



## Strategic Plan Goals and Objectives 2014-2019

Goal	Objectives	2014	2015	2016	2017	2018	2019
Work outside the library walls: build strong community partnerships	Create community partnerships	X	X	X	X	X	X
	Joint marketing/promotion		X	X	X	X	X
	Create County partnerships		X	X	X	X	X
	Create business partnerships				X	X	
	Partner with recreational facilities					X	X
	Apply for funding grants	X	X	X	X	X	X
Dynamic, cool, equipped community hub	Library as destination/community hub		X	X	X	X	X
	More welcoming physical space		X	X	X	X	X
	Increased accessibility – open hours				X	X	X
	Easier user-friendly access		X	X	X	X	X
	Dynamic multi-use space				X	X	X
	Multi-generational meeting place		X	X	X	X	X
Balancing Innovation	Staff technology training	X	X	X	X	X	X
	Use staff expertise & experience	X	X	X	X	X	X
	Infrastructure to support current technology needs		X	X	X	X	X
	Teens as technology leaders					X	X
How Are We Doing? Ongoing conversation with the community	Ongoing feedback from the public				X	X	X
	Understanding and collaboration of community services		X	X	X	X	X
	Equity of services across branches			X	X		
	Access to employment services				X	X	X
Innovative communication, evaluation and promotion	New methodology for evaluation		X	X	X		
	More engaging programming		X	X	X	X	X
	Promote successes		X	X	X	X	X
	Better online engagement		X	X	X	X	X
Anything is possible with outreach	Community outreach for under-served populations			X	X	X	X
	Outreach to specific community agencies		X		X	X	X
	New opportunities for lending (i.e. snow shoes, robots)				X	X	X
	Mobile circulation capabilities			X	X		
Staff: our most valuable resource	Training and support	X	X	X	X	X	X
	Increased engagement		X	X	X	X	X
	Improved internal communication		X	X	X	X	X

## Action Items 2019

Goal	Action	Q1	Q2	Q3	Q4
Work outside the library walls: build strong community partnerships	Reach out to County departments to partner on programs and/or events	✓	✓		
	Attend Friends of the Library meetings and continue to support events and advocacy in communities	✓	✓		
	Host community events linking multiple service providers or community members (i.e. Welcome to your Community, Maker Faire)				
	Recruit volunteers from the community to assist with special program offerings (e.g. tax clinics)	✓			
Dynamic, cool, equipped community hub	Add charging stations in some branches for patron use				
	Meet with IT department to discuss needs for future projects	✓	✓		
	Introduce and promote STARLINGS wearable tech for babies				
	Provide more STEM kits to branches and patrons				
Balancing Innovation	Deliver a staff development event addressing training needs				
	Introduce and promote online literacy program (Beanstack)	✓	✓		
How Are We Doing? Conversation with the community	Online survey gathering feedback from the public on our services and resources				
Innovative communication, evaluation and promotion	Create a Marketing Strategy by end of Q2 and work on implementation in Q3 and Q4		✓		
	Annual Report to the Community		✓		
Anything is possible with outreach	Outreach focus on businesses, recreation, and seniors	✓	✓		
	Build awareness and support for the bookmobile project		✓		
Staff: our most valuable resource	Utilize and develop staff in leadership roles in working groups and committees		✓		
	Mental Health and Safety training for staff				
	Regular Labour/Management meetings with both Unions				