

# Strategic Plan 2017 - 2020

FOR THE GREY HIGHLANDS PUBLIC LIBRARY



**GREY HIGHLANDS  
PUBLIC LIBRARY**

*The place to connect, explore and learn*

## Introduction

The community of Grey Highlands, like many parts of rural Ontario, has experienced change in its people, their needs, and priorities. The Library at the same time is both a facilitator and respondent to community transformation. This continuous dynamic must filter and shape the reading and implementation of this plan.

In 2016 the Library Board and staff engaged in a strategic planning process to identify the future of our Library and to determine our priorities for service improvement and expansion.

We endeavored to connect with community stakeholders and residents- both users and non-users of the Library. We gathered information to understand community needs to help inform our thinking as we developed a strategy for the future. It is a future that embraces change predicated on new technologies, evolving communities and shifting values and lifestyles – all with significant implications for public library service delivery.

## Community Consultation Survey - 2017

**Summary:** During the latter part of July through October 2017, the library collected responses to a library survey (online and hard copy) that probed general views about their expectations and needs for library services. A series of questions was asked about library usage, access to services, the importance of various services offered, the impact of technology, barriers to use, and satisfaction with customer service standards. Extensive “other comments” were volunteered by respondents and are also reflected in this plan.

## Mission & Vision

# Mission Statement

To engage and empower through innovative and integrated library and cultural programs, service and information.

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# Vision Statement

Your place to connect, explore and learn.

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## 2017-2020 Priorities

### **CULTURAL LEADERSHIP**

Continue our role as a municipal cultural leader; Be a model for cultural leadership; Be recognized as community hubs where culture happens

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- Affirm our leadership role in community and cultural planning
- Respond to partnership opportunities with other cultural groups and municipal departments
- Increase content, variety and exposure relating to the Cultural Channel
- Host cultural roundtables with our municipal partners

## 2017-2020 Priorities (continued)

### **CUSTOMER FIRST**

Be a model for  
responsive and  
innovative service

- Increase community engagement (focus groups and follow-up surveys, for unrepresented demographics)
  - Enhance communications (newsletters, marketing, social media)
  - Review library hours of operation at all branches
  - Review facilities (seating, reading and service areas, work spaces)
  - Provide staff with relevant and applicable skills and training (technology, customer service)
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## 2017-2020 Priorities (continued)

### **TECH FRIENDLY**

Respond proactively to technology needs and opportunities

- Update and review Technology Plan (computer and connectivity needs, funding opportunities, training workshops)
- Review and enhance virtual services (web site, social media, policies, and e-resources – online databases, audio/e-books, digital collections)
- Explore and assess makerspace models in relationship to community need and feasibility

## 2017-2020 Priorities (continued)

### **SERVICE GROWTH**

Strengthen the current service provisions and resources based on the needs identified in our 2017 community survey and ongoing surveys and focus groups

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- Increase/develop programming that reflect current interests and needs of the community (technology, cultural, literacy)
- Strengthen collections (collection development strategies/practices)
- Capability planning (review organizational structure, volunteers, friends)
- Explore relationships with other libraries and community partners (outreach)