

Objective: Facility Focus

1. Integrate New Branch into Library System and Community

Strategic Actions:

The Move:

- Complete move to new facility in an organized and efficient manner utilizing moving company for the majority of the move
- Involve volunteers in the move using an innovative approach that will maximize exposure of the move and volunteer involvement with media

Getting Familiar:

- Clearly identify and document any deficiencies with the facility and report to Township Project Manager
- Identify operational shortcomings that may emerge and move swiftly to address the concern and remedy

Maximizing Use:

- Explore framework for partnerships with the recreation department
- Explore framework for partnerships with the local community groups

Desired Outcomes:

- Main branch library is fully functioning and contributing to system
- Volunteers have embraced new facility as their own
- Community recognizes the importance of the library and impact of the overall facility on quality of life to the greater Bridgenorth community

Objective: Facility Focus

2. Complete facility reviews of Ennismore & Lakefield

Strategic Actions:

Conduct critical review of facility and document necessary upgrades

Consider documented capital improvements/upgrades and recommend implementation.

(include also those deemed to be Township responsibility)

Desired Outcomes:

Ennismore and Lakefield branches maintain appeal to customers

Ennismore and Lakefield branches maintain appeal to volunteers

Capital needs are not only captured but available to be incorporated into budget process

Potential capital project data is available should grant opportunities arise

Objective: Collection Focus

3. Maintain a collection that meets the needs of the community

Strategic Actions:

Maintain the current per capita expenditure as a minimum standard

Identify areas of the collection that need improvement and/or expansion (grant opportunities)

Review collection formats to maintain currency and relevance (music CDs, Books on CD, etc)

Identify potential opportunities for increased system wide collection development

Increase marketing of specific areas of the collection (including review of existing marketing techniques and refresh of the website)

Desired Outcomes:

Maintain or Increase circulation statistics

Increased branch traffic (expanded count framework by season)

Increased use of on line tools with respect to the collection and reference tools

Increased card usage year over year

Increased usage of the collection items year over year

Objective: Programming Focus

4. Provide programming to meet the needs of the community

Strategic Actions:

Establish goals & purpose, need & focus of programming

Embrace opportunities to work with existing community groups

Develop network of potential volunteers in this area

Desired Outcomes:

Established Programming that is meeting gaps in the community.

Established roster of enthusiastic volunteers assisting with Programming.

Community groups increasing use of library services and facilities on a regular basis.

Community partners (ie. daycares, schools, etc.) regard the library as a viable partner in additional program opportunities

Objective: Staffing Focus

5. Set hours of operation that maximize user access

Strategic Actions:

Staff

Continue long term goal of increased weekly hours with library staff on site

Hire new librarian as part of long term organization review roll out

Consider current staffing model and impact of other objectives

Reconsider existing assignment of specialized roles and realign with skill-set where appropriate

Volunteers

Recruitment (research and target market shift additions)

Satisfaction

Consider untapped potential in all branches

Maintain awareness of trends in sector as well as specific to our geographic area

Desired Outcomes:

High customer satisfaction with respect to accessibility to library branches

Library users acknowledge and appreciate the unique mix between experienced staff and engaged community volunteers

Objective: Policy Focus

6. Continue Policy Development

Strategic Actions:

Prepare annual policy development report/timeline for adoption by Board in first quarter of year

Focus on mandatory policies as established by SOLS

Consider policy update of format to OPLG edition # 4

Desired Outcomes:

All branches function consistently as a system, based on sound policy.

Policy review remains a Board and staff focus

"We say what we do, and do what we say"

Objective: Policy Focus

7. New Library Services Plan

Strategic Actions:

Information gathering in advance of RFP preparation

Confirm funding for plan (taking into account new Twp DC Study)

Implement a Special Project committee of all Board Members to develop focus areas for new plan

Design new RFP to result in a new four (4) year library services plan

Distribute RFP and make recommendation to Board on appointment.

Engage consultant.

Desired Outcomes:

Seize the opportunity to garner experience and feedback from seasoned Board members

Active and willing participation in shaping the next phase of library service roll-out to community

Library services plan in place by late fall of 2010

Provides context for the development of the next strategic plan by new Board