



**Barrie Public Library**

**2011–2015 Strategic Plan**



## Our Story

The public library is a catalyst for imagination, a conduit to information and the cornerstone of the community. With the arrival of the digital age and the natural evolution of our wonderful city, the role of the Barrie Public Library has continued to evolve. We support the joy of reading and discovery, which contribute to the economic and cultural life of the city.

The Library enables greater opportunities at work and school for our residents, provides vital public space and ensures all Barrie residents have access to books in all their forms, for all their needs.



## **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



## Strategic objectives for the next five years

- A. Community-building through strong branch and service development.
- B. Increase the use of technology to support virtual access and efficient services.
- C. Strengthen our organizational capacity to maintain great service.
- D. Further develop community partnerships and connections.
- E. Build our long-term sustainability.



## Community-building through strong branch and service development

### *Strategies*

1. Successfully launch the Painswick branch in 2011.
2. Carry out the necessary planning for a new branch in the Holly area.
3. Develop a long range plan to include the annexed lands.
4. Enhance our services and programs to meet changing community needs (e.g. high growth and multicultural communities).
5. Work with community partners to enhance the safety, security and accessibility of services.



## Increase the use of technology to support virtual access and efficient services

### *Strategies*

1. Upgrade our systems to support service effectiveness and efficiency.
2. Enhance online services.
3. Implement self-serve and other technologies that enable service efficiency and effectiveness.
4. Further develop and enhance awareness of our online resources.
5. Implement a user-friendly portal to the library's collections and services (virtual branch).



## Strengthen our organizational capacity to maintain great service

### *Strategies*

1. Prepare and implement a targeted staff recruitment and development plan.
2. Encourage leadership development among staff.
3. Enhance the technology skills and capacity of our organization.
4. Develop systems necessary to support a multi-branch system (e.g. consistent policies and procedures).





## Further develop community partnerships and connections

### *Strategies*

1. Sustain existing partnerships and connections.
2. Conduct targeted outreach to emerging groups (e.g. commuters and newcomers).
3. Continue to provide community-building services (e.g. Dragonboat, information workshops, Library volunteer services).



## Build our long-term sustainability

### *Strategies*

1. Continue resource development efforts to support special programs and enhancements.
2. Raise awareness of the Library's services and its role as a vital community asset.
3. Build our online presence.
4. Pursue operational efficiencies.
5. Steward and sustain a strong group of library supporters.
6. Continue to participate in provincial and national partnerships.



60 Worsley Street Barrie, On L4M 1L6

Phone: (705) 728-1010

Fax: (705) 728-4322

For more information visit: [www.library.barrie.on.ca](http://www.library.barrie.on.ca)

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