

The Blue Mountains Public Library Board Strategic Plan 2015-2018

Vision Statement: The Blue Mountains Public Library celebrates culture and inspires curiosity, discovery, learning and creativity. Our library is a favourite destination with its flexible multi-use spaces and engaging programming for everyone. Our presence extends beyond the building through our interactive programs, progressive technology, online presence, and innovative staff. The library is recognized as a valuable community partner that contributes to a healthy and sustainable community.

Mission Statement: The Blue Mountains Public Library is a dynamic centre of community life where everyone is free to create, explore, learn and share in a welcoming atmosphere.

Values Statement: Our actions demonstrate that we are responsive, innovative, accessible and welcoming.

Strategic Goal #1: The library will raise community and Council awareness of value added to community life by the programs, services and resources offered at the library.

What	How	When	Who
A. The library will launch a comprehensive communications campaign to raise the profile and visibility of the library	1. Hire a consultant to review and strengthen the library Advocacy and Marketing plans including use of social media.	Feb 2015	Board/CEO
	2. Consultant to create a set of specific actions and strategies to demonstrate the current role of libraries and how our library contributes to the quality of community life and begin implementing actions.	May/Sept 2015	Board/CEO Staff
	3. Send quarterly email updates to Council; post on website	All year	CEO/Staff
	4. Present annual update to Council.	May/June	CEO/Board Chair
	5. Update Marketing and Advocacy plans annually.	yearly	Board/CEO

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What	How	When	Who
<p>B. The Library will increase usage and membership</p>	<p>1. Launch a membership drive. Review family memberships.</p>	<p>Fall 2015 and Spring 2016</p>	<p>Board/CEO/Staff</p>
	<p>2. Monitor and support areas where new trends are emerging.</p>		<p>Board/CEO/Staff</p>
	<p>3. Promote library membership in conjunction with outreach activities.</p>		<p>CEO/Staff</p>
	<p>4. Investigate better way-finding signage.</p>		<p>CEO</p>
	<p>5. Use 20th anniversary celebrations to raise library profile and create excitement about library.</p>	<p>2015 all year</p>	<p>Board/CEO/Staff</p>

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Strategic Goal #2: The library will ensure that the necessary infrastructure is in place to support the delivery of high quality programs and services.

What	How	When	Who
A. The Library will expand library space to meet the programming and service needs of the community.	1. Hire a consultant to review all previous studies and current data, and create a status report for the Board.	March 2015	Board/CEO
	2. Create an ad hoc Board committee for expansion.	May 2015	Board/CEO
	3. With a consultant, develop a program of public consultation and stakeholder communications to ensure public understands the project and that feedback is considered.	by Feb 2016	Board/CEO Board/CEO
	4. Finance staff and Board representation to “Learn it..Build It” workshop.	Nov 2015	Board/CEO/staff
	5. Implement the program and report results to Council.	Sept/Oct 2016	Board/CEO/staff
	6. Retain architectural firm to develop preliminary drawings for expansion.	Oct 2016	Board/CEO
	7. Create a set of criteria for scoring options and use to review designs.	March 2017	Board/CEO
	8. Select a design and present to Council.	By May 2017	Board

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Strategic Goal #3: The library will enhance its high quality programs and services inside and outside of the library building.

What	How	When	Who
A. The library will find opportunities inside the library.	1. Explore the idea of a business information centre with other organizations such as BIA, Chamber; consider having a business person at the library once a month for consultations.	ongoing	Board/CEO
	2. Further diversify programming to include new ideas like maker space that can be adapted to our current space limitations.	ongoing	CEO/Staff
	3. Work on creative ways of reconciling the different needs of children and adults sharing the same space.	ongoing	CEO/Staff
B. The library will find opportunities outside the library.	1. Continue to participate in current community events, eg. Fall Fair, Green Fair, and look for new opportunities.	ongoing	Board/CEO/Staff
	2. Continue to engage the public in locations away from the library itself, - eg. parks, Errinrung.	ongoing	CEO/Staff
	3. Assess the feasibility of other material delivery systems books on wheels, etc.	ongoing	Board/CEO/Staff
	4. Support initiatives with any necessary policy, advocacy.	ongoing	CEO/Staff

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What	How	When	Who
C. Ensure programs and services are accessible to all members of the community, regardless of the type of barriers they face	1. Meet accessibility standards as defined by provincial legislation	On-going as Released	CEO/Staff/Board
	2. Participate in related SOLS initiatives.	ongoing	CEO/Board
	3. Participate on Town's accessibility committee.	as requested	CEO/Staff
	4. Capture related costs through budget; access grants where possible.	ongoing	CEO/Staff
	5. Review fees and policies related to programs and services to ensure that they are affordable.	ongoing	CEO/Board
D. The Library will ensure that it continues to plan for the program and service needs of the community.	1. Review and revise the 2015-2018 Strategic Plan annually.	Jan. annually	Board
	2. Develop a 4 year strategic plan 2019-2022, possibly with help from consultant.	start Jan 2018 finish Nov 2018	Board Committee
	3. Review Service and Staffing plans	2017	Board/CEO

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Strategic Goal #4: The library will strengthen its financial resources.

What	How	When	Who
<p>A. Explore a greater variety of sources for financial assistance</p>	<p>1. Establish a “Friends of the Library” group along with relevant policy.</p>	<p>April 2015</p>	<p>Board/CEO</p>
	<p>2. Develop a plan to secure funds through a variety of sources, including the soliciting of donations and bequests from the community; identify champions in the community.</p>	<p>Oct 2015</p>	<p>Board committee</p>
	<p>3. Recruit and cultivate community partnerships and connections.</p>	<p>Oct 2015</p>	<p>Board Committee</p>
	<p>4. Develop partnerships which secure support for the library and enhance the library’s ability to expand its programming.</p>	<p>ongoing</p>	<p>CEO/Staff</p>
	<p>5. Look at generating revenue from value added services (while maintaining accessibility to core services</p>	<p>ongoing</p>	<p>CEO/Staff</p>

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Strategic Goal #5: The Library will continue to meet the demand for up-to-date technology to enhance service delivery and programming.

What	How	When	Who
A. Ensure staff is well trained and comfortable with new technology.	1. Support needs of staff for updates and professional development.	ongoing	Board/CEO/Staff
B. Ensure that technology programming stays current.	1. Develop the library's online spaces	ongoing	CEO/Staff
	2. Monitor new trends in technology	ongoing	CEO/CTS
	3. Introduce innovative technology that will assist with service delivery.	ongoing	CEO/CTS
	4. Reflect commitment to expanding technology through the budget process.		Board/CEO