



Wasaga Beach Public Library Strategic Plan 2022-2026

Promoting the well-being of Wasaga Beach through library services

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Public Engagement

New Library Programs &
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Needs Assessment

Completed
2019/2020



Committee meetings

February 23 -- drafting Values
March 10 -- Values review
March 30 -- SWOT Analysis -- drafting Mission & Vision
April 22 -- Mission & Vision review
May 6 -- drafting Goals
May 31 -- Goals review
July 13 -- drafting Objectives
August 4 -- Objectives review
September 9 -- Objectives review
October 18 -- Strategic Plan presentation to the WBPL Board



Board review

Monthly updates were provided to the WBPL Board, with opportunities for feedback provided.



Staff review

Draft copies of the SWOT, Values, Mission and Vision were shared with WBPL staff to generate commentary.

Strategic Planning Committee

Debbie Grant, Board Chair
Lorraine Gruzuk, Board Vice-Chair
Dan Trafford, Board Member
Jody Mayhew, Board Member
James Kowbel, Former Board Member
Didi DaSilveira, Former Board Member
Pam Pal, CEO
Jennifer Perks, Public Services Coordinator
Brittany Pampalone, Technical Services Coordinator

New core values

The fundamental beliefs and guiding principles of our organization:

Accessibility & Inclusivity

1

Equal access to opportunities, resources and facilities



Respect

2

Supporting the value and dignity of individuals and materials



Accountability

3

Ensuring that the library is fiscally responsible and responsive to the community



Service

4

Responding to people's needs in a helpful way



More core values

More principles that matter to us:

Building Connections

5

Bringing people together in respectful ways



Innovation

6

Going beyond books with technology, programs and services



Lifelong Learning

7

Encouraging learning and literacy for all ages



Culture & Creativity

8

Promoting experiences that foster creativity in the Arts



Setting the course for library success

Although meaningful, WBPL's mission and vision were refreshed to better reflect the library's values



→ **Former mission statement**

Wasaga Beach Public Library is a dynamic community hub where all can connect, learn, and explore in an atmosphere of openness and acceptance

→ **Former vision statement**

Wasaga Beach Public Library is a fully accessible, technologically progressive and connected community resource that provides a range of services to meet the varied needs of the community. It is a valued and treasured institution serving as a cultural hub, and a key community destination.

New mission



Our mission is simple and impactful:

Wasaga Beach Public Library is a welcoming and progressive community resource that provides cultural, educational, and social opportunities in an atmosphere of openness and respect.

New vision



Our vision is clear and inspirational:

As an inclusive centre for discovery, Wasaga Beach Public Library strives to inspire community well-being by offering innovative opportunities to connect – with information, learning, culture, entertainment, and each other.

New goals

How we plan to have a positive impact on our community:

Improve the service experience

Nurture community connections that encourage library usage



Expand opportunities for lifelong learning, literacy, culture and socialization

Build the library as a dynamic centre for discovery



Goal 1 Improve the service experience

Objectives

Reduce barriers that impede access and inclusion

Possible action items:

- Ensure policies do not inhibit users
- Study library visitation to determine ideal operational hours
- Ensure program scheduling is varied to suit disparate users
- Determine ways to avoid limitations on program participation
- Investigate feasibility of free transit

Regularly seek community feedback

Possible action items:

- Annual user / non-user surveys
- Online and on-site comments/complaints/kudos forms
- Observational studies
- Outcome surveys

Use technology to increase efficiency

Possible action items:

- Create online payment system
- Remote phone access for staff
- Self-checkout stations
- Electronic user data – people counter, space utilization
- Initiate crowdfunding initiatives

Develop a staffing model that supports future growth

Possible action items:

- Ensure that staffing model adequately meets community / library needs
- Pursue timely group training initiatives
- Encourage independent education
- Initiate cross-training to support smooth service delivery
- Develop succession plan
- Ensure staff exceed base competencies
- Team building initiatives



Be responsive to user needs

Possible action items:

- Utilize user data to augment furnishings and change layout
- Ensure wayfinding is appropriate
- Alter service if needed
- Adapt new policies

Goal 2 Nurture community connections that encourage library usage

Objectives

Cultivate new relationships and community partnerships

Possible action items:

- Collaborate with schools and local organizations on programs and services
- Develop resources that will support local businesses
- Investigate a partnership with Service Ontario

Expand reach of bookmobile service

Possible action items:

- Consider alternative locations – retirement homes, geared to income housing, retirement communities, apartment complexes
- Consider participation in larger events
- Investigate greater hours of operation

Investigate new outreach opportunities to share programs, services and the collection

Possible action items:

- Install more little free libraries in community parks
- Develop pop-up programming schedule in alternative locations
- Contemplate kiosks in alternative locations

Improve communications to boost awareness of library services

Possible action items:

- Investigate rebranding
- Launch updated website
- Implement grassroots communications
- Utilize additional communication channels
- Investigate signage in alternative locations

Increase advocacy to share library values

Possible action items:

- Presentations to groups
- Coffee chats with community leaders/influencers
- Open house events/ library tours
- Participation in community events



Goal 3 Expand opportunities for lifelong learning, literacy, culture and socialization

Objectives

Emphasize early literacy and school preparedness to encourage young family engagement

Possible action items:

- Promote on-going educational assistance with 1,000 Books Before Kindergarten, Prep for Kindergarten, etc.
- Collaborate with EarlyON
- Investigate tutor/ homework help alternatives
- Establish more parental supports

Collaborate with youth to develop meaningful programming

Possible action items:

- Establish teen advisory
- Determine/follow trends to achieve “cool factor”
- Take programs to youth
- Partner with high schools to improve communications with desired age segment.

Focus on collections and programs that inform, entertain and engage a wider adult audience

Possible action items:

- Launch Lifelong Learning Lecture Series
- Establish best practices for virtual vs. in-person programs
- Prioritize high participation programming subjects
- Capture live participants by bringing programs to groups



Provide greater access to arts and culture for all ages

Possible action items:

- Partner with music co-operative to provide regular musical entertainment
- Partner with local arts groups to provide gallery space, training opportunities, artist in residence
- Partner with local theatre group to help develop theatrical skills/interest
- Investigate artisan sales opportunities
- Resume trips to cultural attractions

Goal 4 Build the library as a dynamic centre for discovery

Objectives

Ensure that library spaces are stimulating and engaging

Possible action items:

- Provide passive programming
- Provide learning moments
- Provide necessary tools and training for labs
- Consider roving museum displays
- Provide visitors with a positive visual experience using displays and art
- Ensure that spaces are inviting as well as functional
- Build in flexibility where possible



Use new technologies to engage the community

Possible action items:

- Develop regular STEM programs using local volunteers
- Offer structured and non-structured VR programs
- Use Creator Space expertise and equipment to develop community of digital designers
- Offer digitization station to appeal to wide audience

Focus on content that inspires and entertains

Possible action items:

- Annually assess circulation data to identify user preferences
- Adapt acquisition plan to reflect user needs
- Fortify collection management team and adjust roles
- Ensure collection is timely
- Showcase collection in new ways to raise interest and circulation

Pursue alternative funding to support library innovation

Possible action items:

- Collaborate with the Friends of Wasaga Beach Public Library
- Investigate annual crowd funding initiatives
- Utilize grants
- Establish large on-going book sale area
- Pursue revenue generating opportunities – art shows, artisan/craft sales, lecture series, music nights

New goals	Improve the service experience	Nurture community connections that encourage library usage	Expand opportunities for lifelong learning, literacy, culture and socialization	Build the library as a dynamic centre for discovery
New objectives	<ul style="list-style-type: none"> • Reduce barriers that impede access and inclusion • Regularly seek community feedback • Be responsive to user needs • Use technology to increase efficiency • Develop a staffing model that supports future growth 	<ul style="list-style-type: none"> • Cultivate new relationships and community partnerships • Expand reach of bookmobile service • Investigate new outreach opportunities to share programs, services and the collection • Improve communications to boost awareness of library services • Increase advocacy to share library values 	<ul style="list-style-type: none"> • Emphasize early literacy and school preparedness to encourage young family engagement • Collaborate with youth to develop meaningful programming • Focus on collections and programs that inform, entertain and engage a wider adult audience • Provide greater access to arts and culture for all ages 	<ul style="list-style-type: none"> • Ensure that library spaces are stimulating and engaging • Focus on content that inspires and entertains • Use new technologies to engage the community • Pursue alternative funding to support library innovation



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