

# Bibliothèque Publique de Greenstone Public Library

## Strategic Plan / Plan Stratégique 2018 – 2021

Branche de Beardmore Branch



Branche de Geraldton Branch



Branche de Longlac Branch



Branche de Nakina Branch



## **OUR MISSION**

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To provide a collection of literature in different formats, to offer information, activities and programs and to contribute to the quality of life in Greenstone.

## **OUR VISION**

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The Greenstone Public Library is...

- A collection of literature in all formats;
- An innovative community centre;
- A place to connect with our communities and the world;
- Equitable access to all;
- Vital to the development of our citizens and our Municipality.

## **OUR VALUES**

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We believe in:

- promotion of lifelong learning and personal growth;
- fostering a love of reading;
- innovation and response to social and technological change;
- co-operation and partnership with other groups and organizations in and beyond the community.

We believe that:

- the library should be equitably accessible, connected and appropriate to the needs of community residents;
- recreation and pleasure derived from library services enhances the quality of life of community residents;
- our performance should exceed the everyday standard that our clients have come to expect.
- library users have the right to freedom of thought, belief, opinion and expression;

## **OUR CORE SERVICES**

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**Guidance and assistance:** We will provide trained and experienced staff to assist library users in finding the resources that will most quickly and appropriately satisfy their needs.

**Collections:** We will make available collections of books, magazines and videos which meet the needs of the community.

**Access to electronic information sources:** We will provide equitable access to the rapidly expanding information resources available through our website and the wider internet.

**Access to resources of other libraries:** We will provide access to the resources of other libraries in Ontario and beyond when these are not available in our collections.

**Programs:** We will provide programs to foster the literacy and social skills of young children, and to instill a love of books and reading. We will also provide programs of topical and current interest to adults.

***OUR STRATEGIES***

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**STRATEGY No. 1.** Marketing the library

**STRATEGY No. 2.** Building relationships, internally and externally

***OUR OBJECTIVES AND ACTION PLANS***

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**STRATEGY No. 1**  
Market the Library

**Objective 1.1**

To develop a marketing plan for the Greenstone Public Library.

**Actions**

- a) contact different marketing companies for information/quotations
- b) seek funding assistance
- c) work to create an effective branding/marketing plan

**Objective 1.2**

To promote library services to all sectors of the community.

**Actions**

- a) implement the marketing plan
- b) budget for promotion and advertising
- c) invite stakeholders to library events

## **STRATEGY No. 2**

Build relationships – internally and externally

### **Objective 2.1**

To create a more cohesive library system by continuing to develop working relationships.

#### **Actions**

- a) investigate the opportunity to have employees work in different branches
- b) co-ordinate social gatherings for board and employees
- c) try to schedule joint training sessions between branches

### **Objective 2.2**

To strengthen partnerships with other organizations and groups.

#### **Actions**

- a) continue to work with current partners
- b) invite different groups/organizations to use the library premises for activities
- c) continue to create new opportunities to partner with organizations both locally and regionally

## **COMMUNICATING THE PLAN**

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In order to fully realize our vision for the Greenstone Public Library, it is critical that our users and partners understand and support this plan.

- Copies of this Strategic Plan will be provided to the Mayor and members of Council.
- Copies of this Strategic Plan will be available to the public at each Branch.
- To reach a broad spectrum of the public, copies of the plan will be sent to the local media with an explanatory press release. The plan will also be posted on the library's Web site.
- Regular efforts will be made to update Municipal Council and other key partners on the library's progress towards realizing its vision.