

REPORT TO THE LIBRARY BOARD

MEETING DATE: JANUARY 17, 2007

Session:	Public Session
Subject:	LPL Service Excellence Model
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Presented By:	Susanna Hubbard Krimmer
Purpose of Report:	For Receipt and Information Only <input checked="" type="checkbox"/>

Recommendation

It is recommended that this report be received.

Issue/Opportunity:

The purpose of this report is to provide information about the London Public Library (LPL) Service Excellence Model, in general, and the implementation of this model as shown by the Lifelong Learning & Literacy Centre Service Profile, Central Branch.

Background/Review:

LPL Service Excellence Model

On November 9, 2006 a leadership team of Julie Brandl, Delilah Deane Cummings, Brian Rhoden, Nancy Ward, Beth Whitney, Margaret Wilkinson and Susanna Hubbard Krimmer presented the new LPL Service Excellence Model to library staff. This model builds upon LPL's **Vision, Mission, Value Promise** and **Customers First!** which describe the place of the library in the community and are the foundation for all aspects of service. It uses the **LPL Strategic Plan** and **Balanced Scorecard Strategy Map** that define the strategies for achieving the library's vision and mission. The model was provided to the Library Board as part of its orientation materials.

Implementation Plan

The implementation plan for the model consists of three components:

- Service Plans and Profiles
- Customer Services & Branch Operations Department Organizational Structure and Staffing Model
- Space Plans for service locations and departments to maximize service delivery through and workplace effectiveness and efficiency.

Staff reports will be made to the Library Board to provide updates on progress in each of these areas, as appropriate.

Service Plans and Profiles

Service Plans are being developed for all *Core Service Outcomes* and *Service Delivery Streams*. Each plan articulates:

- Vision for the service outcome/stream
- Service standards and processes
- Opportunities
- Milestones and time lines
- Metrics for measuring success.

In 2006, directed by the **LPL Strategic Plan**, staff BSC Project Teams worked on the service plans for: Literacy, Collections, Lending Services, Technology, Programming and Outreach. A service plan was also developed for Youth Services due to staff concerns that the library had lost relevancy to this audience. The plans are at various stages of development and implementation with work ongoing into 2007.

In 2007, work will commence on the development of the new service plan(s) for Information and Reference, Reader's Advisory and Referral.

Service Profiles are being developed for each branch location and Central Library public service department. These profiles apply the service plans to each branch location, identifying customers and the specific service deliverables LPL will offer to meet their needs. [For example, please see attached **Appendix 1: Lifelong Learning & Literacy Centre, Central Library**].

Organizational Structure and Staffing Model

An organizational model for Customer Services & Branch Operations has been developed and is designed to provide:

- Strategic leadership & direction in making LPL a Community Hub
- Daily operational leadership and support for developing and delivering relevant, accessible, high quality services
- Coordination of policies, procedures and processes to ensure that we are effective and efficient
- Integrated Staff Teams with responsibility for the development, implementation and evaluation of service outcomes and delivery streams
- Staff resources in place to achieve excellence in daily service to the public and internal customers.

A staffing model has been developed for the Central Branch Customer Services and Operations, presented to staff and the first phase of implementation has begun.

In 2007, the staffing model for the branch libraries (other than Central) will be further developed, considering factors such as:

- Direct customer service levels; team based model; hours of service
- Impact of III Customer Self-Checkout
- Impact of centralization of selection of collections materials
- Impact of coordination of adult programming.

Space Plans

Space Plans for several service locations and departments are being developed to maximize service delivery through improved access and workplace effectiveness and efficiency. This builds on the capital work on the 2001-2006 Branch Refurbishment Strategy

Pond Mills, which was not among the branches updated during the refurbishment, is having a "makeover". It will be closed at 5:00 pm Saturday, February 17 and will reopen on Tuesday, March 6, 2007.

Following post-occupancy review, space changes are being made to improve services at the Central Branch. Changes are being staged over the next few months.

Upcoming Date to Mark in Your Calendars

Thursday, January 18, 7pm - The official opening of the new Teen Annex at the Central Library and the unveiling of The Annex Mural, a commissioned work by local artist Bryan Jesney.