

PICKERING PUBLIC LIBRARY
SERVICE PLAN INITIATIVES FOR 2006

Residents satisfy their interest in, and appetite for, information about popular cultural and social trends and enjoy satisfying recreational experiences

(Current Topics & Titles)

Key Initiatives

Collection Improvements

- Implement annual collection-building plan (year 3 of 3) focused on enhancing the popular non-fiction collection with a special focus on the Central Library's re-organized ground floor collections.

Access Improvements

- Develop and implement a first floor plan for the Central Library that provides better access to current topics and titles materials.
- Add online materials suggestion form to increase the responsiveness of the collection.
- Investigate & plan for following enhancements to the website (picnet.org) :
 - integration of the Booklovers web site and book lists such as Forthcoming Titles into the catalogue;
 - implement a children's catalogue;
 - ability to personalized client profile for access to the catalogue.
- Improve DVD shelving (at Central) and enhance DVD browsing categories.
- Staff cross-training in Readers Advisory and children's popular non-fiction.

Outreach & Marketing Improvements

- Implement adult program (year 3 of 3) focused on a popular topic identified through user and staff input. Topic: Living in a Wired World.
- Develop joint displays (year 3 of 3) to promote the children's collection to adults.
- Communicate the collection changes to the public through an integrated communications plan.

Residents pursue opportunities for personal growth and development

(Lifelong Learning)

Key Initiatives

Collection Improvements

- Implement annual collection-building plan (year 3 of 3) focused on a lifelong learning topic for adults.. Topic: Online testing (TOEFL, LSAT etc.) and Basic Computer Literacy.
- Investigate opportunities for grants & donations to build collections.
- Strengthen connection between the non-fiction collection and school curriculum (year 3 of 3).

Access Improvements

- Develop and implement a second floor plan for the Central Library that provides improved access to lifelong learning materials.
- Develop an online tutorial to assist clients in using the library catalogue.
- Continue to improve proactive reference service to better assist clients by implementing single public service point (on the first floor at Central).
- Continue to improve proactive reference service to better assist clients by introducing a designated rover at Central service points.
- Continue to improve access to online resources by adding online records to the catalogue for electronic products
- Staff cross-training on reference needs of children and adults.

Outreach & Marketing Improvements

- Deliver lifelong learning program topic for adults (Topic: IT or Gaming) (year 3 of 3)
- Highlight one lifelong learning topic in each issue of *The Bridge* (year 3 of 3) Focus on gaming and IT.
- Promote *Battle of the Books* program to additional Pickering schools.
- Complete expansion of the *Battle of the Books* program to grades 7 & 8.

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Residents meet and interact in their community and beyond, and participate in public discourse about community issues.

(Commons)

Key Initiatives

Facilities Improvements

- Renovate drop box area at Central Library to improve access for clients.

Service Improvements

- Create Parents' Nook as part of the Central Library's first floor reorganization.
- Pilot and monitor addition of telephone service on Sundays.
- Reintroduce public computer training (especially for older adults)

Residents pursue opportunities to further their interests in business, career, work, entrepreneurship, personal finances and obtaining employment

(Business & Career Information)

Key Initiatives

Collection Improvements

- Update content of *Starting a Business* web site

Outreach & Marketing Improvements

- Expand Business Advisory Centre partnership (year 3 of 3 Developing a Business Partnerships Plan)
- Undertake a survey of local business community in co-operation with City.
- Deliver annual business program (year 3 of 3)

Residents obtain the information needed to make informed decisions about consumer issues, and about government services, officials and organizations

(Consumer & Government Information)

Key Initiatives

Access Improvements

- Provide access to the citizenship self-test on library web site.

Outreach & Marketing Improvements

- Highlight one consumer and government topic in *The Bridge*.

Residents know and better understand personal and community heritage

(Local History & Genealogy)

Key Initiatives

Collection Improvements

- Add new newspapers to PADA database.

Access Improvements

- Investigate archival environment of the Local History room.

Outreach & Marketing Improvements

- Host genealogy program (year 2 of 2)

Administrative and technical support functions of the Library

Key Initiatives

Administration

- Implement competency-based HR functions (Year 3 of 3)

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- Investigate continuing education needs and develop comprehensive staff orientation and training package
- Implement a community needs survey (data to be used in the long term plan)
- Develop new Long term plan

Technical support

- Continue systems documentation cycle (year 3 of 3)
- Implement online payment options for clients.
- Complete Linux implementation at public workstations.
- Implement self-checkout service at Central for secured items.

Revised : January 11, 2006