

WELLAND PUBLIC LIBRARY

Strategic Plan 2016-2020



IMAGINE

CONNECT

DISCOVER

MISSION STATEMENT *Enriching lives and strengthening communities with lifelong learning resources.*

1. RELEVANT PROGRAMS, SERVICES AND SPACES: BOOST WELLAND'S REVITALIZATION

- Develop programs and services for everyone which align with the City's objectives
- Conduct active outreach to help determine future community and individual needs
- Ensure people can enjoy library programs and services, wherever they are

2. EFFECTIVE COMMUNICATION AND EDUCATION: ENSURE EVERYONE KNOWS WHAT WPL DOES

- Rebrand WPL to reflect plans for 2020
- Develop a marketing and communication strategy that is appropriately staffed
- Investigate alternative and innovative promotional opportunities

3. MOBILIZED PARTNERSHIPS: ENGAGE OUR COMMUNITY

- Build on past successes and develop new partnerships to promote life-long learning
- Become involved in community committees and events to promote WPL
- Expand efforts to reach out to new residents and under-served users

4. PROACTIVE DIRECTORS, LEADERS, STAFF: ADVANCE THE MISSION AND PRIORITIES OF WPL

- Increase support for professional development activities for all; provide forums to share knowledge
- Make information regarding the Strategic Plan more transparent among Board, Management and Staff
- Develop Human Resources strategies including a succession plan for all positions

5. SUSTAINABLE RESOURCES: ACQUIRE AND RE-ALIGN RESOURCES TO PRIORITIES

- Identify priorities for increased resources
- Streamline resources to meet the needs of the community
- Obtain sustainable funding for new initiatives



CORE VALUES

SUPPORT & PROMOTE LITERACY

PROVIDE EQUITABLE & FREE ACCESS

OFFER QUALITY SERVICES

ENGAGE OUR COMMUNITY

BE FISCALLY ACCOUNTABLE

ALLOW INTELLECTUAL FREEDOM



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