



Whitchurch-Stouffville Public Library

Strategic Plan

2020-2024

Vision Statement

Inspiring curiosity, embracing innovation, and engaging the community

Mission Statement

Whitchurch-Stouffville Public Library, as an innovation and inspiration hub, provides a positive impact on the quality of life in our community through the delivery of dynamic resources, engaging technologies, and vibrant programs.

Introduction

The purpose of this plan is to bring WSPL's Vision statement to life. The plan is aspirational by design, with the goal of providing a transformational impact in the Whitchurch-Stouffville community through inspiring curiosity, embracing technology, and engaging the community.

The Board envisions that by 2024 the Library is one of the most dynamic community resources and essential partner in Whitchurch-Stouffville – a place to learn, grow, play, connect, engage, and enhance the quality of life.

To do this the Library will focus on creativity, innovation, and inspiration.

Our Strategic Priorities

1. Be known as the most innovative, accessible, and inclusive learning environment.
2. Increase marketing and social media capacity to achieve optimal connection to our community.
3. Adapt to the many changes in our evolving global environment to prepare Whitchurch-Stouffville Public Library and our community to be ready for the future.
4. Enhance our operational and fiscal effectiveness.

Our Core Values

- Literacy and Life-Long Learning
- Service Excellence
- Innovation and Creativity
- Intellectual Freedom
- Accessibility
- Community Engagement
- Integrity and Accountability

Our Strategic Priorities

Over the coming five years (2020-2024) we will invest our fiscal, staff, and other resources to grow in the following areas while maintaining the valued service portfolio that is admired and loved by the residents of Whitchurch-Stouffville:

1. Be known as the most innovative, accessible and inclusive learning environment.

To this end we will:

- Provide high-quality, innovative, forward-looking and creative programs for all ages;
- Rebalance programming to ensure alignment with community needs and target audiences;
- Actively utilize partnerships to increase program offerings that align with our mission and vision;
- Increase community outreach through programing in off-site locations.

2. Increase marketing and social media capacity to achieve optimal connection to our community.

To this end we will:

- Strengthen our brand to ensure that Whitchurch-Stouffville Public Library remains top-of-mind as a place to go for innovative learning, creativity, reading, and fun;
- Enhance our website and our social media channels as priority digital communication tools;
- Investigate and implement additional marketing tools, such as podcasts and video.

3. Adapt to the many changes in our evolving global environment to prepare Whitchurch-Stouffville Public Library and our community to be ready for the future.

To this end we will:

- Offer a wide variety of technology training and online learning initiatives;
- Expand credentialed program offerings;
- Expand our program portfolio to support all ages of formal and life-long learning;
- Create a focused series of programs and services to support small and medium-sized enterprises, consultants, commuters, homeworkers, and entrepreneurs in Whitchurch-Stouffville;
- Strategically expand our partnerships with schools and daycares in Whitchurch-Stouffville to capitalize on the engagement of kids, tweens and teens;

4. Enhance our operational and fiscal effectiveness.

To this end we will:

- Improve our use of data collection and key performance indicator monitoring in order to assess and improve our operations;
- Communicate the high social and economic return on investment of WSPL to our community;
- Use metrics as a foundation to set goals for seeking additional operational funding, more open hours, etc.;
- Increase our financial reserves for strategic initiatives in the future;
- Support staff in ongoing development and training to meet the priorities and goals of the strategic plan;
- Review Facility and Staff models for enhancements and improvements.

Inspiring curiosity - Embracing innovation - Engaging the community

