




STRATEGIC PLAN 2022-2026



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MISSION STATEMENT



"We create opportunities for people to engage in learning, inspire imagination, exchange expertise, and cultivate possibilities."

STATEMENT OF VALUES

We believe in:

INCLUSIVITY

We provide equal access to programs and resources for people who might otherwise be excluded or marginalized. We monitor our systems and structure to identify those not being served.



LEARNING

We deliver opportunities for learning at any stage of life. We are committed to staff training as an ongoing process.



EFFECTIVENESS

We efficiently use resources. We make responsible financial decisions.



COMMUNITY

We provide spaces where all communities are safe and welcome. We work with community partners to offer greater access to services.



SERVICE

We develop services by connecting people to what they are seeking. We use consultation to discover more possibilities.



GOALS

We aspire to be a vibrant community hub capable of anticipating and meeting the diverse needs of the people of Orillia and surrounding area. With excellent service we will provide access to collections, technology, and spaces. Our work will have positive and quantifiable economic and social impacts.

1. Bridge People and Resources

2. Enhance Services

3. Demonstrate our Value

4. Grow our Capacity





BRIDGE PEOPLE AND RESOURCES

01





STRATEGIES

Diversify collections to reflect the entire community



SPECIFIC TACTICS AND ACTIONS

- Identify new and diversified collections to meet people's needs
- Undertake a collection diversity audit



WHAT DOES SUCCESS LOOK LIKE?

- We hold a collection that supports the diversity of community members and reflects the populations we serve
- We have a mechanism in place for continuous collections assessment to ensure that we remain relevant, helpful, and inclusive in our approach to collections development



STRATEGIES

Promote technologies
and digital tools



SPECIFIC TACTICS AND ACTIONS

- Implement the digital strategy's action plan
- Market digital resources to the community
- Open our Makerspace and have it operated with trained staff



WHAT DOES SUCCESS LOOK LIKE?

- We bridge the digital divide by providing technical equipment and learning resources to those who otherwise would not have access
- We are a proactive leader in the community with cutting edge technology and skills development
- We demonstrate the library's contribution to digital literacy through our annual report



STRATEGIES

Support an environment for lifelong experiential learning and discovery



SPECIFIC TACTICS AND ACTIONS

- Identify and develop a range of intergenerational programs and services
- Involve community partners in the provision of lifelong skills and opportunities
- Ensure that virtual and off-site opportunities are oriented towards all age groups



WHAT DOES SUCCESS LOOK LIKE?

- We are able to collect anecdotal and statistical information about participation in programs and include that in our annual report
- We have a mechanism to evaluate programs and incorporate suggestions for improvement



ENHANCE SERVICES

02





STRATEGIES

Optimize use of spaces

SPECIFIC TACTICS AND ACTIONS

- Based on the identified gaps, pursue off-site service opportunities that can be undertaken efficiently and effectively
- Streamline physical space with safety and efficiency in mind
- Continually monitor use of virtual services to determine ways of improving content and effectiveness

WHAT DOES SUCCESS LOOK LIKE?

- We offer physical and virtual space that meets the diverse needs of the community
- We have consolidated our makerspace equipment and have opened the space for the community to learn and use technology
- We have established off-site activities that incorporate both the assessed needs of the community and address geographical challenges
- Our physical space is fully utilized and we have improved sightlines



STRATEGIES

Identify hidden barriers to service



SPECIFIC TACTICS AND ACTIONS

- Review policies and procedures to ensure that they include all people
- Develop a system for institutional check-ins that examines all aspects of our service



WHAT DOES SUCCESS LOOK LIKE?

- We have removed barriers to service as identified
- We welcome a greater cross section of our community
- We remain open-minded and adjust policies, procedures, and frameworks as necessary to ensure that no one is inadvertently excluded



STRATEGIES

Collaborate with community partners to diversify services



SPECIFIC TACTICS AND ACTIONS

- Identify new services that could be offered through working with partners
- Develop a formalized partnership agreement
- Identify current and potential community partners



WHAT DOES SUCCESS LOOK LIKE?

- We have a framework in place for assessing gaps that partners can fill
- We have completed partnership inventory
- We have a partnership agreement template
- We can report our partnership accomplishments through our annual report

ENHANCE SERVICES



DEMONSTRATE OUR VALUE

03





STRATEGIES

Consistently market and promote our services



SPECIFIC TACTICS AND ACTIONS

- Establish a brand kit and style guide ensuring consistency and accessibility
- Develop a marketing plan by assembling an interdepartmental team to outline marketing goals



WHAT DOES SUCCESS LOOK LIKE?

- We have implemented a marketing plan with target outcomes
- More people are aware of our services, and we can measure success through collected metrics
- There is an organized, consistent marketing effort that follows an established style guide

DEMONSTRATE OUR VALUE



STRATEGIES

Intentionally seek out community needs and be flexible in our response



SPECIFIC TACTICS AND ACTIONS

- Develop a "suggestion box" program both in person and online
- Create a survey for community service partners with a focus on non-users in underserved communities
- Establish an ongoing consultation process with underserved communities



WHAT DOES SUCCESS LOOK LIKE?

- There is a system in place to assess and implement suggestions
- We have empowered underserved communities to work with us to meet their needs
- We have become community builders by actively identifying gaps and striving to fill them

DEMONSTRATE OUR VALUE



STRATEGIES

Communicate our impact on our community



SPECIFIC TACTICS AND ACTIONS

- Prove the economic impact of the library to the community, stakeholders, and funders
- Compile data that documents library activity throughout the year
- Compile anecdotes that demonstrate what the library means to its users



WHAT DOES SUCCESS LOOK LIKE?

- We have completed an economic impact assessment and distributed it to key stakeholders including council
- We have an annual report to share that tells the story of the past year's accomplishments
- We have communication with council by presenting our Annual Report

DEMONSTRATE OUR VALUE



GROW OUR CAPACITY

04





STRATEGIES

Ensure learning opportunities for staff to enhance their skill sets

SPECIFIC TACTICS AND ACTIONS

- Identify staff training needs and desires on an annual basis as part of annual review process
- Development of core competency index for individual training plans
- Development of overall staff training plan through discussions with senior managers

WHAT DOES SUCCESS LOOK LIKE?

- We can identify training needs and desires for both individuals and the staff as a whole
- There is a mechanism for suggesting training opportunities that would benefit all staff
- We have a meaningful tracking and delivery system for training
- We have both a training plan and a training policy
- Staff will be empowered to set their training goals yearly as part of their annual review

GROW OUR CAPACITY



STRATEGIES

Evolve community resource navigation



SPECIFIC TACTICS AND ACTIONS

- Work with community partners to highlight what services the library can refer to in response to a variety of human needs
- Assess what training and supports are required to allow staff a greater sense of well being in the workplace



WHAT DOES SUCCESS LOOK LIKE?

- We have hired an outreach worker to facilitate this service
- We are proactively able to meet the diverse needs of our community to help mitigate crises
- Staff have support and resources as they serve as many communities as possible
- Staff have access to brief counselling when crises or trauma occurs

GROW OUR CAPACITY



STRATEGIES

Create a safer environment for the community



SPECIFIC TACTICS AND ACTIONS

- Identify ways to make the existing library environment a safer space
- Creatively animate spaces that have previously been cause for concern



WHAT DOES SUCCESS LOOK LIKE?

- We have implemented the security audit recommendations
- We have changed the function of the café area
- We have adequate staffing coverage for all areas of service including on evenings and weekends

GROW OUR CAPACITY