

## Port Moody Public Library - 2013 Strategic Initiatives Plan

### 1. Ignite the imagination of the community

Objective	Strategies	Foundational element			
		Customer service	Collections	Partnerships	Continuous improvement
1.1 Offer innovative and exciting programs and services that support our strategic direction and foster 21 <sup>st</sup> century literacies.	<b>Transform our collection to meet public demand for popular materials in a timely manner; allocate space/budget accordingly.</b>	x	x		x
	Start an Express DVD collection.	x	x		
	Organize a writer-in-residence program for 2014 (2013-2014) <sup>2</sup>	x		x	
	Organize a Port Moody Centennial Living Heritage Tea	x		x	
1.2 Place the library everywhere. Increase the library's visibility in the community.	Improve library's exterior signage	x			x
	Integrate new library tagline into library branding/marketing.				x
	Participate in the Port Moody Centennial Parade.			x	
1.3 Improve awareness of services provided and their enduring value.	<b>Implement best practices in merchandizing library physical collections so public is aware of what we offer</b>	x	x		x
	Increase the use of non-print formats (e.g. email, website, Twitter) to connect to the community and tell our story.	x			x

### 2. Inspire a generation of young readers and learners

Objective	Strategies	Foundational element			
		Customer service	Collections	Partnerships	Continuous improvement
2.1 Offer innovative and exciting collections to support the needs of young readers and learners of all ages.	<b>Revitalize youth collections through focused expenditure on high use areas, comprehensive deselection, and effective merchandizing.</b>	x	x		
2.2 Support the early literacy needs of preschoolers, and connect with their parents and caregivers.	Review and evaluate current early literacy partnerships.	x		x	
2.3 Engage school-age children and teens in ways that are meaningful to them.	<b>Initiate a Reading Link partnership pilot with schools<sup>2</sup> (2013-14)</b>	x		x	
	Organize a Centennial Youth Poet Laureate initiative	x		x	
	Define sustainable core programs and services for teens.	x			x
2.4 Increase the number of children's memberships.	Promote the new children's library card via outreach activities <sup>2</sup>	x			x

### 3. Invest in new technologies and digital collections

Objective	Strategies	Foundational element			
		Customer service	Collections	Partnerships	Continuous improvement
3.1 Our services will increasingly be offered in virtual space	Share library resource lists and high-interest staff picks via Bibliocommons, website and social media; encourage customers to contribute reviews and provide ratings.	x	x		
3.2 Focus on access to expanded digital collections and content.	Improve eBook and eAudiobook experience for customers		x		
	Evaluate current online database subscriptions. Re-energize service.		x		
	Investigate purchase of the Bibliocommons mobile App	x			
3.3 Invest in new technologies that increase efficiency, improve services and extend access to resources.	Use EDGE benchmarks to identify ways to strengthen and enhance public technology.				x
	<b>Implement automated telephone notification system<sup>1</sup></b>				x
	Implement fines payment feature on self check-out units <sup>1</sup>				x
	Implement wireless printing.				x
	Investigate and decide on a training model to increase staff skills and confidence in the use of technology.	x			x

### 4. Infuse library spaces with new energy and purpose

Objective	Strategies	Foundational element			
		Customer service	Collections	Partnerships	Continuous improvement
4.1 Reconfigure and use existing space effectively	<b>Begin to reduce 'footprint' of physical collection</b>		x		
	Acquire/install new merchandising display units <sup>1</sup>	x	x		
	Improve efficiency of circulation work area				x
	Continue work on improving wayfinding/signage	x			
4.2 Explore options and advocate for expanded facilities	<b>Initiate Space Needs Analysis (2013-2014)<sup>1</sup></b> (Library Board)				x

## 5. Build Organizational Capacity

Objective	Strategies	Foundational element			
		Customer service	Collections	Partnerships	Continuous improvement
5.1 Align resources	Review organizational structure to ensure that it effectively supports strategic directions and priorities, and enables staff to quickly respond to community needs.				x
5.2 Review processes	<b>Review key business processes to ensure they are efficient, cost-effective and reflect best practice. (2013-2014)</b>				x
5.3 Manage transition and change effectively	Build a consistent, shared staff vision of customer service that supports and advances the Library Board's strategic direction and vision (e.g. self-service; roving service)	x			x

### Key

**Bold-face** = Major initiative

<sup>1</sup> Operating or capital project funding from City

<sup>2</sup> Links to Literacy funded initiative