

Strategic Plan 2013 to 2016



KING TOWNSHIP PUBLIC
LIBRARY

KING TOWNSHIP PUBLIC
LIBRARY
grow your mind



That's what books did, and still do. They help us to understand, to be hopeful, and to prepare ourselves for what comes next.

Her Excellency the Right Honourable Adrienne Clarkson, Governor General of Canada.





Message from the Chair and CEO

In 2012, the Library Board initiated a renewal of its strategic plan to identify priorities and chart a course for the King Township Public Library (KTPL) over the next 4 years. The new plan builds on past achievements and responds to the challenges of rapid changes in technology and intense population growth.

The Board engaged the community in a variety of ways to solicit their feedback on current and anticipated services. The consultation process included public input in the form of in-house and online surveys and community focus groups. The Library Board, library staff, senior municipal staff and elected officials were also canvassed to contribute their vision of future library services in the Township.

Results of the public consultation process were encouraging; KTPL scored very high in the area of customer service and our current users are very supportive of the Library. Key areas identified as requiring attention included more spacious, functional facilities, and improved marketing and communication strategies. Public libraries have become catalysts of innovation and creativity, hubs for social interaction and engagement and, we need to ensure that our facilities can fulfil these diverse roles. We must broaden our marketing to raise our profile within the community and ensure that all stakeholders recognize and appreciate the value of modern, 21st century public library service.

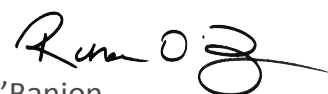
In order to realize these goals, we will spend the next four years focused on:

- Becoming a community destination
- Innovation and connections
- Strengthening services
- Elevating our community profile

Focusing on these four strategic themes, the KTPL Board and its staff will continue to advance library service and be recognized as an essential part of a sustainable Township of King. We will inform, inspire, enrich and entertain our citizens by respecting the past and embracing the future.



Gordon Craig
Board Chair



Rona O'Banion
CEO/Chief Librarian



Community Destination

The Library will be a destination of choice for the community offering comfortable, vibrant and creative spaces which are fully accessible.

What we will do:

- develop a Facilities Master Plan focused on transforming library spaces for learning, discovery and relaxation;
- ensure our capital initiatives incorporate green principles and a fundraising strategy;
- continue to align ourselves with King’s sustainability philosophy and continue to incorporate sustainable practices into ongoing operations.

Strengthened Services

The Library will revitalize its collections, programs and services in response to the evolving needs of our growing community.

What we will do:

- revitalize collections, programs and services to strengthen literacy, express creativity and explore culture;
- launch an organizational review to optimize staffing levels and roles and ensure that the necessary continuing education opportunities are in place to support staff development;
- implement a public consultation process as part of an evaluation of current services, with the intent of optimizing our service delivery model.



*“Books are no more threatened
by Kindle than stairs by elevators”*

Stephen Fry



Innovation and Connections

The Library will continue to foster a dynamic culture of innovation, employing existing and emerging technologies to connect our users to both the world within and beyond our walls.

What we will do:

- update the current Technology Plan and maintain the Library's leadership role as a technologically innovative organization;
- redesign and enhance the Library's website to improve function and appeal;
- improve connectivity with commercial broadband upgrades in order to increase capacity and optimize all facets of service.

Elevated Profile

The Library will be recognized and valued as an essential service by community stakeholders and residents.

What we will do:

- create a comprehensive Marketing Plan that will include a strategy for more effective promotion of collections, programs and services;
- nurture existing partnerships and cultivate new ones to maximize outreach opportunities to existing and new residents and encourage community engagement;
- rebrand the Library to reflect the progressive and innovative nature of 21st century service



*A library is not a luxury but
one of the necessities of life.*

Henry Ward BEECHER

*Vision Statement:
King Township Public Library
in the 21st Century -
Respecting the Past,
Embracing the Future*

*Our links to the past,
our bonds with the
present, our path
to a civilized
tomorrow are
all maintained
by libraries.*



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*Mission Statement:
King Township Public Library
Informs, Inspires, Enriches
and Entertains*



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