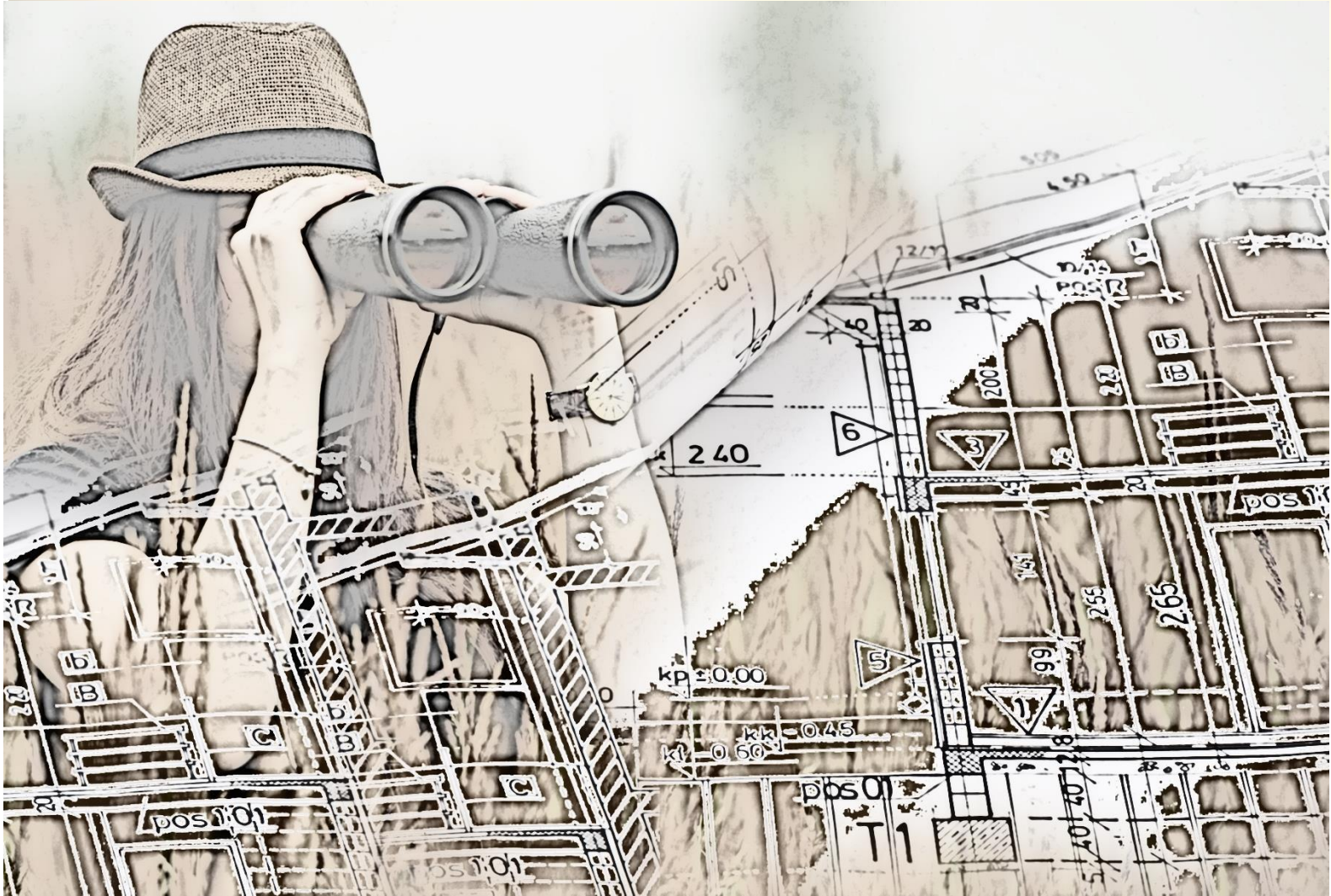


VISION 2020

EMPOWER YOUR FUTURE



MARIGOLD
LIBRARY SYSTEM

PLAN OF SERVICE: 2019 – 2020

MISSION: Marigold cultivates a collaborative library community to support a range of responsive, quality library services

VISION: Leaders in library service and innovation

VALUES: Leadership, Respect, Responsiveness, Communication, Integrity, Inclusiveness, Accountability

VISION 2020: Building an empowered future for Marigold

Marigold Library Board approved the extension of the goals, vision, mission and values for two years (2019 & 2020). At the April 2018 Board Meeting and AGM, Marigold Library Board members approved renaming *Vision 2018* to *Vision 2020*, as well as extending the Vision 2018 goals for another two years.

Feedback from stakeholders was gathered for Vision 2020

Executive Committee and Standards and Service Committee members, along with HQ staff, concluded that the Vision 2018 goals were as timely and relevant today as they were in 2016 when Vision 2018 was launched. This was confirmed by Board members at the April 2018 Board Meeting.

Prior to leading the decision to extend the goals for two years, Board members reviewed Marigold's achievements between 2016 and 2018. Board members also considered feedback and learning from the following initiatives, surveys and studies:

- A Feasibility Study to determine space needs, building options and costs for a new or expanded building that was completed and approved by the Board in August 2017.
- Member Satisfaction Surveys in 2017 and 2016 that confirmed a high level of customer satisfaction with Marigold staff and services, and the belief that these services and staff expertise are a solid basis for future growth.
- A rebranding initiative that resulted in a new inspiring logo and reconfirmed Marigold's commitment to our current mission, vision, values and goals. A new tagline was implemented: **Empower Your Future.**
- The long list of accomplishments towards Vision 2018 goals including initiatives which are still in progress.

The resulting discussion among Board members confirmed that Board Members were pleased with improved workflows and efficiencies for service delivery, and many of these initiatives are still in progress.

Vision 2020 elevates community engagement, service excellence and operational efficiencies

Marigold has a busy two years ahead. The four key goals and related objectives will help Marigold stay on course and achieve what we have been talking about doing for decades. The goals and objectives in *Vision 2020* are far-reaching and as relevant today as they were three years ago.

Marigold has embarked on two significant projects that will bolster Marigold's capacity to innovate and deliver public library services: a new headquarters' building and a new website platform for Marigold and for its members. Improved work spaces in both our physical and virtual worlds will empower us to fully support our municipal members. This is an unparalleled opportunity to build our future for public library service for Marigold members and for public libraries throughout Alberta.



VISION 2020 objectives define the strategies and performance measures that Marigold Library System will pursue to achieve our strategic goals in the 2019 - 2020 timeframe:



SERVICE AREA

Headquarters

To provide a work environment for Marigold Headquarters that supports Board and staff engagement to better serve the Marigold Community.

OBJECTIVES

GOAL 1

Marigold will invest in its operational assets and capacity to allow for service expansion.

- 1.1 Investigate and pursue sources of funding for a repurposed or new space.
- 1.2 Develop a short-term strategy for managing the space limitations at Headquarters facility.
- 1.3 Maintain and build on Marigold’s position as an employer of choice by strengthening recruitment, retention, and succession practices for Marigold Board and staff.
- 1.4 Complete development and implementation of the Business Continuity Plan for Marigold Headquarters.

PERFORMANCE INDICATORS

- Headquarters facility options for expansion or new building identified
- Funding options for Headquarters facility investigated and pursued
- Work space to support current Headquarters operations improved
- Sustainability plans approved and implemented
- Salary and benefits review conducted and adjusted as budget allows

SERVICE AREA

Service Delivery

To provide efficient and innovative services and support for member libraries.

OBJECTIVES

GOAL 2

Marigold will increase its services to member libraries, as space at Headquarters and staff time permit.

- 2.1 Position Marigold to implement innovative technologies and programs.
- 2.2 Provide redesigned websites for Headquarters and member libraries.
- 2.3 Enhance Marigold's technological infrastructure.
- 2.4 Ensure eContent is appealing and has value for the Marigold Community.

PERFORMANCE INDICATORS

- eContent quantity and selection increased
- Websites redesigned and website training delivered
- Internet capacity enhanced
- Technology Plan updated and implemented
- Member satisfaction excellence sustained



SERVICE AREA

Advocacy and Communication

To represent and assist the Marigold Community in informing and influencing decision-makers and stakeholders.

OBJECTIVES

GOAL 3

The Marigold Community will better understand the purpose and value of Marigold.

- 3.1 Implement strategies to inform stakeholders and decision-makers about Marigold.
- 3.2 Provide resources to educate stakeholders to be able to articulate the value of being a member of Marigold.
- 3.3 Strengthen partnerships within and outside of the organization.

PERFORMANCE INDICATORS

- Rebranding and new logo applied
- Targeted communication strategy developed and launched
- Cardholder statistics increased
- Member satisfaction excellence sustained



SERVICE AREA

Training and Professional Development

To provide opportunities for training and professional development to support Marigold Headquarters staff, member library staff, and Board members in developing and applying their knowledge, skills, and abilities.

OBJECTIVES

GOAL 4

Marigold will capitalize upon and nurture the knowledge, skills, and abilities of its Community.

- 4.1 Investigate core skills and training requirements for member library staff.
- 4.2 Provide training opportunities in management skills and applied technologies for the Marigold Community.
- 4.3 Extend reach of eContent through targeted training for patrons and stakeholder groups.

PERFORMANCE INDICATORS

- Strategic training schedule developed
- Training resources increased
- Member satisfaction excellence sustained



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