



## Strategic Plan 2014-2018

**Mission Statement:** The Greenwood Public Library supports lifelong learning by providing materials, services and programs to help fulfill the educational, informational, recreational, and cultural needs of the community in a welcoming and user-friendly environment.

**Vision:** To become a community hub for culture and learning.

**Goals:**

1. Community Connections: Engage and support community members.
2. Services: Continually review and improve library programs and services.
3. People: Maintain a healthy, vibrant organization.
4. Technology: To keep relevant to changing technology.
5. Facilities: To ensure that our facilities continue to be inviting and functional.

**Goal 1. Community Connections: Engage and support community members.**

**Objectives:**

- 1.1 Develop a Facebook page.
- 1.2 Hold a 70<sup>th</sup> anniversary celebration in 2015.
- 1.3 Work with City Pool in summer—have SRC student presence at the pool during swim lessons.
- 1.4 Create a staff & volunteers' picks shelf—possibly in reference section.
- 1.5 Regular monthly newspaper column.
- 1.6 Hold informative evening talks on different subjects using community members e.g gardening.
- 1.7 Community surveys: nearing the end of current Strategic plan mandate-2017; Survey non-users e.g. a one-page survey at Founder's Day-2015.
- 1.8 Explore ways to engage teens/young adults.

**Goal 2. Services: Continually review and improve library programs and services.**

**Objectives:**

- 2.1 Maintain existing programs: Storytime, SRC, RLC, author readings.
- 2.2 Collection development: More DVDs, audiobooks on CD, weed reference collection, weed nonfiction.
- 2.3 Review magazine subscriptions.
- 2.4 Suggestion box/have a comments feature on our website.
- 2.5 Revisit opening hours in future (82% were satisfied with current hours.)
- 2.6 Explore the idea of a Book Club.

**Goal 3. People: Maintain a healthy, vibrant organization.**

**Objectives:**

- 3.1 Staff development: have ongoing training opportunities for staff/volunteers.
- 3.2 Annual review of wages.
- 3.3 Staff evaluation/ recognition.
- 3.4 Explore options for increased staff time.
- 3.5 Succession planning—staff and board—plan for retirements.

**Goal 4. Technology: To keep relevant to changing technology.**

**Objectives:**

- 4.1 Buy a stick or outside hard drive for staff computer to back up files.
- 4.2 Buy spare surge protector.
- 4.3 Keep website updated and relevant.
- 4.4 Implement recommendations of IT assessment.
- 4.5 Update computers as needed.
- 4.6 Encourage use of databases—do workshops for the public.
- 4.7 Promote Zinio, Overdrive, OneClick—ebooks and audiobooks.
- 4.8 Computer training—explore options for training for public.
- 4.9 Purchase a Kobo e-reader for staff and public use.

**Goal 5. Facilities: To ensure that our facilities continue to be inviting and functional.**

**Objectives:**

A: Enhance existing facility.

- 5A.1 Explore fundraising and grant opportunities to improve existing facility.
- 5A.2 Quietness—more awareness of staff/volunteers to maintain quietness.
- 5A.3 Create an office space for library director.

5A.4 Storage—whose space is the washroom/back hall? Investigate possibility of more shelves in back storage area behind curtain.

5A.5 Upgrade washroom.

5A.6 Create spaces for quiet study/group study/socializing.

5A.7 Adapt front entrance for better wheelchair accessibility

B: Explore options for new facility.

5B.1 Explore fundraising and grant opportunities for funds to get new facility.

5B.2 Explore the option of existing buildings, city-owned or otherwise.

5B.3 Explore the option of acquiring a City lot & building a new facility.

This Strategic Plan was adopted and voted upon by the Greenwood Public Library Board of Trustees on May 12, 2014.