

# **GRAND VALLEY PUBLIC LIBRARY BOARD**

## **STRATEGIC PLAN 2014-2017**

### **MISSION STATEMENT**

THE GRAND VALLEY PUBLIC LIBRARY IS THE FOUNDATION OF THE COMMUNITY PROVIDING SOCIAL, CULTURAL, AND EDUCATIONAL RESOURCES.

### **VALUES**

1. **INNOVATION**: we will continue to be an innovative and highly adaptive entity in the development and implementation of programs and services to best meet community needs.
2. **INTELLECTUAL FREEDOM**: your library believes that everyone has a fundamental right to all expressions of knowledge, creativity and intellectual activity.
3. **LIFELONG LEARNING**: we believe that social, cultural, and educational development enriches the community. As such we will develop and deliver programs and services that span a lifetime.
4. **EQUITABLE ACCESS**: we believe it is every residents' right to receive free and equal access to information and services regardless of race, colour, sex, religion or age.
5. **ACCOUNTABILITY**: we are responsible to our patrons, our funders and the community at large.
6. **KNOWLEDGEABLE STAFF**: we encourage the professional and personal development of staff.

## **VISION**

The Grand Valley Public Library will be :

1. The centre of excellence for all small/rural libraries in the Province.
2. The central point of access in the community to the highest quality collection of educational resources.
3. An open-minded culturally diverse ambassador for library service and as such we encourage the continuing education for staff and volunteers; innovation in the transfer of knowledge through technology, social networking, and community partnerships.

## **STRATEGIC DIRECTION 1**

1. The Library meets the needs of the community and reaches out to key user groups.

**Goal 1.1:** Increase awareness and use of library services, resources and current technologies.

**Action:**

- 1.1.1: Distribute quarterly newsletter of library and electronic resources to schools, churches, medical centre, businesses, municipal offices, by email and in the annual tax notice of all three contracting municipalities.
- 1.1.2: Develop a consistent look to all public advertising. i.e. Logo, colour.
- 1.1.3: Take the Library to the community through presentations to local user groups, schools and municipal councils.

**Goal 1.2:** Identify and emphasize the needs of distinct user groups.

**Action:**

- 1.2.1: Identify underused groups, what their needs are and develop programs to serve those needs.
- 1.2.2: Determine who is using the library with data from the Library database.

## **STRATEGIC DIRECTION 2**

2. Members of staff are skilled information navigators and educators promoting a comprehensive collection.

**Goal 2.1:** Provide knowledgeable, well-qualified staff.

**Action:**

2.1.1: Provide continuous opportunities for skill development.

**Goal 2.2:** Maintain up-to-date technical equipment and resources.

**Action:**

2.2.1 Maintain a schedule for all hardware and software.

**Goal 2.3:** Ensure library collections are kept up-to-date in content and format.

**Action:**

2.3.1 Dedicate adequate budget for collection development.

## **STRATEGIC DIRECTION 3**

3. The library will develop and deliver programs and services that span a lifetime.

**Goal 3.1** Create a positive community space that is alive with opportunities and programs.

**Action:**

3.1.1 Evaluate programs and services on an annual basis.

3.1.2 Put a call out to the community for people with skills to provide classes or workshops.

## **STRATEGIC DIRECTION 4**

**Goal 4.1** Monitor library use and expand space and services as needs dictate.

**Action:**

4.1.1 Monitor and evaluate the use of library services.

4.1.2 Hire a consultant to do a Space Needs Assessment.