

Action Plan for 2019

The Blue Mountains Public Library Board, Museum Advisory Council, CEO & Management Team

Goals	Outcomes	Lead Party	Expected Timing	Status
Communications	<i>Establish communications and market BMPL as a valued community resource.</i>			
C1 Provide accessible and inclusive communications to raise awareness of our many offerings.				
	C1.1 Increase the e-newsletter subscription to 15% of active patrons	CEO	Dec 2019	
	C1.2 Increase the e-newsletter click through rate by 25%	CEO	Dec 2019	
	C1.3 Increase Twitter fans to 500 combined users	CEO	Dec 2019	
	C1.4 Increase Facebook followers to 800 combined users	CEO	Dec 2019	
	C1.5 Redevelop website in a GLAM format that is AODA complaint	CEO	May 2019	
C2 Develop a Communication and Marketing Plan.				
	C2.1 Develop Communication Plan	CEO	May 2019	
	C2.2 Develop Social Media Plan	CEO	May 2019	
	C2.3 Develop 2019 Key Messages of Staff	CEO	Ongoing	
	C2.4 Develop Monthly Key Messages from Board	Board	Ongoing	

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	C2.5 Develop Advocacy Plan around awareness of BMPL as a GLAM and Cultural Hubs for the Town	C-SP Cmt	Fall 2019	
	C2.6 Develop Social Media training sessions for staff	CEO	Summer 2019	
	C2.7 Improve photographic collection for communication	CEO	Summer 2019	
	C2.8 Share consistent & targeted branded messaging	CEO	Ongoing	
	C2.9 Participate in the TBM Community Communications Advisory Committee	CEO	Ongoing	
C3	Establish consistent branding across all communications and signage.			
	C3.1 Assess branding needs of BMPL as a GLAM	CEO	June 2019	
	C3.2 Develop interim & new signage plans	CEO	July 2019	
	C3.3 Install interim gallery signage	CEO	Oct 2019	
	C3.4 Install interim museum signage	CEO	Oct 2019	
C4	Ensure transparency and accountability to all stakeholders.			
	C4.1 Publish governance document library on website	CEO with Board	May 2019	
	C4.2 Publish 2018 Annual Report	CEO with Board	April 2019	
	C4.3 Include all committees and MAC meeting notices on the website	CEO	May 2019	
	C4.4 Include all MAC Minutes and Agendas on the website	CEO with MAC	May 2019	
	C4.5 Define Lease Agreements [2018 AP4.8. Removed from MOU].	CEO with CAO Board with TBM	Sept 2018 2019 Deferral	

Goals	Outcomes	Lead Party	Expected Timing	Status
Organizational Capacity	<i>Build Board and staff capacity to lead a 21st century library, museum and gallery system.</i>			
OC1 Build Board competencies to excel in governance and advocacy.				
	OC1.1 Complete a comprehensive orientation	CEO	Mar 2019	
	OC1.2 Complete Training Gap Analysis	OC-BLG Cmt	May 2019	
	OC1.3 Finalize 2019 Board training plan	Board	June 2019	
	OC1.4 Develop 2020 Board training plan	Board	July 2019	
	OC1.5 Attend Spring Governance Hub Mtgs	Board	Apr 2019	
	OC1.6 Attend Fall Regional Trustee Mtgs	Board	Nov 2019	
	OC1.7 Complete annual Board evaluation	Board with OC-BLG	Nov 2019	
	OC1.8 Complete MAC evaluation	MAC	Nov 2019	
	OC1.9 Complete ACC evaluation	CEO with ACC	Nov 2019	
	OC1.10 Complete annual policy review	Board	May 2019	
	OC1.11 Review & make recommendations pertaining to Code of Conduct and Integrity Commissioner	OC-BLG Cmt	Fall 2019	
	OC1.12 Schedule rep(s) to OLBA Bootcamp Feb 2020	Board	Nov 2019	

Goals	Outcomes	Lead Party	Expected Timing	Status
OC2 Work with the Town to secure annual funding which realizes the BMPL vision.	OC2.1 Present 2019 Budget	CEO with Board	Feb 2019	
	OC2.2 Present Feasibility Study & Space Plan	CEO with Board	Feb 2019	
	OC2.3 Publish and present BMPL ROI and Social Value	CEO with Board	Summer 2019	
	OC2.4 Present 2020 Budget	CEO with Board	Fall 2019	
	OC2.5 Present repairs and renovations needs within facilities, based on the Risk Assessment Report and TBM Building Assessment Reports	CEO with Board	Fall 2019	
OC3 Become an employer of choice to retain and recruit staff.	OC3.1 Complete BMPL Salary Market Review	CEO with TBM	Mar 2019	
	OC3.2 Complete annual performance appraisals for all staff	CEO	Nov 2019	
	OC3.3 Update Job Fact Sheets for a contemporary job description	CEO	June 2019	
OC4 Develop a sustainable human asset management plan which addresses branch expansion and future system needs.	OC4.1 Provide initial plan, costs and efficiencies with any expansion plans	CEO	Dec 2019	

Goals	Outcomes	Lead Party	Expected Timing	Status
OC5 Build upon staff competencies to excel in their job responsibilities.				
	OC5.1 Implement Job Training & Job Shadow program for all 2019 staff	CEO	Jun 2019	
	OC5.2 Implement Individual Goal and Competency Plan for all staff	CEO	Dec 2019	

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Vibrant Spaces	<i>Create versatile spaces that meet the ever-changing interests and needs of our diverse and growing population.</i>			
VS1 Provide spaces to gather, learn, explore, work and connect.				
	VS1.1 Investigate professional cleaning of Gallery walls	CEO with ACC	Aug 2019	
	VS1.2 Investigate general seating space in Gallery	CEO	Oct 2019	
	VS1.3 Investigate options for stage refinishing	CEO with ACC	June 2019	
	VS1.4 Investigate Café Options for LES	CEO	Summer 2019	
	VS1.5 Re-Upholster Gallery seating	CEO with ACC	Dec 2019	
	VS1.6 Install water refill station at LES	CEO with Town	Fall 2019	
	VS1.7 Install water tap suitable for water bottle refill at CHD	CEO with Town	Fall 2019	
VS2 Provide technologically-connected spaces.				
	VS2.1 Establish VR area in the CHD relating to the Mary Ward and Indigenous Exhibits	CEO	May 2019	
	VS2.2 Analyze technology needs for 2020 budget (for use in current)	CEO	June 2019	
	VS2.3 Develop Digital Memory Maker Lab	CEO	Summer 2019	

Goals		Outcomes	Lead Party	Expected Timing	Status
VS3	Implement the recommendations of the Feasibility Study & Space Plan(s).				
	VS3.1	Complete a Gap Analysis and Building Report of current facility/service and 21 st century library needs	CEO with VS-CC	May 2019	
	VS3.2	Complete a Gap Analysis and Building Report of current 21 st century gallery needs	CEO with ACC	May 2019	
	VS3.3	Complete a Gap Analysis and Building Report of current facility/service and 21 st century museum and archive needs	CEO with MAC	Nov 2019	
	VS3.4	Liaise with Town SMT and report to Council regarding Craigleith multi-use facility and LES expansion	CEO with VS-CC With Town	Dec 2019	
VS4	Implement a successful capital campaign.				
	VS4.1	<i>See Training-OC1.14</i>	--	--	--
	VS4.2	Investigate Fundraising approaches and develop Capital Campaign Plan for 2020	CEO with VS-CC With Town	Dec 2019	

Goals	Outcomes	Lead Party	Expected Timing	Status
Service Excellence	<i>Enrich opportunities to learn, explore, create, connect with others, develop careers, grow businesses, engage with new technologies, pursue healthy lifestyles, and have fun.</i>			
SE1 Leverage partnerships to achieve shared goals.				
	SE1.1 Develop Teen Advisory Group	CEO	Oct 2019	
	SE1.2 Support the Blue Mountains Creator Arts Space Digital Lab Canada as a Maker community	CEO with Mountain Goat Film	Dec 2019	
	SE1.3 Investigate maker options with community partners	CEO	Oct 2019	
SE2 Create a service model that reaches all communities of The Town of The Blue Mountains.				
	SE2.1 Prepare Pop-Up Library and Outreach Plan 2019	CEO	June 2019	
	SE2.2 Prepare Pop-Up Library and Outreach Plan 2020	CEO	Oct 2019	
	SE2.3 Complete Teen Designation analysis for improved rating and Building Program use.	CEO	Dec 2019	
	SE2.4 Finalize 2019 Technology Plan	CEO	May 2019	
	SE2.5 Develop 2020 Technology Plan	CEO	June 2019	
SE3 Provide diverse collections and programs in the library, museum and gallery.				
	SE3.1 Launch the VR experience and films 4 and 5 in the Reel History series through an off-site event in May 2019.	CEO with MAC	May 2019	
	SE3.2 Finalize Museum Collection Development Plan 2019-2022	CEO	May 2019	

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	SE3.3 Generate an updated storage plan to support growth based on inventory and Collection Development Plan.	CEO	Dec 2019	
	SE3.4 Finalize Exhibition Plan 2019-2021	CEO	May 2019	
	SE3.5 Develop a 2020 Matrix for programs, services, and needs achievement	CEO	June 2019	
	SE3.6 Develop <i>Reel History</i> & Artifact Fundraising Plan	CEO with MAC	Fall 2019	
	SE3.7 Finalize Program Plan 2019	CEO	April 2019	
	SE3.8 Develop 2020 Program Plan	CEO	June 2019	
	SE3.9 Develop The Gallery Schedule for 2020	CEO with ACC	Sept 2019	
	SE3.10 Establish VR gaming programs and collections at both branches	CEO	April 2019	
SE4 Offer resources, opportunities and coaching to engage in 21st century literacies.				
	SE4.1 Launch Wired Wednesday Series	CEO	Sept 2019	
SE5 Develop a virtual branch.				
	SE5.1 Launch Virtual Branch in new website	CEO	May 2019	
	SE5.2 Develop promotion for the Virtual Branch	CEO	Summer 2019	
	SE5.3 Achieve 1,000 visits within 6 months of launch	CEO	Fall 2019	

Goals	Outcomes	Lead Party	Expected Timing	Status
SE6 Achieve GLAM standards.				
	SE6.1 Achieve MTCS qualification status on Standards for Community Museums in Ontario	CEO with MAC	Dec 2019	
	SE6.2 Achieve remaining OPLG Accreditation "System" criteria	CEO with OC-BLG	Dec 2019	