

WELLAND PUBLIC LIBRARY

STRATEGIC PLAN 2021-2025



OUR MISSION

DISCOVER THE PAST. CONNECT WITH THE PRESENT. IMAGINE THE FUTURE!

OUR PRIORITIES



Service and Space

Deliver exceptional patron experiences.

- i. Invest in ongoing professional development opportunities for staff to improve experiences for Library users.
- ii. Prioritize accessibility, diversity, and inclusion in our services and spaces.
- iii. Develop services and spaces for vulnerable/underserved populations, reduce barriers to access, and adapt spaces to respond to evolving community needs.



Traditional Services & Technological Innovation

Maintain traditional formats and maximize our digital resources.

- i. Regularly review resource allocations in accordance with evidence-based practices to achieve an appropriate balance between traditional services and technological innovation.
- ii. Invest in technology to support community-based learning, improve accessibility, and help bridge the digital divide.
- iii. Leverage our historical resources to engage patrons in the present/future.

OUR VISION

FOSTERING LITERACY AND LEARNING, SPARKING CREATIVITY, AND EMPOWERING OUR COMMUNITY



Community and Partnerships

Engage our community partners, foster awareness, and expand program offerings.

- i. Support community groups and strategic partners through innovative initiatives to advance the Library's mission, vision, and values.
- ii. Communicate intentionally and frequently using existing platforms and strategies, and investigate new and innovative promotional opportunities to maximize reach.
- iii. Focus resources on experiential learning, interest-driven activities, and community-led programming for all ages.



Growth and Funding

Embrace an ongoing culture of evaluation to ensure that resources are aligned with priorities.

- i. Investigate alternative funding sources for new initiatives and capital projects.
- ii. Regularly review internal operations, workflows, and expenditures to optimize internal efficiencies.
- iii. Review, refresh, and redevelop the Library's fundraising and donations strategies.



OUR VALUES

INTELLECTUAL FREEDOM

We support the fundamental right to intellectual freedom and open exchange of information and ideas.

LIFELONG LEARNING & LITERACY

We believe in the power of information, the joy of reading, and personal development at any age.

INCLUSION & WELLNESS

We believe everyone belongs at the Library and strive to contribute to a strong, healthy, and compassionate community. We celebrate our differences and treat everyone equitably, with high regard and dignity.

COMMUNITY ENGAGEMENT

We actively work together and with the community to achieve common goals and contribute to the vibrancy of civic life.

INNOVATION & CREATIVITY

We acknowledge the need to accept change, evolve, and embrace new opportunities. We prioritize initiative, intentionality, experimentation, and fearlessness in our approach.

TEAMWORK

We recognize that our success will come by working together, a commitment and dedication to shared goals, and building resilience in the community and our staff.

SERVICE

We provide high-quality collections, programs, and services that exceed patron expectations.

ACCOUNTABILITY

We take responsibility for our actions and decisions and ensure that there is no difference between what we say and what we do.



Main Branch
50 The Boardwalk
Welland, ON L3B 6J1
905-734-6210 ext. 2521

Diamond Trail Branch
315 Southworth Street
Welland, ON L3B 1Z8
905-322-1061
www.wellandlibrary.ca

Seaway Mall Branch
800 Niagara St.
Welland, ON L3C 5Z4
289-820-7472