



DRYDEN

Public Library

STRATEGIC PLAN

2022-2025

Introduction & Rationale

I am excited to share the 2022-2025 Strategic Plan for the Dryden Public Library.

This Plan is a living document that will guide the Library over the next four years. It identifies operational direction for the staff and direction about library services for patrons and stakeholders.

The Plan was prepared on behalf of the Library Board by a dedicated group of volunteers. That group represented the Board, the staff, the Ontario Library Service, the Friends of the Library and the provincial Ministry of Heritage, Sport, Tourism and Culture Industries.

The Plan was built on an awareness of current demographics and a recent review of environmental scanning.

Through public consultation, we learned what you think we are doing well and where you think we might improve.

Foremost in our thinking was the need to maintain inclusion and diversity. To demonstrate respect for our Indigenous population, many of the Plan objectives flow from the recommendations of the Truth and Reconciliation Commission.

We will deliver this ambitious plan in a fiscally responsible manner, attempting to maximize our use of grants and donations.

I invite you to review the Plan. The next time you are in the Library, please tell us how we are doing.

Matthew Benson
Library Board Chair

2018-2022 Library Board

Matthew Benson, Board Chair
Angie Barton, Vice Chair
Shayne MacKinnon, Council Representative
Patricia Wilson
Shirley Cole
Susan Reany-Iskra
Suzanne Lockyer

Strategic Planning Committee

Matthew Benson, Board Chair
Lucille Ayers, President of the Friends of the
Library
Sarah McKenzie, Ministry of Tourism, Culture
and Sport
Susan Reany-Iskra
Ontario Library Service Staff
Caroline Goulding
Tina Wallin
Karen Hamilton

Mission, Vision, and Values

The Dryden Public Library's mission is to **connect our community to the tools, resources, and services needed to imagine and achieve a brighter future.** *Imagine, Discover, Connect @ the Dryden Public Library* is our vision for the community we serve. Our values are the basis for this strategic plan. They are equity, intellectual freedom, customer service, engaged communities, teamwork, and lifelong learning. These values led us to identify four priorities within this plan.

Over the next four years we will:

- improve the Library's **accessibility**
- work to ensure that everyone feels a sense of **inclusion** at the Library
- **strengthen services**
- make sure that people know about our role and needs through **communication and advocacy**

For each priority, we have listed goals and related objectives. Many of these goals and objectives relate to the Calls to Action of the Truth and Reconciliation Commission. We have used the Canadian Federation of Library Association's Truth and Reconciliation Committee's Report and Recommendations as a guide. These goals and objectives are identified throughout the plan with an asterisk (*).

In addition to the priorities, goals, and objectives listed in this plan, a series of action items were developed. These action items outline how we will achieve this plan and are included in our Operational Plan.



Accessibility

Further develop our facilities to be more accessible to the community.

- Create and maintain a facilities plan.
- Have an accessible public washroom.
- Consider a more accessible meeting and program space.
- Review the Library's layout to make sure that we meet our future needs.

Support the City of Dryden, Machin and Area Community Safety and Well Being Plan.

- Support the Youth Centre.
- Support local seniors' groups.

Develop our collections to meet anticipated community needs.

- Add more accessible items.
- Annually update our written plan for adding and removing items from the collection.
- Have a range of age-appropriate cultural and language resources.*
- Create ways for the community to be able to use our local history collection.
- Add to our local history collection so that it provides a fuller account of local history.*

Improve access to technology within the Library.

- Write a plan for managing our technology.
- Improve our technology space and collection.
- Provide skills training to the public on how to use a wide range of technology.





Social Inclusion

Create welcoming and safe spaces in the Library and in the community through our outreach services.

Develop a customer service strategy.

Help community members access social services by giving service information and contact details.

Update the standard staff health and safety training.

Make sure we understand the needs of Indigenous users and reflect those needs in plans that we make.*

Annually review our hours of operation to ensure they meet demand.

Increase community engagement with the Library.

Renew our partnerships.

Bring our services out into the community.

Foster links and partnerships with Indigenous communities to make sure that our services are inclusive, relevant, and accessible.*

Create opportunities for all ages to enjoy the Library.

Offer a range of accessible and affordable activities, including intergenerational programs.*

Strengthening Services

Build on staffing strengths by supporting growth and knowledge sharing.

Recruit new staff and create a professional development plan for them.

Have all staff take customer service training.

Have all staff take cultural awareness training. It will include learning about the Intergenerational impact of Residential Schools and Colonization.*

Continue to make sure Library financial resources are used responsibly and efficiently to maintain high levels of service and community support.

Sustain existing funding sources and efforts.

Seek creative, new revenue sources.

Plan for and run a centennial fundraising campaign.

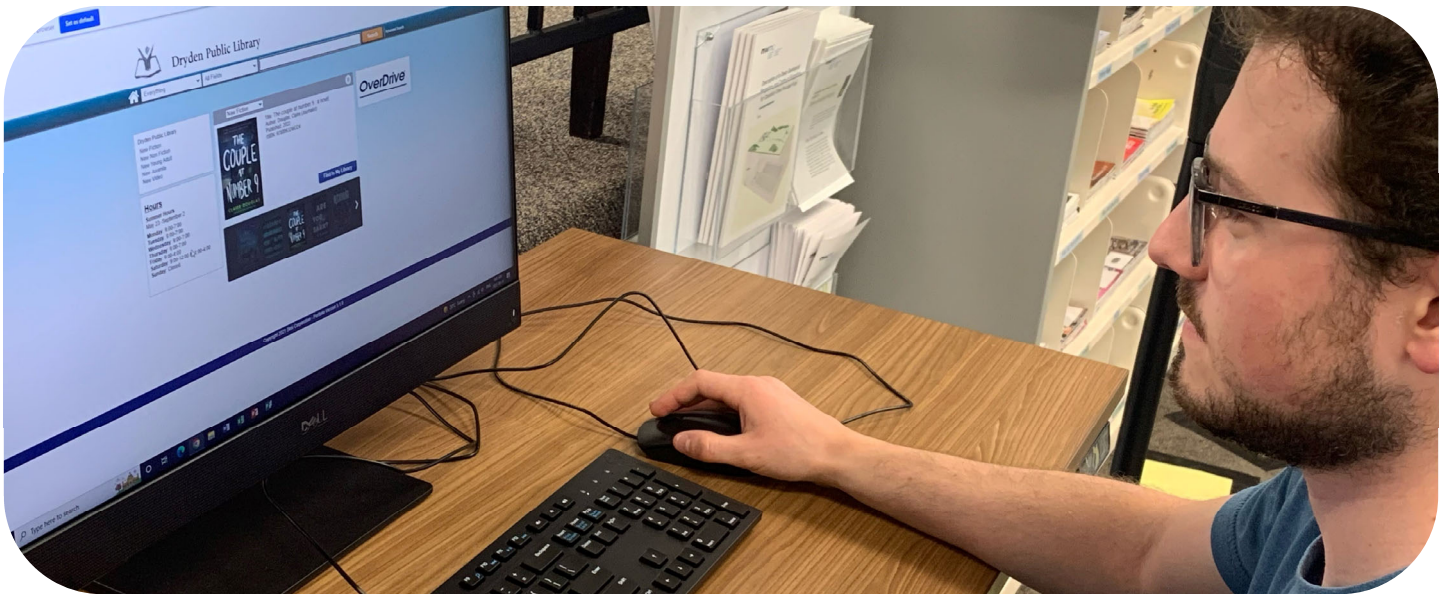
Offer programs to meet community needs.

Return to regular in-person programming.

Hold programs outside of the Library on a regular basis.

Provide culturally appropriate programs, including language programs, which involve parents and elders.*





Advocacy & Communication

Write an advocacy plan by the end of 2023.

Make sure all levels of government are aware of Library needs. Inform them on a regular basis & in a positive way.

Educate new municipal councillors on the role of the Library and the Library Board in the community.

Complete the Ontario Public Library Guidelines re-Accreditation process in 2023. Use the new *Valuing Ontario Libraries Toolkit* to show our Social Return on Investment in the community.

Support the work of our Friends of the Library. Make sure they are a part of our advocacy plans.

Advocate for more library funding at public libraries and schools that support large Indigenous populations (especially on reserves).*

Develop and implement a formal communication plan.

Develop a communications strategy, aligned with the City of Dryden's communication strategy.

Partner with local media to raise awareness about the Library.

Advertise our programs in ways that will reach the appropriate audiences.

Use social media in Library communications and marketing efforts.

Celebrate the Dryden Public Library turning 100 in 2025.

Host programs that celebrate our history and the history of library services in Dryden.

Conclusion

This Strategic Plan represents a vision for the future of the Dryden Public Library. In the plan we have set many goals for how we will grow the Library over the next four years.

The Board and Staff are excited by the goals that we have set. We know that there is a lot of work ahead for us and we cannot wait to dive in!

We owe many thanks to our Strategic Planning Committee, Lucille Ayers, Sarah McKenzie, Matthew Benson, Susan Reany-Iskra, and our consultants from the Ontario Library Service, Jesse Roberts and Steven Kraus. Thank you for all the time and effort you put in helping to create this plan.

We will update the community about how far we have come in meeting our goals each year. We are looking forward to building on our services as we move ahead!

Caroline Goulding
CEO/Chief Librarian

