Township of

Georgian Bay

Public Library

Strategic Plan

2013-2016

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Summary Results from Strategic Plan, 2009-2012

The Library’s Strategic Plan ending December/2012 resulted in significant service and materials enhancements for the community including:

* Honey Harbour Public Library renovations
* Launch of a new website
* Migration to a new automation system, Symphony Work Flows
* Purchased and installed PC Reservation and Print Management System
* In Port Severn five service hours in 2011 and an additional four service hours in the summer of 2012 were added
* Added a new shelving unit, window bench and staff desk & chair in Port Severn
* Literacy log house for children in Port Severn
* Developed a DVD collection in all three locations
* Subscribed for extra magazine titles during the summer months
* Hired four new staff members, three for replacement and one for extra staff hours
* Encouraged staff training with workshops & webinars offered by SOLS
* Advertised library services in the Gazette and at most Cottage Association’s annual meetings
* Initiated a Preschool Program to meet community needs in MacTier
* Partnered with the Township Parks & Recreation Department to offer computer training for adults
* Excellence in customer service by following and implementing the Ontario Public Library Guidelines
* Strengthened working relations with the Township by communication and presentations.

Strategic Planning Process for 2013-2016 Plan

The Library Board commenced work on the Strategic Plan in January 2012 as follows:

1. Conducted a situation analysis which involved: customer surveys at all three locations during the summer months, a staff survey; reading documents and articles on Library trends and the future of Libraries; reviewing the Township’s Strategic Plan and comparing the operations of similar sized and located libraries.

2. The Situation Analysis was discussed as well as Library trends and practices and this allowed the Board to enter a brainstorming and debating stage which lead to agreement on key strategic issues that the library will address over the next four years.

3. The Board evaluated the Mission Statement and Values that have been guiding its decision-making over the past several years and concluded that they were still relevant to go forward into this next plan.

4. The Board developed a Vision Statement that defines the dream, the long-term goal, and the unconditional direction where the organization is heading in the future.

Mission Statement

The Township of Georgian Bay Public Library is a community oriented partner that enriches community life by fostering the joy of leisure reading and life-long learning for all ages. The library preserves and promotes access to a wide range of knowledge, information and ideas in a welcoming environment.

Vision

The Township of Georgian Bay Public Library is a community destination enhancing literacy and learning through access to technology, programs and materials.

Values

***Intellectual freedom***

Protect the public’s right to access a wide range of knowledge, experience, information and ideas.

***Equitable access***

Provide access to information for people of all ages, abilities, cultures and means.

***Fiscal responsibility***

Be accountable for the library’s assets.

***Quality service***

Provide access to information by trained staff.

***Literacy***

Promote literacy and the love of reading.

***Privacy and confidentiality***

Respect the individual’s right to use the library resources in confidence.

Situation Analysis Examined

The Library Board discussed the Situation Analysis. Each Trustee identified the most important or most interesting thing they learned from the customer surveys; the demographic overview of our community and the comparative data.

The main points brought forward were:

Customer Surveys

* too few surveys completed
* most people are happy with library service
* technology is very important
* sustainability of library services
* adult users, 50+ (majority of users)

Demographics

* resident population in the Township is decreasing
* 57% of Township population between ages 40 and 74

Comparative Data

* our library’s circulation is quite low
* similar in other areas

The Key Strategic Questions Facing the Library

Based on the Situation Analysis, each Trustee wrote down what they individually thought would be the three to four key issues that the library needs to address over the next four years. The Board Chair and the CEO organized these issues into groups with a similar theme. The Board identified three key strategic questions. Implementing the strategies required to effectively address these questions will be the focus of the Board’s work over the next four years.

**Accessible Public Service**

* + improve internet reliability
  + keep up with advancing technology
  + become a paperless Board
  + what about a community calendar
  + encourage adult users to use the library as a hub
  + improve volunteerism
  + bring more people in to use our 3 libraries
  + encourage group use of library
  + improve e-book collections
  + improve the access to e-books and the virtual library
  + information to cardholders by e-mail
  + reaching new residents
  + children’s programming
  + encourage schools to use the library for class visits

**Port Severn**

* + market our assets/services to raise circulation
  + communicate with the Township about the needs for Port Severn Library
  + future main branch library in Port Severn

**Sustainability/Funding/Grants**

* + maintain the high level of service we currently have
  + funding for services
  + improve communication between the Council and the Board

Library’s Goals for 2013-2016

Through a visioning process The Board established goals for the three key strategic issues facing the library. The Library Board and Staff will be working to achieve these goals over the years 2013-2016.

1. How will we broaden and highlight accessible library services in the community?

2. What steps do we need to take to maintain, monitor and enhance the Port Severn Library pilot project according to community needs?

3. What can we do to ensure a high level of customer service and up-to-date technologies as a sustainable future for the library.

Key Strategic Directions

1. **Accessible Library Services**

Goal: To broaden and highlight accessible library services in the community.

The library will:

* review and update the website to achieve the AODA(Accessibility for Ontarians with Disability Act) standards and to ensure current information to all users.
* raise its profile to inform the community of all services available.
* develop a marketing plan.

2. **Port Severn Pilot Project**

Goal: To maintain, monitor and enhance the Port Severn Library pilot project according to community needs.

The library will:

* review all statistical data gathered since the June 2010 opening
* produce a space assessment using the Southern Ontario Library Service’s form to evaluate the square footage needed for a full service facility
* continue to communicate the usage and needs of this pilot project with the CAO and Mayor of the Township

3. **Sustainability/Funding/Grants**

Goal: To ensure a high level of customer service and up-to-date technologies as a sustainable future for the library.

The library will:

* develop fundraising strategies
* explore grant and partnership opportunities
* prioritize services and secure appropriate funding for them