



**BARRIE
PUBLIC
LIBRARY
STRATEGIC
PLAN**

2017-2019



Barrie Public
LIBRARY



INTRODUCTION

The Barrie Public Library is pleased to present our new Strategic Plan which will help direct our priorities and directions over the next few years. This plan was developed through a consultation process which included the public, staff and Board. Our hope is that you will hear your voice through its strategic directions and goals. We have heard that you love your library, and be assured that our conversation with you about our shared future has only just begun.

The world is changing, and the library must evolve with it in order to meet the needs of its residents. We will respond to social, technological, and economic challenges while remaining grounded in the enduring values of intellectual freedom, inclusivity, and customer service excellence. By using new tools and resources, the library will enhance its traditional role of promoting literacy, as well as help drive cultural and economic development.

Use of the Barrie Public Library remains strong. The continuing need for libraries is reinforced by the fact that few people can afford to pay for all their information needs. Patrons are asking for a broader scope of services and programs than ever before. Perhaps the greatest challenge is the increase in requests for electronic materials while, at the same time, patrons expect the library to retain a strong physical collection.

The Barrie Public Library will rise to these challenges by shifting resources and evolving as a welcoming place, both physical and virtual. Our future will involve more partnerships to integrate newcomers and the socially marginalized. We will take an evidence based approach to planning, encourage staff development, and provide knowledge, information, and resources that promote literacy and transform lives. Together, we will work towards a more prosperous and connected community.



MARC SAUNDERS | CHIEF EXECUTIVE OFFICER



OUR MISSION

Enriching the economic, social and cultural vitality of our community by opening doors to lifelong learning.

OUR VALUES

- > INTELLECTUAL FREEDOM
- > KNOWLEDGEABLE STAFF
- > COMMUNITY ENGAGEMENT
- > CONFIDENTIALITY
- > INCLUSIVITY
- > LEADERSHIP AND ADVOCACY
- > CUSTOMER SERVICE EXCELLENCE



OUR VISION

Promote literacy and transform lives by providing knowledge, information, and resources that enrich, empower, and educate.

OUR STRATEGIC DIRECTIONS

- CREATE AN INSPIRING COMMUNITY PRESENCE <
- PROVIDE A GATEWAY TO OPPORTUNITY <
- FOSTER COMMUNITY-WIDE COLLABORATION <
- MAXIMIZE TECHNOLOGY FOR VALUE AND IMPACT <
- PROMOTE A CULTURE OF INCLUSION <

STRATEGIC DIRECTION 1

Create an Inspiring Community Presence

The residents of Barrie want to be inspired. Library spaces will be renewed to be places for innovation and transformation where everyone can learn, explore, and discover.

We will increase awareness of the library's unique place and identity within the community.



GOAL 1.1 PLAN FOR NEW BRANCHES THAT FEATURE UNIQUE AND WELCOMING SPACES

GOAL 1.2 INCREASE LIBRARY AWARENESS THROUGH EFFECTIVE MARKETING INITIATIVES

GOAL 1.3 RENEW THE LIBRARY'S SENSE OF PLACE IN THE COMMUNITY THROUGH A UNIQUE LOOK AND CLEAR IDENTITY

GOAL 1.4 UPDATE CURRENT FACILITIES TO IMPROVE COMFORT, FUNCTIONALITY AND SAFETY

STRATEGIC DIRECTION 2

Provide a Gateway to Opportunity

Our library will be a welcoming place with something for everyone.

We will deepen our understanding of community needs and reduce barriers by providing a broad range of services, increasing accessibility, and working with community partners.

At the Barrie Public Library, everyone will have the opportunity to explore new technologies, learn new skills, and connect with the community resources.

GOAL 2.1 DEVELOP INNOVATIVE, APPEALING PROGRAMS FOR ALL AGES THAT SPEAK TO CURRENT TRENDS

GOAL 2.2 CREATE OPPORTUNITIES FOR THE PUBLIC TO EXPERIENCE AND EXPERIMENT WITH NEW TECHNOLOGY

GOAL 2.3 IMPROVE OPPORTUNITIES FOR PEOPLE TO ACCESS COMMUNITY RESOURCES

GOAL 2.4 EVALUATE AND FOCUS THE LIBRARY'S COLLECTIONS WITH A VIEW TO INCREASE USAGE

GOAL 2.5 INCORPORATE STATISTICAL RESEARCH TO IDENTIFY FURTHER INITIATIVES THAT ADDRESS THE NEEDS OF THE COMMUNITY

STRATEGIC DIRECTION 3

Foster Community-Wide Collaboration

The library will explore further opportunities to collaborate with groups in the community. We will offer more ways for volunteers and partner organizations to engage with the library and help them connect with each other.

By seeking out partnerships that align with our goals, we can expand the library's reach and deliver greater value to library users.



GOAL 3.1 BROADEN VOLUNTEER OPPORTUNITIES AT THE LIBRARY

GOAL 3.2 ASSESS CURRENT PARTNERSHIPS AND EXPLORE NEW OPPORTUNITIES WITH COMMUNITY ORGANIZATIONS

GOAL 3.3 DEVELOP STRATEGIES TO IDENTIFY FUNDING OPPORTUNITIES

STRATEGIC DIRECTION 4

Maximize Technology for Value and Impact

The Barrie Public Library will strive to deliver services in the most efficient and effective way possible. We will review how our systems, technology, and processes support both library users and our internal operations.

An increased investment in technical infrastructure will lead to greater stability, ease of use for patrons and staff, as well as an increase in library usage.

GOAL 4.1 CREATE A MODERN, STABLE AND SCALABLE IT
INFRASTRUCTURE TO REALIZE THE LIBRARY'S FULL POTENTIAL

GOAL 4.2 STAFF WILL BE HIGHLY PROFICIENT WITH TECHNOLOGY
SO THEY CAN EFFECTIVELY TRAIN OTHERS

STRATEGIC DIRECTION 5

Promote a Culture of Inclusion

The cornerstone of every great library is its staff. When staff is supported by a strong organizational culture with a customer service focus, it is reflected in the experience of library users.

We will promote diversity in our organization, encourage learning, and foster positive relationships.

This internal focus will support the library to become a more inclusive, inspiring space for our community.



GOAL 5.1 IMPROVE INTERNAL AND EXTERNAL COMMUNICATION

GOAL 5.2 IMPROVE STAFF WORKSPACE AND SERVICE POINT EFFICIENCIES

GOAL 5.3 DEVELOP RELEVANT STAFF TRAINING

GOAL 5.4 INCREASE RATES OF CUSTOMER SATISFACTION IN ALL LIBRARY BRANCHES





Downtown Branch

60 Worsley Street,
Barrie, ON L4M 1L6

Painswick Branch

48 Dean Avenue,
Barrie, ON L4N 0C2

A Visit Will Get You Thinking.

barriepubliclibrary.ca
705-728-1010

