





# BROCK TOWNSHIP PUBLIC LIBRARY STRATEGIC PLAN (2006-10)

<b>INTRODUCTION Con't</b>	Library Profile: BTPL Con't	<ul style="list-style-type: none"> <li>✓ Staff Compliment: 2 FT non-union management staff; 9 PT adult staff members, 3 PT student assistants.</li> <li>✓ Funding: operating budget ~ \$525k – 75% from municipal contribution; rest is made up of funding from the province, grants and fundraising initiatives.</li> </ul>
<b>MISSION</b>	<ul style="list-style-type: none"> <li>▪ Statement of needs served; primary clients and services/programs</li> </ul>	<p><b>The Brock Township Public Library embodies the spirit of its community and commits itself to nurturing literacy, community identity, and lifelong learning. The Library shall provide barrier-free access to resources and information services, consistent with the needs and interests of Brock's residents.</b></p>
<b>VISION</b>	<ul style="list-style-type: none"> <li>▪ Our desired future state</li> </ul>	<p><b>Citizens, young and old, will see the Brock Township Public Library as a vibrant, accessible, service-oriented cultural and information centre that supports their recreational, educational, and entrepreneurial needs.</b></p> <p style="text-align: right;"><i>BTPL Board – November 14, 2006</i></p>
<b>Values</b>	<ul style="list-style-type: none"> <li>▪ Our core priorities; represents the organization's culture</li> </ul>	<ul style="list-style-type: none"> <li>✓ Intellectual Freedom – a basic right in a democratic society to provide access to all points of view</li> <li>✓ Fiscal Responsibility – accountable to all stakeholders for efficient management of library assets</li> </ul>



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<p>Values Con't</p>		<ul style="list-style-type: none"><li>✓ Education &amp; Lifelong Learning – support and partner with local schools to instil a love of reading in children and promote lifelong learning by providing a full range of resources needed to ensure responsible citizenship and personal growth</li><li>✓ Building Community – believe the Library plays a critical role in building strong communities through its ability to serve as a community gathering place and central depot for intellectual infrastructure. Committed to forming partnerships with other organizations to further the Library’s mission and contribute to community development</li><li>✓ Responsive to Change – endeavour to anticipate and respond to the changing needs of our community in innovative (technological) ways and a timely fashion</li></ul>
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<i>AREAS OF FOCUS</i>	<i>GOALS</i>	<i>STRATEGIC DIRECTIONS</i>
<b>1. SERVICE ENHANCEMENT &amp; GROWTH</b>	<b>1.1 Increase library usage, specifically by youth &amp; adults</b>  <b>1.2 Advance the library's holistic approach to the provision of services</b>	<ul style="list-style-type: none"> <li>✓ Assess current library usage and identify service barriers and gaps, specifically for youth &amp; adults; Develop and implement a Service Plan (2007-10) to address barriers and gaps.</li> <li>✓ Develop a management &amp; staffing model to support the implementation of Service Plan.</li> <li>✓ Confirm and implement plans for the relocation of Cannington Branch.</li> <li>✓ Identify and address operational functions that serve as barriers to an holistic approach to service.</li> <li>✓ Develop a communications program to enable a systematic approach to promoting and marketing library services.</li> </ul>
<b>2. FUNDING &amp; REVENUE GENERATION</b>	<b>2.1 Secure a sound funding base that will sustain existing library services in the three branch libraries</b>  <b>2.2 Seek additional sources of revenue to enhance service development</b>	<ul style="list-style-type: none"> <li>✓ Assess funding requirements for implementing Service Plan (2007-10).</li> <li>✓ Develop a firm funding plan, supported by relevant policies, based on the assessment of current funding sources in relation to their future potential and the identification of new funding sources.</li> <li>✓ Acknowledge and support 'Friends' groups as key community partners in helping to secure library sustainability.</li> </ul>



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<i>AREAS OF FOCUS</i>	<i>GOALS</i>	<i>STRATEGIC DIRECTIONS</i>
<p><b>3. GOVERNANCE &amp; LEADERSHIP</b></p>	<p><b>3.1 Establish a policy framework for sound decision-making and exemplary community leadership.</b></p>	<ul style="list-style-type: none"> <li>✓ Complete the development of the board policy manual.</li> <li>✓ Develop and implement a program for engaging the active participation of all board members in all aspects of their governance role and responsibilities in partnership with the Chief Executive Officer.</li> <li>✓ Establish tools and performance measures to assess ongoing community needs and inform the renewal of the library's strategic plan on a regular basis.</li> <li>✓ Secure the library's leadership role as a vital partner in enabling an integrated approach to planning community-wide services.</li> </ul>