

# 2024 Action Plan

## Strategic Priority:

Community Hubs - Provide spaces to connect, explore, and create.

CH 1: Foster social cohesion in a time of growth and challenges			
Objectives	Actions	Responsibility	Measures
1.1 Increase programs to older adults.	Explore new partnerships, and host events for older adults to safely gather and engage.	CEO	# of older adult programs hosted # of older adults reached
1.2 Reduce barriers to underserved and marginalized individuals and groups.	Revise GLAM policies with an IDEA lens.	CEO/Board	# of Policies
	Actively participate and influence the TBM's IDEA committee.	CEO	Staff report with recommendations
	Introduce new accessible technologies (e.g. Reading Pen).	CEO	# of technologies implemented
1.3 Reflect and celebrate Indigenous cultures and histories, through programs, acquisitions, and collections.	Participate in a physical audit of GLAM spaces.	CEO	Staff report with recommendations
	Promote Indigenous resources and partner with Indigenous communities to host cultural learning opportunities.	CEO	Dollars invested and # of resources acquired
Purchase Indigenous materials from Indigenous vendors such as GoodMinds books.			
CH 2: Develop multi-use spaces and provide outreach services			
Objectives	Actions	Responsibility	Measures
2.1 Establish case for facility expansion with TBM and key partners.	Review current space utilization, articulate facility replacement and upgrade requirements, and identify options for expansion.	CEO/Board	Council supports expansion

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	Present a report to Council and other key partners.  Actively participate in the TBM's Multi-Use Recreation Feasibility Study Committee.	Board  CEO	Complete/Incomplete  # of meetings attended and evidence of advocacy/ongoing communication about the project to the Board and community.
<b>2.2</b> Partner with TBM to expand outreach services into TBM facilities across the Municipality.	Launch Free Little Libraries Project	CEO	# of locations installed
<b>2.3</b> Provide services to those unable to go to BMPL facilities.	Develop an Annual Outreach Strategy.	CEO	Staff report
<b>CH3: Provide technologically connected spaces</b>			
<b>Objectives</b>	<b>Actions</b>	<b>Responsibility</b>	<b>Measures</b>
<b>3.1</b> Partner with TBM IT staff to enhance public workstations and invest in software that will continue to 1) protect the user's privacy of information 2) ensure longevity of the technology and 3) facilitate more equitable access to the Internet.	Move from Useful terminals to PC computers with MS Office for the Public.	CEO	# of computers installed. # of public sessions
	Implement Apple Business Manager for iPads to increase lending efficiency.	CEO	Program implemented

## Strategic Priority: Empowering Services

Create a service model that reaches those who live, work, and play in the TBM.

<b>ES1: Provide diverse GLAM services, collections, and programs</b>			
<b>Objectives</b>	<b>Actions</b>	<b>Responsibility</b>	<b>Measures</b>
<b>1.1</b> Celebrate and preserve TBM's heritage through enhanced Museum & Archives services.	Film the proposed "REEL History: Ski Train" and release it in time for the 2024 100 <sup>th</sup> anniversary of the Toronto Ski Club.	CEO	Complete/Incomplete. On time and on budget.



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	Film the proposed "REEL History: The Journey of Water" film throughout 2024 for release in late 2025.	CEO	
1.2 Support TBM's goal of a Circular Economy.	Expand Library of Things (LOT) collection.	CEO	# of types of additions, number of new items and 10% increased usage of LOT
<b>ES2: Support 21st century literacy through resources, opportunities, and coaching</b>			
<b>Objectives</b>	<b>Actions</b>	<b>Responsibility</b>	<b>Measures</b>
2.1 Expand digital literacy and competence in the community.	Offer digital literacy programs on emerging technologies (e.g. AI) for all ages.  Publish blog posts educating the community on 21 <sup>st</sup> century libraries.	CEO	Number of programs, participants, and user satisfaction  Quarterly posts
2.2 Respond to demand for more services for digital learning.	Evaluate digital resources and new opportunities for digital learning.	CEO	# of new digital resources added and increased usage
2.3 Support TBM's commitment to eco-consciousness, as identified in The Blue Mountains Future Story.	Provide programming and resources on eco-consciousness and sustainability.	CEO	# of programs hosted and/or information resources produced/purchased.
<b>ES3: Expand the Virtual Branch</b>			
<b>Objectives</b>	<b>Actions</b>	<b>Responsibility</b>	<b>Measures</b>
3.1 Build community connections through a service portal.	Determine requirements and publish a Community Builders' webpage.	CEO	# of listings in the portal

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## Strategic Priority:

Organizational Excellence - Grow BMPL as a key partner and community resource.

OE1: Retain and recruit personnel as an employer of choice			
Objectives	Actions	Responsibility	Measures
1.1 Link achievements to Strategic Plan.	Revise Board and CEO evaluation instruments to accomplishment of the Strategic Plan.	Board	Complete/Incomplete
1.2 Provide unique opportunities for staff to learn and grow.	Attend Ontario Library Association Super Conference.  Organize learning opportunities for staff (e.g. courses, workshops, in house training).  Ensure staff representation on regional and provincial committees.	CEO	Complete/Incomplete  Minimum of 5 learning opportunities  Staff report
1.3 Maintain Board competency.	Assist Council in filling the Board vacancy.  Participate in training, conferences, and meetings focused on governance and issues and trends in public libraries.	Board	Complete/Incomplete  Minimum of 4 sessions
1.4 Maintain pay and internal equity with TBM.	Participate in TBM Market and Pay Equity Compensation Review.	CEO/Board	Complete/Incomplete
OE2: Demonstrate stewardship through transparency and accountability			
Objectives	Actions	Responsibility	Measures
2.1 Increase communication related to organizational funding and performance.	Add 2024 approved budget to BMPL and TBM website	CEO	Complete/Incomplete

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2.2 Communicate BMPL impact to Council and the community.	Develop the 2024 Action plan and key metrics for strategic plan implementation.	Board	Complete/Incomplete
	Apply the Valuing Ontario Libraries Toolkit and integrate results into Council and public presentations.	Board/CEO	# of presentations
2.3 Maintain BMPL as a safe, respectful public place.	Conduct a thorough review of all policies, updating language, eliminating duplication, and adding new policies where required.	Board/CEO	# of policies updated/introduced
	Oversee installation of security cameras.	CEO	# of cameras installed
	Create public signage re: appropriate behaviour.	CEO	# of locations posted
<b>OE3 Increase BMPL financial opportunities</b>			
<b>Objectives</b>	<b>Actions</b>	<b>Responsibility</b>	<b>Measures</b>
3.1 Investigate new funding opportunities to expand GLAM partnerships and services.	Finalize Charitable Status and develop policies to guide the accounting, use, and reporting of charitable funds.	CEO/Board	Complete/Incomplete
<b>OE4: Be a key partner within the Municipality</b>			
<b>Objectives</b>	<b>Actions</b>	<b>Responsibility</b>	<b>Measures</b>
4.1. Maintain strong communication with TBM leadership.	Hold quarterly meetings between the Town CAO and the Library CEO re MOU and shared goals.	CEO	Complete/Incomplete
	Meet semi-annually with Council members.	Board	
	Participate in Service Area Manager meetings as needed.	CEO	



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<b>4.2</b> Demonstrate GLAM impact to relevant stakeholders.	Present the 2023 Year in Review to Council, highlighting BMPL's annual achievements and demonstrated value to the community.  Work with TBM and community partners to launch a Cultural Map.	CEO/Board  CEO	Complete/Incomplete  # of sites identified
<b>4.3</b> Promote TBM Art Scene	Engage TBM in the advertising and implementation of the Blue Mountains Arts and Crafts Walk.	CEO	Partnerships established Increased participation
<b>OE5: Provide inclusive and engaging communications with and to the community</b>			
<b>Objectives</b>	<b>Actions</b>	<b>Responsibility</b>	<b>Measures</b>
<b>5.1</b> Build audience on all communication platforms.	Increase collaboration between Library/TBM communications.  Add GLAM information to Town 2024 Welcome packages.	CEO  CEO	Complete/Incomplete with example  Complete/Incomplete
<b>5.2</b> Expand BMPL's network of engaged citizens/groups.	Identify key influencers and develop a community plan with priority groups.	Board	Complete/Incomplete