

Wood Buffalo Regional Library Strategic Plan 2024-2028



Approved by the Regional Municipality of Wood Buffalo Library Board November 15, 2023

Vision Statement

Sharing Stories. Inspiring Dreams. Connecting Wood Buffalo to Limitless Possibilities.

Mission Statement

At Wood Buffalo Regional Library we support our community in building connections through information, technology resources, opportunities for creativity and learning, and inclusive programs and services.

Values

Accountability: We are accountable for our services, facilities, and actions, and engage in responsible financial management of public funds. Community need drives our service creation. We treat our patrons, collaborators, and employees and volunteers with respect and dignity.

Expertise: Our skilled, trained employees deliver high quality, responsive library services.

Openness: We provide a welcoming environment open to all. We support access to uncensored information and intellectual freedom. We contribute to an informed, inclusive community.

Equitable Access: We search for innovative methods to reduce barriers to access our services for all community members. We strive to provide equitable service to residents of Fort McMurray and the region's rural communities.

Collaboration: We support each other and work together as a team to provide excellence in library service. We build relationships internally and with external collaborators to support the entire Wood Buffalo region.

Discovery: We offer diverse resources, programs, and services to foster learning and curiosity, entertainment and joy, and creativity



The Strategic Planning Process

WBRL conducted a **five-phase strategic planning process** from March to November 2023 with the support of Barbara Pedersen Facilitation Services Inc.

WBRL used a **strategic planning approach** based on the *Transformational Strategy planning process* of the Technology of Participation®, a highly collaborative and participatory process that achieves consensus and *moves goals to action*.

Assessing the environment

Relevant documents were reviewed for information about demographic, economic, social, cultural, political, and environmental aspects of the Regional Municipality of Wood Buffalo. Information and trends about library services were researched.

Engaging the community

Individuals and organizations provided opinions and ideas about a community vision, challenges, and the role of the library. Methods of individual interviews, online and in-person input sessions, and written submissions were used.



Five-Year Goals

WBRL is a welcoming, safe, and inclusive environment.

All users of WBRL facilities and programs feel welcomed, safe, and included. Collections, programs, and resources reflect the diversity of the community residents and foster understanding, appreciation, and inclusion for the different populations.

More people engage with and access WBRL.

More individuals and families in the community belong to and use WBRL's services, programs, and spaces. In-person visits and number of library users have increased significantly. Community residents find WBRL easy to access and use through locations, services, and activities reflective of each community's needs.

WBRL is viewed as the employer of choice by the community.

WBRL is an organization where people want to work and stay. Staff are knowledgeable in library services, represent the community's diverse populations, and are a cohesive team.

WBRL places literacies at the forefront.

WBRL emphasizes the importance of the multiple types of literacies such as reading, writing, numeracy, financial, digital, information, media, technological, physical, civic, and cultural. WBRL provides information and education about the literacies most suitable for a library to promote.

WBRL honours and acts in the spirit of Truth and Reconciliation.

Following the guidance of Indigenous Elders and people, WBRL provides services in accordance with Truth and Reconciliation.

WBRL is a trusted partner and leader in the community.

WBRL is viewed as a leader and partner by community residents, businesses, and organizations. It enjoys a robust advocacy network, strong and strategic partners, and stable long-term agreements with funders. WBRL actively seeks community input, collaborates with local organizations and experts, and supports community initiatives.

Users and staff of WBRL enjoy current and relevant technology.

Library users easily gain relevant information through use of WBRL's current technology.



Strategies

Strategies are long-term and broad actions that enable WBRL to achieve its goals, and typically take two to five years to complete. All of the strategies help to achieve the five-year goals, and thus, align with more than one goal.

Over the next five years, WBRL will undertake the strategies of:

- Investing in and building the capacity of WBRL employees
- Increasing awareness of WBRL
- Reaching more people through sustainable and creative solutions
- Embracing inclusion and accessibility at WBRL
- Exploring and expanding the various dimensions of literacy services
- Investing in technology for operations and services
- Expanding virtual services with access, resources, and connections
- Building services in consultation with Elders and Indigenous partners



Alignment of Strategies and Goals

Goals	Supporting Strategies
WBRL is a welcoming, safe, and inclusive environment.	<ul style="list-style-type: none"> • Increasing awareness of WBRL • Reaching more people through sustainable and creative solutions • Embracing inclusion and accessibility at WBRL • Building services in consultation with Elders and Indigenous partners
More people are engaging with and accessing WBRL.	<ul style="list-style-type: none"> • Increasing awareness of WBRL • Reaching more people through sustainable and creative solutions • Exploring and expanding the various dimensions of literacy services • Embracing inclusion and accessibility at WBRL • Expanding virtual services with access, resources, and connections • Building services in consultation with Elders and Indigenous partners
WBRL is viewed as the employer of choice by the community.	<ul style="list-style-type: none"> • Investing in and building the capacity of WBRL employees • Investing in technology for operations and services • Embracing inclusion and accessibility at WBRL
WBRL places literacies at the forefront.	<ul style="list-style-type: none"> • Exploring and expanding the various dimensions of literacy services • Expanding virtual services with access, resources, and connections
WBRL honours and acts in the spirit of Truth and Reconciliation.	<ul style="list-style-type: none"> • Embracing inclusion and accessibility at WBRL • Building services in consultation with Elders and Indigenous partners
WBRL is a trusted partner and leader in the community.	<ul style="list-style-type: none"> • Embracing inclusion and accessibility at WBRL • Building services in consultation with Elders and Indigenous partners
Users and staff of WBRL enjoy current and relevant technology.	<ul style="list-style-type: none"> • Investing in technology for operations and services • Expanding virtual services with access, resources, and connections

Measures

WBRL is a welcoming, safe, and inclusive environment.

- Positive growth of in person visits
- Positive growth in library memberships
- Consistently high percentage of library users who report a positive experience using spaces at WBRL.
- Consistently high percentage of library users who report WBRL is a welcoming space.

More people engage with and access WBRL.

- Positive growth in participation and attendance of WBRL programs.
- Positive growth in annual circulation of WBRL materials.
- Consistently high percentage of library users who, as a result of research or information assistance provided by WBRL staff, report they were able to access tools, information, and/or resources needed.
- Consistently high percentage of library users who, as a result of participation in WBRL programs, report they feel connected to people in the community.

WBRL is a trusted partner and leader in the community.

- Consistently high percentage of library users who report seeing themselves represented in WBRL's programs, speakers, and partnerships.
- Consistently high percentage of library users who report seeing the diversity of the region reflected in WBRL's collection and materials.

Users and staff of WBRL enjoy current and relevant technology.

- Positive growth in digital circulation and database usage.
- Positive growth in computer and equipment usage.
- Positive growth in website visits.
- Consistently high percentage of library users who, as a result of using WBRL collection materials or online resources, report they have developed a skill or learned something new that contributed positively to their life.

WBRL is viewed as the employer of choice by the community.

- Expanded learning and training opportunities for WBRL employees.
- Expanded technological competencies among WBRL employees.
- High percentage of employees who report positive job satisfaction.

WBRL places literacies at the forefront.

- Positive growth in attendance of literacy programs.
- Consistently high percentage of library users who, as a result of using WBRL collection materials or online resources, report engaging with reading and developing or maintaining literacy skills.
- Consistently high percentage of library users who report using technology at WBRL to help access tools, resources and/or information needed.