



Barrie Public
LIBRARY

STRATEGIC PLAN

2020-2024

INTRODUCTION

The way we live, work, learn and play is changing and it's important for the Library to change too. With population growth and a more diverse community on the horizon, we have developed a Strategic Plan that will build on our successes and continue to drive us forward. Our plan is an ambitious one, responsive to the results of extensive community and stakeholder consultation and grounded in achievable results.



This plan helps us prioritize our work as we create a library that brings the community together to discover opportunities. Throughout the life of this plan we will achieve five significant outcomes:

- We will grow library awareness both inside and outside our walls.
- We will build connections to ensure more residents have convenient access to library services.
- We will ensure continued relevance through careful and sustainable service planning.
- We will foster inclusion to remove barriers and ensure everyone feels welcome in our spaces.
- We will turn inward to support a positive and learning focused workplace culture.

We are very excited about this new Strategic Plan and see it as a great opportunity to enhance the way we deliver library services. A strong library system helps to build strong, vibrant neighbourhoods full of individuals and families who are knowledgeable, connected and curious.

We invite you to visit us regularly to discover everything that your Library has to offer. We look forward to making our community better, together.

Lauren Jessop | CEO

Austin Mitchell | Board Chair

OUR MISSION

Discover Opportunities

OUR VISION

Barrie Public Library...
Where community comes together

OUR STRATEGIC DIRECTIONS

- 1 Awareness
- 2 Connections
- 3 Relevance
- 4 Inclusion
- 5 Culture



OUR VALUES

SERVICE

We care about and respond to the needs of our community and our colleagues. We have unique interests, experiences and passions, and we bring these to work every day. We engage with our community and welcome everyone.

CURIOSITY

We are interested, inquisitive and committed to exploring new ideas and considering fresh perspectives. It is our curiosity and creative thinking that will ensure we continue to succeed. We use our imaginations to exceed expectations.

SHARING

We believe in collaboration, inclusion, and diversity. Through partnerships and community engagement, we seek opportunities to cooperate and build connections. We share.



1 AWARENESS

Public libraries are smart investments that can transform lives and communities. We will ensure our stakeholders recognize the value and impact of the Library in our community. We will connect people to our diverse collections and services and reach the community outside our Library walls.

▶ **GOAL 1: OUTREACH**

We will go beyond our library walls to serve people where they are. We will welcome new library users and help current users discover new opportunities.

▶ **GOAL 2: ADVOCACY**

Our stakeholders will understand and recognize the value and impact of the Library in our community. We will ensure that libraries remain essential public spaces as the City grows and continues to build strong neighbourhoods.

▶ **GOAL 3: INCREASE AWARENESS THROUGH EFFECTIVE MARKETING INITIATIVES**

We will take every opportunity to promote Library services and programs to increase the Library's visibility and profile both virtually and in the community.

▶ **GOAL 4: PROGRAMS HIGHLIGHT OUR COLLECTIONS**

Introduce users to our diverse collections and other unique learning opportunities through Library programs and events.



2 CONNECTIONS

We aim to provide inclusive places where ideas can incubate, learning is encouraged, and community building is nurtured. Working with our partners, we will engage the community to connect them with library services in their neighbourhoods and online.

▶ GOAL 1: PLAN FOR EXPANSION

Plan for new branches throughout the City with a focus on under-served and growth areas. New branches will feature unique and welcoming spaces.

▶ GOAL 2: FLEXIBLE SPACES

Examine the use of library spaces to improve comfort, functionality and flexibility to create spaces that are a joy to spend time in.

▶ GOAL 3: CONNECT WITH COLLECTIONS

Create engaging opportunities for readers to connect with both our traditional and virtual collections.



3 RELEVANCE

Our Library will meet the needs of patrons, partners, staff members and the community by providing a comprehensive and meaningful experience that resonates with the customer.

▶ **GOAL 1: SYSTEMATIC APPROACHES**

Enhance our commitment to strong stewardship of public funds by ensuring a systematic approach in everything we do.

▶ **GOAL 2: CULTURE OF EXCELLENCE**

We will renew our focus on building a culture of Service Excellence.

▶ **GOAL 3: GREEN LEADER**

Seek opportunities to be a Green Leader in the community.



4 INCLUSION

We will extend access and remove barriers, so everyone feels welcome in all our spaces. By identifying and reducing barriers, more members of the community will see the Library as a space that includes them.

Our Library doesn't just exist when our buildings are open. Flexible options will allow patrons to integrate library use into their lives.

We recognize that not everyone feels libraries are a place for them. We will carefully evaluate the needs of all users and make improvements to our spaces, services and programs to bring more of the community together. More people will use the library when they see themselves reflected in it.

▶ GOAL 1: EXTEND ACCESS

Offer flexible options for accessing library services that allow patrons to integrate library use into their lives.

▶ GOAL 2: REMOVE BARRIERS

Identify and investigate options to reduce barriers to access.

▶ GOAL 3: WELCOMING SPACES FOR EVERYONE

Evaluate the needs of underserved populations and communities to make improvements to our spaces, services and programs to bring more of the community together.



5 CULTURE

The cornerstone of every great library is its staff members. When staff members are supported by a strong organizational culture with a focus on service excellence, it is reflected in the experience of library users.

We will promote diversity in our organization, encourage learning and foster positive relationships.

This internal focus will support the library to become a more inclusive, inspiring space for our community.

▶ **GOAL 1: EMPLOYEE WELLNESS**

When library staff members enjoy balance and wellness in their lives it will be reflected in the high-quality service delivered to the community.

▶ **GOAL 2: PLAN FOR THE FUTURE**

We will consider the human resource requirements necessary to build a modern and diverse workforce in all future growth planning for the library.

▶ **GOAL 3: STAFF DEVELOPMENT**

Evaluate and maximize organizational engagement and individual staff member's satisfaction in their careers.





*Where
Community
Comes Together*

Downtown Branch
60 Worsley Street

Painswick Branch
48 Dean Avenue

barrielibrary.ca | 705-728-1010



Barrie Public
LIBRARY