

Mission (what we do)

The Smith Ennismore Lakefield Public Library supports and enriches the community by providing resources and opportunities for meaningful connections, lifelong learning and personal and cultural development.

Vision (what we will be)

The library is an essential community hub for all ages and abilities, fostering a love of reading through a variety of materials, utilizing innovative technologies, and offering a range of programming.

Essential, Innovative and Engaged

Values/Views

- A community gathering place
- Library as a destination
- Engaged group of well-trained staff and volunteers
- Providing consistent customer service that is friendly and welcoming
- With children's programming as a core service
- Innovative in the use of new technologies
- Positive environment that is non-judgmental and respects confidentiality

Strategic Directions, Objectives and Actions

1. Develop and strengthen the library's human resources

Obj. 1.1 – Evaluate the organization and roles of current staff

- Investigate methodology for staffing review
- Undertake staffing review
- Define and rewrite job descriptions (as required)
- Identify gaps in staffing and training
- Reassign and recruit staff

Obj. 1.2 – Develop a staffing plan in accordance with Strategic Plan Requirements

- Prioritize personnel needs from strategic plan objectives
- Investigate opportunities for volunteer involvement and skills available
- Identify and justify new staff opportunities
- 'Resource' the plan (ie. develop funding model)
- Prepare and present staffing plan report and begin dialogue with Council

Obj. 1.3 – Ensure ongoing staff training opportunities

- Collaborate on identification of training needs
- Recognize an annual training budget objective of 1% of salaries

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- Facilitate time available to pursue training opportunities
- Monitor training and report to Board as required

Obj. 1.4 – Consolidate and implement consistent volunteer management practices and ensure a comprehensive volunteer training plan

- Review and report on existing volunteer management policies and procedures
- Evaluate dmA Report recommendations regarding volunteer management
- Issue an updated policy and develop related procedures
- Audit volunteer training plan
- Promote volunteer training opportunities as individuals or groups

Obj. 1.5 – Foster a well-informed Board

- Review available resources
- Create a policy that supports the training of Board members
- Develop Board training plan
- Implement and resource the plan

2. Broaden the public's perception of the library

Obj. 2.1 – Create a Marketing Plan

- Collect and review background report on community perception
- Analyze current marketing practices and materials
- Evaluate practices of other libraries to promote services and document
- Develop multi pronged approach to promoting Library that spans print media to social media

Obj. 2.2 – Upgrade the www.MyPublicLibrary.ca website

- Identify interim improvements for refreshed website having regard for cost and time involvement
- Review existing library websites and note likes and dislikes
- Compile report and recommend approach for upgrade to the Board
- Initiate upgrade and complete “beta testing”
- Launch upgraded website and promote

Obj. 2.3 – Create an Consistent Image to support Library Strategic Plan

- Determine core elements to be emphasized in logo
- Develop seasonal/special event symbols to compliment main library logo
- Develop tag lines and catch phrases that relate to overall marketing thrust, website and Library Strategic Plan

3. Cultivate and expand community partnerships

Obj. 3.1 - Strengthen the library's position as a value-added community service

- Measure the value of key services
- Capture the linkages between library services and community needs
- Develop a good news presentation for Municipal Council
- Participate in the municipality's planning process to reinforce linkages

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Obj. 3.2 – Reassess and reinvigorate existing partnerships

- Conduct a critical analysis of existing partnerships
- Strengthen relationships with local schools
- Engage existing partners in a joint evaluation; learn how the partnership is working for them

Obj. 3.3 – Evaluate new partnership possibilities

- Develop the criteria by which to evaluate partnerships
- List and prioritize all possible community partnerships
- Initiate contact with top five (5) opportunities (using the good news presentation developed for Council)
- Implement partnership plans as appropriate

Obj. 3.4 – Facilitate the sharing of community information

- Collect traditional methods of information sharing
- Explore and prioritize new opportunities
- Implement one (1) new opportunity for information sharing annually
- Promote availability of library as focal point for information sharing
- Evaluate overall objective and related success

4. Extend the reach of library programs and services

Obj. 4.1 – Undertake a facility needs assessment for Lakefield Branch Library

- Compile existing information on building and site
- Identify gaps & needs related to strategic plan directions
- Define available options, including cost
- Engage professional assistance to identify preferred options
- Seek Council approval in principle

Obj. 4.2 – Undertake a high level facility needs assessment for Library System

- Identify gaps & needs related to strategic plan directions
- Define available options, ensuring consideration of rentals/short term leases
- Engage professional assistance to identify preferred options
- Seek Council approval in principle

Obj. 4.3 – Develop a programming strategy for adults

- Document existing programs (in library and in community)
- Define criteria for library programs
- Compile overview of recommended programming
- Identify resources and community options

Obj. 4.4 – Develop library's online presence

- Audit best practices of other library websites
- Determine level of interactivity and impact of social media
- Evaluate and report to Board
- Develop implementation plan with resources required

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- Establish and report on new set of measures

Obj.4.5 – Maximize access to library service

- Study strengths & weaknesses of our library service
- Match services to staff, volunteers, skills & facilities available
- Develop plan for top five (5) library service improvements
- Re-evaluate all services and implement one (1) new service annually

5. Build the library's technology proficiency and innovation

Obj. 5.1 - Develop technology training plan for staff and volunteers

- Conduct audit of existing training
- Identify training opportunities available for staff
- Develop and offer one (1) new enhanced training opportunity annually to volunteers
- Monitor training , revise, and report to Board as required

Obj. 5.2 – Maintain a robust technology infrastructure

- Define strengths and weaknesses of current infrastructure
- Monitor future trends and opportunities
- Explore opportunities for partnerships where they arise
- Ensure that sufficient financial model is in place to support updates as required

Obj. 5.3 – Increase public awareness & use of library's technology & electronic resources

- Document existing library technology in use
- Create a public awareness program
- Provide one (1) new series of public training programs annually
- Establish and report on new set of measures related to technology use in the library service