



GREY HIGHLANDS
PUBLIC LIBRARY
The place to connect, explore and learn

Strategic Direction 2013-2016

Strategic Planning Process to date:

- a) During initial Strategic Planning Session in December of 2012, the Library Board reviewed and developed Mission and Vision Statements:

Mission Statement:

Grey Highlands Public Library contributes to an enriched community by providing and developing comprehensive public library and information services to Grey Highlands residents and visitors.

Vision Statement:

The Grey Highlands Public Library System will be recognized as the community's place to connect, explore and learn.

- b) **Environmental Scan:** an environmental scan exercise was performed using the SWOT analysis to determine the current situation and assist in the development of core strategies (goals) and objectives. Highlights of that process include:

Strengths

- Four accessible and welcoming branches – Flesherton, Kimberley, Markdale, Virtual
- Diversified collection
- Experienced staff and board
- Good relationship with council
- Strong support through volunteers and Friends of the Library groups
- Highspeed Internet Wi-Fi access/up-to-date public computer workstations

Weaknesses

- Multiple staff retirements and need for succession planning
- Finances-budget pressures
- Alternative information access points for the public

Opportunities

- Neighbouring libraries- county, union
- Shifts from analogue to digital (books to computers)
- School programs

Threats

- Municipal funding pressures
- User levels of activity
- Competing services
- Neighbouring libraries
- Technology

c) At the May 8, 2013 Planning Meeting the Grey Highlands Public Library Board and Staff identified the following core strategies :

- **Promote Strong Community Service**
- **Grow the Electronic Digital Service**
- **Increase programming services**
- **Advocate public library service**
- **Contribute to an integrated approach to cultural service in the Municipality of Grey Highlands**

d) The Library Board and staff will take the following actions to achieve these goals over the coming two to three years:

1. Promote Strong Community Service

- **Ensure collections are current, relevant and responsive to community**
- **Ensure staff receive training and education (including technology skills) to provide excellent public service**
- **Review staff organizational structure**
- **Strengthen outreach services (Homebound, Bulk Loans to Organizations)**
- **Focus on literacy**

2. Grow the Virtual (Electronic) Service

- Hire Virtual Branch Librarian
- Enhance functionality of the website and Virtual branch to increase community engagement and interaction
- Further develop and enhance online resources (i.e. E-books) for improved usability
- Continue to upgrade technical infrastructure (computer hardware, software, Internet connection).
- Provide information and training workshops on new electronic resources

3. Increase programming services

- Author readings (local authors, grants)
- Adult Programming
- Computer/Technology/Other training for public
- Programmes beyond library walls (schools, Foodbank, seniors groups)

4. Advocate Public Library Service

- Enhance Marketing and Promotion
- Provide information and training on the use of the library resources and the many formats that we offer
- Library Column/ Facebook
- Ensure library hours are responsive to needs of community

5. Contribute to integrated approach to Culture in the Municipality of Grey Highlands

- Working with Museum
- Working with Municipality
- Working with Local Artists
- Increasing programmes
- Cultural Committee Involvement

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