



**Wainfleet Township
Public Library**

STRATEGIC PLAN 2007 – 2010

Revised: January, 2009 & January, 2010

Planning is the process by which the library board and staff ensure that the community is being served and its needs are met. The following plan is intended to meet the library's needs for the next four years, from 2007 until the end of 2010.

I. KNOWING WHERE WE STAND

■ COMMUNITY NEEDS ASSESSMENT

A community needs assessment will be developed over the next four years and will be in place to better assist us with our next long-term planning cycle beginning in 2010.

II. DETERMINING WHERE WE ARE GOING

■ MISSION STATEMENT

The Wainfleet Township Public Library Board guarantees free and equitable access to all with opportunities for personal enrichment and lifelong learning. We accommodate the changing needs of our community through the on-going development of appropriate collections and services in an up-to-date facility.

■ VISION STATEMENT

Our library continually strives to be the community hub for all citizens to achieve their recreation, information, education, entertainment and technological needs.

■ CORE VALUES

We believe in:

- the value of an informed, literate community
- empowering citizens through knowledge
- accessible services for the citizens of Wainfleet

- forging strong ties with the community

■ **PRIORITIES AND DIRECTIONS**

The Role of the Library in the Community

The board has ranked the following roles in order of importance:

1. Preschoolers' Door to Learning/Independent Learning Centre
2. Information Highway Node
3. Community Information Centre/Community Activities Centre
4. Popular Materials Library

III. FIGURING OUT HOW TO GET WHERE WE WANT TO BE

■ **OBJECTIVES and ACTION PLANS**

Actions, Responsibilities, Timing, Monitoring

Role 1. Preschoolers Door to Learning

Objective

To promote and encourage library use among young children and their parents, with the aim of making them responsible citizens.

Rationale

In a community with limited activities and programs for young children and as a library that encourages and promotes lifelong learning, we believe that providing programs and services for preschool-aged children will serve them well and make them avid users of libraries over the course of their lives. Instilling in them a love of books and reading at an early age, is, in our view and experience, of benefit to each child and to our community as a whole.

In particular:

- a. To provide as diverse a range as possible of programs and materials for preschool-aged children with the long-term purpose of making them avid users of libraries over the course of their lives.
- b. To provide programs and activities that allow for participation of both children and parents.

- c. To make available for parents and caregivers up-to-date materials and programs to assist them in the challenging task of raising children.
- d. To increase awareness and use among children of our juvenile materials collection and among parents of our parenting collection.

ACTION	RESPONSIBILITY	TIMING
<u>Programs</u>		
1. To run at least one preschoolers' program over a six-week period, one-hour sessions during 2010 with an attendance of a minimum of 5 children	Leanne	Ongoing
2. To develop events such as: Teddy Bear Picnic Harry Potter party, etc.	Leanne	Ongoing
<u>Promotions</u>		
3. To make available library displays, flyers and other promotional materials intended to inform patrons of programs and services available for children and their parents.	Leanne/Cheryl	Ongoing
<u>Collections</u>		
4. To continue to update the juvenile fiction and picture book collections, along with the adult non-fiction books on parenting. (See attached chart.)	CEO Assistant Librarian Other staff	Ongoing 4 years

Role 1. Independent Learning Centre

Objective

To support individuals of all ages pursuing a sustained program of learning.

Rationale

Our library believes that lifelong learning is necessary and important to all the citizens of Wainfleet regardless of their age or economic background. Whether patrons use the library to satisfy their recreational, educational, entertainment or technological

information needs, providing programs, services and materials that facilitate this learning process is at the heart of our mandate.

In particular:

- a. To provide timely, accurate and useful information for teens and adults seeking self-improvement, job-related development, or information on hobbies or cultural interests.
- b. To support the educational curricula of schools in the area.
- c. To encourage seniors in our community to take advantage of programs and services aimed at them.

ACTION	RESPONSIBILITY	TIMING
<u>Programs</u>		
1. To continue our partnership with the Schools by setting out a more systematic program of class visits.	Lorrie	Ongoing
2. To continue a teen summer reading club as well as children’s book clubs.	Leanne	Ongoing
3. To continue to expand our adult programs with a particular emphasis on those for seniors in our community (euchre/dominoes).	Lorrie/ Leanne with input from Barbara Mynlieff	2010
<u>Collections</u>		
4. To keep collections up to date—particularly reference.	Lorrie	Ongoing
<u>Promotions</u>		
5. To visit the schools and other community organizations to promote the library using tools such as the PowerPoint presentation.	Lorrie/Leanne	Ongoing

Role 2. Information Highway Node

Objective

To provide access to the Internet and other electronic sources of information as required by the community.

Rationale

Technological resources have become an indispensable part of a library's offerings. Access to the Internet and to electronic materials are particularly welcome and useful in a small, rural community such as Wainfleet. These have proven to be a big draw enabling the library to attract more patrons, particularly those who may not in the past have had any use for the traditional materials and services. In addition, given our library's size limitations, electronic resources require much less space in which to house them.

In particular:

- a. To ensure that new technologies are introduced to the community as they become available.
- b. To expose users to the most current and relevant technology in a timely fashion.

ACTION	RESPONSIBILITY	TIMING
1. To make available for loan laptops, DVD players and CD buffer/cleaner.	Lorrie/Dariusz	2010
2. To develop a staff computer manual . and update website.	Dariusz	2010
3. To develop and promote fibre optic/ WiFi network	Dariusz	2010
4. To continue to offer computer group sessions in the evening and daytime.	Dariusz	ongoing
<u>Collections</u>		
5. To continue to develop our electronic resources, e.g., DVD/video collections, through an ongoing weeding and acquisitions program.	Lorrie	Ongoing

Role 3. Community Activities Centre/Community Information Centre

Objective

To continue to develop and promote our library as a community information and activities centre with attention paid to the needs of our community residents and to coordination with local agencies.

Rationale

Since ours is the only public building, aside from the arena and the municipal offices, located in the village core, the library serves as the hub of the community and the focal point for activities, meetings and services. In conjunction with its role as an activities centre, the library disseminates information from the community to the community and works conscientiously to fulfill the role of community information centre.

In particular:

- a. To foster an ongoing reciprocal and mutually beneficial arrangement with the Wainfleet Historical Society, the Agricultural Society; the Marshville Festival; and the Lion's Club, and to cooperate with them as requested to promote their cultural, social, and recreational activities by providing them with space and equipment; by providing promotion/publicity through events such as raffles and draws, through computer sites.
- b. To cooperate with other community agencies to promote the subject areas of health and family issues by providing space for their materials within our Library such as bulletin boards, and appropriate stands, equipment and display areas.
- c. To strive to get people to use the library more as a gathering place, including seniors.
- d. To explore whether there is a need in the community for homebound service.

ACTION

RESPONSIBILITY

TIMING

Programs

1. To provide the community with service information about local non-profit organizations.	All staff (Cheryl manages bulletin board)	Ongoing
2. To increase the numbers for the Visiting Library Service.	Lorrie/Board (Pat Wilson)	Ongoing
3. To make available to seniors at the Friendship Room a pool of books and other materials on a rotating basis.	Lorrie	2010

Promotions

4a. To procure funding for an assessment of the ways we can better serve community groups. Board/Lorrie/staff support 2007-2010

b. To conduct a community needs assessment, which will initially take the form of a written survey.

5. To present to local organizations and community groups, such as the Lions Club, Chamber of Commerce, Historical Society, the library's PowerPoint presentation in an effort to better promote our programs and services and to open a dialogue with them. Lorrie Ongoing

Role 4. Popular Materials Library

Objective

To actively develop, promote and display our popular materials collection.

Rationale

New releases, both non-fiction and fiction, have proven a popular choice among the residents of Wainfleet who borrow these materials to satisfy their entertainment needs. They circulate well for an extended period of time and are often requested; particularly by our summer residents who are looking for materials that are entertaining and provide light reading.

In particular:

- a. To feature current, high-demand, high-interest materials in a variety of formats for persons of all ages.
- b. To assess and inventory the collection as a precursor to developing a collection development plan.
- c. To focus on developing and properly storing the local history collection, including the digitization of the collection.

ACTION	RESPONSIBILITY	TIMING
<u>Programs</u>		
1. To continue with our programming such as the monthly Book Club, Philosopher's Café and Classic Book Club that highlight and tie in to materials in our collection.	Leanne	Ongoing
<u>Collections</u>		
2. To continue with the systematic and ongoing purchase of materials.	Lorrie	Ongoing
3. To inventory and assess all collections	Lorrie/Dariusz	2010
4. To investigate the possibility of obtaining funding for the purpose of digitizing the local history collection or in-house digitization.	Dariusz/Temp	2010
5. To continue to collect newspaper clippings pertaining to Wainfleet.	Cheryl/volunteer	2010
<u>Promotions</u>		
6. To make available to patrons readers' advisories, bookmarks and other materials that promote our collections. This will also include a "Best Books" list on our website.	Lorrie/Cheryl	Ongoing