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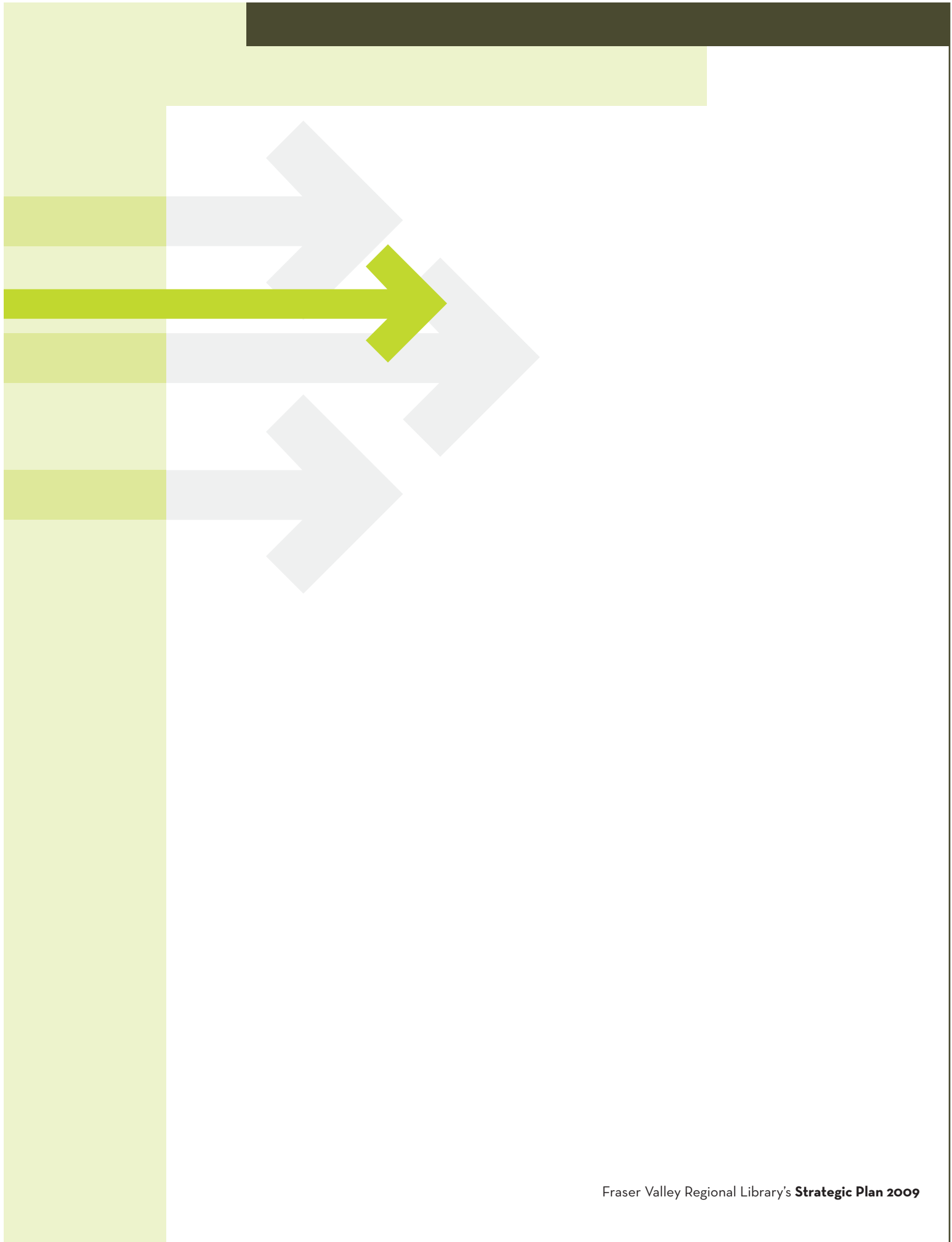
FRASER VALLEY REGIONAL LIBRARY

STRATEGIC PLAN 2009

Fraser Valley Regional Library is the largest public library system in British Columbia, with 24 community libraries serving nearly 670,000 people in its service area. Established in 1930, it is funded with taxes raised in the community it serves, plus a Province of BC operating grant. The governing Board consists of elected officials representing 15 member municipalities and regional districts.

*Mission: To connect people
to the world of information and ideas.*

*Vision: To be an innovative organization that is recognized as
a vital community destination and resource for literacy,
recreation, and informed decision-making.*



Service Goals



GOAL ONE: PLAN, PROVIDE AND EVALUATE LIBRARY PRODUCTS AND SERVICES THAT MEET THE NEEDS OF CUSTOMERS.

Library Collection

- Offer customers a wide-ranging and well-balanced selection of print and digital library materials for information, education, and recreational uses.
- Evaluate new materials and formats for the library collection, in response to changing needs of the diverse population representing FVRL'S 15 member municipalities and regional districts.
- Answer customer's reference questions and provide reader advisory services in person at the library, over the phone, through email, and online at our website, www.fvrl.ca.
- Deliver a variety of library materials to homebound customers, including audiobooks for those unable to handle or read books because of a visual, physical or perceptual disability.


Programming - Lifelong Learning

- Provide a variety of programs and events to adults, children and teens that are entertaining and informative while reflecting community and individual interests.

Literacy

- Support the Government of British Columbia in its strategic goal to make British Columbia the best-educated, most literate jurisdiction on the continent.
- Develop and implement year round a variety of reading incentive programs that reach beyond the walls of the library into the community.

Service Goals




GOAL TWO: OPTIMIZE TECHNOLOGY TO IMPROVE THE CUSTOMER'S LIBRARY EXPERIENCE.

Customer Access

- Give customers the choice to access a variety of self-service opportunities, both on-site and remotely.
- Maintain and provide a secure system infrastructure that is adaptable to changing customer and organizational needs.

Website/Online Catalogue

- Develop and enhance the library website as a valuable tool for customers by delivering access to library information and services 24/7.
- Implement improvements to FVRL online catalogue and information resources that make it easier to find recreational, informational, and educational services and materials.



GOAL THREE: INCREASE PUBLIC'S KNOWLEDGE AND USE OF LIBRARY PRODUCTS AND SERVICES.

Promotion

- Provide the public with current library information for events, schedules, products and services, through a variety of media.
- Liaise and develop relationships with local media for coverage of library events, services, and products.
- Raise the profile of the library with local Parks Departments.
- Develop outreach and partnership opportunities with community organizations.

Management Goals



GOAL ONE: CONDUCT ANNUAL STRATEGIC PLANNING.

Strategic Plan

- Formalize and document annual planning process that reviews, proposes, and develops policy and procedure to maximise library resources and efficiencies.
- Obtain input from the public to determine current satisfaction, awareness and use of library facilities, products and services.

Finance / Budget

- Prepare and present annual budget for library board approval, where costs to local governments are as reasonable as possible.
- Support the financial budgeting and reporting needs of FVRL management team and library Board using accepted accounting practises, and include annual and five-year projections.
- Align FVRL'S budget planning cycle with that of local governments' budget planning cycles through consultation with appropriate financial representatives.
- Convene meetings with municipal finance staff as appropriate.
- Explore fundraising strategies.

Management Goals



GOAL TWO: ATTRACT, DEVELOP AND RETAIN QUALIFIED EMPLOYEES WHO ARE DEDICATED TO MEETING THE NEEDS OF CUSTOMERS.

Workforce Plan

- Ensure that FVRL has a diverse and flexible workforce with the required skills and knowledge to meet strategic and operational goals.
- Continue to refine recruitment strategies supporting partnerships and/or collaborations with library degree and diploma granting institutions.
- Review staffing complement in light of library-wide priorities, impact of technology, open hours and operational needs.


Performance Culture

- Contribute to the development of a performance culture that recognizes and supports FVRL as a learning organization.
- Provide opportunities for professional growth to meet customer service objectives.

Customer Service Focused Organization

- Cultivate a customer-focused approach to policies and processes to meet and exceed customer expectations of the library and its services.

Management Goals



GOAL THREE: SEEK COLLABORATIONS AND PARTNERSHIPS TO BETTER SERVE OUR CUSTOMERS AND COMMUNITIES.

Community Agencies

- Cultivate partnerships with public schools and other relevant organizations to support BC government's strategic goal to make British Columbia the best-educated, most literate jurisdiction on the continent.

Provincial Agencies

- Support and participate in province-wide initiatives undertaken by the Public Library Services Branch and the Ministry of Education as detailed in the strategic plan *Libraries Without Walls: The World Within Your Reach*.

Friends of the Library

- Provide active support for the community-based FVRL Friends of the Library (FOL) groups through leadership and guidance.



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Administrative Centre

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