



Yellowhead Regional Library

## YRL 2019-2021 Plan of Service

Approved December 10, 2018

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## Introduction

Yellowhead Regional Library (YRL) provides services to 294,361 Albertans in 55 municipalities and 10,822 students in three school divisions.

Our priority is to provide quality library services to our 44 municipal libraries and 42 school libraries. We continuously strive to be responsive to the needs of our members.

Our 2018 needs assessment survey was designed to gather input from stakeholders about what they value about YRL, their communications needs, and the priorities and challenges they face in providing library services in their communities.

The 2019-2021 Plan of Service strategic priorities, and goals and objectives, will guide us as we support our member libraries over the next three years.

### Message from the YRL Board Chair

As a young man, I dreamt about being a Captain sailing the oceans in a yacht. The seas gently lapping up against the sides of the boat, dolphins racing at the bow. Feeling the ocean's cooling breeze against my face as the miles disappeared behind me. Exploring new worlds, learning about other cultures, and conquering the elements.

YRL has sailed over rough seas and calm waters, yet the journey has always been to provide exceptional services to its stakeholders. At a time when we are embracing a change in leadership, the 2019-2021 Plan of Service's three strategic priorities will be our compass – keeping us steadfastly focused on those we serve:

- Provide quality services that support the priorities of and challenges faced by member libraries.
- Strengthen organizational capacity.
- Demonstrate the value of YRL to its stakeholders.

Just like a sailboat, YRL requires strong leadership and a committed and engaged crew to anticipate changing conditions, communicate effectively, and adjust to keep on course. Together through this plan, we will navigate these waters and embark on yet another successful three-year journey of excellence in service to member libraries.

On behalf of the YRL Board, thank you to all of those involved with the creation of this plan. Your feedback, wisdom and support help shape our future. We are looking forward to all the new adventures we will have together.

Hendrik (Hank) Smit  
YRL Board Chair

## Mission Statement

Yellowhead Regional Library provides materials and services to public and school libraries, and other organizations to assist them in meeting the informational, educational, cultural and recreational needs of their communities.

## About Us

Established in January 1971, YRL is a co-operative library system that provides services to member libraries within the region.

YRL partners with three other regional libraries to form TRAC (The Regional Automation Consortium), which gives library patrons access to an online catalogue with more than 3.3 million items.

We strive to provide quality service, support and training in three main areas:

- Bibliographic Services offers a wide range of services including ordering, processing, cataloguing and delivery of library materials, reference and interlibrary loan services, and special collections. We make traditional library services simple and save members' time.
- Client Services provides consulting services, training, and technology including desktop and network support. We manage the library software, consult on library operations, procedures and policies, and constantly adapt to libraries' needs with dedicated customer service and innovative solutions.
- Communications promotes awareness of YRL activities and services, and keeps our stakeholders informed with everything they need to know.

## 2019-2021 Strategic Priorities

- Provide quality services that support the priorities of and challenges faced by member libraries.
- Strengthen organizational capacity.
- Demonstrate the value of YRL to its stakeholders.

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### **Provide quality services that support the priorities of and challenges faced by member libraries.**

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GOAL: Library staff will have the knowledge and skills necessary to provide excellent customer service to their communities.

OBJECTIVES:

- Establish priorities and develop a schedule for training offerings.
- Support libraries in improving the core competencies of staff.
- Facilitate specialty workshops on topics of library management, encouraging feedback from libraries on the areas of need as organizational needs shift.

GOAL: Libraries will be supported in creating strategies to address service gaps to underserved communities.

OBJECTIVES:

- Enhance YRL physical and electronic collections to support and promote inclusive library services.
- Foster collaboration among libraries to create a network and build on the strengths and expertise of others.
- Explore opportunities with member libraries to develop awareness and knowledge of best practices.

GOAL: Technology services will be sustainable and flexible to member library needs.

OBJECTIVES:

- Develop and implement YRL technology plan.
- Ensure network infrastructure and hardware at headquarters and in libraries is secure and meets capacity demands.
- Explore technology solutions that are focused and maintainable.

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### **Strengthen organizational capacity.**

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GOAL: YRL will exhibit strong governance and leadership.

OBJECTIVES:

- Evaluate revenue and secure funding to ensure fiscal sustainability.
- Model best practices for board leadership.
- Regularly evaluate service areas to ensure they effectively support member needs.

GOAL: YRL will coordinate robust and efficient resource sharing services.

OBJECTIVES:

- Influence resource sharing partners to streamline and standardize operations.
- Improve physical delivery services by evaluating alternative methods and best practices.
- Develop and implement projects to improve cataloguing and acquisitions processes.

GOAL: The engagement and growth of YRL staff will be fostered so they can offer excellence in service.

OBJECTIVES:

- Develop strategies to ensure YRL has a safe and healthy work environment to attract and retain excellent employees.
- Provide training and development opportunities for YRL staff to further their knowledge, productivity and work for the organization.
- Empower staff to become leaders in their fields of expertise.

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### **Demonstrate the value of YRL to its stakeholders.**

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GOAL: The perceived value of YRL to its stakeholders will be enhanced through improved communication.

OBJECTIVES:

- Develop communications to ensure that member libraries are aware of all the services and resources that are available from YRL.
- Proactively engage with and improve visibility to member municipal councils, school division boards and municipal library boards.

GOAL: YRL trustees will be supported in their governance and reporting responsibilities.

OBJECTIVES:

- Offer orientation sessions and development opportunities.
- Prepare information packages and speaking notes on critical issues for use in reporting to their jurisdictions.

## **Evaluation**

Strategic priorities, goals and objectives will be reviewed annually by the YRL Board Executive Committee and management and a progress report provided to the YRL Board.