



**EAST GWILLIMBURY  
PUBLIC LIBRARY**

**STRATEGIC PLAN**  
**2012 to 2017**

# STRATEGIC PLAN | 2012 to 2017

## TABLE OF CONTENTS

Vision, Core Purpose..... 3

Corporate Values, Corporate Roles, Strategic Pillars..... 4

Pillars: Engage, Sustain & Innovate, Deliver..... 5

Achieving the Plan..... 6



## MESSAGE FROM THE BOARD

The Library Board is pleased to present the 2012-2017 Strategic Plan. In 2011, the Board reviewed our strategic plan (2006-2011). We evaluated our achievements over the past five years, identified the Library's course for the next five years and developed a new plan accordingly.

East Gwillimbury Public Library faces a number of major challenges such as the expectation of significant population growth, potential rapid change in resident demographics, and new developments in technology. Our strategic plan was developed to allow the Library to respond to these current challenges and take advantage of existing opportunities. The Board worked closely with senior library staff and the Town of East Gwillimbury to incorporate internal and external feedback on directions and priorities for the future.

Ultimately the Strategic Plan is about serving our residents. It outlines how we will shape our library system to provide quality programs and exceptional service. For the next five years the Library will follow these strategic priorities:

- **ENGAGE** members of the community
- **SUSTAIN & INNOVATE** library programs and services
- **DELIVER** excellent customer service

The Board of the East Gwillimbury Public Library supports building community by fostering learning and discovery.

Loretta Whiteman  
Library Board Chair



**Front Row from Left:** Councillor T. Roy-DiClemente; M. Alleyne, CEO/Secretary-Treasurer; L. Whiteman, Chair; L. Young. **Back Row from Left:** D. Robichaud, Vice-Chair; B. Savage; M. Bell; D. Wrigglesworth; R. Morris; H. Miller. **Not Pictured:** C. Vadeika



# East Gwillimbury Public Library opens minds to a world of information, creative expression and the love of reading.

## MESSAGE FROM THE CEO

Since its incorporation in 1974, East Gwillimbury Public Library has strived to remain a relevant, viable, vibrant community hub contributing to a healthy and informed citizenry.

With the support of residents, the Town of East Gwillimbury, library staff, and volunteer and community agencies such as the Friends of East Gwillimbury Library, Southlake Cinemania, and the Mount Albert Garden and Horticulture Society, the Library met all the objectives from its 2006-2011 Strategic Plan.

During those five years, the Library;

- expanded service hours at both branches
- increased its electronic collections
- launched a new website
- formed new partnerships with agencies like Ontario Early Years
- upgraded its IT infrastructure
- created Teen spaces within our branches.

As the Town transitions from a community of villages separated by farms and forests to a connected urban area surrounded by environmentally protected countryside, so too must Library services and programs evolve to meet the changing needs of its residents. The Library Board initiated a renewal of the Strategic Plan to build on past achievements and set the strategic priorities for 2012-2017 to support the Library's evolution.

*"At this time in human history, when change is inevitable and lifelong learning an imperative, public libraries help citizens and communities adapt."*

Anne Marie Madziak. From: Municipal World. Public Libraries

No longer just a repository of books, music, and movies or programs for children, the Library is community building resource. As identified in the Town of East Gwillimbury's Cultural Plan, the Library plays a key role in engaging youth and newcomers and promoting and preserving the Town's culture.

Under the directives of the 2012-2017 Strategic Plan, the staff of East Gwillimbury Public Library commit to enriching our community by promoting culture, literacy, and access to resources and programs.

A handwritten signature in blue ink, appearing to read 'M Alleyne'.

Michelle Alleyne,  
Chief Executive Officer

*“The Library is an arena of possibility, opening both the window into the soul and door onto the world.”*

Rita Dove, U. S. Poet Laureate to Library of Congress



## VISION

*East Gwillimbury Public Library builds community by fostering learning and discovery.*

## CORE PURPOSE

East Gwillimbury Public Library enriches our community by promoting culture and literacy and access to resources and programs.



The EGPL is a vibrant community hub for information and resources. We serve the residents and business community. As a partner in the Character Community Initiative, the East Gwillimbury Public Library will demonstrate the following values in our relationships with stakeholders and in the delivery of programs and services.

- Compassion
- Honesty
- Integrity
- Respect
- Courage
- Inclusiveness
- Optimism
- Responsibility
- Fairness
- Initiative
- Perseverance
- Innovation





# “Libraries are not made; they grow.”

Augustine Birrell. From: Obiters Dicta. Book Buying

## CORPORATE VALUES

- Delivering excellent customer service to our various stakeholders, during a range of hours and in a variety of locations
- Providing equitable access to information, services and library materials in a variety of media and formats
- Respecting and protecting the confidentiality of patrons
- Engagement with residents, businesses and governments through communications, partnership-building and joint initiatives
- Continuous improvement and innovation in the delivery of relevant programs and literacy-related activities

## CORPORATE ROLES

- Supporting literacy and encouraging lifelong learning
- Providing equitable access to information and service
- Developing and sustaining community partnerships
- Supporting and assisting patrons to achieve educational, employment-related and business goals
- Upholding intellectual freedom
- Operating in a fiscally responsible manner and providing added value to the community and our stakeholders
- Working collaboratively to preserve East Gwillimbury's history and cultural heritage

## STRATEGIC PILLARS

**ENGAGE** members of the community, encourage people to get involved in library activities and promote the value of the library

**SUSTAIN & INNOVATE** library programs and services that enrich the community

**DELIVER** excellent customer service in the community and in welcoming, accessible library facilities that serve as community hubs



***“My two favorite things in life are libraries and bicycles. They both move people forward without wasting anything. The perfect day: riding a bike to the library.”***

Pete Golkin, Arlington, Virginia



## ENGAGE

- Anticipate, identify and plan for emerging trends, shifts in demographics and community needs
- Develop systems to obtain regular feedback from the community, analyze and report on findings
- Develop and implement effective marketing and communication plans
- Foster collaboration within the community by building and maintaining productive partnerships with residents, business, media and governments
- Incorporate additional volunteer opportunities to support expanded programming
- Preserve and promote East Gwillimbury's cultural heritage and history

## SUSTAIN & INNOVATE

- Align with the Town of East Gwillimbury's Strategic Plan and provide high quality, cost-effective library programs and services
- Develop a plan for ongoing evaluation of existing programs and services and implementation of new programs and services to address changing needs
- Explore and evaluate effective applications of emerging technologies
- Leverage partnerships to benefit the library and the community (increase revenue/fundraising, program innovation, identification of new opportunities consistent with our mandate)
- Develop our valued human resources and foster excellence through professional development of staff
- Ensure the maintenance of high quality library collections in multiple formats

## DELIVER

- Offer welcoming, safe and comfortable environments that comply with library best practices, standards and legislative requirements
- Create and maintain a facilities management plan and incorporate the Town of East Gwillimbury's "Thinking Green" strategies and standards
- Ongoing research, development and implementation of library 'best practices'
- Identify and address challenges presented by future growth
- Maximize use of available assets
- Comply with the Integrated Accessibility Standards Regulations under the *Accessibility for Ontarians with Disabilities Act, 2005*



“... a reader's ambition knows no bounds.”

Alberto Manguel, *The Library at Night*

## ACHIEVING THE PLAN

The Library is committed to the successful implementation of the 2012-2017 Strategic Plan. Ongoing communication, evaluation and monitoring of the execution of strategic goals and objectives are key components of success. Complete staff and community engagement at all levels will provide the necessary support to accomplish the Library's strategic goals.

### *To ensure success the Library will:*

- Communicate our strategic priorities to residents, stakeholders and library staff to foster a broader understanding of the Library's plan
- Use the strategic plan as a framework for developing our capital and operating budgets and pursuing collaborative partnerships
- Implement departmental objective-setting, planning and performance monitoring that aligns with our strategic plan

- Measure our progress and report to our Board on key indicators, including circulation usage, electronic usage and program usage, as well as other indicators as data becomes available
- Report to the community annually on what has been accomplished in support of the strategic plan, and what remains to be done
- Encourage ongoing conversation with residents, library users, library staff, and stakeholders about how we can achieve our goals and improve our service

The Library will monitor the changing environment annually and adjust as necessary.

## IMPLEMENTATION





East Gwillimbury Public Library  
P.O. Box 1609, 19513 Yonge St.  
Holland Landing, ON L9N 1P2

