

# 2024 Bruce County Business Plan

## **Department: Library**

### **County of Bruce Strategic Priorities:**

1. Build a strong and inclusive community.
2. Enhance and grow partnerships
3. Strengthen the County's use of technology and innovative initiatives.
4. Promote responsible growth.
5. Ensure a positive, inclusive, and accountable work culture.
6. Be an employer of choice.
7. Build capacity to adapt to and limit the effects of climate change.

### **Bruce County Public Library Strategic Priorities:**

1. Digital Community Facilitator
2. Community Sharing Place
3. Trusted Community Connector

## 2024 Bruce County Business Plan

### 2024 Bruce County Business Plan - Key Performance Indicators:

Indicator	2019 Actual	2020 Actual	2021 Actual	2022 Actual	2023 Actual	2024 Q4	2024 Budget
In-person programs held	2,811	603	1,140	1,674	2080	2,575	1,550
In-person program attendance	26,447	3974	25,233	21,745	25,477	27,957	22,000
Virtual/Recorded programs created					27	31	25
Virtual/Recorded program views					6,497	5,084	2,250
Branch Door Counts					212,663	228,787	200,000
Active Library Card Users	25,218	22,307	24,306	21,280	22,744	25,213	22,000
Electronic Database Use	8,891	13,173	36,289	35,549	38,853	41,422	40,000
Circulation - Physical items	401,146	223,430	312,030	368,226	379,786	368,901	375,000
Circulation - Digital (eBooks, eAudiobooks, eMagazines)	70,000	75,000	109,057	113,588	118,332	156,985	115,000
Visits to library website and online catalogue	311,665	255,894	323,344	358,486	362,267	406,769	300,000
Social Media Followers	4,200	4,500	5,867	6,538	7,576	8,435	8,000

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2024 Major Initiatives	Operational	Capital	Combined Total	Quarterly Update	Initiative Status
	Budget Cost (year)	Budget Cost (year)	Budget Cost (year)		
1. Programming Review	\$21,500		\$21,500	The Program Review culminated in a new Programming Toolkit that was presented to library staff at our annual Staff Development Day in October. The new framework connects our programs to the Strategic Plan and identifies program standards, expectations, and evaluation processes.	Complete
2. Paisley Relocation and Branch Improvements	\$35,000	\$30,000	\$65,000	All components of the Paisley Branch relocation are now complete, with the total cost slightly under-budget. Staff continue to see increased foot traffic and circulation.	Complete
3. Virtual Branch	\$40,000		\$40,000	Design work on the new website is complete and staff are in the process of adding content. The new site will offer enhanced features, including online program registration, improved navigation and increased functionality. The website will launch in January, with December dedicated to promoting the upcoming changes to ensure a smooth transition.	Complete

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2024 Major Initiatives (Operational & Owner)	Project Description	Estimated Budget Cost (year)	Outcome	Program Budget Pressure Category
<b>1. Programming Review</b>  <b>Owners:</b> Library Director, Assistant Director, Program Coordinator	<p>In 2024, clear procedures, guidance, and training for library staff will be developed.</p> <p><b>Phase 1:</b> Evaluate current program offerings and determine what should be added or removed.</p> <p><b>Phase 2:</b> Seek public input on programming as part of the review.</p> <p><b>Phase 3:</b> Staff will identify and implement leading practices for library programming. New staff training will be implemented.</p> <p><b>Link to Strategic Priorities:</b></p> <ul style="list-style-type: none"> <li>• Be a Trusted Community Connector</li> <li>• Support our value of Service Excellence</li> <li>• Ensure a positive, inclusive, and accountable work culture</li> </ul>	<p>Internal staff time: \$19,000</p> <p>\$2,500 trainer/speaker</p>	<p>The project will occur throughout 2024.</p> <p>Phase 1: Q1-Q2</p> <p>Phase 2: Q2-Q3</p> <p>Phase 3: Q4</p>	Service Initiative

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2024 Major Initiatives (Operational & Owner)	Project Description	Estimated Budget Cost (year)	Outcome	Program Budget Pressure Category
<b>2. Virtual Branch</b>  <b>Owners:</b> Library Director, Assistant Director, Communications and eServices Coordinator	<p>BCPL seeks to modernize the Library's website to integrate assets and services across platforms and improve our virtual customer interactions. Part of this reinvention will include a new events calendar that includes online registration and program reminders. Staff workflows will be more efficient and the ability to highlight library collections and programs will be increased.</p> <p><b>Link to Strategic Priorities:</b></p> <ul style="list-style-type: none"> <li>• Be a Digital Community Facilitator</li> <li>• Be a Community Sharing Place</li> <li>• Strengthen the County's Use of technology and innovative initiatives</li> <li>• Culture and Capacity pillar - Strengthen our capacity to deliver</li> </ul>	\$40,000	Q4	Service Initiative

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2024 Major Initiatives (Operational & Owner)	Project Description	Estimated Budget Cost (year)	Outcome	Program Budget Pressure Category
<b>3. Paisley Relocation and Branch Improvements</b>  <b>Owners:</b> Assistant Director	<p>The Paisley Branch will relocate to the second floor of the Paisley Arena in 2024. New furnishings and shelving are required for the expanded space that will become a true community hub. The project will result in an accessible new branch location with a welcoming interior that meets community and operational needs.</p> <p><b>Link to Strategic Priorities:</b></p> <ul style="list-style-type: none"> <li>• Be a Community Sharing Place</li> <li>• Be a Trusted Community Connector</li> <li>• Build a strong and inclusive community</li> </ul>	\$65,000	Q2-Q3	Service Initiative

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### Key Performance Indicators Index:

Key Performance Indicators	Description
In-person programs held	Programs consist of weekly programs like story time or baby time, special programs like an author visit, technology training, and community development such as outreach at Fall Fairs or partnered programs with community groups. Staff will count number of programs held. Includes Bookmobile programming.
In-person program attendance	Total participation in library programs by the public at all branches, including the Bookmobile, or at outreach events. Staff will count number of participants at programs.
Virtual/Recorded programs created	The number of virtual or record programs created and/or presented by staff.
Virtual/Recorded program views	The number of online attendees or viewers of an online presentation or program. Views will be cumulative for the calendar year.
Branch Door Counts	The number of people entering any of our branches or the Bookmobile, excluding staff.
Active Library Card Users	Counts of members with cards that have not expired. Report generated from Integrated Library System (ILS).
Electronic Database Use	The number of sessions/logins for all online resources. Data is collected through vendor site statistics.
Circulation - Physical Items	Counts number of physical items circulated (books, DVDs, audiobooks). Report generated from ILS.
Circulation - Digital Items	Counts number eBooks, eAudiobooks, and eMagazines checked out online through the Overdrive collection. Data collected through vendor site statistics.
Visits to library website and online catalogue	Counts number of visits to the library website. Data collected from web statistics.
Social Media Followers	Counts number of followers on X(Twitter), Instagram, Facebook and YouTube. Data collected from social media statistics reports.