

WAINFLEET TOWNSHIP PUBLIC LIBRARY STRATEGIC PLAN 2017-2021

INTRODUCTION

The Wainfleet Township Public Library is a community organization committed to providing a responsible library service that meets the educational, informational, technological and recreational needs of its users. Serving a population of 6,372, Wainfleet Library fulfills many roles and purposes in the community: a lifelong learning support, a popular materials library, a preschoolers' door to learning, computer literacy support and a reference library. These roles are determined by conducting in-house and community surveys and interviews, which allow for the development of a strategic plan that ensures patrons receive appropriate, relevant and timely materials, services and programs.

MISSION STATEMENT

The Wainfleet Township Public Library Board guarantees equitable access to all with diverse opportunities for personal enrichment and lifelong learning.

VISION STATEMENT

The Wainfleet Township Public Library aims to inspire personal growth and to embrace innovation in a welcoming and comfortable environment where people of all ages can learn, read and relax.

CORE VALUES

We believe in:

- Offering excellent service to the community
- Empowering citizens through knowledge
- Providing accessible services for all library patrons

STRATEGIC DIRECTIONS

AREA OF FOCUS

STRATEGIC DIRECTIONS

1. Programs and Services Delivery

1.1 To promote and encourage library use among young children.

1.2 To develop new programs and services for young adults

1.3 To encourage adults and seniors to take advantage of our many programs and services.

2. Collections and Materials Management

2.1 To actively promote our popular materials collection.

2.2 To evaluate how our electronic materials are being used and to determine the ongoing need and cost for additional materials

2.3 To ensure the relevance of our print collections.

3. Technology

3.1 To provide up-to-date e-resources.

3.2 To update our Integrated Library System.

3.3 To continue to enhance our computer training Programs.

4. Community Relations

4.1 To promote the library as a community information and activities centre.

4.2 To create outreach programs that partner with community agencies to promote the library's resources.

4.3 To celebrate Canada 150.

5. Facility Management and Administration

5.1 To prepare for an upcoming accreditation review in 2018.

5.2 To review current staff positions, giving consideration to continued relevancy, efficiency and future needs.

5.3 To increase and improve operational efficiencies and maintain building standards.

5.4 To monitor the library's extended hours of operation.

ACTION PLANS

1. PROGRAMS AND SERVICES DELIVERY

STRATEGIC DIRECTION 1.1

To promote and encourage library use among young children.

ACTION PLANS

- 1.1.1 Develop additional after-school activities
- 1.1.2 Continue pre-school programs such as Time for Tots and Craft, and Time for Tots and Free Play
- 1.1.3 Develop alternative summer reading program activities such as kitemaking, etc.

STRATEGIC DIRECTION 1.2

To develop new programs and services for young adults.

ACTION PLANS

- 1.2.1 Sponsor an open house to provide high school students with information about Brock University and Niagara College each January, February, March and September, October, November
- 1.2.2 Host a local history talk monthly or bi-monthly???
- 1.2.3 Host an annual informational library open house each April
- 1.2.4 Create programs for parents and children to attend together and programs for teens as requested in current surveys: writing craft, tech scavenger hunt, technological info, theatre/performance, cooking and gardening seminars.

STRATEGIC DIRECTION 1.3

To encourage adults and seniors to take advantage of our many programs and services.

ACTION PLANS

- 1.3.1 Continue June Euchre Tournament
- 1.3.2 Add programs: Dominoes and Rummoli Tournaments, Themed Trivia Nights
- 1.3.3 Expand the Visiting Library Service
- 1.3.4 Create a promotional broadsheet for seniors with relevant information in cooperation with EMS, info on how to use library website and access new materials
- 1.3.5 Create programs of interest to adults: financial, gardening, travel, health series, e.g., naturopath
- 1.3.6 Participate in a community information fair, outreach for the library with informational handouts.

2. COLLECTIONS AND MATERIALS MANAGEMENT

STRATEGIC DIRECTION 2.1

To actively promote our popular materials collection.

ACTION PLANS

- 2.1.1 Continue newsletter, website, displays, top 10 list, staff/board pick
- 2.1.2 Produce teen broadsheet in digital format
- 2.2.3 Advertise within the community: at the arena, on Facebook, printed materials to the Township.

STRATEGIC DIRECTION 2.2

To evaluate how our electronic materials are being used and to determine the ongoing need for additional materials.

ACTION PLANS

- 2.2.1 Review statistics
- 2.2.2 Conduct written and verbal surveys
- 2.2.3 Implement a monthly on-line user poll.

STRATEGIC DIRECTION 2.3

To ensure the relevance of our print collections.

ACTION PLANS

- 2.3.1 Regular weeding
- 2.3.2 Review the Collection Development Policy of the Ontario Public Library Guidelines with an eye to review of our accreditation status.
- 2.3.3 Survey patrons on a regular basis (2 times per year).

3. TECHNOLOGY

STRATEGIC DIRECTION 3.1

To provide up-to-date e-resources.

ACTION PLANS

- 3.1.1 Monitor e-resource use on a monthly?? basis (see Collections Management, Strategic Direction 2.2)
- 3.1.2 Strive to be the front-line for new electronic products.

STRATEGIC DIRECTION 3.2

To update our Integrated Library System

ACTION PLANS

- 3.2.1 Determine the cost and requirements for implementing the Open Source
- 3.2.2 Make available live-hit interlibrary loans.

STRATEGIC DIRECTION 3.3

To continue to enhance and promote our computer training programs.

ACTION PLANS

- 3.3.1 Offer on-going how-to seminars on e-resources, such as ancestry, novelist, how-to online catalogue from home
- 3.3.2 Continue developing and offering monthly computer seminars/workshops
- 3.3.3 Provide staff training as required to keep up-to-date.

4. COMMUNITY RELATIONS

STRATEGIC DIRECTION 4.1

To promote the library as a community information and activities centre.

ACTION PLANS

- 4.1.1 Procure advertising space at the arena
- 4.1.2 Develop digital advertising.

STRATEGIC DIRECTION 4.2

To create outreach programs that partner with community agencies to promote the library's resources.

ACTION PLANS

- 4.2.1 Cooperate with Niagara Region, Bridges, Port Cares, St. John's Ambulance, Red Cross, Genealogy Society to provide programs of special interest
- 4.2.2 Wainfleet organizations and local businesses: Historical Society, Agricultural Society, e.g., Fall Fair; the Township and partnering for Canada 150 celebrations; boxes of books to dental office, bank, arena.

STRATEGIC DIRECTION 4.3

To celebrate Canada 150.

ACTION PLANS

- 4.3.1 Plan a fundraising event or activity, such as a library book bag or an event during Public Libraries Week in October
- 4.3.3 Family-oriented activities such as Bikes and Books
- 4.3.3 Produce a document in print and digitized formats commemorating the library's history.

5. FACILITY MANAGEMENT AND ADMINISTRATION

STRATEGIC DIRECTION 5.1

To prepare for an upcoming accreditation review in 2018.

ACTION PLANS

- 5.1.1 Review new guidelines
- 5.1.2 Implement necessary changes.

STRATEGIC DIRECTION 5.2

To review current staff positions, giving consideration to continued relevancy, efficiency and future needs.

ACTIONS PLANS

- 5.2.1 Hold regular meetings with staff members
- 5.2.2 Create a staff succession plan in conjunction with the Board
- 5.2.3 Determine the need and costs for the creation of an assistant librarian position
- 5.2.4 Increase staff professional development, in-house training, such as webinars, seminars.

STRATEGIC DIRECTION 5.3

To increase and improve operational efficiencies and maintain building standards.

ACTION PLANS

- 5.3.1 Establish a three-year plan to rejuvenate the outside front gardens with assistance from volunteers
- 5.3.2 Repair or replace the leaking skylights or remove them entirely and construct a new roof in the affected area
- 5.3.3 Advocate for a new building fund
- 5.3.4 Install outdoor security cameras
- 5.3.5 Repair the cracked wall on the south side of the building
- 5.3.6 Regular cleaning, inside and out, plus thorough spring cleanings.

STRATEGIC DIRECTION 5.4

To monitor the library's extended hours of operation.

ACTION PLANS

- 5.4.1 Conduct an on-going trial period with the library open on Saturdays until 3:00 p.m.
- 5.4.2 Budget review of additional hours.