



Strategic Directions for 2015-2017
Direction One: Cultivating Connections

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| Goal 1: Grow relationships with local schools and other organizations that focus on and support young adults |
| 1.1 Identify and establish relationships with community groups that work with young adults |
| 1.2 Establish contact with high school administration and develop this relationship |
| 1.3 Create teen advisory group to assist with the enhancement of the young adult collection and the development of programming for teens |
| Goal 2: Expand already existent senior's outreach services by working more closely with area seniors' residences and other organizations that specifically assist seniors |
| 2.1 Establish rotation of regular visits to residences to provide library materials and reader's advisory service. |
| 2.2 Offer outreach programming opportunities to seniors' residences |
| 2.3 Identify and work with contacts from the Senior's Centre and local retirement communities i.e. Pineridge |
| 2.4 Investigate a volunteer program to assist with the delivery of library materials to the private homes of individual shut ins i.e. Ryde, Killworthy. |
| Goal 3: Solidify and enhance the library's connection with the Gravenhurst Archives |
| 3.1 Invite Archives Chair to attend Board meetings twice a year |
| 3.2 Collaborate on special projects and events with the Gravenhurst Archives |
| 3.3 Provide staff representation at Archives meetings and work with the Archives to develop future organizational directions |
| 3.4 Ensure library staff receive training on the functions of the Archives and resources that are specific to the Archives |

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| Goal 4: Explore, develop and provide access to additional lifelong learning opportunities for adults |
| 4.1 Expand access to a range of online learning tools |
| 4.2 Expand ways to support the development of information and digital literacy skills |
| 4.3 Identify and offer in house programs specifically designed for seniors |
| Goal 5: Make area residents aware of what the Library can provide and do in terms of resources, services and programs |
| 5.1 Develop and implement a marketing plan with special emphasis on the use of social media to promote new materials, core services, programs and events |
| 5.2 Partner with tourism outlets to promote the library |
| 5.3 Develop, enhance and promote exam supervision service |

Direction Two: Enhancing Discovery

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| Goal 1: Review and improve current collection development practices |
| 1.1 Develop criteria for the selection of materials and use the criteria as a basis for training staff on collection development |
| 1.2 Perform complete inventory of the physical collection and set up a weeding schedule according to established criteria |
| 1.3 Determine what areas of the collection require further development and allocate funds to these areas |
| 1.4 Provide opportunities for library users to make suggestions on what they would like to see in the library's collection |
| 1.5 Ensure there is a policy in place for the removal of materials from the collection |
| Goal 2: Upgrade technology infrastructure to keep pace with library and community needs |
| 2.1 Identify and address specific library technology needs |
| 2.2 Play active role in municipal and district technology discussions and projects |
| 2.3 Establish and maintain relationships with other local organizations and businesses that are information technology based |
| Goal 3: Expand the library's virtual services with more user friendly access and automated point-of-need circulation of materials |
| 3.1 Create and adopt a mobile app for access to library's website and online catalogue |

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| 3.2 Configure handheld device for circulation use at remote locations |
| 3.3 Investigate replacement for the Horizon Information Portal (HIP) to facilitate easier search functionality |
| Goal 4: Take our technology skills workshops on the road to other locations in the community |
| 4.1 Build relationships with local community organizations that would benefit from technology outreach and determine what technology topics to cover |
| 4.2 Develop set of workshops to be used in-house or offsite at other locations |
| 4.3 Purchase appropriate equipment for use outside the library |

Direction Three: Becoming the Community's Great Room

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| Goal 1: Emphasize the library as an important community space and work with partners on how this corresponds with community improvement and the revitalization of the Town's core |
| 1.1 Attend meetings of potential partner organizations i.e. Downtown Revitalization Committee, Business Improvement Area, Chamber of Commerce |
| Goal 2: Review all facets of the current interior layout of the library then develop and implement phases of a plan for changes that support the concept of a community great room |
| 2.1 Visit other libraries that have been recently built or renovated and attend workshops/training/conferences specifically about upgrades to libraries |
| 2.2 Hire library facilities design specialist to complete a facility site study. |
| 2.3 Board approval of the facility site study |
| 2.4 Review and apply for applicable grants. Establish need for fundraising and develop fundraising strategy if required. |
| 2.5 Make physical changes to library. |

Goals and actions with timelines, budget and measures adopted by Gravenhurst Public Library Board at its January 14, 2016 meeting.