

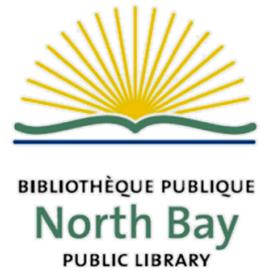


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North Bay
PUBLIC LIBRARY

STRATEGIC PLAN
2016-2020

“Enriching Lives, Building Community, Inspiring Ideas”





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INTRODUCTION



We are pleased to present the North Bay Public Library Strategic Plan 2016-2020. While strongly supported by the community, the library faces continuing challenges related to changing roles and competition for funding. To help determine how best to move forward and build a strong foundation for future efforts, the Board conducted a formal strategic planning process in 2015-16. This is the first strategic plan for the North Bay Public Library in many years, which has presented both an opportunity and a challenge for the Board.

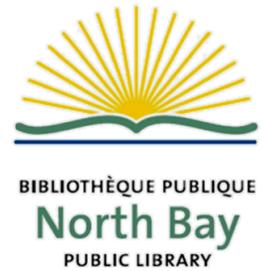
The Board is conscious of its responsibility to the taxpayers and respectful of the public nature of its funding, so any decisions the Board makes are always made with this in mind. This same prudent approach was used when developing the strategic plan. With that in mind, it was essential that the process be driven by consultation and engagement.

A number of steps were involved in the creation of the strategic plan. The Board began the process in June of 2015 by establishing a Strategic Planning Committee to oversee the process and make recommendations to the full Board. Formal consultation with the community (users, non-users, stakeholders) took place at various stages in the process. A community survey was launched in November 2016 and made available until early March 2016. Library staff were invited to attend one of two consultation sessions held in April 2016 to share their ideas.

A public open house was held on April 21, 2016, where members of the Board shared the results of the community survey and discussed the future direction of the facility.

Public libraries continue to evolve, and the survey results identified what people most admire about the library, which continue to be programs/services and collections. The library continues to enhance print and electronic materials and continues to provide programming and services based on community needs and within its available budget.





INTRODUCTION

Following consultation, review and planning, the following four strategic pillars were identified and presented to the Board for consideration.

Communication

Collection Development

Programs and Services

Enhanced Space

No longer just a place to borrow materials, public libraries offer collaborative spaces for civic engagement, foster creativity, and provide inspiration to the citizens of our community. Based on these four strategic pillars, the following pages identify the objectives we will work on for the next five years to ensure that the North Bay Public Library meets the needs of our community. The Board adopted this plan in September 2016.

We value your feedback, so please check the library website regularly to see how we're progressing. The North Bay Public Library Board envisions a community that is "Enriching Lives, Building Community, Inspiring Ideas." The 2016-2020 Strategic Plan will move us closer to this vision.



Ravil Veli
Chief Executive Officer
North Bay Public Library

David Wolfe
Chair
North Bay Public Library

MISSION

“Enriching Lives, Building Community, Inspiring Ideas”

BACKGROUND

Formed in August 1895, the North Bay Public Library became a free public service, eligible for provincial funding in August 1895, making it the oldest public library in Northern Ontario under the *Public Library Act*.

In 1895, D.J. McKeown and L.P. Snyder persuaded the North Bay Board of Trade to support the creation of a library. At the time, there were fewer than two thousand residents and the town consisted of five mud streets near the Canadian Pacific tracks. A Public Library Board was formed in August 1895 with North Bay’s first Town Solicitor, A.G. Browning, as the first President. The collection started with 152 books and a selection of newspapers and magazines housed in two large rooms.

Today, the library’s collection includes about 200,000 holdings. The reference collection contains approximately 8,700 indexes, encyclopedias, business directories, dictionaries, literary guides, and atlases as well as a large number of Canadian phone books, maps, college/university calendars, Census and Statistics Canada publications. In addition to the traditional offerings of books and magazines, GPS units, digital cameras, pedometers, fishing poles, cake pans, and energy meters are also available for loan.

The library boardroom and auditorium are available to rent on a per hour basis. There is no fee for not-for-profit organizations to use these spaces. The Library offers free Wi-Fi, available throughout the main floors of the building. Members of the public are also able to access the internet on dedicated public terminals.



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SURVEY RESULTS

A survey of users and non-users was conducted between November 16, 2015 and March 1, 2016.

Respondents were able to complete the survey online, and paper copies were made available at all three library service desks. Library staff supported the survey by informing patrons of the survey and encouraging them to complete one. In order to reach members of the community who may not attend the library, an insert with information about the survey was included with the January North Bay Hydro bill.

Over 800 completed surveys were received. The results were analysed using Survey Monkey.

The Board was extremely pleased with the enthusiastic response to the survey and would like to thank everyone who took the time to complete one.

A complete copy of the survey results can be downloaded from the library's website: library.cityofnorthbay.ca.



STRATEGIC PLAN OVERVIEW

The North Bay Public Library Strategic Plan provides a vision and direction for the library for the next five years and beyond. The Plan outlines the strategic direction for customer-focussed service delivery, enhanced facilities, programs and services to better serve the North Bay community.

Over the next five years, we will work – both internally and in partnership – to create and implement innovative solutions that meet changing patron needs. This Strategic Plan maps out how we will be able to do that.

The Strategic Plan has four pillars, which were identified based on the feedback from the community surveys. Under each of the four pillars, specific goals and actions towards achieving these goals have been identified.



Strategic Direction 1 – Communication

GOAL 1: Increase awareness of the library’s programs and services.

Action 1: Develop and implement a comprehensive Communication Plan to raise awareness of the programs and services of the library.

Action 2: Increase advertising (paid, unpaid and in-kind) to share “what’s going on” (e.g. public service announcements, community television, online advertising, print program advertising).

Action 3: Communicate and celebrate progress through the website, various social media, and frequent media stories.

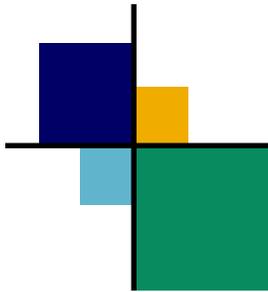
GOAL 2: Increase the profile of the library in the community.

Action 1: Improve the library website.

Action 2: Expand the use of traditional and social media to promote programs and services.

Action 3: Develop cross-promotion activities and events with local organizations and business.

Action 4: Promote library programs and services by participating in community events such as fairs and festivals.



We chose
COMMUNICATION
because you want:
“More outreach and
advertising.”*

*Comment from library survey

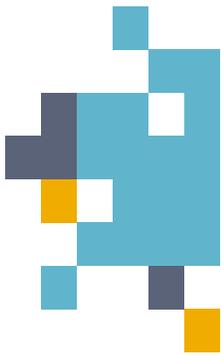


Strategic Direction 2 – Collection Development

GOAL 1: Create a collection development plan that will balance and renew the collection.

Action 1: Enhance the library’s capacity to acquire and deliver digital content.

Action 2: Increase the overall visibility of the collection with an emphasis on promoting it with creative displays.



We chose
**COLLECTION
DEVELOPMENT**
because you want:
“Expanded collections.”*

*Comment from library survey

Strategic Direction 3 – Programs and Services

GOAL 1: Design innovative programs to reflect the changing demographics and needs of our community.

Action 1: Assign a staff member with responsibility for program delivery.

Action 2: Develop and enhance family-oriented and inter-generational programs and activities.

Action 3: Evaluate current services and programs to make way for new initiatives, including enhanced adult programs.

Action 4: Establish a Community Mentor Bank to support individuals who may need business start-up, job, career, or resume advice.

GOAL 2: Build on existing partnerships and seek opportunities for new partnerships to deliver programs to the community.

Action 1: Inventory and evaluate current partnerships and collaborations.

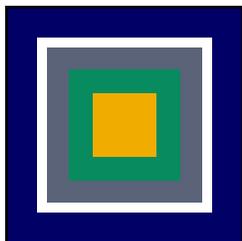
Action 2: Seek new partnership opportunities to leverage community resources.

Action 3: Improve the existing sponsorship recognition program.

GOAL 3: Develop a fluid organizational structure that empowers staff to support the evolving needs of library users.

Action 1: Review the existing customer service delivery model to improve how our customers connect with staff.

Action 2: Encourage staff to promote innovation and excellence.



We chose
PROGRAMS & SERVICES
because you want:
“More programming for
the community”*
&
“New and different
services offered.”*

*Comments from library survey

Strategic Direction 4 – Enhancing Spaces

GOAL 1: Meet accessibility requirements under the Accessibility for Ontarians with Disabilities Act, 2005 (AODA).

Action 1: Review recommendations to improve accessibility to the library’s public areas.

Action 2: Determine the best uses for our physical spaces.

Action 3: Employ creative space planning to make the library building flexible and responsive to diverse needs.

GOAL 2: Enhance the library’s spaces to create an attractive, comfortable, welcoming and creative environment.

Action 1: Explore expanding the portfolio of amenities the library offers (e.g. comfortable seating, conversational areas), as ways of improving the library experience for our customers.

Action 2: Create learning spaces that support collaborative study and dialogue.

Action 3: Designate spaces for use by various groups (e.g. teens, adults).

We chose
ENHANCING SPACES
because you want:
“A mixture of spaces to
accommodate different
needs.”*

*Comment from library survey



NEXT STEPS

Library staff and board members will develop detailed plans for achieving these goals, starting in the Fall of 2016.

Progress toward the goals identified in this plan will be tracked on the library's website at <http://library.cityofnorthbay.ca/Pages/default.aspx>.

ACKNOWLEDGEMENTS

The North Bay Public Library Board Strategic Planning Committee would like to thank everyone who helped us to develop this Strategic Plan. Our aim was to create an inclusive process for everyone who wanted to take part in the strategic planning process. We needed the input of a wide range of stakeholders including patrons, staff, and the community. We could not have done it without you – so thank you!

Members of the Strategic Planning Committee:

Ayla Morland, Committee Chairperson

David Wolfe, Board Chairperson

Stuart Kidd, Board Vice-Chairperson

Jan Perfect, Trustee

Margaret Surtees, Trustee

George Maroosis, Trustee

Richard Smith, Trustee



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