

## 2015 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.	1.1.1 Increase support for local authors.	x	x	x	
	1.1.2 Review current model of providing reference and information services to ensure alignment with changing community needs.	x	x		x
	1.1.3 Enhance support for seniors.	x		x	
	1.1.4 Take advantage of new and/or enhanced library resource-sharing and collaboration opportunities.	x	x	x	
	1.1.5 Support the BC Jobs Plan by improving outcomes for job seekers.	x		x	
	1.1.6 Increase support for educational transformation	x			
1.2 Place the library everywhere. Increase the library's visibility in the community.	1.2.1 Investigate implementation of a Pop Up Library to support outreach activities.	x			
	1.2.2 Investigate ways to support informal book exchanges in the community.	x		x	
	1.2.3 Ensure equitable access to library service.	x	x		
	1.2.4 Strengthen community engagement by actively supporting community priorities and initiatives and building collaborative community partnerships.	x		x	
1.3 Improve awareness of services provided and their enduring value.	1.3.1 Develop a communications strategy with consistent branding across all communication channels.	x			x
	1.3.2 Broaden use of social media, email and the Library's website to connect to the community and tell our story.	x			x
	1.3.3 Improve accountability and transparency in relations with the public to better communicate the extent and value of library services.	x			x

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

Objective	Strategies	Foundational Element			
		Customer Service	Collections	Partnerships	Continuous Improvement
2.1 Support the early literacy needs of preschoolers, and connect with their parents and caregivers.	2.1.1 Document the Library's early literacy framework.	x			x
	2.1.2 Expand outreach activities for at-risk preschoolers, and their parents, educators and caregivers.	x		x	
	2.1.3 Continue to focus on innovative, engaging preschool programs that build ongoing relationships with families.	x			
2.2 Engage school-age children and teens in ways that are meaningful to them.	2.2.1 Complete and evaluate Reading Link partnership pilot with schools.	x		x	
	2.2.2 Develop framework for programs and services for teens and implement.	x			x
	2.2.3 Develop outreach strategy aimed at increasing middle school age children's use and awareness of the Library.	x		x	
	2.2.4 Offer exciting intergenerational programs to provide families with an opportunity to explore new ideas together.	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.	3.1.1 Ensure we have appropriate information and self-help resources available, via the website and as staff tools, for our online collections and discovery interface.	x	x		
	3.1.2 Develop a business case for online fines payment via website.	x			x
	3.1.3 Optimize effectiveness of existing website while investigating options for moving to a mobile first (responsive) web development model.	x			x
3.2 Focus on access to expanded digital collections and content.	3.2.1 Improve eBook and eAudiobook experience for customers.	x	x		
	3.2.2 Develop and implement a Digital Collection Strategy.	x	x		
	3.2.3 Initiate an app advisory service.	x	x		
	3.2.4 Integrate new resource discovery features into catalogue/website as they become available.	x	x		
3.3 Invest in new technologies that increase efficiency, improve services and extend access to resources.	3.3.1 Proactively provide mobile access to library services and resources.	x			x
	3.3.2 Implement training model to increase staff skills and confidence in the use of technology.				x
	3.3.3 Replace library materials security system and self check-out units. Encompasses conversion of collection to RFID security tags.				x
	3.3.4 Implement small-scale digital media space in the library.	x			
	3.3.5 Upgrade staff and public computers to Office 2010.	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.	Reduce 'footprint' of physical collection.	x	x		
	Reconfigure space & service points in centre section of library (adjacent to reference collection) to create a more open collaboration-type zone.	x			
	Review and reallocate available collection space based on use and demand.		x		
	Improve internal wayfinding and signage.	x			
	Review group study room usage and configuration to ensure effectiveness.	x			x
4.2 Explore options and advocate for expanded facilities.	Present Space Needs Analysis Report to Council and follow up as required.	x			

#### 5. Build organizational capacity

Objective	Strategies	Foundational Element			
		Customer Service	Collections	Partnerships	Continuous Improvement
5.1 Review processes.	5.1.1 Review key business processes to ensure they are efficient, cost-effective and reflect best practice.				x
5.2 Manage transition and change effectively.	5.2.1 Improve documentation of processes and operational guidelines.				x
5.3 Ensure business continuity plans are in place.	5.3.1 Complete Business Impact Analysis for library as part of City-wide initiative.				x