

BOARD REPORT

Subject: Strategic Plan 2023 Accomplishments
Report #: CEO-003-23
From: Margaret Wallace, Chief Executive Officer
Date: February 9, 2023

Background

In 2022, Whitchurch-Stouffville Public Library (WSPL) and the Latcham Art Centre (LAC) continued to use our five-year Strategic Plan to develop goals and objectives which advance the WSPL's Vision of "Inspiring Curiosity, Embracing Innovation, Engaging the Community."

Description

Throughout 2022 the Library and Art Centre adapted to many unexpected changes. Programs moved from predominantly virtual back to in-person, successful virtual programs continued to be offered, and our digital collections stayed strong and in demand. We approached every challenge with enthusiasm and a commitment to service.





2 ACCOMPLISHMENTS

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

<p>a. Actively utilize partnerships to increase program offerings that align with our mission and vision.</p>	<ul style="list-style-type: none"> • Partnered with Museum to offer display for their “Lace UP!” exhibition • Re-launched partnership with EarlyOn for program offerings in Library • Continued partnership with Idea Lab Kids for program offerings in Library • Launched first in Canada Seniors Street Art Project at 6240 Main Street • Participated in cultural events in the Town <ul style="list-style-type: none"> ○ Art in the Park ○ Strawberry Festival ○ Halloween in the Village ○ Wintersong ○ Culture Days ○ Doors Open Stouffville ○ Stouffville Pride • Partnered with Stouffville Secondary to create and host Images Exhibition • Partnered with 15 area schools to create and host Celebrations exhibition • Launched new Gallery Space at Town Offices in partnership with Leisure Services.
<p>b. Provide high-quality, innovative, forward-</p>	<ul style="list-style-type: none"> • New Collections Launched: <ul style="list-style-type: none"> ○ Jigsaw Puzzles ○ Board Games ○ Blu-Ray Movies

<p>looking, and creative programs for all ages.</p>	<ul style="list-style-type: none"> • Added more snowshoes to lend out through the Canada Healthy Communities Grant • Launched Hoopla to our digital offerings (eBooks, eAudioBooks, digital Comics, Movies, Music & TV) • Implemented VEGA Discover catalogue overlay to make searching easier and more accessible • Hosted new events: <ul style="list-style-type: none"> ○ Skilled Trades Expo ○ Fan Fest ○ Human Library • Hosted exciting exhibitions at the Latcham Art Centre: <ul style="list-style-type: none"> ○ Vicki Talwar: Inward Identities ○ Annual Juried Exhibition ○ Celebrations: the Young at Art ○ Both Sides Now: Gary Evans & Frances Thomas ○ An Intimate Index: Audrey Hansen, Ramolen Laruan, Paula McLean ○ Loup Garou & Moccasins: A Story in Multi-Media ○ Work from Home ○ Images 2022/2023: Adomania
<p>c. Rebalance programming to ensure alignment with community needs and target audiences.</p>	<ul style="list-style-type: none"> • Increased art education workshop opportunities for adults who are looking for ways to get creative, but cannot commit to several weeks of programming: <ul style="list-style-type: none"> ○ Adult Wine & Paint Nights ○ Vision Board Workshops ○ Printmaking Workshops ○ Mixed Media Workshops • Launched new virtual programming at Latcham Art Centre: <ul style="list-style-type: none"> ○ Nathalie Bertin/Dianne Brown-Green virtual artist talk ○ Virtual exhibition tour (Vicky Talwar) ○ Virtual exhibition for the 2021/22 IMAGES show. • Introduced Birthday Parties at Latcham Art Centre • Launched a video program series to introduce all Ward Council candidates to the residents, in partnership with the Chamber of Commerce • Re-launched in-person low-income Free Income tax clinics

<p>d. Increase community outreach through programing in off-site locations.</p>	<ul style="list-style-type: none"> • Participated in many events in the Town: <ul style="list-style-type: none"> ○ Strawberry Festival ○ Halloween Haunt ○ Tiny Seedlings Ice Cream Nights ○ Art in the Park ○ Stouffville Pride ○ RibFest • Created Seniors Street Art project to engage seniors in placemaking in our community • Beyond Craft Show and Sale was offered at 19 on the Park as part of the Town’s Holiday Market • Launched exhibitions at the Town Office Gallery space • Programming at external locations, such as 55+ club • Ran a Mayoral Candidate session at Spring Lakes, in partnership with the Chamber of Commerce
<p>2. Increase marketing and social media capacity to achieve optimal connection to our community.</p>	
<p>a. 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.</p>	<ul style="list-style-type: none"> • Reinstated our quarterly print Newsletter, which provides recipients with quick information on upcoming programs, new services, and special events. Won Hermes Award for its design. • Purchased Library branded tents and tablecloths for community outreach events • Purchased Latcham branded tents and tablecloths for community outreach events
<p>b. Enhance our website and our social media channels as priority digital communication tools</p>	<ul style="list-style-type: none"> • Began website refresh project, launch to take place in Q1 2023 • Purchased Hootsuite to manage posting of social media for Latcham Art Centre
<p>c. Investigate and implement additional marketing tools, such as podcasts and video.</p>	<ul style="list-style-type: none"> • Created a training video for our customers on VEGA Discover • Offered Facebook Live VEGA Discover training sessions • Moved designated programs to ongoing virtual platform, such as CUBDETTO Storytimes and Cooking with Teens

	<ul style="list-style-type: none"> • Launched a video program series to introduce all Ward Council candidates to the residents, in partnership with the Chamber of Commerce
<p align="center">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.</p>	
<ul style="list-style-type: none"> • Offer a wide variety of technology training and online learning initiatives. 	<ul style="list-style-type: none"> • Offered Facebook Live VEGA Discover training sessions • Refreshed and updated Niche Academy for online learning for staff and customers
<ul style="list-style-type: none"> • Expand credentialed program offerings. 	<ul style="list-style-type: none"> • Offered children’s Learn to 3D print and Advanced 3D print programs • Offered Cricut 101 series of programs for adults
<ul style="list-style-type: none"> • Expand our program portfolio to support all ages of formal and life-long learning. 	<ul style="list-style-type: none"> • Increased art education workshop opportunities for adults who are looking for ways to get creative, but cannot commit to several weeks of programming: <ul style="list-style-type: none"> a. Adult Wine & Paint Nights b. Vision Board Workshops c. Printmaking Workshops d. Mixed Media Workshops • Launched French for Grade 1 • Launched Cursive writing for Teens
<ul style="list-style-type: none"> • Create a focused series of programs and services to support small and medium-sized enterprises, homeworkers, and entrepreneurs in Whitchurch-Stouffville. 	<ul style="list-style-type: none"> • Began partnership with Chamber of Commerce for a new Business series to launch in 2023
<ul style="list-style-type: none"> • Strategically expand our partnerships with schools and daycares 	<ul style="list-style-type: none"> • Partnered with Stouffville Secondary to create and host Images Exhibition • Partnered with 15 area schools to create and host Celebrations exhibition

4. Enhance our operational and fiscal effectiveness.

<p>a. Improve our use of data collection and key performance indicator monitoring in order to assess and improve our operations.</p>	<ul style="list-style-type: none"> • Audited all 2022 e-resources statistics to ensure that metrics focus on accurately reflecting customer usage • Conducted customer survey to determine best ways to find genre & author for our community members • Conducted a customer survey to improve the functionality for Vega Discover
<p>b. Communicate the high social and economic return on investment of WSPL to our community.</p>	<ul style="list-style-type: none"> • Attended Council Education Day to demonstrate the role of the Library and Latcham Art Centre in the community • Completed the Library Master Plan and presented results to Council
<p>c. Use metrics as a foundation to set goals for seeking additional operational funding, more open hours, etc.</p>	<ul style="list-style-type: none"> • Completed the Library Master Plan which will guide Library Services in Stouffville for the next 10 years.
<p>d. Increase our financial reserves for strategic initiatives in the future.</p>	<ul style="list-style-type: none"> • With the loss of significant revenue sources due to the pandemic, the Library Board ensured a fiscally responsible approach to finances throughout 2022. • This approach has resulted in the Library completing the year in the black, with no need to draw from reserves this year. • Achieved 6 grants – Canada Summer Jobs (Library and Latcham), Young Canada Works (Latcham), New Horizons for Seniors (Latcham), Canada Healthy Communities Fund (Library) • Moved Latcham Art Centre finances from CIBC to RBC and fully onto our Great Plains accounting software environment for 2022
<p>e. Support staff in ongoing development and training to meet the priorities and goals of the strategic plan.</p>	<ul style="list-style-type: none"> • Completed and reviewed Staff Technology Survey to understand current knowledge levels and plan 2023 Staff Technology Training Program. • Added Library and Latcham IT to ticketing system for Tier One support in-house for quicker, on-site resolution wherever possible

	<ul style="list-style-type: none"> • Created and reviewed staff procedural documents for software and equipment procedures and troubleshooting, collected on shared drive and in service desk binders • Launched Homelessness training to ensure sensitivity and provision of excellent customer service to those in our community • Conducted Staff Development Day with a keynote focus on Customer Excellence training • Managers and Coordinators were offered Lean 6 Sigma Yellow Belt training
<p>f. Review Facility and Staff models for enhancements and improvements.</p>	<ul style="list-style-type: none"> • Updated customer-facing Library self- check-out equipment to ensure service standards and operational compliance • Initiated replacement for outdated children's area self-check station; removal of equipment and ordering of updated equipment • Replaced staff and customer photocopier machines per end-of-life cycle standards; ensure new models offer optimal features and customer experience (ease of use, paper handling features) • Added Library Program Rooms to ActiveNet, train staff on usage, and develop documentation to be shared by Program team staff • Updated HVAC system at the Latcham Art Centre to add humidity controls, enabling new exhibition possibilities for the future

Respectfully Submitted by:

Margaret Wallace

Chief Executive Officer