



Lake of Bays
Township
Public Library

Strategic Plan 2023-2027

Reviewed April 2023

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A Dynamic Plan



- We will focus human and financial resources on activities that optimize the library's ability to effectively serve the community.
- The Library Board has adopted an "evergreen" process for keeping this plan current. The plan will be reviewed annually, with the past year dropping off and the next year added on.
- Operating environment to consider:
 - Increasing population with growth in 0 to 14 years of age and 65 and older (from 2021 Census)
 - Desire to acknowledge diversity in our community and be inclusive of every person
 - Expectation of leading-edge services, resources and technology
 - Library as a community hub

Our Strategic Goals

1. Dwight Branch Expansion
2. Community Diversity & Inclusion
3. Technology & Communication
4. Board Development

1. Dwight Branch Expansion

- The Dwight Branch faces space constraints for programming, community members, collections and staff.
- From 2009-2019, program offerings have increased by 401% and participation is up 355% (numbers for 2020 to 2022 are hard to include as we did online programming)
- From 2010-2019, WiFi usage has increased 272% (we did not collect statistics through the Covid pandemic, 2020 to 2022)
- Space is needed for people to gather and connect with the resources they seek for work, lifelong learning and relaxation

ACTIONS:

- Advocate at public and private functions for the library and the expansion. Use every opportunity to educate the community about the great work the library does and the value to the community
- Source funding for the project through grants, fundraising events and private donations
- Implement an expansion plan by developing a work plan to move forward and apply for funding opportunities



2. Community Diversity & Inclusion

ACTIONS:

- Communications committee will engage community service groups, lake associations, etc. via online or in-person presentations, to provide information about library services and determine any barriers.
- Engage both current members and non-members through brief on-line survey to determine existing barriers to using library services.
- Engage current members to determine what barriers exist in our collection, i.e. format of items, diversity of topics, ease of access
- Create short videos for library website and social media to engage and inform community about library services.
- It is relatively easy to get our messages out to our existing membership through in-library visits, website, e-newsletter and social media, but it is harder to reach non-members
- Identify barriers to determine what is keeping people from using our services and come up with solutions to eliminate those barriers

3. Technology & Communications

- Our website and social media channels have become invaluable tools in connecting people with resources and information.
- Online schooling and people working from home are both still prevalent and we can support those with limited or no Internet access.
- Regular communication with our stakeholders is very important.

ACTION 1

- Update website to make navigation easy and intuitive for people

ACTION 2

- Schedule regular presentations to council to highlight key achievements and messages

ACTION 3

- Investigate and make a plan to increase our security against cyber attacks

4. Board Development

- The Library Board is the governing body of the library. Its members are volunteers and are committed to providing the best library service possible to Lake of Bays.
- Learning, inclusion & diversity, accountability and innovation are all important values to the Library Board.

ACTION 1

The committee will continue to bring forward training topics to board meetings that will increase board members' knowledge of current initiatives and best practices thus promoting rich discussion and informed decision making.

ACTION 2

This Board will actively investigate barriers to participation on the board in order to enhance diversity & inclusion at the board level.

ACTION 3

Participate in Ontario Library Service Assembly Board meetings to share and learn from other library Boards.



Long term & ongoing priorities

- Continue to develop a strong, transparent working relationship with Township Council and Staff.

- Explore new ways to enhance library services that are responsive and relevant to the community

- Embrace and use emerging technology within our branches and community

- Listen to our community and engage with them at every opportunity to build the best library we can.

- Appreciate the asset we have in our staff and focus on keeping their knowledge strong and current

- Continue a strong, diverse, interesting collection

"Bad libraries build collections,
good libraries build services,
great libraries build communities."

-R. David Lankes