



Section of Policy Manual: Governance	Policy No. : GOV-13
Subject: Strategic Planning	Policy Approval Date: December 14, 2023
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The Gravenhurst Public Library Board will maintain an effective strategic planning process for the Library in order to fulfill its mandate under the **Public Libraries Act**, RSO 1990, c. P44, s. 20(a): “A board shall seek to provide, in co-operation with other boards, a comprehensive and efficient public library service that reflects the community’s unique needs”. This policy establishes a formal planning process.

1. The strategic planning process ensures that:
 - a) the vision of the Gravenhurst Public Library Board is realized
 - b) the Library is able to respond to changing needs and trends in the community
 - c) services available elsewhere in the community are not unnecessarily duplicated
 - d) Library funds are responsibly expended in a deliberate and accountable manner
 - e) The Library will adapt and respond to circumstances that affect services both internally and externally in a manner that allows for continuity. Examples include personnel changes, and moving to virtual services as required.

2. To this end, the Library Board shall:
 - a) in the second year of its four year term, develop a formal strategic planning document that includes the mission and vision statements, and priorities
 - b) develop a cycle for reviewing and assessing:
 - i. Library user needs in the community served by the Gravenhurst Public Library



- ii. the services of the Library in light of library user needs and feedback
 - iii. the priorities of the community
 - iv. current board strategic planning documents: mission and vision statements, goals and objectives
 - c) report to the community on the Library's progress in fulfilling its plan through the following:
 - i. the CEO/Chief Librarian monthly report to the GPL Board which is publicly available in the Board meeting package
 - ii. presentations to Council, service groups and community organizations
 - d) ensure public information and communication about the strategic planning process and planning documents are accessible to all persons and are in compliance with AODA.
3. Reviewing and assessing the Library's current environment will be addressed through a situational analysis which may include:
- a) **Community analysis** - A range of community-related information with possible implications for library service, including demographic data, municipal planning documents, and information on local agencies and services, is gathered and formally analyzed at least once every four years, and the results used in the planning of library service.
 - b) **Consultation with users** - Library users are consulted regularly concerning library service (e.g. by means of surveys, focus groups, formal and informal interviews, open houses, suggestion box, website, social media etc.). The Library ensures that the invitation to comment and the feedback process are accessible to all persons by providing or arranging for the provision of accessible formats and communication supports, upon request.