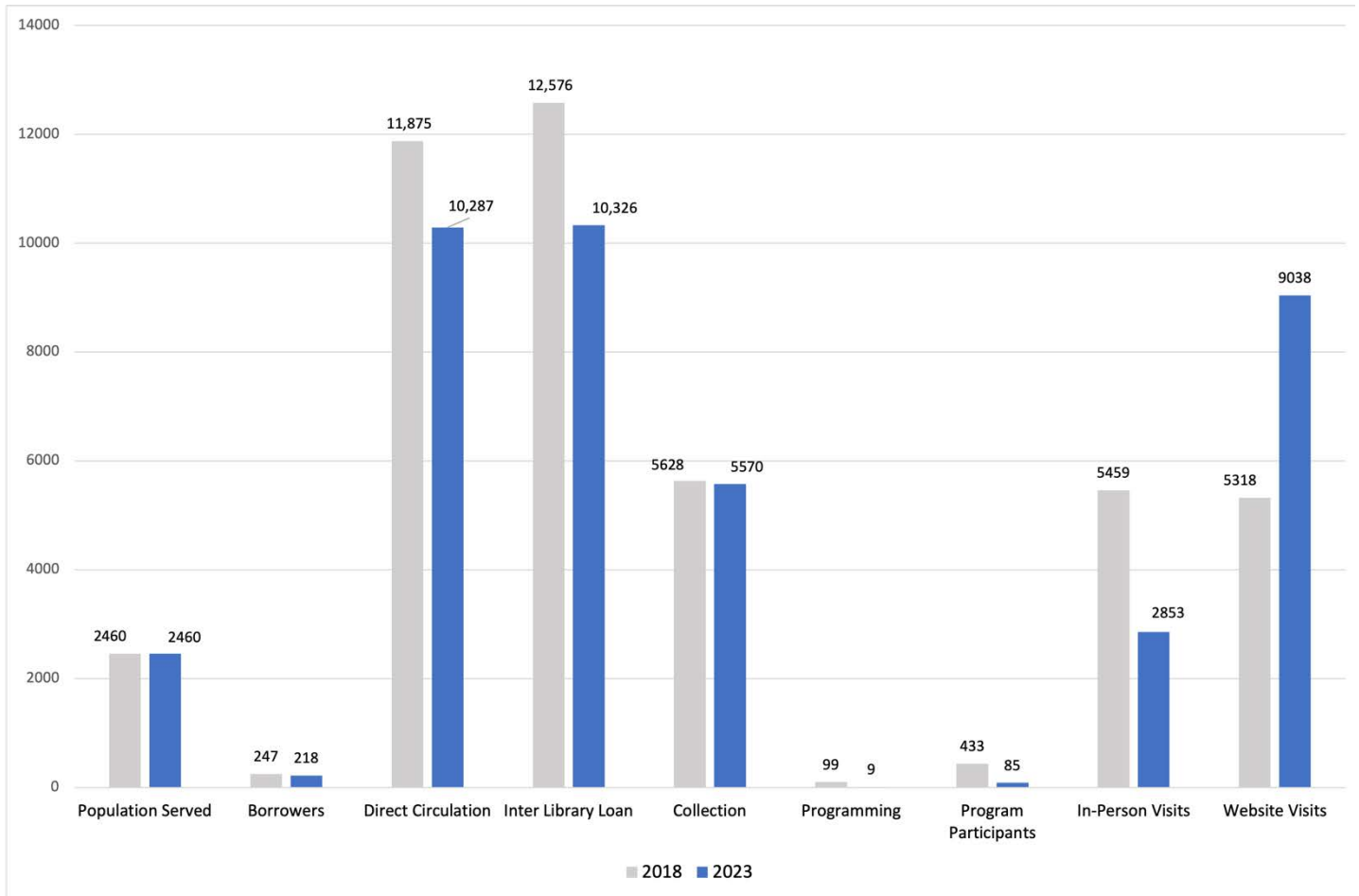
Tuesdays	10 am – 4 pm
Wednesdays	12 pm – 7 pm
Thursdays	10 am – 4 pm
Fridays	10 am – 4 pm

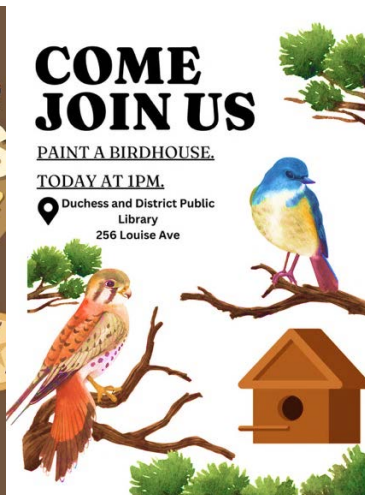
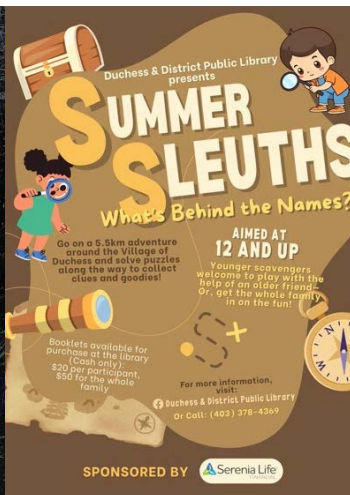
Staffing

The Duchess and District Public Library has 1 part-time Library Manager, 1 part-time circulation clerk, casual staff, and volunteers.



LIBRARY STATISTICS





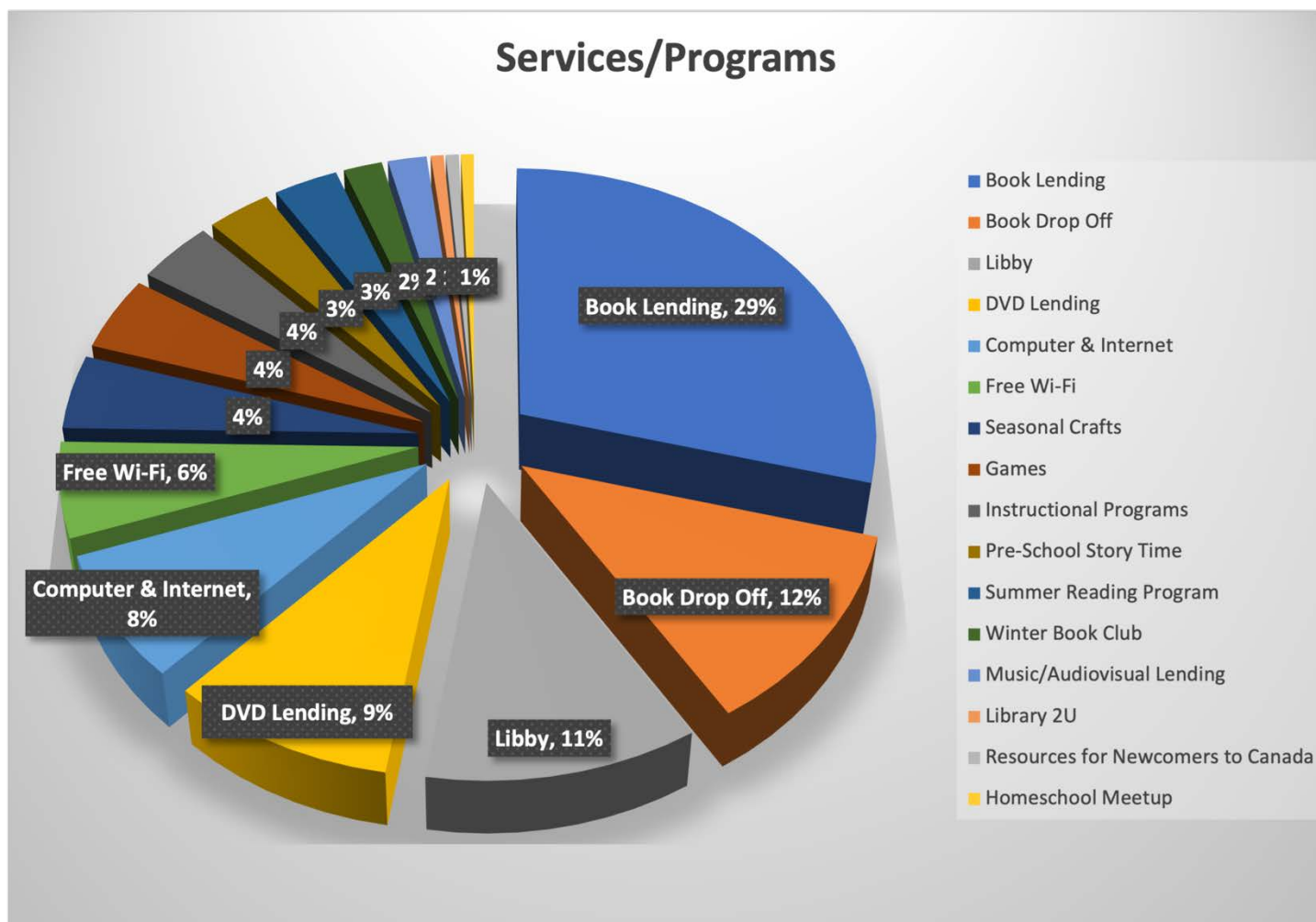
PROGRAM SERVICES

In the last several years, we've noticed a downward trend in attendance and interest in our in-person scheduled programming activities across all age groups. Our children's programming is the most popular, and sees the most success during the summertime, over our annual Summer Reading Program. However, our passive and asynchronous programming, such as the Summer Sleuths scavenger hunt, checkout projects and games like Battleship, self-directed creative activities like Lego and coloring pages, and our Summer Reading Contest have seen more success in recent years.

Going forward, we plan to continue hosting our most popular, classic in-person programs, and to take advantage of our higher summertime attendance to offer most of our children's programming during the off-school season. We plan to collaborate with patrons, parents, childcare providers and other local organizations to assess our community's programming needs, to tailor our programming accordingly, and advertise our programs offered. Finally, we plan to switch gears and divert some focus from traditional scheduled programming to explore different passive programming ideas, from self-directed activities within the library, to virtual programming online, or take-home craft kits.

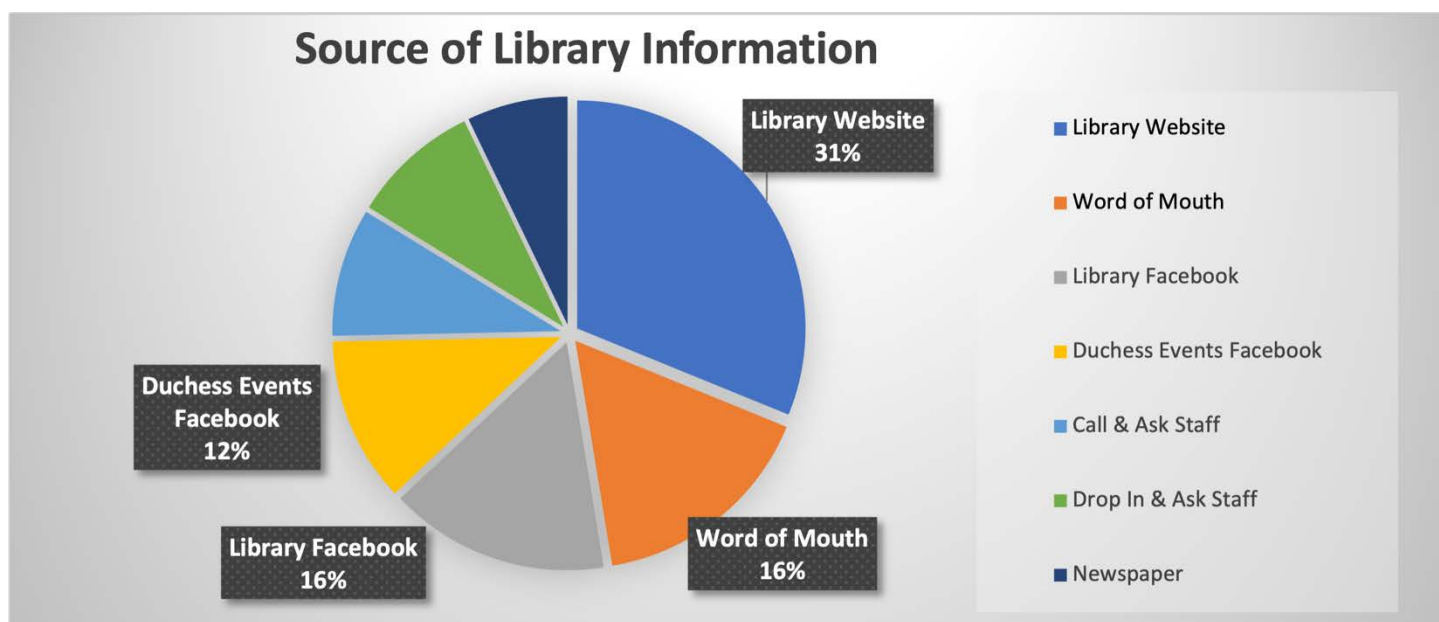


LIBRARY SURVEY - Duchess Craft Fair November 2023



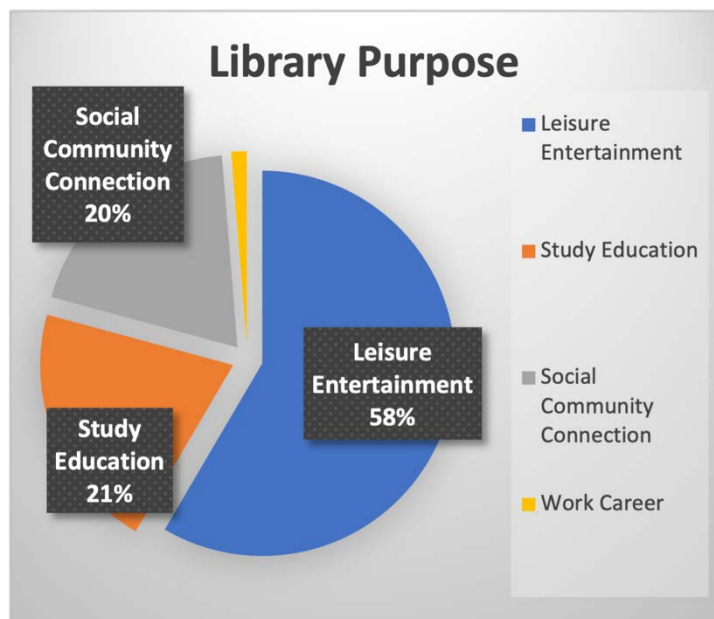
Our most popular service by far, according to the results of this survey, is physical book lending. The two that follow most closely behind are Libby, and DVD rentals. We have a smaller, yet still notable amount of people that utilize our computers and internet, and free Wi-Fi, as well.

Programs such as our Homeschool Meetup, crafts, and Storytimes received much fewer votes, which aligns with the lack of program attendance we've seen.



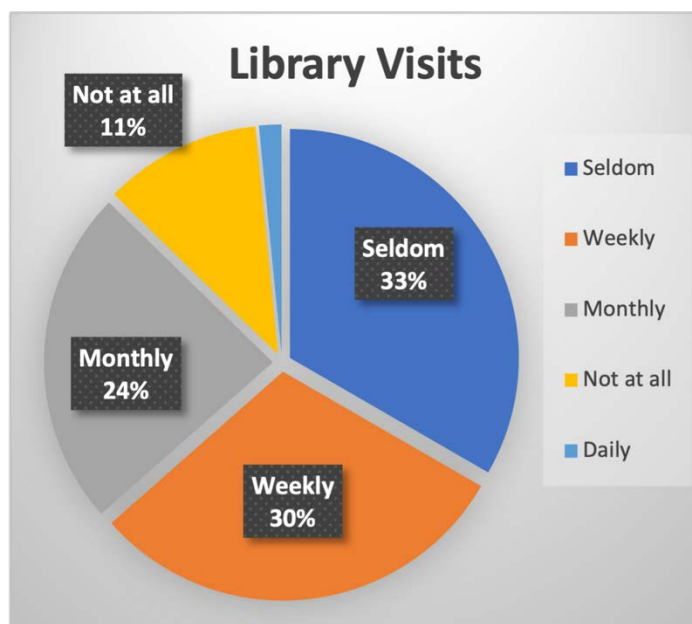
According to the survey, the majority of people get their information from our library website. We plan to have work with our website service provider to ensure it is consistently updated to reflect our current programming, services, and other information about our library.

Second to the library website; many people receive library news from word of mouth. In third place, the library Facebook page, followed closely by the Duchess Events Facebook. Given the surprise popularity of the Duchess Events Facebook and the fact that it was sole source for some we will endeavor to be more deliberate in sending them postings.



The majority of responses indicated they visit the library for Leisure/Entertainment, which aligns with book lending being our most popular service. A significant number of responses also indicated that they use the library for social or community connection, or for study and education.

The majority of our responses came from people who seldom visit the library or visit on a weekly or monthly basis. I think this was a sample size with a decent mix of regular library patrons and people who rarely visit, meaning we have some insight into what is important to both our regular library patrons and those who hardly or never use library services at all.



SWOT ANALYSIS

A SWOT analysis is a useful tool for evaluating the library by zooming in on its strengths, weaknesses, opportunities available, and potential threats. Consider the following:

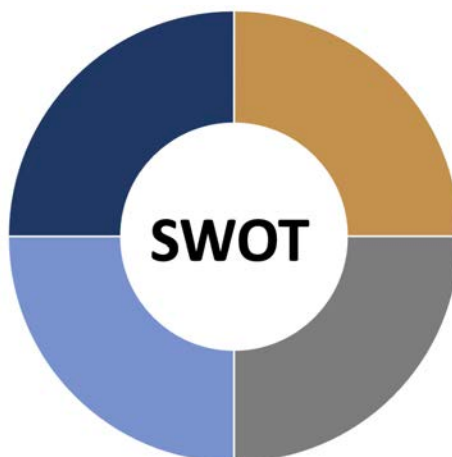
- **Strengths** – What strengths does the library have now and how will these strengths evolve moving forward?
- **Weaknesses** – What are the deficiencies in the services? Which areas of the library should be improved first?
- **Opportunities** – How can the library leverage partnerships and new innovations to grow the business? Which other segments of the industry would the company consider entering in future?
- **Threats** – Are there external factors (controllable and uncontrollable) that could potentially stifle the growth of the library?

STRENGTHS

- Staff skills and knowledge
- Experienced Board of Directors
Strong ties with Village and County
- Close to School and Rec Centre
- Shortgrass Library System
- Great Community
- Open 4 days a week
- Libby App
- Large Home School Community

OPPORTUNITIES

- Home School Patrons
- Outreach to schools
- Utilize Curling Rink space
- Fundraising



WEAKNESSES

- Small space
- Not open on Saturday
- Limited/Inconsistent hours
- Staff new to community
- Fundraising
- Limited Programs
- Low Program attendance
- Website

THREATS

- Loss or reduction of funding grants
- Few patrons visit the library
- Lack of awareness about online tools

OVERVIEW OF GOALS FOR 2025-2030

A. Responsive Service

We will adapt to the changing dynamics and need of our community.

B. Library Promotion

The library will explore new opportunities to promote our programs and services within our community.



GOAL A - Responsive Service

Provide accessible, relevant collections, resources, and materials to meet the needs of our patrons.

The library will:

Increase our hours of service by 4 hours per week by Q1 2030

Tailor collections to the diverse interest of our community

Increase Preschool, Children, and Youth Programming and Resources



Tactics

- Focus on attracting volunteers to provide service or program support for increased hours
- Ensure our Home School and Christian collections are relevant to the patrons
- Engage with seniors to ensure their needs are met at the library
- Make our standard programs weekly
- Feature at least three local artist's work per year
- Find Grant opportunities and creative fundraising to supplement our budget
- Improve contact with Village of Duchess Shortgrass Representative

GOAL B – Library Promotion

The library will be present and active in the community as much as possible.

The library will:

Partner with organizations and influencers in the community

Participate in community events to increase our exposure

Tailor collections to the diverse interest of our community

Improve our use of print, digital, and social media



Tactics

- Arrange meetings with key community groups and organizations (Ag Society, Curling Club, Schools, FCSS, 50+)
- Customize our Website with more information about the library and programs
- Expand our use of Facebook to include Duchess Events Postings
- Submit public interest stories to Duchess Dispatch
- Use the Village of Duchess LED sign to share program information
- Add one more form of social media that will focus on Youth and Young Adults
- Participate Farmer's Market, Annual Craft Fair, other community events

CONCLUSION

Projected Results of our Plan of Service

The library will develop mutually beneficial relationships with organizations in our community.

The library will have a bigger presence in the community.

The library will be seen as a community hub and recognized as essential service.

The library collection will evolve and respond to the needs of the patrons.

We will offer diverse, appealing, and regularly attended programs.

Increase patron usage of the library and library services.

Increase membership by 10%

Increase core volunteers beyond the library board members.

