



Cornwall Public Library Strategic Plan 2013-2016

VISION

The public library is Cornwall's place for discovery, connection and enrichment. Cornwall Public Library is highly recognized for its important role in building strong communities through:

- Connecting services to residents wherever they are;
- Supporting literacy attainment, learning, and achievement;
- Providing Cornwall's residents with vibrant spaces for the enjoyment of social interaction, community engagement and cultural expression.

MISSION

Cornwall Public Library provides residents with excellent collections, spaces and experiences to support their reading, learning and leisure needs. The Library is a leader in developing essential literacy skills and provides lifelong learning opportunities for all of its residents in a variety of contemporary physical and digital environments that are welcoming, dynamic and inclusive.

AREAS OF STRATEGIC FOCUS 2013 – 2016

- POSITION the Library as a key agency for Early Childhood Literacy and Lifelong Learning
- ADVANCE the cultural initiatives of the City
- EXTEND library use by raising awareness of Library services
- BUILD the Library's capacity to realize its Vision

OBJECTIVES:

1. ESTABLISH THE LIBRARY AS A KEY AGENCY FOR EARLY CHILDHOOD LITERACY AND LIFELONG LEARNING

- a) Brand the Library as an essential provider of children's literacy services and employ a reading-readiness message in the design and promotion of all Library children's programs.
- b) Build relationships with agencies serving families at risk of low literacy and work with them to develop and deliver programs that are convenient and effective for target audiences.
- c) Explore the establishment of children's book deposits and reading-readiness programs in agencies and centres that are convenient to target audiences.
- d) Focus in-library children's programs on audiences who can readily access them, such as infants and toddlers, and at times that are convenient to their families.
- e) Support all ages in obtaining digital literacy skills, including basic computer instruction, how to use the library online, and instruction in using digital tools.
- f) Maintain and build upon links with educational institutions to promote services and library use.

2. ADVANCE THE CULTURAL INITIATIVES OF THE CITY

- a) Conduct a formal Facility Space and Needs Assessment Study of the library building to determine the availability and optimum use of the Library's existing areas. Include assessment of the vacant lower level in the light of local cultural agencies' needs. Study synergies, flexible and mixed use spaces, traffic, display, and uses that are compatible with the Library's Mission.
- b) Expand program offerings for adults to include themes, speakers, demonstrations and performances that reflect the interests of residents and showcase the talents of Cornwall's creative community.
- c) Provide active learning experiences for teens and youth, and involve them in the design of spaces, programs and collections to meet their interests.
- d) Celebrate the people, cultures and heritage of Cornwall through collections, programs and services that reflect the experiences and interests of our diverse community.

3. EXTEND LIBRARY USE BY RAISING AWARENESS OF LIBRARY SERVICES

- a) Continue to develop and maintain an innovative and dynamic response to digital opportunities for service delivery and promotion.
- b) Involve library staff in active leadership roles and relationship-building with community agencies, in particular those targeting literacy, early childhood development, and cultural engagement.
- c) Emphasize and build Library Board's key ongoing role in advocating the Library's capacity to address issues of importance to the City, including quality of life, safe destinations for youth, young families and retirees, educational attainment and economic prosperity.
- d) Develop a communication strategy which promotes the Library's significant role in the community, and in particular its expertise in early childhood literacy and its role as a cultural agency.

4. BUILD THE LIBRARY'S CAPACITY TO REALIZE ITS VISION

- a) Conduct an organizational review to identify the optimum organizational structure and staff responsibilities to meet Cornwall's existing and future library needs, including staff capacity for implementing and sustaining the Library's digital services.
- b) Develop a Digital Service Strategy to support and enable staff in achieving the Library Vision and Mission through formal training and ongoing coaching in current digital technologies and tools.
- c) Include community outreach responsibilities within specific staff responsibilities and support staff with training in early literacy methods, partnership development and project management.
- d) Develop an Advocacy Plan to support the goals of the Strategic Plan.
- e) Identify strategic initiatives with potential as targeted fundraising initiatives. Test concepts with potential supporters and design campaigns.