



NIAGARA ON THE LAKE
PUBLIC LIBRARY

2021 -2024 STRATEGIC PLAN



The Process

1. Determine Position

- a. Environmental scan
- b. Survey
- c. SWOT
- d. Trends

2. Develop Directions

- a. Board & staff develop strategic directions
- b. Update mission, vision & values

3. Build Plan

- a. Develop goals tied to directions
- b. Develop workplan for board & staff

4. Implement Plan

- a. Communicate plan to stakeholders & public
- b. Review Quarterly

The Community's Library

Today's public libraries are more than books in a building. They are community hubs knitting the social fabric of the community together and providing a space to deepen understanding of ourselves, our community and our world.

Public libraries offer information, history, culture, entertainment, leading edge technology and skills development. They are the only public place where everyone is welcome to pursue knowledge, free of charge, regardless of age, race, religion, sex, sexual orientation, gender identification, ability, education or socioeconomic status.

In our community, the library is a major piece of social infrastructure, bringing together a decentralized population in a town with few remaining civic institutions.

Our library helps all members of the community including the economically vulnerable and isolated by providing information, social connection, computer technology and internet access.

This is our plan to bring the first library established in Upper Canada (1800) into the future.



VISION

To be a welcoming place where all are invited to learn, discover, create, and connect.



MISSION

The NOTL Public Library is a team of professional staff and community volunteers providing programs and services that bring people together, foster creativity and encourage lifelong learning. We preserve our rich past, enrich present lives and prepare for an ever-changing future.





VALUES

Responsive

The NOTL Public Library is responsive to community needs in a timely, considered manner.

Respectful

The NOTL Public Library respects all library users and values diversity.

Inclusive

The NOTL Public Library is open to all regardless of age, race, religion, sex, sexual orientation, gender identification, ability, education or socioeconomic status.

Innovative

The NOTL Public Library develops and implements innovative policies and practices while striving for excellence in patron service.

Collaborative

The NOTL Public Library fosters collaboration between the community, library staff and the library board.

Informed

The NOTL Public Library board and staff are informed about, and apply, professional best practices.

Current

The NOTL Public Library offers current information, media & materials.



2021-2024 Strategic Directions and Goals

(and alignment with Town of NOTL's strategic plan)

1.0 INSPIRE LIFELONG LEARNING, DISCOVERY AND CREATION

(Town: Create a culture of customer service excellence)

Inspiring learning, discovery and creation for all in the community
through access to information, tools, technology and support services.

1.1

Build innovative,
accessible and
diverse
programming.

1.2

Decrease the digital
literacy gap and
expand digital
literacy.

1.3

Develop the
collection to reflect
our growing and
diverse community.

1.4

Take a leadership
role as a social,
information and civic
engagement hub.



2.0 BUILD COMMUNITY

(Town: Deliver smart balanced growth)

Build community through partnerships conducive to communication, mutual understanding, and making connections.

2.1

Deepen strategic partnerships with town council, town staff and other critical stakeholders with a focus on mental and physical health and community well-being.

2.2

Provide leadership, coordination and collaboration to support the mental and physical health of NOTL residents.

2.3

Bring library programs and services to all areas of the municipality, to community events and to those who cannot come to the library.



3.0 INCREASE AWARENESS

(Town: Strengthen 2-way communication)

Raise awareness in the community about the impact of the library and the valuable opportunities and resources it provides.

3.1

Develop and implement a marketing plan using omnichannel communications.

3.2

Measure and convey impacts of library services and programs.

3.3

Solicit regular feedback from library users and non-user.



4.0 INNOVATE FOR EFFICIENT AND SUSTAINABLE OPERATIONS

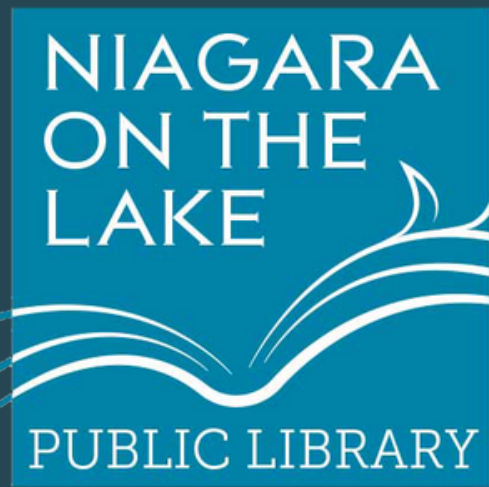
(Town: Protect distinctive community assets)

Implement best practices to strengthen our human, capital and financial assets to enable the library to flourish and increase sustainability.

<p>4.1</p> <p>Develop key performance indicators to improve operations and decision making.</p>	<p>4.2</p> <p>Complete and implement a memorandum of understanding between the library & town.</p>	<p>4.3</p> <p>Develop control systems that provide timely and realistic financial information.</p>	<p>4.4</p> <p>Identify additional revenue sources to strengthen the financial resources of the library.</p>	<p>4.5</p> <p>Invest in ongoing professional development to enable staff to improve and innovate library user experiences.</p>
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PUBLIC LIBRARY

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