



# Kenora Public Library

*Strategic Plan 2015-2019*



## TO THE COMMUNITY

The Kenora Public Library Board developed its first Strategic Plan in 2009. That planning took place over a period of months and included numerous focus groups, public and employee feedback, surveys, and environmental scans. It provided us with direction and guidance in all areas of service planning. The Strategic Plan has been an important tool in ensuring that the Library grows and evolves in ways that best meet the changing needs of our community during the last four years

An Operational Review undertaken in 2011-2012 has also provided an invaluable source of objective opinion on issues that need to be addressed in order to respond effectively to our community's needs.

Over the course of the last five years Library Board members have targeted each of the foci that were established in the 2009-2014 Strategic Plan and changes and improvements have been made as a result.

The Library has increased and improved the access to technology and digital products, services, and information. These resources are key to ensuring that our users can play as active a role as possible in the global learning networks of today and tomorrow.

Library facilities continue to be developed into spaces that are attractive, comfortable and useful for all. We continue our efforts to increase space for meeting and collaboration; for sharing of ideas and inspiration, and; for enjoyment and relaxation.

In developing the Kenora Public Library Strategic Plan for 2015 – 2019 the Board has built on the successes that were realized from our previous plan, reviewed and analyzed outcomes, determined which goals and activities remain relevant, and established new targets and aspirations to take us into the future.

We thank all those who contributed to this plan through the sharing of their thoughts and opinions. It is the support of our citizens and library users that make the Kenora Public Library such a strong and vibrant community resource.

*The Board of the Kenora Public Library, 2014*

***Our vision for the future:***

**To provide an essential, innovative community service for people of all ages and backgrounds, contributing to our quality of life, affirming our sense of community and our spirit of optimism and discovery.**



## MISSION

*The Kenora Public Library endeavours to enrich lives and to build our community by ensuring universal access to resources for inspiration, enjoyment, cultural expression, and the pursuit of lifelong learning.*

In pursuit of its mission, the Kenora Public Library:

- Assists our community to develop the information-seeking and critical thinking skills required to succeed in a knowledge intensive society.
- Builds, provides access to, and works to ensure the continued existence of outstanding and comprehensive print, electronic, and other information resources for the community of today and tomorrow.
- Maintains a comprehensive and effective infrastructure, including physical facilities and information technology, which enhances learning and research.
- Partners with local government, business, and stakeholders in areas of mutual benefit.
- Recruits and retains knowledgeable Kenora Public Library staff, equipping them with the skills and training they need to succeed in their work, and providing them with an attractive environment where good work is acknowledged and rewarded.

# VALUES

Our values shape our actions and guide us as we implement the Library's mission and vision.

We value ***respect for others, therefore...***

- we develop and provide access to knowledge, information, and ideas
- we foster and support learning, teaching, and research
- we listen and respond to the changing needs of the community

We value ***customer satisfaction, therefore...***

- we are focused on providing excellent service to our community
- we provide expert assistance and instruction
- we emphasize accuracy and timeliness
- we promote continuing staff development and growth
- we recognize outstanding performance

We value ***teamwork, therefore...***

- we learn from the best practices of others
- we work closely with all users, local government and staff
- we foster collegiality and cooperation among our staff
- we cooperate with other libraries and educational institutions
- we partner with community agencies and business

We value ***diversity and community, therefore...***

- we value equity and social justice
- we advocate tolerance, mutual respect, and ethical behavior
- we recognize the vitality of our diverse community
- we are accountable to our stakeholders

We value ***commitment and reliability***, therefore...

- we encourage creativity, initiative, and perseverance
- we strive to create a welcoming atmosphere
- we ensure the integrity of our information

We value ***accessibility***, therefore...

- we work to facilitate convenient access to all media for all users
- we are a resource for the community , available to all
- we encourage and are open to new ideas

## **FOCUS 1: Engaging the Community through the Development of Strong Partnerships**



The Kenora Public Library contributes to a vital community by providing up-to-date technology, current information, superb customer service, and is a vital partner in creating a strong and successful community.

### **Goals:**

1. Use the strategic plan as a framework for developing community partnerships.
2. Address the needs of individuals and the community.
3. Extend and engage community cultural expression through available resources.
4. Maintain regional and provincial partnerships.
5. Develop a volunteer base.

### **Actions:**

- Continue to build relationships with key partners to expand and develop strategies to better serve community needs.
- Establish a Friends of the Library group.

## FOCUS 2: Ensuring an Enhanced Kenora Public Library Environment



The Kenora Public Library provides a comfortable and pleasing community space where the community feels welcome and safe.

### Goals:

1. Maintain and improve the design and function of the facilities
2. Promote community cultural expression.
3. Ensure excellence in customer service.
4. Promote a safe environment.

### Actions:

- Maintain and improve the design and function of the facilities
  - Improve signage and accessibility.
  - Upgrade by painting and acquiring comfortable furniture.
  - Identify redesign ideas to enhance the atmosphere.
  - Improve programming areas.
  - Make improvements to exterior stairs and ramp.
- Promote community cultural expression.
  - Continue to build collections to celebrate Kenora's history, culture and diversity and to promote cross cultural understanding.
  - Participate in community events to support cultural expression.



- Staff:
  - Provide and enhance great customer service.
  - Improve staff knowledge of programs and resources.
  - Provide ongoing staff development and training.
  - Investigate the establishment of staff training policy and budget.
- Promote a safe environment.
  - Improve lighting on exterior of main library (ramp, stairs, signage)
  - Continue positive relationship with local law enforcement.
  - Stay abreast of new security and technology trends to maintain a safe and healthy library environment.

## FOCUS 3: Expanding Access to Technology and Online Services



The Kenora Public Library has embraced the importance of technology, the Internet, and digital resources to our community. The Library provides an evolving role as central public access point within our community for a wide range of digital, technological and Internet based services, resources and equipment.

### Goals:

1. Establish a consistent program for the expansion, maintenance, and upgrade of hardware and software sufficient to meet the increasing demand for technological products and services.
2. Ensure that online access to educational programs and resources for staff and clients are maintained.
3. Improve and maintain the Kenora Public Library virtual presence through social media and website.

### Actions:

- Develop and produce a Technology Plan for the Kenora Public Library.
- Systemize ongoing investigation and assessment of technological developments to determine appropriate use within the Kenora Public Library and by Library clients.
- Determine where training is required for staff and clients.
- Expand existing training for clients and establish formal staff training schedule.
- Review and update existing equipment replacement schedule and establish expansion plan for the next 5 years.

- Devise a process to identify and to assess the appropriateness and potential role of new technologies.
- Offer more content online including downloadable books and other digital media.
- Improve and maintain web page and online capabilities.
- Explore the feasibility of a unique Kenora Public Library website.

The Kenora Public Library's virtual presence allows users to access their records and place holds online; access special collections; download books and videos; ask reference questions; participate in online communities such as book clubs; and provide user-generated content such as book reviews.

## FOCUS 4: Providing a Vital Community Resource



The Kenora Public Library strives to meet the informational, intellectual and recreational needs of the people of Kenora through available media and to be a place- a community space- that supports continuous learning. The Library supports local cultural expression, enhances quality of life and access to lifelong learning for all generations. The Kenora Public Library is a venue for cultural, arts and literary events.

### Goals:

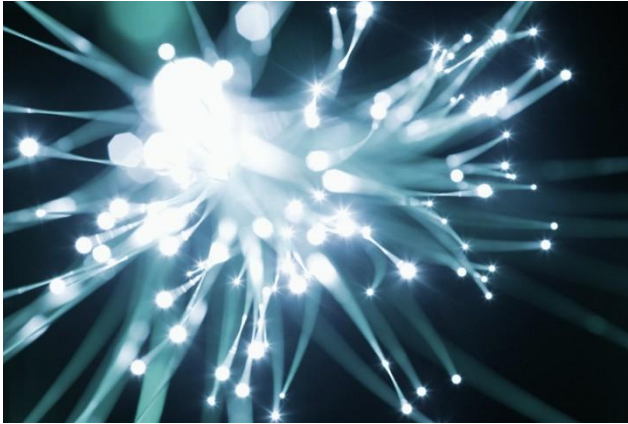
1. Ensure sustainability of the budget, staff resources and infrastructure.
2. Build the Kenora Public Library's role in providing original and accessible programming.
3. Strengthen the staff training and develop programs to emphasize areas of innovation, including community development and supporting partnerships.
4. Enhance access to lifelong learning for the community.
5. Use technology to engage communities in Kenora Public Library services and programs.

### Actions:

6. Ensure sustainability of the budget, staff resources and infrastructure.
7. Build the Kenora Public Library's role in providing original and accessible programming.
8. Strengthen the staff training and develop programs to emphasize areas of innovation, including community development and supporting partnerships.

9. Enhance access to lifelong learning for the community.
10. Use technology to engage communities in Kenora Public Library services and programs.

## FOCUS 5: Advocating for the Capabilities and Potential of the Kenora Public Library



The Kenora Public Library advocates for the essential role of the libraries in the community. The Library promotes greater awareness and participation in Library programs and services.

### Goals:

1. Engage in leadership and advocacy for the essential role of the Kenora Public Library in the community.
2. Communicate our strategic priorities to the community.
3. Foster a broader understanding of the Library's role in the community.

### Actions:

- Update the Kenora Public Library *Promotion Plan*:
  - Identify and develop a leadership role in strategic areas that benefit the Kenora Public Library and the broader community.
  - Inform and engage the community in the activities of the Kenora Public Library.
  - Identify improvements in signage and display.
  - Utilize local media for promotion and advertising purposes.
  - Build relationships with schools, local businesses and service clubs to market the resources and services of the Kenora Public Library.
  - Educate our clients through the use of email, newsletters, and mail outs.
  - Ensure a visible presence within community.

- Encourage school classes and senior visits to inform and to educate about the Kenora Public Library's services. Look into effects of all-day kindergarten and Junior Kindergarten on library programs and services.

## **FOCUS 6: Environmental Practices of the Kenora Public Library**



The Kenora Public Library encourages activities that promote stewardship of our environment through the provision of environmental and ecological collections, and the development of environmentally inspired practices, programs and workshops.

### **Goals:**

1. To reduce wasteful use of chemicals and synthetic substances that accumulate in nature; reduce encroachment on nature; and meet human needs fairly and efficiently
2. Encourage environmental stewardship.

### **Actions:**

- Develop an environment policy that encourages environmental stewardship in the library and the community.



## OUR FUTURE

This 2015-2019 Strategic Plan provides a framework for the Kenora Public Library Board in planning for the future. Each of the Focus areas will be championed by a Board committee that will plan for the implementation of actions that will enable the Library to meet the established goals.

This plan provides guidelines for our library's development through the next five years, while providing flexibility that will allow us to adapt to changes and opportunities within the library environment and our municipal, provincial and federal communities as needed.

### **Kenora Public Library Board**

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