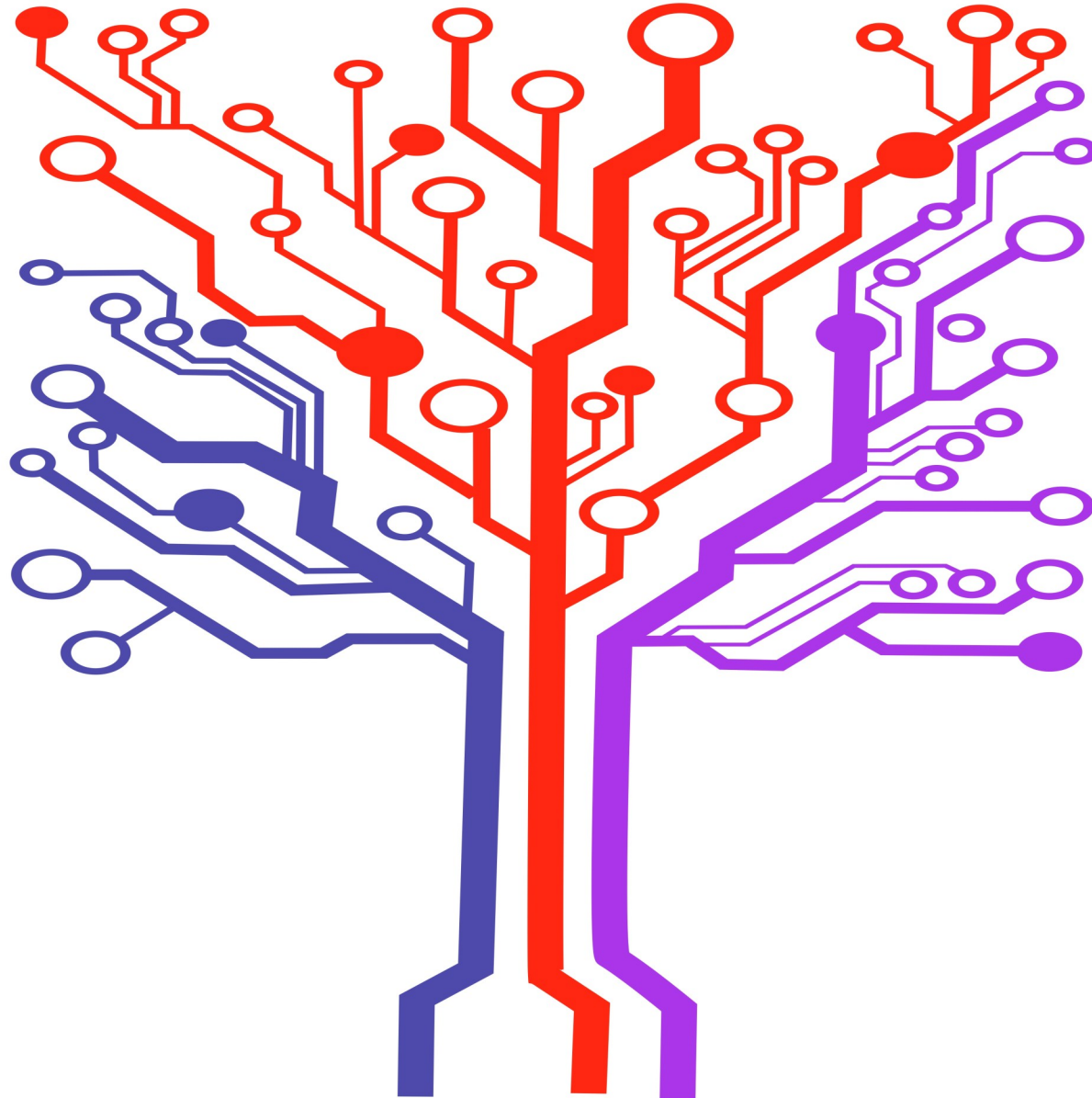


The Sault Ste. Marie Public Library Strategic Plan  
2015—2018



**Sault Ste. Marie Public Library**

*"One stop...endless possibilities"*

## Our Mission

One stop...endless possibilities

## Our Vision

Our Library enriches lives is a community hub that provides access to information and technology and supports and encourages personal growth, creativity

## Our Values

Respect	Acceptance
Hospitality	Stewardship
Caring	Communication



These pillars support the vision and mission of the Sault Ste. Marie Public Library

Priority/ Pillar	Goals	Objectives	Responsibility	Measures	Targets	Review/ Status	
<b>Financial Management</b>	Be fiscally responsible, accountable and transparent	Identify ways to increase financial resources	Board and CEO	Build influential relationships	300k in new funding realized over 3 years through Friends, Charitable foundation and successful grant applications	Every Year	
				Board policy to support development of Advocacy Committee	Create policy by June 2016	June 2016	
			CEO and Library Staff	Based upon recommendations from Advocacy Committee increase sponsors for programs and collections	4 new financial sponsors of programs and collections from local business community. 2 in 2016 and 2 in 2017	2016 and 2017	
				Strengthen the role of the Friends of the Library with regards to fundraising	Increase fund raising events by 2 annually	Every year	
	Pursue and properly allocate funding	Provide prudent stewardship of resources	Board and CEO		Develop business case on the use of libraries in Sault Ste. Marie as requested by Council	Present business case to Council November 2015	November 2015
					Research available funding for Archives Building	Prepare business case for Archives Building by December 2016	December 2016

Priority/ Pillar	Goals	Objectives	Responsibility	Measures	Targets	Review/Status
<b>People</b>	Ensure Effective Governance	Review and update policies and procedures as necessary	Board and CEO	Create a Policy Review Plan	All policies reviewed by 2018, as per plan	November 2015
			Library Staff	Recommend updates as required	Ongoing for duration of Strategic Plan	Every Year
		Develop Succession Plan for Board and Library Staff	Board and CEO	Succession Plan for Board and Library Staff developed	Plan developed by December 2017	December 2017
		Encourage professional development opportunities for Board members	Board and CEO	Board members attend with reports provided to the Board	Attendance at conferences and applicable training opportunities increased year over year	Every Year
		Encourage professional development opportunities for staff	CEO and Library Staff	Staff are empowered to develop and lead programs for the community.	80% staff satisfaction rate in 2016 and increased by 5% each year to a total of 90% in 2018.	Every Year
					5 programs annually initiated and led by staff rather than directed by management	Every Year
		Strengthen the role of the Friends of the Library	CEO and Library Staff	Recognize the efforts of the Friends and encourage membership increase	10% increase per year for Membership in Friends of the Library	Every Year

Priority/ Pillar	Goals	Objectives	Responsibility	Measures	Targets	Review/ Status
Community	Engage our community	Increase awareness of library's value to the community	Board and CEO	Strategic Plan and Annual Report presented to Mayor and Council	Present to Mayor and Council in November 2015	November 2015
				Develop the value of the library to the community		
			CEO and Library Staff	Develop branding statement	Pre/Post surveys show a 10% increase in public awareness of library's programs and services	Every Year
				Create Marketing Plan with identified target audiences and communication plan	Marketing Plan created by December 2015	December 2015
				Increase general and directed marketing	10% increase each year in public awareness of library's value based on surveys completed in June 2015	Every Year
		Enhance our recognition program for library users, community, city and staff	Board and CEO	Review of Recognition Policy	Review completed by December 2015	December 2015
		Improve Social Media presence	Board and CEO	Establish and review Social Media Policy	Review completed by December 2015	December 2015
			Library Staff	Develop Social Media Policy for Board approval	Developed for Board approval November 2015	November 2015
		Improve and increase collaboration with community partners	Board and CEO			
			Library Staff	Increase the number of community partners supporting the delivery of library programs and events which are mutually beneficial	An increase of 2 community partners annually	Every Year

Priority/ Pillar	Goals	Objectives	Responsibility	Measures	Targets	Review/ Status	
Products	Be on the leading edge with developing trends and technology	Evaluate existing programs and services to determine what best serves community's needs	Board and CEO				
			Library Staff	Survey of existing programs evaluated against the mission, vision, values and goals of the library	Survey of all programs completed by December 2016	December 2016	
				Restructure existing programs and services to better meet the library's mission vision and goals.	Restructure completed by December 2017	December 2017	
			Establish a schedule of passive activities annually and how they may be measured	Board and CEO			
		Library Staff			Use of materials and passive activity attendance increased by 5% annually	Every Year	
			Increase technology services to meet community needs	Board and CEO			
		Library Staff		Establish Self Checkout units at all service points	Self Checkout Unit ready for use by March 2017	March 2017	
				Conduct a community needs assessment to determine the technology needs of community	Assessment completed	April 2016	
				Increase in electronic devices available for public use based on results from survey of community needs	Annual survey completed in November	Every Year	
				Increase in technology programs for all ages	4 new programs annually	Every Year	
			Conduct research to areas of the community not currently utilizing library services	Board and CEO	Based upon research, develop programs to deliver at community based locations	Monthly programs delivered in community based locations beginning January 2016	January 2016
		Library Staff		Increase number of programs delivered to Community Hubs	Monthly programs offered at Community Hubs located on Boston Avenue, Second Line and Chaple Avenue		

Priority/ Pillar	Goals	Objectives	Responsibility	Measures	Targets	Review/Status
<b>Environments</b>	Create thriving spaces where our community connects	Create a multi-year revitalization plan for the Centennial Library, a 50 year old site.	Board and CEO	Apply for Canada 150 Grant to update Centennial Library	Plan refined and implemented upon receipt of grant	
			Library Staff	Administer pre and post Building satisfaction surveys	Satisfaction increased by 75% in post remodel surveys	
		Expand open spaces for community groups	Board and CEO			
			CEO and Library Staff	Increase space for community	Outdoor reading/programming space available by June 2017	June 2017