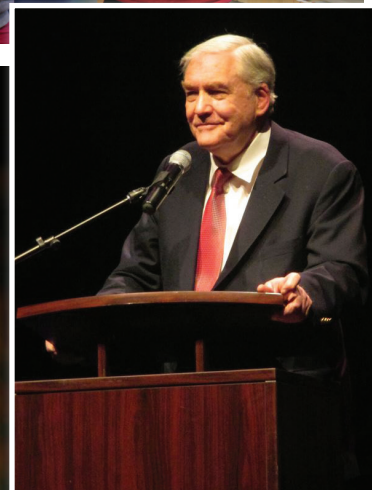




2016 - 2020 Strategic Plan



Library Board Members:

Peter Bantock, Chair
Fred Kennedy, Vice Chair
Deputy Mayor Harley Greenfield
Councillor Mike Poetker
Nancy Primak
Leslie Ransom
Caryn Wolfe

Meaford Public Library:

Cathie Lee, CEO
Cindy LeDrew, Library Assistant
Lori Pierce, Children & Youth
Lori Ledingham, Public Services
Lynne Fascinato, Technical Services
Amy Jennison, Community Outreach
Heather Ann Hanson, Library Assistant

Friends of the Meaford Library Executive

Gillian Bigl, President
Kathy Christie, Secretary
Elaine Burns, Treasurer
Jane Leckenby, Membership Coordinator
Paul Wehrle, Concert Coordinator
Chris Richardson, Volunteer Coordinator
Elyse Pike, Net Shed Book Coordinator



Mission

The mission of the Meaford Public Library is to open doors to a world of information, education and recreation, thereby enhancing the economic, social and cultural vitality of the community.

Vision

The Meaford Public Library is the hub for knowledge and forward thinking, where everyone feels welcome and community pride.



Message from the Board Chair

The Board and the staff of the Meaford Public Library have completed and updated the Library Strategic Plan to set out our directions over the next several years. This was the most important goal set for the current Board's first year.

The Meaford Public Library continues to move forward with plans to develop a new accessible Library for the entire Municipality. Current Library activities and future direction of Library services continue to outgrow our existing home. The library building, once a Post Office, was built in 1935 and does not meet accessibility standards. The increase in usage and the changes in library programming over the years has made space virtually nonexistent and hinders our ability to provide library items and programs.

As we proceed into 2016, the Board will be working with the municipality and the community to move library services forward. The Meaford Public Library team is looking forward to offering new and innovative programs, enhancing partnerships and expanding outreach services. The board will also be working on ways to support learning and literacy initiatives as library services continue to evolve.

We appreciate the support of all our patrons, welcome new members and invite all residents to drop by and tell us how we are doing.

Sincerely,

Peter Bantock
Board Chair



Goal #1: Develop suitable infrastructure - collections and technology in an accessible facility - that meets the needs of our community and fosters the library as a “hub” for generations to come.

Objectives:

- Offer an accessible, varied and up-to-date collection including timely subject areas
- Be at the technology forefront for our community by integrating existing and emerging technologies within our services
- Offer library commons and technology-friendly areas to allow for an effective, comfortable customer experience

Strategies:

- Ensure the library has a current and accessible collection
 - Continue to invest in and incorporate accessible collections - Large Print books, audio books, CNIB/CELA materials
 - Develop and maintain a comprehensive weed/cull schedule
- Invest and strengthen the library's electronic resources and operating systems
 - Implement a new, user-friendly Integrated Library System
 - Continue to manage and fund the eLibrary – OverDrive, Zinio, Mango Languages
- Create a MakerSpace culture with learning and teaching stations
 - Incorporate a makerspace areas in a new facility to include - puppet theatre, board games and puzzles, building blocks sets, arts & crafts, 3D printer and technology software, sewing machines etc.
- Centralize the technology collection in a multimedia circulation area
 - Implement a technology reference desk to circulate DVDs, eReaders, iPads, tablets, laptops, cameras, projector, USBs, chargers for laptops and cell phones
- Offer a variety of work and reading spaces with technology connections
 - Install appropriate lighting and climate control for customer comfort
- Provide diverse meeting space
 - Offer accessible options as per the Accessibility for Ontarians with Disabilities Act for tutors, partner organizations, community groups, self-study, and exams



Goal #2: Incorporate a collaborative approach with the Municipality and community stakeholders to move library services forward.

Objectives:

- Foster communication and involvement with the community and the Municipality
- Promote awareness of the library's rich resources, programs and services

Strategies:

- Provide outreach services to western Municipality of Meaford
 - Continue to hold programs and events at the Woodford Community Centre
 - Expand library outreach and services to the Sydenham Depot
- Support economic initiatives
 - Highlight and promote local business through programs and initiatives like Koffee House Reads, Get Caught Reading, the Meaford Farmers' Market
- Support community initiatives
 - Participate in the following: Earth Week, Scarecrow Invasion, Photo Contest, Easter Fair at Woodford Community Centre, Meaford Welcome
- Partner with organizations
 - Ensure a library representative attends meetings and/or connects with: Friends of the Meaford Library, Community Stakeholders, Grey Bruce Public Health, YMCA Employment Services, Community Living
- Promote and gather customer feedback
 - Through surveys and interactive customer feedback opportunities throughout the library
- Investigate the feasibility of common library services and resources in Grey County
 - Work toward a consortium approach
- Maximize library promotion opportunities
 - Make presentations in the community to create and deliver a consistent message on the library
 - Advertise in local publications including community guides, local newspapers, TV, radio, announcements at schools
 - Employ diverse methods to promote the library - Sidewalk signs, eBlasts, flyers, newsletters, posters, social media, displays in and out of the library, lawn signs, banner signs, table cloths, promo kit
- Expand and maintain strong volunteer base for the library
 - Hold volunteer recruitment sessions, offer Health & Safety training
 - Enhance partnership and communication with the Municipality
 - Continue to make presentations to Council - Quarterly Reports, Delegations
 - Participate in meetings and events with municipal staff – Senior Management Team, Health & Safety Committee, Employee Engagement, PA Day, Culture Days, Canada Day, Santa Parade, Family Day
 - Align library plans and policies to be consistent and compatible with those of the Corporation - MEDS, Strategic Plan, Municipal Election

Goal #3: Create and strengthen a customer-focused environment that provides dynamic services to meet the needs of the community.

Objectives:

- Provide professional development opportunities to all staff and board members to enable them to deliver a consistent and high level of customer service
- Stay informed and connected to the community as a whole
- Provide lifelong learning opportunities for customers
- Promote and encourage reading across generations

Strategies:

- Invest in education and training
 - Attend applicable conferences, workshops and webinars, take courses
 - Attend regional meetings
 - Provide time for training, legislated or otherwise
- Provide communication opportunities for staff and board
 - Schedule time at team and board meetings to share news, reports or library trends
- Offer a variety of general interest and technology programs
 - Host information sessions with local experts and outside professionals
 - Organize programs that connect customers of all ages – Story times, Teen Techs, bifocal kits, book clubs



Goal #4: Inspire the community to support a sustainable future for the Municipality of Meaford.

Objectives:

- Encourage and participate in sustainable initiatives within the community

Strategies:

- Participate in local events on sustainability
 - Library presence at Earth Week, Meaford Farmers' Market etc.
- Offer recycling initiatives within the library
 - Battery recycling, printer cartridge recycling, reusable bag sales, blue boxes
- Deliver educational programs to promote green practices
 - On composting, seed saving, gardening, beekeeping, recycled art projects
- Incorporate efficient and environmentally sensitive principles in all aspects of library services
 - Regulate temperature controls for energy saving
 - Establish a lights-out practise for staff
 - Use energy efficient resources including lighting, appliances, air conditioners and dehumidifiers

