



Perth East Public Library

**PERTH EAST  
PUBLIC LIBRARY  
STRATEGIC PLAN  
2020-2025**

**19 MILL ST. E  
MILVERTON, ON N0K 1M0**

## OUR MISSION

Perth East Public Library builds community by providing welcoming & vibrant spaces that inspire discovery and lifelong learning.

## OUR VISION

The library is recognized as essential to the community as an innovative hub that takes a collaborative approach to encouraging literacy, innovation, and opportunity.

# OUR VALUES

**Opportunity:** provide unique learning experiences for all ages.

**Literacy:** foster literacy and nurture lifelong learning.

**Intellectual Freedom:** protect the rights of library users to access all expressions of knowledge.

**Innovation:** enhance library services that are efficient and meet the changing needs of the community.

**Partnerships:** foster relationships with community partners, local government and staff.

**Accountability:** ensure that library services are relevant and administered in a fiscally responsible manner.

**Stellar Service:** serve the community with integrity and skill, promoting continued staff development.



# STRATEGIC GOAL 1

## Promote Awareness of the Library and its Role in the Community

The library will promote itself as an essential service to the community. To this end, we must:

- Engage the public in conversations about the library's strengths, weaknesses, potential opportunities by circulating surveys and hosting focus groups.
- Educate the public about library services and programs to attract new users.
- Develop the library's digital presence and online connectivity.
- Research & develop a marketing plan for the library to showcase services provided.

# STRATEGIC GOAL 2

## Grow as a Dynamic Community Space

The library will experiment with new ideas to become a place of possibilities that provides both physical and digital resources and unique opportunities that position the library as a vital community hub. To do so the library will:

- Enhance patrons library experience with inclusive, diverse & empowering programs and cultural experiences for all ages.
- Explore alternative service points (ie. mobile delivery, travelling programs in Perth East).
- Continue to provide a welcoming space that is safe, inclusive and vibrant.
- Create opportunities for newcomers to connect to the community.
- Ensure collection is up-to-date and relevant to community needs.
- Invest in technology and online resources that meet the needs of the community
- Advance digital literacy through creative online resources and in-person workshops
- Continue to participate in community partnerships

## STRATEGIC GOAL 3

### Outstanding Staff and Service

One of the library's greatest assets is our talented and dedicated staff. The library will support staff in pursuing continuous development that contributes to the advancement of library services. In order to provide a high level of service the library will:

- Build staff's capacity to provide seamless virtual and in-person services that are convenient and welcoming.
- Support opportunities for staff advancement.
- Encourage creative thinking.
- Invest time and resources in training for staff in order to support the needs of the community.

## STRATEGIC GOAL 4

### Build Long-Term Sustainability

In order to continue offering relevant and requested library services we need to ensure long-term funding. To do so the library will:

- Pursue new and alternative sources of funding
- Continue to develop community partnerships that provide opportunities for joint services.
- Assist and encourage the work of the Friends of the Library group