

## 2014 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.	Transform our collection to meet public demand for popular materials in a timely manner; allocate space/budget accordingly.	x	x		x
	Start a video game collection.	x	x		
	Organize a writer-in-residence program for 2015.	x		x	
	Take advantage of new and/or enhanced library resource-sharing and collaboration opportunities.	x	x	x	
	Finalize a new digital literacy framework and implement	x			x
	Develop framework for adult & intergenerational programs and implement.	x			x
	Evaluate current model of providing information /reference services. Recommend new or alternate ways of providing service.	x			x
1.2 Place the library everywhere. Increase the library's visibility in the community.	Commence development of business case for self-serve kiosk/library materials dispensing machine located in the community.	x	x		
	Identify key community events in which to participate.			x	
	Investigate ways to support informal book exchanges in the community.	x		x	
1.3 Improve awareness of services provided and their enduring value.	Implement best practices in merchandizing library physical collections so public is aware of what we offer.	x	x		x
	Broaden use of social media, email and the Library's website to connect to the community and tell our story.	x			x
	Improve internal wayfinding and signage; investigate feasibility of digital signage for library entrance area.	x			x
	Review and expand the use of output and outcome measures to better communicate the extent and value of library service.				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.	Revitalize youth collections through focused expenditure on high use areas, comprehensive deselection, and effective merchandizing.	x	x		
2.2 Support the early literacy needs of preschoolers, and connect with their parents and caregivers.	Document Library's early literacy framework.	x			x
	Introduce the use of Apps and tablets into preschool programs.	x			
2.3 Engage school-age children and teens in ways that are meaningful to them.	Complete and evaluate Reading Link partnership pilot with school.s	x		x	
	Develop framework for programs and services for teens and implement.	x			x
	Offer age-specific programs for middle school-age children.	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		
	Develop a business case for online fines payment via website.	x			
3.2 Focus on access to expanded digital collections and content.	Improve eBook and eAudiobook experience for customers.	x	x		
	Evaluate current online database subscriptions and rationalize print magazine collection. Re-energize service.		x		
	Ensure digital content is accessible to a range of mobile devices.	x			
	Initiate an apps advisory service.	x			
	Proactively integrate new resource discovery features into catalogue/website as they become available.		x		
3.3 Invest in new technologies that increase efficiency, improve services and extend access to resources.	Implement a digital early learning hub.	x			
	Use EDGE benchmarks to identify ways to strengthen and enhance public technology.				x
	Implement fines payment feature on self check-out units.	x			x
	Implement wireless printing.	x			x
	Implement training model to increase staff skills and confidence in the use of technology.				x
	Complete a plan and recommendations for replacement of library's aging information technology infrastructure – including business case for automated materials return handling system.				x
Investigate options for small-scale digital media space in the library and begin implementation.	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	Reduce 'footprint' of physical collection.		x		
	Improve efficiency of circulation work area.				x
	Reconfigure space & service points in centre section of library (adjacent to reference collection) to create a more open collaboration-type zone.	x			x
	Begin zoning children's area to create more distinct preschool and school-age spaces.	x			
	Create a small 'newcomer' space focusing on needs of new Canadians.	x			
	Reconfigure library entrance as key merchandising zone which includes new book display units.	x	x		
4.2 Explore options and advocate for expanded facilities	Complete Space Needs Analysis.				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	Review key business processes to ensure they are efficient, cost-effective and reflect best practice.				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
	Improve documentation of processes and operational guidelines.				x