

OUR 21ST CENTURY LIBRARY

For the 2016 – 2020 Strategic Plan, we conducted in-depth research into our value to the community, trends in our changing environment and developments in the transformation of public libraries in B.C. and beyond.

KEY FINDINGS



Learning in the 21st Century

Numerous research studies and new standards are changing the education system, recognizing the influence of networks that allow learners to connect directly to resources, people and activities. This new learner-centred approach encourages students to learn in their own style, at their own pace and in collaboration with others.

Our Library is a key institution in our community's learning networks. We know that the physical and digital environments are integrated experiences, with Library website visitors regularly coming to the facility, and onsite visitors routinely using the website. With 10 per cent of our visitors, across all age groups, having no personal access to the Internet, the Library is integral to ensuring these community members are able to participate.

Access to technology, computer instruction and assistance are core Library services. Best practices recommend that public libraries support a technological infrastructure that provides:

- Equity of access to robust networks, latest generation products and the opportunities they offer
- Seamless navigation between learning platforms, providers and networks
- A trusted environment that protects safety and privacy

And furthermore, that public libraries support people to develop fundamental skills and literacies to:

- Navigate digital information and services
- Pursue their interests and express their perspectives
- Feel an increased sense of connectedness and inclusion

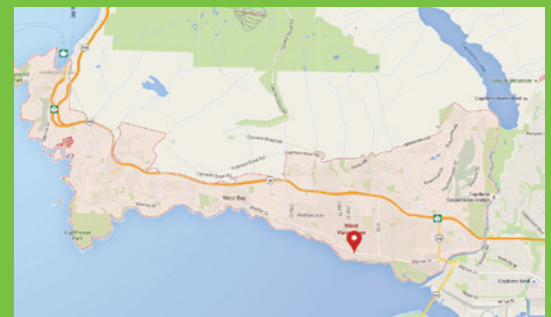
The Importance of Community Space

1950 Marine Drive

Between 2009 and 2012, three cumulatively conducted building assessments indicated that our facility is worth preserving and enhancing. However, a significant scope of work is required for infrastructure renewal and renovations. In the next five years, the focus will be primarily on the 1977 West Wing and 1957 South Wing.

Geographic service area

The Library is a single-site location in a service area of 19km, resulting in the under-representation of visitors from our community's western and northern quadrants.



Community consultation and needs assessments will inform how best to service the area, including considerations of a branch facility and alternative service delivery options. Over the next several years, the Library has the opportunity to participate in the District of West Vancouver's long-term planning processes, including a revision of the Official Community Plan and the development of Local Area Plans for Cypress Village and Horseshoe Bay.

Our Changing Community Composition

While West Vancouver's average annual growth rate has been slow since 2001, our community composition has changed significantly, with approximately 20 per cent turnover in the last five years. Between 2006 and 2011, West Vancouver welcomed 3,000 new immigrants — China, Iran and South Korea were the top three source countries.

To ensure that Library materials, programs and services support personal and collective community needs, the Library requires:

- A framework that determines community consultation policies, strategies and techniques
- Staff trained in public participation techniques to achieve a deeper understanding of people's learning and personal development interests
- Cooperative relationships with learning institutions, community service providers and cultural groups to improve coordination and mutual understanding of service delivery

Physical AND Digital Materials

Technology is changing how people create, share and access information. With the proliferation of personal devices and mobile networks, online content consumption and creation is increasing exponentially. Digital music has led the way, transitioning from physical to digital and then from downloadable to streaming. Online video has expanded with conventional commercial content and a diversity of independent videos increasingly available. While e-reading saw explosive initial consumer adoption, demand has levelled somewhere between 20 and 30 per cent of the book market. The rise of online self-publishing and "born-digital" formats are emerging factors worthy of consideration.

Physical books continue to have an important community role in providing equal access to knowledge and ideas, and supporting learning and personal enrichment. While the borrowing of physical materials has slowed, the decline is predominantly in audio-visual materials. Use of the Library's physical collections and borrowing are the most common activities for all ages and are the highest priorities for all age groups except 10 – 19.

More Technological Change is in our Future

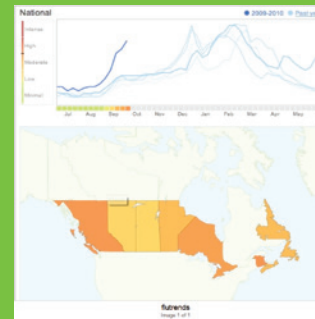
New technologies on the horizon that will have implications for our community and our Library include:



Artificial Intelligence



The Internet of Things



Big Data and the Cloud

Further, consumer trends are constantly changing the online environment, such as:

Service Expectations

People expect a digital experience that is pleasing to use, efficient, uncomplicated, engaging and available 24/7. The convergence of physical and digital experiences, facilitated by personal mobile devices, is feeding an expectation of uniform services across platforms and between onsite and online spaces.

Crowdsourcing and the Share Economy

The Internet is bringing like-minded people together at a grassroots level to push for political change, raise money for causes or projects or to get together in formal and informal sharing networks. Both the share economy and crowdsourcing tap into a zeitgeist that favours all things small-scale, artisanal, local and grassroots.