

Selwyn Public Library Strategic Plan 2021-2025

Strategic Direction: Develop and strengthen the library's human resources (Service Delivery)

- 1. Ensure that our staffing structure and training supports our current and future system needs.**
 - Review and assign staff roles and responsibilities to enhance the delivery of excellent customer service
 - Evaluate and ensure the investment of time and resources for staff training and self-directed learning opportunities meet the changing needs of the workplace
 - Implement regular staff training sessions for emerging technological needs

- 2. Retain, support, and develop a foundation of strong volunteers.**
 - Evaluate findings from the Trent Volunteer Study and the Volunteer Engagement Workshop to determine which recommendations could be applied to our new volunteer model
 - Develop a centralized and comprehensive volunteer recruitment and retention model that addresses both the current and future impacts of COVID-19 and includes volunteer coordination
 - Evaluate and refine current volunteer policies to ensure they are in alignment with the new volunteer model
 - Develop regular training opportunities for volunteers that focus on advancing knowledge, expertise and health and safety within our library system
 - Identify additional opportunities to recognize the hard work and dedication of our volunteer base
 - Enhance communication and involvement with new to you store volunteers and the Community Care Coordinator

- 3. Build Board competencies to optimize good governance.**
 - Ensure policies are current and consistent with Ontario Public Library guidelines
 - Digitize public library policies to improve efficiency and availability for public access
 - Develop a Board Code of Conduct
 - Develop a continuity of service policy which clearly details the procedures for the ongoing operation of the Library throughout a major emergency.
 - Review of Board training and succession strategies and consider opportunities for additional ongoing Board education and development

- 4. Advocate for the Selwyn Public Library through effective communication with the community, Municipal Council, and other governing bodies.**
 - Continue to explore and enhance collaborative opportunities with Selwyn Township departments and services
 - Identify and build relationships with community organizations that might share common goals in order to increase awareness of the library's role in the community
 - Develop a system for sharing stories and testimonials that highlight the essential role that our library plays within the community

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Strategic Direction: Expand access to programs, services, and collections (Services)

1. **Respond to the evolving technology needs of our community.**
 - Improve internet/wifi connectivity at the Ennismore Branch
 - Increase the base budget funding for technology equipment and electronic resources
 - Introduce and create access to new and emerging technologies for Library patrons
 - Continue to expand digital literacy programs
2. **Provide accessible, innovative and essential programming for all.**
 - Identify and develop programs and services based on community feedback
 - Develop a more innovative and flexible programming strategy for adults and seniors
 - Increase the level of involvement of young adults within the library
 - Continue to develop innovative virtual programming opportunities for all ages
 - Explore opportunities to develop programming that builds awareness of social justice issues
3. **Develop collections that support diverse needs and interests of our community.**
 - Maintain and strengthen a specialized collection that celebrates local culture and history
 - Ensure that collections represent diversity of culture and demographics
 - Digitize local history collections and develop effective marketing of these materials
 - Ensure a balanced collection of traditional and emerging materials available in multiple formats that supports patron interest, life-long learning and literacy
4. **Expand and explore new methods to measure the impact and usage of the library system.**
 - Provide library users with various ways to provide feedback on library programs and services
 - Explore additional qualitative ways to measure the use of the library: Wi-fi, time spent, program attendance
 - Measure additional library usage statistics outside of our typical fall survey week
 - *Record and report on the impact and usage of library services throughout the COVID-19 pandemic*

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Strategic Direction: Provide versatile, welcoming, and safe spaces (Facilities)

- 1. Increase availability and appeal of both indoor and outdoor spaces.**
 - Evaluate the current utilization of our library spaces, and ensure they are meeting the usage needs within our community
 - Explore the demand for more gathering and training space, within the context of a review of available space within the community
 - Evaluate the feasibility of increasing library operating hours, particularly in the Lakefield branch
 - Improve and refresh current indoor and outdoor library spaces to improve comfort, functionality and safety

- 2. Provide welcoming, safe, and accessible physical and virtual environments.**
 - Continue to develop an accessibility plan for each library that reduces physical barriers that limit library access
 - Identify and implement measures that prioritize the health and safety of staff, volunteers and our community
 - Undertake a Website enhancement which ensures that our website meets AODA accessibility standards
 - Develop and implement a scent-free policy for the Library
 - Identify potential cultural and social barriers that impede accessibility and reduce inclusivity within our library system

- 3. Actively collaborate with the Municipality in the design and expansion of the Lakefield Branch.**
 - Continue to explore grant and funding opportunities for future improvement and expansion of the Lakefield branch

- 4. Support and implement environmentally sustainable practices**
 - Explore and implement new operational practices that result in the reduction of energy and waste and are economically viable
 - Adopt and implement the Township of Selwyn's Green Events Policy
 - Ensure environmental sustainability is a consideration in future builds and renovations of library facilities
 - Improve usage of outdoor library spaces

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Strategic Direction: Engage the community in developing and promoting resources and partnership opportunities (Community)

- 1. Revitalize and implement a robust marketing and communications strategy to promote Selwyn Public Library.**
 - Identify new opportunities and methods to communicate with non-users of our Library system
 - Introduce mailed paper communication to patrons without virtual access and to those who are homebound
 - Provide accessible and inclusive communications to raise awareness of our programs and services

- 2. Identify and engage in new partnership and fundraising opportunities.**
 - Collaboratively design and deliver programs and services with community groups and organizations
 - Explore new and innovative fundraising opportunities (live music, wine tasting, art shows)
 - Develop and implement an online donations strategy
 - Explore opportunities to expand our brand awareness

- 3. Respond to the Truth and Reconciliation Commission's Calls to Action.**
 - Develop a position statement that reflects Selwyn Public Library's response to the Truth and Reconciliation Commission's Calls to Action
 - In collaboration with Indigenous communities, develop programs and services to support, educate, and inform
 - Provide inclusive spaces and resources to promote sharing of information, ideas, culture, and stories
 - Develop and maintain literature and history written by and about Indigenous peoples
 - Incorporate land acknowledgments at Board meetings
 - Provide staff, volunteer, and Board education and training to support the Calls to Action

- 4. Enrich and expand the reach of the library into the community.**
 - Increase programming and services to the community outside of the library branches: pop-up library and story walks
 - Expand the use of existing and potential outreach spaces
 - Continue to develop and offer innovative programming and outreach opportunities to local schools and daycares
 - Increase the number of active library card holders