

Callander Public Library Strategic Plan

2023-2027



A PLAN FOR THE FUTURE

This Strategic Plan will be the blueprint that lays out a clear direction for the library board and staff to build on the library's strong reputation, ensuring that the library continues to be a welcoming space that strengthens and supports our vibrant community.

The development of this strategic plan was influenced by extensive community input. Over 130 community members completed our community survey in 2022. In addition, we sought feedback from Municipal Council Members, Library Board Members, Library Staff and Volunteers.

Vision

To be a welcoming space for all; by offering responsive and innovative services, strengthening, and supporting our vibrant community, where visitors and residents want to live, work and play.

Mission

Connecting through community engagement and partnerships

Enriching the community by providing universal access to resources and information

Inspiring by promoting knowledge, ideas and cultural enrichment

Guiding Principles

- Community Building
- Service Excellence
- Innovation
- Accountability

FOLLOW OUR PROGRESS

- The Library Board and Staff will regularly monitor the progress on this Strategic Plan.
- An annual progress report will be shared on the library's website.

Strategic Goals

Strategic Priorities

Build a Foundation

Ensure that the library has a solid foundation to support the community now and in the future.

- **Grow organizational capacity and empower staff**
 - Recognize that people are the library's most valuable resource. Support Board Members, Staff, and Volunteers by ensuring that they have the tools they need to carry out their roles to the best of their abilities.
- **Develop a resilient long-term financial strategy**
 - Ensure income stability within the library now, and for the future.
- **Advance the library towards achieving the Ontario Public Library Guidelines Accreditation**
 - Ensure governance, management, accountability, and services meet best practices.

Build Connections

Communicate the Library's message

- **Improve community awareness of library service**
 - Develop and implement a communication and marketing plan that promotes all of the library's services in the community.
- **Develop the capacity of community support for the library**
 - Build a force of passionate and dedicated volunteers who support the library's vision.
- **Expand Library partnerships with local businesses and organizations**
 - Be a good community member by developing three partnerships a year, promoting opportunities in our community, and sharing information.
- **Strengthen stakeholder relationships**
 - Recognizing that the library needs the support of stakeholders, work together productively to best serves the community.

Build a Community Space

The library is for everyone, let's create a space that is welcoming and serves everyone in our community, while looking forward and planning for the future.

- **Review and implement community needs identified in the community survey**
 - A lot of good information came out of the community survey, evaluate those recommendations and implement the community's suggestions where possible.
- **Ensure that the community is best supported by library services, currently and in the future**
 - Look at current and future needs to ensure the library stays relevant.
- **Support municipal efforts to find a long-term solution for the library building**
 - Recognizing that the current building does not meet the needs of the community, work with the Municipality to create a long-term solution.