

The Cavan Monaghan Public Library Board

# Strategic Plan: 2022-2028



*Presentation for Township Council, March 2022*

**“The Library has been my lifesaver  
during this pandemic.”**

**~ Millbrook Resident**

# The role of public libraries continues to evolve because...

- the pandemic will have long lasting effects on how we work, study and socialize.
- affordable, reliable access to the Internet and digital applications is now critical.
- isolation is being felt more strongly and by more people than ever before.

# Purpose:

As the Township of Cavan Monaghan Public Library Board, it is among our duties\* to advance the Library's:

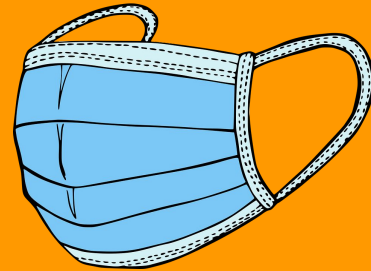
- Philosophy and Values
- Mission and Vision
- Service Priorities
- Long-term Strategies for Future Development.

*\*Reference: CML Policy GOV01 - "Purpose and Duties of the Board"*



The purpose of the Strategic Plan will help us achieve the Library's vision ... to have a transformational impact in Cavan Monaghan by inspiring innovation, learning, and curiosity, engaging the residents, and sharing knowledge and sparking inspiration throughout the community.

**Why create a plan that will direct our work over the next 7 years while in the midst of a global pandemic?**



**What was our methodology?**

**We started creating the plan by asking our community to share their insights.**

# Q8: What do you like most about the Cavan Monaghan Libraries?

pleasant people access looking find awesome always friendly helpful

Good selection great wonderful location

Friendly helpful staff Millbrook Branch library helpful

service selection books good staff love friendly

Great selection friendly staff helpful staff atmosphere



**We know that a plan is just  
a plan until put into action.**

**The Library is committed to  
building and connecting a  
thriving, informed Township  
of Cavan Monaghan.**







# Optimizing Spaces

- Improve and increase our physical spaces.
- AODA compliant by 2025; including addressing the lift at the Millbrook Branch.
- Utilize/create outdoor spaces at both branches to help diversify program offerings.
- Continue to expand our Virtual Branch: redesign our website; increase our social media presence; modernize our branding and tagline

# Maximizing Services

- Provide programs both indoors and out.
- Increase the print and digital resources.
- Improve technology to deliver effective library service and bridge the access gap.
- Assess our programs and services to determine their impact on residents and return on investment.





# Growing Partnerships

- Invest in partnerships to increase the use of the Library to enhance, but not duplicate, the services and programs of others in the community.
- Renew relationships with Council, Township staff and Schools.
- Source new and renewed funding to increase the Library's impact on the quality of life in Cavan Monaghan.

# Measuring Our Progress

Performance metrics including the following increases:

- Physical and virtual branch visits
- Active library members
- Programs and program participation
- Number of partnerships and impacts
- Successfully completing branch development and renovation projects
- Customer satisfaction surveys
- Fundraising
- Use of tool kits for benchmarking



# Strategic Plan Timeline 2022 to 2028

2022

Present strategic plan; update website; increase social media presence; rebranding; peer review of Ontario Library information

2024

Complete AODA compliance; grow volunteer base; solidify partnerships to increase programming and services; review staffing model

2026

Investigate a 3rd branch/book locker; prepare for municipal election and new Board, create legacy document for hand-over to new Board

2023

Secure funding in order to begin outdoor space improvements; increase online educational resources

2025

Continue to grow print and digital resources; create makerspace and "library of things"

2027

New Board; assess progress in current plan

2028

Begin next strategic plan

# Library Board July 2021



# Impressions from conversations with community stakeholders...

*We need more meeting space...*

*Balance services with urban expectations...*

*Potential for new card holders with Grade 9 Crestwood Students...*

*"Library of things" such as lego and tools would help with school closures...*

*Internet in the Township is hit or miss...*

*Well located for industry - along the Hwy 115/407/7 between Toronto and Ottawa...*

# We started by asking our community for their insights...

*Friendly, helpful staff and warm, inviting atmosphere. The playgrounds at both branches are great too. We always love visiting the library!*

*I think the outdoor space at the Bruce Johnston Branch could be improved to make it more of a community hub.*

*Millbrook Branch is located in a beautiful old building. It has a good selection of books, DVDs etc. The staff are friendly and professional.*



## Our guiding Values

- Demonstrating a positive impact on quality of life, social and economic success
- Service excellence for all Ages and Stages
- Commitment to lifelong learning and literacy of all kinds
- Intellectual freedom
- A focus on our Community and alliances

- A culture of innovation, experimentation, and creativity
- A safe and welcoming place
- A strong commitment to staff development and volunteerism
- Trust, integrity, accountability
- Environmental sustainability