



**MARIGOLD**  
LIBRARY SYSTEM

# Connecting Communities

2023-25 Marigold Library System Plan of Service



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## Introduction

On behalf of our dedicated Board and staff, we are proud to share the 2023-2025 Marigold Library System Plan of Service. This plan represents the collective wisdom of our stakeholders and aims to continually drive improvement in the delivery of services.

Marigold is a dynamic, responsive organization that strives to respond to the needs of our members and support our service population. We are the operational hub for the system. While we work behind the scenes, this does not distance us from our commitment to helping people use libraries for learning and enjoyment. Our success is measured in stories of lives changed, families enriched, youth inspired and seniors connected.

The value of Marigold is to enhance the depth and breadth of quality public library resources to your community, no matter where you live. Together with Marigold member libraries, we get the latest books, technology, resources and materials in people's hands and on their screens. Marigold provides training, support, IT infrastructure and digital content that individual libraries could not affordably provide on their own. Our ability to leverage resources for the entire region provides tremendous benefits and cost savings while recognizing the unique needs of each member library, whether located in large urban centres or rural and remote communities.

## Mission:

Empowering communities through exceptional library service and support.

## Values:





## Strategic Priority #1

# Increase Community Awareness

### Marigold builds and strengthens community awareness of the value of public library service.

Developing and sustaining community awareness of the value of public libraries is fundamental to ongoing funding and support for libraries and systems. People will learn that libraries are dynamic, thriving and relevant, and moreover, people will think about libraries in new ways.

### Goals

- ▶ Marigold's stakeholders and community members increasingly access the full range of collections, services and technology available to them for recreation, creativity, exploration, learning and growth.
- ▶ Stakeholders understand that membership in Marigold Library System provides the best value for money.
- ▶ Effective advocacy articulates the importance of sustainable funding to ensure responsive, relevant library service that meets people's needs.

### Objectives

- ▶ Annual reports reflect the increased use of library services, resources and collections.
- ▶ Updated Value of Your Investment reports effectively convey the value of membership in Marigold to stakeholders.
- ▶ Advocacy efforts raise awareness about the need for library funding and the value of public library services.
- ▶ Marketing and promotional materials are accurate, user-friendly and up-to-date.
- ▶ Marigold staff are visible at library and community events to promote services.



## Strategic Priority #2

# Connect the Marigold Community

**Marigold fosters a connected library community that maximizes sharing, collaboration and dialogue to inform service delivery.**

Supporting and collaborating with member library staff are key parts of Marigold's focus. The services and access that Marigold provides help to build capacity for libraries large and small. Working together, Marigold and its members can meet the diverse needs of the people of our region.

## Goals

- ▶ Member library staff and trustees have meaningful opportunities to build a strong sense of connection with and belonging to the Marigold community.
- ▶ Engagement with member library staff is an essential component in the development and delivery of new Marigold services and programs.
- ▶ The diverse priorities, challenges and needs of member libraries and communities are reflected in Marigold's responsive service design.

## Objectives

- ▶ Marigold receives positive feedback from Marigold board trustees and member library staff through evaluations and surveys.
- ▶ Staff participate in opportunities to learn more about Indigenous cultures and remove barriers to library service for Indigenous peoples.
- ▶ Marigold and library staff are better equipped to build diversity, equity and inclusion (DEI) into their operations, services and programs.





## Strategic Priority #3

# Strengthen Organizational Capacity

**Marigold is a sustainable, trusted and innovative library system known for organizational excellence.**

Libraries are constantly evolving to meet the needs of their patrons and emerging technologies. Keeping pace with change is a core service. Members trust Marigold to investigate and assess new technologies and resources and can rely on Marigold's expertise.

## Goals

- ▶ Marigold provides exceptional value to members through responsible fiscal stewardship.
- ▶ Marigold trustees demonstrate excellence in governance.
- ▶ Marigold Library System has a reputation as an employer of choice.
- ▶ Marigold is operationally resilient, resourceful and prepared for emergencies.
- ▶ Marigold promotes an internal culture that integrates sustainability into the daily habits of the library community.

## Objectives

- ▶ Board activities are achievable and realistic for volunteers, cost-efficient and reflect the diversity of the communities we serve.
- ▶ Trustees are engaged, informed and able to articulate the value of public libraries and membership in Marigold to stakeholders and the public.
- ▶ Headquarters staff have the support and resources needed to thrive in their work.
- ▶ Employee retention is a priority, and employees have access to opportunities for professional growth and development.
- ▶ Marigold's Business Continuity Plan and Emergency Response Plan are current.





## Strategic Priority #4

# Expand Community Capacity

**Marigold provides training, professional development and resources for staff and trustees that meet evolving needs.**

Keeping abreast of changes in library operations, and understanding the needs of frontline library staff, are crucial. Marigold provides the training, insights and technology that help its members adapt to and evolve with the speed of life today. Patrons are savvy, and Marigold supports member libraries in keeping pace while resources and services evolve.




## Goals

- ▶ Library staff and trustees have access to the information, training and resources they need to provide library service to their communities.
- ▶ Library staff and trustees are supported in adapting to and using new Marigold-provided technology, services and resources.
- ▶ Library staff and trustees have opportunities to connect with and learn from each other at Marigold-hosted events.

## Objectives

- ▶ Training content and delivery methods are accessible and relevant to staff and trustees.
- ▶ Attendees at the Marigold Library System Conference, Library Leaders meetings, training sessions, webinars and other events receive timely, relevant and useful skills and information.
- ▶ Marigold trustees have the information needed for effective governance and succession planning.
- ▶ Marigold sees increased readership of the eNewsletter, views of the website and utilization of training tools.



Marigold Library System is committed to delivering quality services to its members and community residents. We look forward to a future full of potential and impactful collaboration with our members to meet the diverse needs of people across this region.

**Connecting Communities** to information, ideas and innovation is at the core of Marigold's commitment to the people it serves.

Visit [marigold.ab.ca](http://marigold.ab.ca) for more information.



B 1000 Pine Street, Strathmore AB T1P 1C1  
E: [admin@marigold.ab.ca](mailto:admin@marigold.ab.ca) P: 1.855.934.5334