

EXPAND

Upgrade to physical and electronic spaces

- Develop and build a mobile maker space and determine a permanent location for the unit.
- Replace furnishings in public areas with input from Library staff.
- Look at a hybrid solution for the permanent computer workstations, express stations and self-serve printing station that will address the needs of current and future users.
- Replace furnishings in staff work areas including staff workroom, reference desk on second floor and CEO/Chief Librarian's office with input from Library staff.
- Start the discussion around the implementation of an RFID self-checkout service.

Develop a fundraising strategy for the Library's expansion and renovation

- Develop a communication strategy centred on the Library expansion project. This will be part of the rebranding initiative to take place in 2023.
- Establish a Friends of the Library fundraising group once the rebranding project is completed.
- Investigate, review and apply for applicable grants once the fundraising group is established.

EXPAND

Expand Library space to accommodate community needs – *NOT a goal for 2022 but important to keep in mind for future strategic planning*

- Work with Town staff and architect to develop plan and timelines for expansion.
- Use 2018 facility/site study recommendations to shape new layout for expanded and renovated Library.

CONTACT

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ENHANCE. ENGAGE. EXPAND.

Gravenhurst Public
Library's Strategic
Goals for 2022

ENHANCE

Update and modernize the Library's program strategy

- With input and direction from local teens, through community outreach and partnerships, develop programming that is geared to specific age groups and grade ranges to best reflect the needs of teens.
- Provide new and innovative lifelong learning opportunities to adults that are reflective of local needs.

Offer new resources that keep pace with community demands and needs

- Enhance current collections and create new collections geared to specific age groups as this relates to the Library's program strategy for children, teens, and adults.
- Regularly grow and monitor the Library's user driven collection that responds to items in high demand. Use evidence-based tools combined with community input to inform collection decisions and ensure these reflect the needs of our community.
- Expand the non-traditional Library Of Things collection.
- Maintain and expand the Library's 'digital space'.

Continue to build stronger ties with Gravenhurst Archives and local history

- Support the connection people have to the history of the community by continuing to work closely with the Gravenhurst Archives.

Successfully achieve provincial accreditation

- Follow up on the recommendations provided in the accreditation pre-audit.

ENGAGE

Grow relationships with local schools and other organizations that focus on and support children and parents/caregivers

- With input from Library staff, get creative and look at developing relationships whereby partners can help the Library offer additional after-school and Saturday programming for children.
- Investigate a "new baby" program with a Best Start Network community partner.

Explore, develop and provide access to additional lifelong learning opportunities for adults with assistance from partner organizations

- Compile a master list of possible community partners.
- Expand partnerships with organizations that are helping to address social isolation and are geared to community building.
- Reach out to community partners about having Library staff attend meetings or events in order to share information regarding our resources, services and programs.
- Develop additional ways to support the advancement of information and digital literacy skills by partnering with local organizations that offer services to adults.
- Work more closely with community organizations that are specifically geared to supporting seniors in order to determine needs as well as explore partnerships for the delivery of Library materials to homebound residents.

ENGAGE

Expand marketing and promotions of what the Library offers to the community

- Update promotional brochure to reflect current information.
- Look at making messaging in the Library's promotions and social media presence more consistent.
- Investigate online registration software to help streamline the program registration process.
- Investigate costs associated with a rebranding initiative for inclusion in the 2023 operating budget. Rebranding the Library will provide staff with an advocacy toolkit, including an elevator pitch, they can take with them into the community, empowering staff to communicate the Library's goals and values in a consistent manner.

Formally strengthen and define relationships with partners

- Investigate the need for a memo of understanding between the Town of Gravenhurst and the Gravenhurst Public Library Board.
- Actively work towards a strengthened relationship between Town and Library staff.

Support Library staff as they engage with Library users

- Develop an initiative focusing on mental health and resilience, that will provide training and the opportunity for staff to grow individually and as a team.