



2018-2021 Peterborough Public Library Strategic Plan - Progress tracker

ACTION AREAS	SPECIFIC INITIATIVES	START		
A) Promoting Life-long Learning & Discovery	<i>We will encourage library users of all ages to become literate in all forms of contemporary communication.</i>			
	A 1 – Work with community partners to develop and deliver various traditional and non-traditional literacy programs. <ul style="list-style-type: none"> • Element of Community Led-Libraries initiative • Review of past and present partnerships is underway by the Community Development Team with the goal of pursuing strategic partnerships based on community needs. 	2021-		
	A 2 – Identify new ways our collections, programs and services can assist with life-long literacy and discovery. <ul style="list-style-type: none"> • Element of Community Led-Libraries initiative 	2021-		
	A 3 – Continue to build diverse collections to support programming and services. <ul style="list-style-type: none"> • Diversity Audit 	2020		
B) Building Community through Outreach, Programs & Partnerships	<i>Based on identified needs, we will develop a targeted outreach plan to deliver innovative and effective programs.</i>			
	B 1 – Establish an informal Community Literacy Advisory Committee (CLAC) to assist service & program development to meet the changing needs of the community.	2022		
	B 2 – Identify & work with community groups, partners & CLAC to develop innovative & effective programs, collections, & services.	2022		
	B 3 – Build the Library’s profile and participate in neighbourhood and community-wide events. <ul style="list-style-type: none"> • Markets • Pulse • PHRC health fair • Shelf Talk Staff Blog • Peterborough Family Literacy Day • Snofest • Story Times at Lansdowne Place • Downtown Storefront Stories and Story Walks 	2018-ongoing		
		ongoing		
		ongoing		
		ongoing		
		2020/21		











Legend

Green - in progress/ongoing
 Blue - next priority
 Red - not started
 Purple - DONE

	<ul style="list-style-type: none"> • Five Counties Children's Centre Winterfest • City Parades • Library branding style guide being developed to ensure consistent and recognizable library image 	2021 ongoing	
	B 4 – Develop marketing and outreach initiatives to target difficult-to-reach and underserved individuals within the community.	2022	
	<ul style="list-style-type: none"> • Element of Community Led-Libraries initiative • Introduced newsletters and exploring other alternatives • Library cardholders have been mapped by neighbourhood to identify target areas for Community Development 	2022 2020	
	B 5 – Continue to provide high quality core programs while exploring new programs to meet community needs.	ongoing	
	<ul style="list-style-type: none"> • Element of Community Led-Libraries initiative • Staff training on Community Development techniques 		
C) Providing Welcoming & Accessible Environments	<i>We will ensure libraries are welcoming, accessible environments serving the entire community.</i>		
	C 1 – Develop communication and assessment practices to ensure that users' needs are being valued and considered.	ongoing	
	<ul style="list-style-type: none"> • Element of Community Led-Libraries initiative 		
	C 2 – Explore the feasibility of a future renovation or replacement of the DelaFosse branch.	2021	
	C 3 – Ensure safe spaces and remove barriers for those with diverse needs.	ongoing	
	<ul style="list-style-type: none"> • Working with the City to ensure that all WCAG (Website Content Accessibility Guidelines) 2.0 guidelines are met • Fine free library service 	2021 2021	
	C 4 – Create a seamless user experience through the integration of our digital and physical spaces.	ongoing	
	<ul style="list-style-type: none"> • Digital programming and hybrid programming models introduced • PayPal implementation • online form for card registration and renewals • providing service support on digital channels - social media 	2021- 2020 2020 ongoing	



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	<ul style="list-style-type: none"> Public Niche Academy tutorial widgets integrated into website to make online resources easier to use New Horizons for Seniors Technology Training video project Video production/editing training for staff <p>C 5 – Investigate innovative and alternative service delivery models.</p> <ul style="list-style-type: none"> Kiosk at PSWC (officially launching September 2021) Library Book Bike 	ongoing 2020	 
<p>D) Valuing & Empowering Our People</p>	<p><i>We will ensure staff have the tools and skills required to provide excellent service to our diverse users.</i></p> <p>D 1 – Ensure that staff are provided with appropriate tools and relevant training.</p> <p>D 2 – Conduct an organizational review to achieve the goals set out in this plan.</p> <ul style="list-style-type: none"> Job description review Introduction of CSS position Niche Academy <p>D 3 – Ensure HR policies are current including job descriptions, pay scales, & interdepartmental communications, etc.</p> <ul style="list-style-type: none"> Collective Bargaining completed in 2020 <p>D 4 – Develop an engagement plan to encourage ongoing staff input.</p> <ul style="list-style-type: none"> Introduced “Caught in the Act” emails Use of staff room white board to solicit feedback on ideas and initiatives 	ongoing 2018 2021- Done 2022 2020 2019	   
<p>E) Using Progressive Technology</p>	<p><i>We will continue to invest in technology to improve library operations and services.</i></p> <p>E 1 – Work with the City to establish an IT initiative to review delivery of IT services in the Library.</p> <ul style="list-style-type: none"> Monthly meetings established with City PTS to ensure Library’s support needs are being met <p>E 2 – Explore the possibility of recruiting IT staff that understand Library service needs.</p> <p>E 3 – Develop a library technology plan to better meet library hardware and software needs.</p> <p>E 4 – Update our digital environment capabilities with responsive design to allow for access from multiple devices & for multiple purposes.</p>	2019 unknown 2022 DONE	   

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	<ul style="list-style-type: none"> • Mobile responsive catalogue • CloudLibrary App • Niche Academy integration <p>E 5 – Explore adding modules to existing ILS software to enhance user services.</p> <ul style="list-style-type: none"> • Mobile responsive catalogue • Acquisitions module enhancements • PayPal integration • Bluecloud Visibility+ catalogue enhancements • Syndetics Unbound catalogue enhancements 	DONE	
F) Enhancing Administration & Resourcing	<p><i>We will align our available resources with the areas of greatest need.</i></p> <p>F 1 – Develop capital and operating budgets to include resources for implementation of the Strategic Plan.</p> <ul style="list-style-type: none"> • Affected by Covid pandemic <p>F 2 – Review budget implications of future staffing requirements, admin & operations to implement goals from the Strategic Plan.</p> <p>F 3 – Seek additional resources from partners and innovative means of funding.</p> <ul style="list-style-type: none"> • New Horizons Seniors grant • Healthy Community Initiatives Grant (Library Book Bike) • International Dyslexia Association of Ontario -Mini-grant <p>F 4 – Conduct regular evaluation of progress against goals and timelines of the plan</p> <p>F 5 – Undertake a baseline program and service review to provide benchmarks and best practices.</p> <ul style="list-style-type: none"> • 2020 Library Service Review • Best practice - Community-Led Toolkit • Best practice – OLS and OLA, peer groups 	ongoing	

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