

WHO WE ARE AND WHAT WE VALUE

Edmonton Public Library Shared Values

Innovative

Knowledge seeker

Community activator

Incredible content

Expert navigator

Fun & fresh

Ideas champion

Open

Unrivalled value

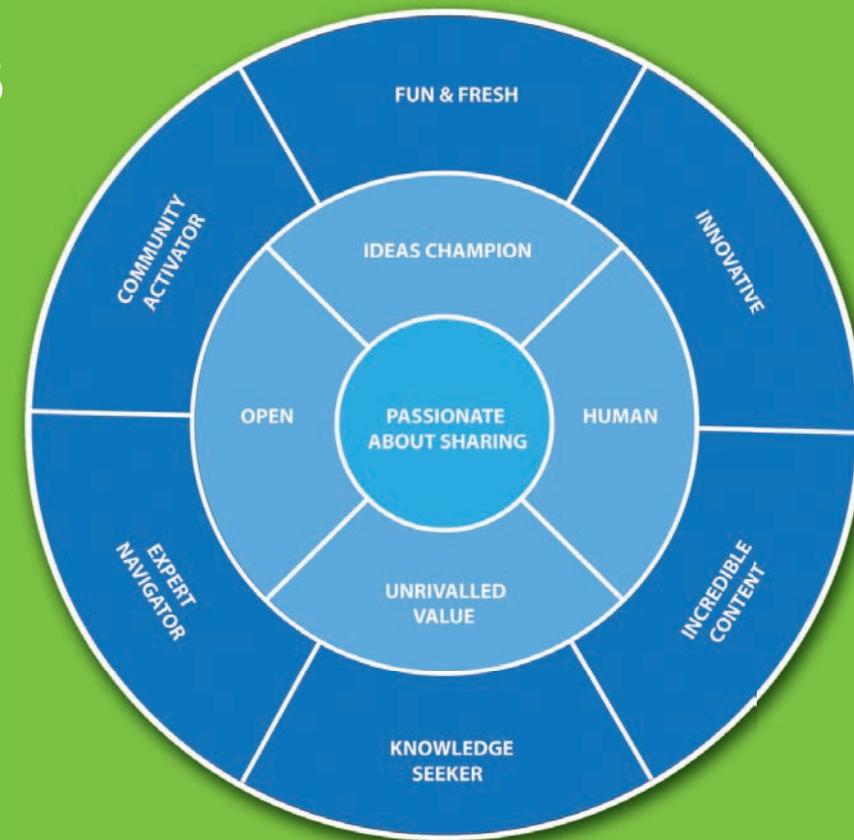
Human

Passionate about sharing

SHARED VALUES

EPL is committed to opening a lifetime of learning, engagement and possibility for all Edmontonians. We achieve this by living the values inherent in our brand promise and EPL Shared Values Wheel. It is a reflection of who we are and what we value as an organization. It is an expression of our passionate commitment to share our information and expertise with everyone. It describes and defines us, with goals to inspire us.

The Shared Values Wheel is a powerful way of visually representing our values. It places our most important value at the centre – we are passionate about sharing. The outer two rings show our core and extended values. Each of these values is explained in detail over the following pages.



WE ARE ONE LIBRARY WITH ONE STAFF AND ONE COLLECTION

With customers

Ideas

WE ARE PASSIONATE ABOUT SHARING

Across community

Through collections

WE ARE COMMITTED TO CREATING CONNECTIONS

We share stories, ideas and experiences. We share with our customers, our communities, and ourselves. We are Edmonton's largest lender of information and entertainment.

We share a love of reading and learning. Children and their families discover the joys of reading through our programs. People young and old enrich their learning through our collections and services.

Experiences

Information

We share our collections. Books, magazines, newspapers, music, movies and databases – we make them all available to everyone.

We share with each other. Our expertise is second to none because we share what we know and what we learn across our teams.

With each other

We share stories – real or imagined – that open the mind or touch deep within the heart.

We share ideas – new points of view, new information and new ways of understanding the world.

Stories

Through people

We share experiences. From a puppet show to a community fair, from a conversation circle to an online book club, we make a difference well beyond our doors. We are a part of people's lives.



WE ARE AN IDEAS CHAMPION

WE STAND UP FOR IDEAS.

We are a channel to new ideas. Big ideas.
Visionary ideas.

We don't believe in restrictions or filters.
Through uncensored access, we allow people
to discover for themselves different perspectives
and opinions, and to expand their own
understanding of their community and the world.

We are excited by ideals, ideas and
conversations. We don't judge and we
don't discriminate. Through us, knowledge
is explored and shared, people changed
and shaped, partnerships made, and
neighbourhoods nurtured and grown. We are a
safe environment in which to learn, share and
grow. We encourage people to express their
points of view, to listen and to understand the
unique perspectives of others.

We champion the right for all ideas to be heard.

Stand up for ideas

Opinions

Express yourself

Uncensored
conversations

Freedom

Open to ideas and knowledge





We listen

Helpful

Personable

Empathetic

WE ARE HUMAN

WE ARE REAL PEOPLE.

We listen – always. We listen carefully to questions so we can answer them accurately. We listen openly to concerns so we can address them effectively. We listen intently to new ideas so we can learn, share and grow.

We are helpful. We are people who put other people first. We go out of our way to help our customers find what they are looking for. Whether finding their next good book or contact information about a local community organization, we help people sort through vast amounts of information and find the answers they need.

We are compassionate and empathetic. We accept everyone, regardless of their financial or social status. We understand the unique challenges many individuals face and we work to make everyone's EPL experience rich and fulfilling.

We are young and old, male and female, new immigrants and students. We celebrate our diversity.

Diverse

We go out of our way

Compassionate

Personal service

WE PROVIDE UNRIVALLED VALUE

WE ARE THE BEST DEAL IN TOWN!

We provide a lot for very little and we offer it to everyone. We offer an endless supply of information and entertainment resources for little or no cost.

We combine incredible content with responsive, efficient, personal service. Outstanding service and convenience usually come at a premium, but at EPL it's just part of what we do.

We are responsible stewards of public funds. We work tirelessly to provide equitable access to our materials, services and expertise – helping Edmontonians take advantage of this tremendous value when and where they need it.

Best deal in town

A lot for a little

Responsive

Responsible stewards

Efficient





Easy to use

Flexible

Accessible

WE ARE OPEN

WE ARE EASY TO USE AND ACCESSIBLE.

We are open to new ideas and new ways of thinking. We believe in total and unfettered access – and we build our services with this in mind. It is fundamental to who we are and what we value.

We accept everyone and adapt to unique needs and situations. No matter who comes to us or what they need, we do our best to help them every time.

Even when our branches close for the day, we're still open and available online at epl.ca.

Friendly

Adaptable

Universal

Non-judgmental

Convenient

WE ARE FUN & FRESH

WE HAVE STYLE AND FLAIR.

We have something for every style and every taste, and we have fun bringing it to our customers.

Our buildings are cheerful and inviting; our website welcoming and interactive. We provide up-to-date collections and exciting, creative programs for all ages. We deliver the latest news and information to keep customers' fingers on the pulse of the world.

We are musicians, artists, scientists, historians, poets, parents, students and more. We bring our whole selves to work – all our experiences, interests and passion.

We LOVE what we do and it shows!

Entertaining

Educational

Valuable

Exciting

Enlightening

Cheerful

Up-to-date





Original

WE ARE INNOVATIVE

Progressive

WE ARE FORWARD THINKERS.

Creative

We are creative. We find ways to do big things without big budgets. We collaborate, taking inspiration from each other and the world around us to create new and improved services and programs.

Leader

Modern

We are always looking for ways to do things better. We're constantly finding opportunities to improve usability and efficiency – in person and online.

Visionary

We are progressive and original. Nobody else offers what our libraries offer, in the way that we offer it. We have a reputation as forward thinkers with our own distinctive style.

Risk-taking

We are risk takers. We're not afraid to take chances and try new things if we believe it will help our customers.



WE ARE KNOWLEDGE SEEKERS

WE ARE LIFELONG LEARNERS.

We are always growing and improving what we do and who we are.

We share our enthusiasm for learning with everyone who experiences EPL. We impart our knowledge to people young and old – and in the process, they teach us too.

In an environment that's passionate about sharing, we can't help but seek new knowledge ourselves.

Exploring

Lifelong learner

Improving

Growing

Discovery

Enthusiasm

WE ARE EXPERT NAVIGATORS

WE POINT THE WAY.

We are experts in connecting people to the knowledge and information they seek.

Our highly trained staff go beyond Google, with the knowledge, discernment and desire to expertly point the way to the most relevant material available. We help people get the most out of their searching and supply hard-to-find resources and information that's pre-searched and pre-sorted - and we do it efficiently and responsively.

We are smart and professional; committed to our work and engaged with what we do and whom we serve every day.

Teacher

Professionally trained

Engaged

Experienced

Educator

Smart

Committed

Collaborative

Prepared

Knowledgeable

Clever





Accessible

WE ARE COMMUNITY ACTIVATORS

Bridge-builder

Partner

WE ARE BIGGER THAN OUR BUILDINGS.

We touch thousands of lives every day. We reach beyond our walls into our communities and contribute to Edmonton's great neighbourhoods.

Catalyst

Tools of change

We build bridges. We bring diverse groups together and promote understanding through dialogue and discussion. We are partners — contributing resources and services and working alongside other organizations to strengthen our communities.

Part of your life

We touch and change

We are a catalyst for positive change. By sharing big ideas and bold expression, we inspire new perspectives, beliefs and understanding. We help everyday people create extraordinary lives.

Socially responsible

WE SHARE

WE ARE ALIVE WITH IDEAS AND PURPOSE.

Our greatest passion is creating connections that help, grow, foster, inspire and change.

We share stories, ideas and experiences. We share with our customers, our communities, and ourselves. We are Edmonton's largest lender of all manner of information and entertainment.

We're proud to provide the most incredible content to our community. We take you beyond Google. We are expert navigators, with the knowledge, discernment and desire to point the way to today's most relevant databases, current digital content, dynamic audiovisual

resources, the latest hardcover sensations, historic print materials, and priceless collections. It's everything you could want, pre-searched, pre-sorted and delivered with responsive, personal service.

We're trained experts. We're smart, professional and experienced. We educate, excite, enlighten and entertain. We're always growing and improving what we do and who we are.

We're progressive and original. We look for new ways to do things better, from improving usability and catalogue searching online, to more efficient checkouts, to library programs for all ages, to new services and collections. We're fresh, fun, modern and innovative.

Across community

We provide a lot for very little - and we offer it to everyone. We deliver this incredible value to you in person, to your computers or hand-held devices and in some cases, right to your door! We are bigger than our buildings.

We're open. We accept everyone and adapt to every unique need and situation. We're flexible and always friendly.

We are unbiased. We're excited by ideals, ideas and conversations. We don't judge and we don't discriminate! Through us, knowledge is discovered and shared, people changed and shaped, partnerships made, and neighbourhoods nurtured and grown. We touch lives every day. We are a catalyst for promoting dialogue and inspiring change. We

Ideas

are your conduit to past, present and future ways of seeing the world.

At our core, we're human. We're people who put other people first and we go the extra distance to make a difference.

We provide a caring, humane, customer-centred experience, incredible content, unparalleled access, and unrivalled value that cannot be bought for any price anywhere else. We are essential to our city, our communities and our customers. We want all of Edmonton to know who we are, what we do and how we can help.

Stories

Experiences

Through people

Information

Through collections

Spread the words.

Spread the words.