

Mission Statement

To enrich community life by fostering access to life-long learning, literacy, knowledge and information for all ages in a welcoming environment.

Our Vision

The Library is a community destination enhancing literacy and learning through access to technology, programs and materials.

Values

- Customer Service
- Intellectual Freedom
- Equitable Access
- Accountability
- Literacy

Library Board

Diane Waters, Chairperson
Tracey Fitchett, Vice-Chairperson
Kathy Kay, Council Representative

Trustees

Judy Leadbetter	Therese Restemayer
Linda Shannon	Linda Sladek
Susan Stokes	Sandi Sweeney
Trish Thornton	

*Please visit our website to view the detailed
Strategic Plan, 2017-2021
or contact your branch or email: info@gbpl.ca*



Township of Georgian Bay Public Library

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Strategic Plan 2017-2021

Township of Georgian Bay Public Library

Introductory Statement

The strategic planning process was facilitated by Prism Group International in order to provide a disciplined approach to the management of the Township of Georgian Bay Public Library over the next five (5) years.

The Library Board and staff attended a strategic planning session on Saturday, February 4, 2017 at the Baxter Ward Community Centre, Port Severn, ON.

The new strategic goals have taken into account library trends; customer, board, staff and stakeholder's surveys; standards and practices of libraries of similar size and location and Township plans that may have an impact on the future of the library.

Major Strategic Goal

To become a library that is also the social centre in our community.

Outcome: The community is using the Library, services and programs that make it a vibrant and welcoming "go-to" place.

Sub-Goals

Staff/Board/Culture

1. Rewrite staff job descriptions to include being ambassadors to the community.

Outcome: Supports the role of the Library as a Community Hub and can form the basis for performance expectations.

2. Offer ongoing targeted staff training.

Outcome: Staff are current, constantly improving their skills, more engaged in their work and more able to serve its patrons.

3. To review the mission, vision and values statements and to have them reflect a new-age/modern public library.

Outcome: Provides the basis for all Library decisions and directions and to communicate the message of what a new age/modern library is to the community.

Facilities

1. To develop Port Severn Library as a main branch full service library.

Outcome: A full service library in the main corridor of the Township.

2. To re-brand while keeping with the name "library" and add a phrase that would suggest a social setting.

Outcome: The library is a vibrant community hub.

3. To develop a catch phrase (tag line) in keeping with our Library's vision.

Outcome: A brief statement that encompasses, and helps Township residents recognize the Library's modern direction.

4. To increase the Library hours and programming.

Outcome: To enrich the community by accommodating more community members through services and support.

Services/Programs

1. To sponsor programs run by other groups and individuals in Township facilities.

Outcome: Increased library usage and making the library the "hub" of the community.

2. To use various forms of media to bring awareness to the community about services, programs and technology that is offered at the library.

Outcome: The community will be more aware of Library services.

3. To provide programs that incorporate all ages, especially young children.

Outcome: Increased use of the Library and community awareness.

Support/Volunteers

1. To capture the attention of the teenage and working community.

Outcome: More programming for teens, working residents and their families.

2. To redirect the public perception of the new-age/modern public Library.

Outcome: Increased usage by the community including involvement in programming activities provided by an ever-evolving library.

3. To develop an overall marketing plan.

Outcome: The Library will have a focused plan to achieve its goals and will increase its communication in the community.

4. To further improve the Library's relationship with the Township.

Outcome: An improved understanding and appreciation for both the Township and Library needs which will improve the resident experience.

5. To partner with community groups and the Township for services.

Outcome: Increased traffic in the library by existing and potential new patrons. Residents are able to access these services at times when the Township or Health Unit offices are closed providing them an improved service experience.

6. To engage volunteers in offering community programs and outreach.

Outcome: Will increase volunteer participation by providing a vehicle that appeals to all residents' strengths/passions. More engaged volunteers should translate into more engaged Library patrons.