



MARIGOLD
LIBRARY SYSTEM

Plan of Service 2026-2030

Strengthening Connections,
Building Capacity

Introduction:

Informed by the collective perspectives of our member libraries, staff, Board members, and stakeholders, the **2026-2030 Marigold Library System Plan of Service** affirms our continued commitment to strengthen public library service across the region.

Strengthening Connections, Building Capacity is grounded in the needs and priorities of our members. We will strengthen existing relationships by fostering collaboration, and by forging new relationships to benefit our members. We will clarify the supports and services available to member libraries, and expand our capacity to deliver future-ready library services. This plan reaffirms Marigold’s role as a proactive, knowledgeable, and accessible system—one that connects libraries to shared resources, expertise, and to one another.

Marigold headquarters is the operational hub for our regional library system. By centralizing resources, we help libraries save time and money, and deliver exceptional experiences. We support member libraries by providing tools, resources, and expertise that help them expand what they offer their communities. Members receive broader access to books, digital content, technology, and other tools —creating efficiencies and strengthening service across the system.

Success will be measured through strong partnerships, widely utilized services, and the extent to which our support helps libraries enhance their offerings. These indicators reflect a system that is resilient, responsive, and ready for what’s next.

Vision:

To be recognized for our excellence as a vital resource for Marigold members and a collaborative, leading library system.

Mission:

Enhance vibrant and resilient library services through collaboration and collective strength.

Values:



Stewardship



Adaptability



Connection



Sharing

Strengthening Community Capacity

Marigold focuses on supporting member library staff and board members with the training and resources they need to respond to changing technology and evolving library practices.

As technology trends and expectations continue to evolve, Marigold works in partnership with member libraries to anticipate and respond to change. Together, we build capacity through training and shared learning opportunities that help all of us adapt with confidence.

We will reduce barriers to training by offering a range of delivery methods so learning is accessible regardless of schedule, location, or experience. We will support library staff as they expand their skills and expertise in using system-provided technology and as they learn from one another. Marigold will continue to create opportunities for lifelong learning and ongoing professional growth across the system.

Goals

- ▶ Marigold and member libraries build shared expertise through timely, accessible training on emerging technology and library practices.
- ▶ Expertise across the system is identified and shared to strengthen and expand training and resources for all members.
- ▶ Marigold and member libraries develop the skills needed to apply system-provided technology, services, and resources effectively.
- ▶ Marigold and member libraries have access to evolving, practical products and services that support changing operational and patron needs.

Objectives

- ▶ Increase awareness of available training and professional development opportunities by improving distribution methods.
- ▶ Ensure training content and delivery methods are accessible, meaningful, and designed to fit realistically into staff and board members' schedules.
- ▶ Offer professional development through training sessions and informal learning events that provide timely information and build practical skills.
- ▶ Continuously observe and evaluate new tools and practices to ensure training and resources are responsive to member needs.

Strengthening Member Connections

Marigold fosters a library community that is strengthened through collaboration, shared expertise, and responsive support.

Marigold strengthens the capacity of member libraries of all sizes by supporting their local needs and creating meaningful opportunities for collaboration. Through ongoing dialogue and the sharing of expertise, Marigold can help support professional growth and capacity across the system.

Our collaborative approach will also ensure that system-wide services reflect member perspectives and priorities. By working together, Marigold will continue to evolve service delivery in ways that are timely, responsive, and valuable to our members.

Goals

- ▶ Library board members and library staff have increased opportunities to connect and collaborate with colleagues across the system and the larger library community.
- ▶ Marigold facilitates ongoing peer learning among library staff and board members.
- ▶ Member libraries actively contribute to the development of Marigold services through ongoing engagement and collaboration.
- ▶ Members receive effective, demand-driven library service that reflect their diverse needs, capacities, and community priorities.

Objectives

- ▶ Provide opportunities for member libraries to give meaningful input into Marigold's service development, ensuring services remain responsive and member-driven.
- ▶ Receive feedback from member library staff and board members regularly and through a variety of methods.
- ▶ Structure feedback processes to be accessible to everyone and reduce barriers to collaboration.
- ▶ Align services with member needs so they remain timely and valuable as a result of consistent collaboration.

Strategic Priority #3

Strengthening Library Resources

Marigold collaborates with libraries to provide collections that support and inspire readers and meet community needs.

Libraries respond to a broad range of community needs through programs, access to technology, and partnerships, while playing a central role in supporting community capacity. Library collections—books, eBooks, and other materials—spark curiosity, build confidence, and support learning at every stage.

Marigold expands library collections by supplying books, eBooks, and other materials; by maintaining digital platforms; by supporting and expanding delivery services; and by assisting libraries in analyzing collection use. Through this shared approach, Marigold and its members ensure that communities across the region have access to collections that meet community needs and inspire readers.

Goals

- ▶ Marigold will expand its ability to provide materials that enhance the library's digital and physical reading collections.
- ▶ Libraries will have accurate collection assessment tools to guide local decision-making.
- ▶ Libraries will have access to marketing and promotional tools to assist with featuring their collections, and inspiring reading and discovery.
- ▶ Marigold will ensure seamless access to digital resources by maintaining user-friendly digital platforms that connect readers of all ages to library collections.

Objectives

- ▶ Collaborate with member libraries to analyze and assess collection use, and ensure Marigold materials budgets are aligned with areas of growth and community needs.
- ▶ Maintain a shared content bank of marketing resources for collections that libraries can customize to local needs.
- ▶ Expand collection analysis tools to give member libraries deeper insight into their collections, including eBook circulation at the individual branch level.
- ▶ Leverage partnerships to ensure we get the greatest value from our investment in eBooks and always-available digital content.

Strengthening Community Awareness

Marigold will strengthen member and stakeholder understanding of the value and impact of Marigold membership.

Fostering awareness of the role libraries play in community life, and of the regional system that supports them, is fundamental to securing support.

Marigold will help stakeholders understand the range of resources, services, and technology available to member libraries and communities. This shared understanding will build trust, reinforce accountability, and inform decision-making.

Goals

- ▶ Library board members and staff have access to the resources, support, and expertise they need, and can fully leverage the value of Marigold membership.
- ▶ Member libraries confidently use and promote system-provided collections and technology to enhance local service.
- ▶ Member services are strengthened through regional advocacy that reflects growing community need for responsive public library service.
- ▶ Equitable access to public library resources ensures libraries can connect residents with a broad range of reliable information and resources that support informed exploration.

Objectives

- ▶ Increase regional awareness of the value of public libraries and the need for adequate and predictable funding.
- ▶ Sustain and grow public understanding of the essential role of libraries and the regional system.
- ▶ Equip library board members through training opportunities that strengthen their role as informed, engaged advocates for public library service and Marigold membership.
- ▶ Use data and stories in reports and communications to demonstrate the value of Marigold system membership.
- ▶ Provide members with accurate, current, and accessible marketing materials that promote library services available to residents.

Strengthening Organizational Capacity

Marigold remains a sustainable, impactful, and dependable library system trusted by its members and known for organizational excellence.

Marigold plays a critical role by providing expertise, operational support, and infrastructure that member libraries rely on. Through responsible financial management, strong governance, staff support, and emergency preparedness, Marigold strengthens the organizational capacity that ensures reliable, scalable, and cost efficient service to member libraries so that they can remain focused on serving their communities.

Goals

- ▶ Marigold Library Board has the opportunity to participate in training and meaningful engagement to ensure strong governance practices.
- ▶ Marigold maintains its reputation as an employer of choice by fostering a positive and growth-oriented workplace.
- ▶ Marigold strengthens operational resilience, resourcefulness, and emergency preparedness across all areas of the organization.

Objectives

- ▶ Ensure that Board activities represent a realistic and effective commitment of time and resources and support member needs.
- ▶ Equip Marigold Library Board with the information and resources needed for effective governance and succession planning.
- ▶ Provide staff with the tools, support, and professional development needed to thrive in their work and provide excellent service to member libraries.
- ▶ Familiarize staff with new and emerging technologies and trends in public library service.
- ▶ Maintain a current Business Continuity Plan and Emergency Response Plan to ensure continuity of services for member libraries.

Marigold Library System is committed to delivering quality services to its members. **Strengthening Connections, Building Capacity** is Marigold's commitment to the people and communities it serves.

Visit marigold.ab.ca for more information.



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