



TEMISKAMING SHORES PUBLIC LIBRARY



STRATEGIC PLAN 2020-2025

Prepared by the Temiskaming Shores Public Library Board, Library CEO and Consultants
from Ontario Library Service North

Temiskaming Shores Public Library Strategic Plan 2020-2025

INTRODUCTION

In a rapidly changing world our libraries are increasingly the source of education, communication, creativity and connection. Much more than books on shelves, our library must grow and evolve to meet the needs of our community.

We have embarked upon a five-year strategic plan to guide our board and staff in developing programming and resources that reflect the changing demographics of our region.



OUR DATA GATHERED

Users and non-users of our public library have provided us with some very valuable feedback over the course of the last few years as we've prepared to renew our Strategic Plan. Their insights in summary are as follows:

Maintain a high standard and quality for the collections we provide.
[Requests for specific books/titles/authors/items, more \$\$ for new books/movies, bigger budget]

Provide adequate space to cater to the programming and activity requests made. [Programming or activity room]

Enhance our physical space to create a more comfortable, welcoming and inviting space. [More space, modern facility: Comfy chairs, water fountain, water bottle filling station, better washrooms]

Provide better parking options which reflect the needs of our community members and their access to the public library. [Better parking]

Consider assessing and potentially enhancing the current public service hours. [More or different hours]

Assess and enhance our public library space to ensure our facilities are universally accessible to all users. [Accessibility]

Diversify the programming offerings provided by the Public Library for adults and children. [More or different programming for both adults and children]

Expand and diversify the non-traditional options and offerings our collections, programs and services provide to our public library users.
[Lending centre/hub for more non-traditional items/programs]

Ensure the Public Library maintains it's physical presence in the downtown area of the Municipality. [Maintain downtown presence]

Provide library users with a reliable source of technological help, support to address their need for knowledge relating to technology and innovation.
[Requests for technology help or items]

Assess and review all user fees imposed by the Public Library to ensure they remain accessible and affordable for all users regardless of social or economic status. [Ensure library fees remain affordable]

OUR MISSION STATEMENT

The Temiskaming Shores Public Library is a source for inspiration and inclusion in our community. We enhance our neighbourhoods by providing access to resources, programming, and opportunities for participatory learning and leisure in both official languages.



OUR CORE VALUES

Acceptance/Inclusion

Accessibility

Cooperation

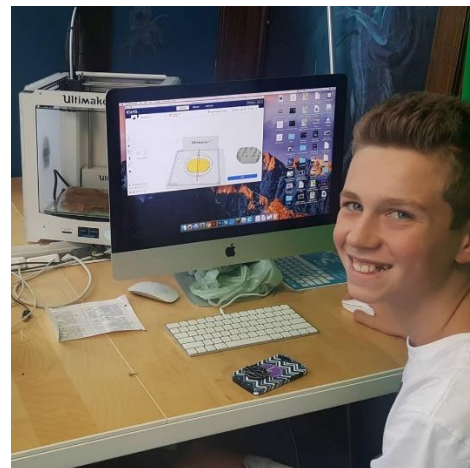
Inspiration

Resourcefulness

Innovation

Adaptability

Integrity



OUR PARTNERS' VOICES

Strategic Planning: Municipal Planning Priorities from the 2012-2020 City of Temiskaming Shores Official Plan

- Library Services -

- Library services are recognized for their educational, research, and resource benefit to a multi-cultural community
- The City intends to undertake a space needs analysis and Library Services review
- Library facilities (space needs) will be planned to meet current and projected needs to ensure that capacity is available to meet the future needs of the community in both languages
- The intent of the Plan is to encourage the municipal and post-secondary systems to assess the opportunities for a more integrated delivery of library services to the public
- Libraries and other educational facilities are part of the building blocks of a community. They prepare people of all ages and abilities for working and contributing to our societies. It is important that they continue to operate and train students and residents well into the future. This is in part dependent on continued investment into buildings, equipment, books and human resources by all levels of government. Schools and libraries, apart from providing space for learning, also provide green space and parks and well as facilities for meetings.



OUR VISION STATEMENT

The Temiskaming Shores Public Library is an accessible and inviting space which is our community's source for inspiration, education, innovation and relaxation. Our core organizational philosophy, backed by the dedication of our engaged staff, is firmly rooted in the principles of providing the services that you require. Ranging from the traditional basics for which we are known, to providing you with opportunities to engage with the newest innovations, the Temiskaming Shores Public Library will help you keep pace in today's ever changing world while never losing sight of the importance of the written word celebrated in our curated book and e-book collections.



OUR STRATEGIC PRIORITIES

1. Enhancing the use of our Space

Goal: Maximize Library and Community use of the new library space

Objective: Encourage Community use of our new library space

Action Plan: raise awareness about the new library space through promotion on social media

Action Plan: Host an open house in the new building

Action Plan: Create a calendar that includes both library and community events

Action Plan: update our website to include information on the new library space and how the community can make use of it

Goal: Review and enhance the library's programming policies and plans

Objective: Review and update the library's programming policy

Action Plan: Determine a date to review and update the public library's programming policy to consider the new space.

Action Plan: Update and approve a new programming policy for the library in 2020.

Action Plan: Set a schedule for future review and assessment of the programming policy

Action Plan: Jointly create an Annual Programming Plan framework to be approved, utilized and updated by programming staff, approved by the CEO and budgeted for on an annual basis by the Board.

Goal: Target and connect new partnership opportunities with local organizations to enhance our programming offerings.

Objective: Identify Community Partners

Action Plan: Annually approach two new community partners over the term of this plan to discuss possible partnership opportunities

Action Plan: Board members and CEO attend local meetings of Non-Profit Groups in Temiskaming Shores to increase awareness of local partnership opportunities

Action Plan: Once new partnerships are established, dialogue with our new Local Partners to collaboratively apply for mutually beneficial grants and funding opportunities to further both the public library's offerings to the community and enhance connections to our Local Partners.

Performance Measure: Track use of the space

Performance Measure: Track attendance at programs

Performance Measure: Increase local partner engagements with the public library over the term of this plan. Conduct programming using partner resources in public library space over the term of this plan.

2. Maintain and Grow our technological relevance to our patrons and the community at large

Goal: To have technologically competent staff

Objective: To ensure staff capacity to address the technology needs of patrons

Action Plan: Allocate funds in the annual budget for staff training

Action Plan: Create and develop policies which support the hiring of engaged and technologically capable staff to foster the growth of technology in our public library

Action Plan: Collaborate with the Municipality to expand the possibilities for library staff training

Goal: That the library has up-to-date equipment and tools to satisfy user needs

Objective: To ensure that patrons and staff have the tools required to be innovative, creative and collaborative

Action plan: Annual review of hardware and software available to patrons

Action Plan: Investigate funding opportunities for new technologies through grants and sponsorships

Action Plan: Dedicate staff time to investigate new relevant technologies

Action Plan: Train staff to be able to assist patrons to use new technologies

Objective: To ensure that staff have the tools required to fulfill the programming and operational needs of the library

Action plan: Annual review of hardware and software

Action plan: Research software developments for library use

Goal: To be the Community Hub for technology

Objective: Ensure awareness and accessibility to the community of the library's technological services

Action Plan: Target opening hours to ensure access to technology when required most by patrons

Action Plan: Create user guides and troubleshooting guides for patrons for library hardware, software and online resources

Action Plan: Create a plan for promoting the library's technological resources

Performance Measure: Track usage

Performance Measure: Use Edge/Bridge project to survey users

Performance Measure: Qualitative data reflecting how the library has had an impact on patrons through technology services

3. Literacy Programming

Goal: To support the enhancement of literacy for all ages in our community through the provision and development of programs

Objective: Increase the circulation of our print and e-book collections in both official languages

Action Plan: Book clubs in both official languages

Action Plan: Promote the Library's Teacher's cards—the fine-free library memberships offered to teachers within the library's catchment area

Objective: Provision and development of programming suited to address community needs

Action Plan: maintain early literacy programs in both official languages for all ages

Action Plan: Hold Spelling Bees and other fun, literary programming

Action Plan: investigate programming that would promote the multilingualism of our area.

Performance Measure: Circulation statistics

Performance Measure: Program attendance

Performance Measure: Collect qualitative data in the form of stories, testimonials and other outcome data about programs and services

Performance Measure: Develop a metric to determine if there is a correlation between programming and circulation

4. Promotion of libraries and library services in South Temiskaming

Goal: Foster working relationships with libraries, municipal councils and other organizations in our region

Objective: To increase awareness of the importance and value of libraries in South Temiskaming

Action Plan: Presentations to municipal councils

Action Plan: Outreach to organizations in our area

Action Plan: Support library organizations, such as the Northern Lights Library Network, when possible

Goal: To continue to collaborate with the Northern Lights Library Network to promote libraries in our region

Objective: To capitalize on the work of the Northern Lights Library Network to benefit libraries in our region

Action Plan: Attend meetings of the Northern Lights Library Network

Action Plan: Seek input and expertise on the promotion of libraries

Action Plan: Collaborate on projects to promote the use of libraries

Goal: Work with local, surrounding libraries not in the Northern Lights Library Network to promote library services

Objective: To promote use of all libraries in our region

Action Plan: Create and share programming packages, descriptions and ideas

Action Plan: Reciprocally promote events

Action Plan: Joint hosting of programs

Goal: General promotion of libraries

Objective: To highlight the value of a library in the community

Action Plan: CEO continues to advocate value of library with municipal council and other organizations

Action Plan: Develop and update the Library Value Toolkit report

Performance Measure: Program attendance

Performance Measure: Number of memberships

Performance Measure: Partnership creation

OUR PERFORMANCE MEASURES

During the course of the plan the library will be reporting to users, the community and stakeholders regarding the tracking and progress of the various performance measures. Analytics referring to both Quantitative and Qualitative data will be shared during the term of the plan.

OUR NEXT STEPS WITH YOU...

As we move into a new era of provision of library services in South Temiskaming, we are excited about the opportunities provided by our new geographic locations at 285 Whitewood Avenue West in Temiskaming Shores and our partnership with Northern College. These fully accessible, open and inviting locations will allow us to maximize our current resources and our future programming. We look forward to embarking on this new adventure with you!



