



**Peterborough  
Public Library**

---

**To:** Library Board of Trustees

**From:** Jennifer Jones, Acting Library Manager/CEO

**Meeting Date:** September 27, 2016

**Subject:** Report PPL16-036  
Strategic Plan

---

## **Purpose**

A report to inform the Library Board of matters concerning Library strategic planning.

## **Recommendations**

That the Library Board approve the recommendations in Report PPL16-036, dated September 27, 2016, of the Acting Library Manager/CEO concerning Library Strategic Planning, as follows:

- a) That the report of the Acting Library Manager/CEO be received for information; and
- b) that the Acting Library Manager/CEO be directed to proceed with the RFP process to engage the services of a third party to complete a strategic plan and re-branding for the Library.

## **Budget and Financial Implications**

The cost of hiring the necessary consultants to do the Strategic Plan has been estimated at \$50,000. Funding for this project would need to be approved by the Board to be taken out of reserve funds where it was set aside for this purpose.

## Background

Since first adopted by the Board in December 1998, strategic planning has played an important role in Library operations. The Library strategic plan is ultimately a statement of how the Library will use its financial, physical and personnel resources in sustainable ways to achieve its mission.

In September 2015 the Board requested that the Library Manager/CEO provide a report at the October meeting on the rationale for a new Strategic Plan and offer various options for Committee consideration. At the October 2015 meeting the Board deferred the report to January 2016. In January 2016 the Library Board directed the Library Manager/CEO to present options at the June 2016 meeting.

The current Strategic Plan for the Library ended in 2013 and we have been operating under an extension of the plan since that time. The renovation of the Main Branch will expand library services to the public and this requires direction.

Libraries have changed dramatically in recent years, which has had an effect on how we provide services and meet the needs of our patrons. There have been advances in technology, change in the formats of materials, and a growing emphasis on the library as a community hub which leads to the idea of the library as being a place to do things, rather than simply to borrow things.

As an added element to the Strategic Plan, it would be ideal to include a rebranding of the Library as well. The renovation provides us with the opportunity to start fresh with a fresh look in 2017.

The Library would like to hire a Third Party to prepare a strategic plan and a rebrand which would guide the ongoing development of programs, services and opportunities to the community. This plan will be responsive to the needs of the community and will identify how the Library will place itself both in the context of City services and the context of the larger library world.

Submitted by,

Jennifer Jones

Contact Name:

Jennifer Jones, Acting CEO/Library Manager

Phone: 705- 745-5382 Ext.2370

E-Mail: [jjones@peterborough.ca](mailto:jjones@peterborough.ca)