

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

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*

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

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