

**Port Hope Public Library: Strategic Plan 2018 – 2022**  
**Strategic Priorities**

| <b>Strategic Priority</b>  | <b>Initiatives</b>  | <b>Performance Measurement</b>   | <b>Date</b>                  | <b>Who</b>                     |
|--|---|--|------------------------------|--------------------------------|
| <b>Create and Implement an Innovative Service Delivery Model</b> |   |  |                              |                                |
|  | Develop an imaginative design for the renovations at Canton to ensure opportunities for creative use of space and inspiring programs for Port Hope residents. | Final drawings of renovations and itemized list of furniture, etc., to be purchased approved by Board  | June 2018                    | Site Planning Committee, Board |
|  | Explore the potential of Sunday hours at Mary J. Benson branch  | Present a report with pros and cons and costs for such an expansion of hours.<br>Trial period – June, 2018   | Fall 2018                    | CEO, Library staff, Board      |
|  | Assess the use of volunteers in program delivery (individuals, service clubs, etc.)   | Develop a list of volunteer opportunities.<br>Highlight volunteer opportunities on webpage and other locations<br>Host an information session  | Fall 2018                    | CEO, staff                     |
|  | Complete a comprehensive internal staff and organizational review   | Itemized report documenting internal organization of current programs and staff responsibilities<br>Develop new organizational chart; new roles assigned; staff informed and trained | Fall, 2018 – early 2019      | CEO, Board Chair               |
|  | Review the use of space at MJB to ensure opportunities for creative use of space and inspiring programs.  | Report from staff on research; implement recommendations   | Canton 2018<br>MJB 2019-2020 | CEO, staff                     |
|  | Prepare a strategy to reverse the Library's downward usage trends (programs; circulation) with a special emphasis on technology                               | Presentation to Board of current state with a plan to address the situation, with quarterly reports to Board (successes, adjustments required)                                       | 2019                         | CEO, staff, Board              |

|   |  |                      |  |
|---|--|----------------------|--|
| Review and plan current and new services that expect technological support (e.g. e-readers; bookable laptops; website improvements; genealogy research; upgraded software packages, etc.)   | Board presented with a report outlining results of review and conclusion. If action required, Board will direct CEO and Staff.             | 2019                 | CEO, Library staff                           |
| Expand programming partnerships with various community organizations and services   | Report from new Program Coordinator and CEO to Board re. partnership strategy and implementation   | End of 2019          | CEO, staff and Program Coordinator           |
| Investigate potential outreach programs with schools, home school community and older adult centres   | Report to Board and implement recommendations  | 2019 - 2020          | CEO, staff                                   |
| <b>Develop a Sustainable Four Year Financial Strategy</b>   |  |                      |  |
| Use funds generated by the 150/150 campaign and the Becker bequest by the end of 2018, and report to Board as to their final use  | Library staff present a detailed report to the Board   | September 2018       | CEO, staff                                   |
| Develop a new Friends of the Library group to assist with fundraising and community advocacy  | Promote and host an information session. Initiate a recruitment process. Conduct an orientation session for approved members of FOL        | Sept - December 2018 | CEO, Fundraising Committee, Board chair      |
| Devise a four year plan for both operating and capital funding projections in collaboration with the Municipality of Port Hope  | Four year financial strategy prepared in consultation with Library staff, Board and MPH – present to Board for approval and implementation | 2019                 | CEO, Board Finance Committee, Board Chair    |
| Design and implement a strategic fundraising plan that includes sponsorships; government grants; foundations; businesses; service clubs and individuals   | Present a plan for consideration of the Board. Implement recommendations   | 2019                 | CEO, staff, Board Fundraising Committee, FOL |
| <b>Design a Comprehensive IT Blueprint</b>  |  |                      |  |
| Assess the current status/life cycle of hardware, software, peripherals and related furniture and equipment and the future cost of same; review the state of the Integrated Library System (ILS), and if required, implement a new ILS system | Present IT comprehensive report to the Board for discussion and action.  | Fall 2018            | CEO, library staff                           |

|   |   |               |  |
|---|---|---------------|--|
| Initiate an IT risk management review   | Present IT consultant's report to the Board for discussion and action.<br>Report to the Board indicating review has been done. May require consultation with an expert from the field.                        | 2020          | CEO,<br>Board                                |
| Address the future management of the Library website  | Report presented to Board that addresses ongoing maintenance/management of Library website.   | 2020          | Library staff and Board                      |
| <b>Formulate an All-inclusive Communications and Marketing Program</b>  |   |               |  |
| Develop a comprehensive Board Orientation document for Board members  | CEO and Board Chair to prepare and present final document to Board  | December 2018 | CEO and Board chair                          |
| Continue to solicit feedback from public on Library services and programs   | Staff to report results to Board, Council and general public through local media and website  | 2019 - 2022   | CEO, staff                                   |
| Prepare a new Communications and Marketing Plan including: <ul style="list-style-type: none"> <li>Library branding (new tag line, etc.)</li> <li>Produce and circulate the Library's Annual Report to local media; general public; funding and program partners; Council</li> <li>Create and present annual Library update to Council</li> <li>Prepare a bi-weekly update to Council on library programs</li> <li>Improve Library visibility and profile (special events, Farm Market, "pop-up" library, etc.)</li> </ul> | Present report to the Board for discussion and action.  | 2020          | CEO, staff, Board Chair; Marketing Committee |
| <b>Initiate Process Towards Library Accreditation</b>   |   |               |  |
| Commence the process through Ontario Public Library Guidelines 7 <sup>th</sup> edition through a four year time frame   | Obtain approval for commencement of Accreditation process from Board.<br>Craft a strong statement of the benefits of accreditation to convince the next Board of the merits of following through with process | 2018          | Board chair and CEO                          |
| Download the audit form and complete an informal review of the standards and guidelines as a self-assessment  | Presentation of the results to the Board  | Late 2019     | CEO, library staff and board member          |

|   |  |      |                            |
|---|--|------|----------------------------|
| Complete a work plan to address critical items and proceed to complete them   | Present work plan, highlighting the critical items with timetable for completion to the Board  | 2020 | CEO,<br>library staff      |
| Finalize a formal preliminary assessment, comparing PHPL operations with the requirements of the guidelines, concluding in a report that summarizes where and where not PHPL has met the Guidelines | Present the formal preliminary assessment summarizing shortfalls and targets that the Library has met through the Accreditation Guidelines, 7 <sup>th</sup> edition.                         | 2021 | CEO                        |
| Library staff and Board develops a plan to meet any outstanding guidelines  | Plan with timelines and priorities presented to the Board for discussion.  | 2021 | CEO,<br>Board and<br>Staff |
| Proceed with the accreditation audit process. <i>If follow up required, proceed to a successful accreditation for MJB. (please note: added to original document)</i>                                | Present Board with timelines from Ontario Public Library Guidelines Monitoring and Accreditation Council. Once process completed review documentation and hopefully celebrate accreditation. | 2022 | CEO,<br>library staff      |