

SCHREIBER  
PUBLIC LIBRARY



STRATEGIC PLAN  
2015-2019

“DISCOVER THE PAST  
IMAGINE THE FUTURE”

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“JOURNEY INTO OUR PAST” MURAL-2010



## INTRODUCTION

Founded in 1891, the Schreiber Public Library has always held a central place in the community; from a geographic, social educational point of view of our citizens and our library users.

In 2016 the library will celebrate it's 125th anniversary and commemorate the many achievements and numerous awards it has received. including a Certificate of Accreditation from the Ministry of Tourism, Culture and Recreation.

From the earliest days in the Mechanic's Institute, (see photo) the library has grown to its present role as the centre of technology and information services for the citizens of Schreiber. Historical photos, records of events, newspaper stories about founding families from the archives, creating new archives to celebrate town founders, creating templates for the wall art celebrating local historical events all were made possible because of the services the community library provides.

The Schreiber Library not only provides popular materials, it's a research and information center as well as community activities centre, which provides a wide variety of programs and services. The Historical Society, the Patch of Friends Quilters, Art Club, Women's Drop In, Seniors Drop In, craft programs featuring arts and culture activities, audio and visual archives, community electronic bulletin board, the Little Sprouts Community Garden etc; all have been initiated and supported by the public library and the staff. The librarian has attained funding for all these projects through grants and other funding programs.

Upgrades, renovations, or a new facility need to be considered to better serve our patron base. The CEO does not have a private space for her office. It is difficult to hold meetings and workshops at any time the library is open because of overcrowding. Other groups, especially those involving children and often interfere with other patron experiences at the library.

Our creative approach to library services will continue over the next five years as this strategic plan unfolds. Our library needs to keep abreast of change and strive to meet the demands of technology, our patrons and our community. The goals in this plan were developed to ensure that appropriate actions will be taken, by Board and library staff, to best meet our vision for the library services of the future in the community. Consultation was an extensive and crucial part in the plan's development. Patrons, youth, businesses, community groups, library board and staff and Municipal leaders were all surveyed. This plan is the result.



1st Library in  
Mechanic's Hall 1891

**FOR A SMALL LIBRARY,  
SPL HAS AMAZINGLY  
DIVERSE PROGRAMS  
AND SERVICES AND  
HAS SOMETHING FOR  
EVERYONE.**



2nd Library in  
Town Hall, 1994



Current Library

**LOTS OF COMPUTERS  
TO WORK ON OR  
RESEARCH AND EXPERT  
HELP CLOSE AT HAND.**



Board and Staff

## OUR MISSION

The Schreiber Public Library is a community organization committed to the open provision of library resources that will enhance personal and community quality of life.

## OUR VALUES

The following values guide our decision-making, our relationships with staff and volunteers, and our services provided to the community:

- o We are committed to intellectual freedom and freedom of access
- o We treat all persons with dignity, respect, courtesy and compassion
- o We provide quality service without bias
- o We encourage innovation and personal development
- o We recognize and value the contributions of volunteers
- o We appreciate and respond to the diversity of our community

## OUR CORE SERVICES AS IDENTIFIED AND PRIORITIZED BY THE LIBRARY BOARD AND STAFF:

1st Tier:

Collections

Reference and Information – including electronic information

Programming: Children’s and Adult’s

Local History and Archives; preservation of community history

Interlibrary Loans

2nd Tier:

Fax, photocopying, photo printing, Kodak machine, e-readers

Community Celebration programming: heritage days, winter carnival,

Bocce tournament, puppet shows, art and quilt shows.

## OPPORTUNITIES AND CHALLENGES

### OPPORTUNITIES

Grants:

Over the years, the library has been able to access grants to create programs. Since 2005, these special programs have resulted in seven awards for our library. As we contemplate expanding the space in the library, we will again explore funding programs to finance it.

The library is centrally located in the community and offers a wide variety of programs for all ages.

#### Technology:

E-books and computer access for research allows us to do more with less space. Schreiber's historical artifacts have been digitized for easy access. Grants for technology have allowed the library to maintain the CAP, Computer Access Program site for the public.

#### Local History:

Visitors and activities related to an annual reunion in July, generates activity in the community and in the library. Historical resources are in high demand and enrich the experience for all our citizens, past and present as well as those conducting research or tracing family lineage.

### CHALLENGES

Through surveys and discussion, the following emerged as the principal challenges faced by the Schreiber Public Library.

#### Space:

Our limited usable space is a challenge, the library board will continue to work with the Township with this issue. The provincial recommendation for a small library is a minimum of 2500 square feet. The library has 1970 square feet in which to provide services and programs. In this small space, the library offers public access to computers, children's Story Time, community meetings, regular patron visits, board meetings, historical society meetings, computer classes for young and old, storage for the Schreiber Archives, information (fax and photocopying) services for community groups and craft and art classes for the community. There is too much activity for the available space and it is often crowded and noisy.

- o Many of our programs require material, supplies and equipment. Storage is at a premium.
- o The CEO does not have a private space to work. The office is the lunch room, coffee room and storage for current library projects and book processing.
- o The building is in need of an upgrade, such as new windows, blinds, carpets, interior and exterior paint.
- o Book shelves are too high, due to lack of space.



Computers for Seniors

**MANY YOUNG PEOPLE  
HAVE THEIR FIRST JOB  
EXPERIENCE AT THE  
LIBRARY.**



Bocce Ball



Community Connections

**SCHREIBER PUBLIC  
LIBRARY IS A MUST FOR  
ANY COMMUNITY.**



Readers Roost

- o The community archives, historical documents and photos, clothing and artifacts are stored in the basement of our building. These records should be stored in a place where mould and flooding are less likely.
- o There is no quiet space for reading, research, or homework.
- o Access to the building is problematic for those with mobility issues. An automatic door opener for people with disabilities would be helpful.

#### Budget:

The Municipality of Schreiber has a small tax base and is unable to offer the library more funding at this time. The Municipality supplies the core funding and a small annual per capita library grant from the Ministry of Tourism and Culture. We have also been fortunate in being able to access various other provincial and federal grants for special programs but few of these funding programs cover the costs of the day to day operation of the library.

- o Patron surveys revealed dissatisfaction with library hours. The library is open only four days a week from 10-5, two evenings from 7-9 and Saturday from 1-5. The library is also closed for a week at the end of August as well as over Christmas.
- o All staff are part time.
- o In the next decade more than half the population will be a senior. More programs will be needed.
- o Technology continues to rapidly change and with Government cuts this increases the strain to the library budget.

#### OUR VISION FOR THE SCHREIBER PUBLIC LIBRARY:

Through thoughtful response to community needs, the physical and virtual space we provide to our community defines for our Library the importance of supporting personal aspirations and community development. We aspire to continue this growth by:

- o Developing a plan to provide improved Library space and facilities.

- o Improving the methods by which we deliver our programming and services to our patrons via their mediums of choice be it technological or traditional in approach
- o Increasing the diversity of our public Library users by addressing the needs of all age groups
- o Growing our visibility in the community and by making new connections through outreach in our community, region, and province
- o Rebranding and marketing the public Library and its services, in new, innovative, and creative ways
- o Extending existing and fostering new partnerships in our community, region, and province.

All these are things we wish to achieve for our library in the next five years. To reach our goals in this vision, we have developed some strategic priorities for the library.

## STRATEGIC PRIORITIES

Due to the limited space available, the Library Board and staff need to research, develop, and implement a plan for an improved Library space.

As a technology centre in the community, the Library Board and staff strive to identify how technology influences, affects, and guides our public Library programs, services, and collections, and develop appropriate plans to respond to community needs.

During times of fiscal restraint, the Library Board will address the realistic operational needs of our public Library in the community.

One of the roles of the public Library in the community is to create an environment to support lifelong learning through effective community, regional, and provincial partnerships, and through effective Library programming, resources, and services.

## OUR OBJECTIVES AND ACTION PLANS:

### STRATEGIC PRIORITY NUMBER ONE

#### LIBRARY SPACE AND FACILITIES

Research, Development, and Implementation of a plan for improved Public Library Space



Women's Drop-In

**THE LIBRARY OPENS  
DOORS TO PEOPLE,  
PROGRAMS, LEARNING  
AND NEW IDEAS.**



Blue Spruce

**Objective 1.1**  
**Feasibility Study and Capital Grants**

**Action Plans:**

1. Engage in developing a feasibility study to address current and future Library space needs
2. Investigate potential local, regional, provincial, and federal granting opportunities that support infrastructure renewal or new builds
3. Access support resources from identified partners such as the Township of Schreiber, the Ministry of Tourism, Culture, and Sport, Ontario Library Service - North, and local expertise.



**Accreditation Team**

**IMPORTANT SERVICES  
THAT DESERVES FULL  
SUPPORT FROM THE  
TOWN.**

**Objective 1.2**

**Proposal Creation / Architect Consultation / Municipal Consultation**

**Action Plans:**

1. Strike a Board Sub-Committee for Facilities to address the drafting of feasibility documents, grants, and other related matters
2. Schedule regular consultations with local architectural expertise to assist with plan development
3. Schedule regular meetings with the municipality to update progress, plans, and time lines for facility improvement

**Objective 1.3**

**Establish Shovel Ready - Project/Design documentation**

**Action Plans:**

1. Draft final feasibility study document
2. Draft final concept architectural drawings
3. Draft final estimated project budget

**STRATEGIC PRIORITY NUMBER TWO**

**TECHNOLOGY**

Identify how technology influences, affects, and guides our public Library programs, services, and collections, and develop appropriate plans to respond to community need.



**Chalk Drawing Contest**



## Objective 2.1

### Planning and Updates

#### Action Plans:

1. Renew the Technology Plan
2. Renew and refresh the Public Library Web site
3. Review current equipment and identify any gaps which make delivery of programs, services, and collection more difficult

## Objective 2.2

### Trends and Innovation in public Library services, programs, and collections

#### Action Plans:

1. Explore financially feasible options for the digitization of Local History and other relevant regional materials
2. Expand the existing SPL TV framework by broadcasting more community relevant events, expanding the community calendar, and creating more inhouse video content for educational and instructional purposes
3. Research and experiment with new technologies and trends in our public Library, which reflects best practices, trends and directly addresses our community needs.

## STRATEGIC PRIORITY NUMBER THREE

### LIBRARY OPERATIONS

Address the realistic operational needs of our public Library during times of fiscal restraint

## Objective 3.1

Conduct an organizational review of our public Library's programs, services, collections, and staffing

#### Action Plans:

1. Analyze current Library programs
2. Analyze current Library services
3. Analyze current Library collections
4. Analyze currently Library staffing levels



Plant Sale

**THE LIBRARY ENSURES  
THAT EVERYONE IN  
THE COMMUNITY HAS  
EQUAL ACCESS TO  
INFORMATION AND  
RESOURCES.**



Puppet Show



Sunflower Growing Contest

**FRIENDLY,  
KNOWLEDGEABLE  
STAFF, COMFORTABLE  
ATMOSPHERE, GREAT  
DISPLAYS AND MODERN  
EQUIPMENT**



Little Sprout's Garden  
10th Anniversary

### Objective 3.2

Develop and implement a comprehensive Marketing Strategy for the Library

#### Action Plans:

1. Study and analyze the local and regional market base and identify target groups.
2. Draft implementation strategies and a Marketing Plan to attract new patrons to the library programs, services and collections.
3. Survey users and non-users by target group to track effectiveness of marketing initiatives

### Objective 3.3

Public Library Sustainability of Operations and Staff Succession Planning

#### Action Plans:

1. Analyze current staffing levels for public Library service
2. Dialogue with the Municipality regarding funding, the provision of adequate services to the community
3. Draft in conjunction with the public Library Board a Succession Plan for the major positions within the Library to be completed before the end of the term of this plan

## STRATEGIC PRIORITY NUMBER FOUR

### SUPPORTING LIFELONG LEARNING IN OUR COMMUNITY

Create an environment to support lifelong learning in our community

### Objective 4.1

Continue to develop and deliver effective programming tailored to community needs

#### Action Plans:

1. Survey both users and non-users of public Library programs to determine the effectiveness of current programs and gaps that may exist in service
2. Allow public Library staff to pilot 2 new programs to determine target audiences over the term of this plan.
3. Expand existing technology programs (i.e. Schreiber TV) to develop and deliver more locally generated content, from Library staff, community partners, or other local/regional sources

## Objective 4.2

Explore outreach opportunities suitable to the community, regional and Provincial users and partners.

### Action Plans:

1. Continue to help foster and support local activities and projects that support programs such as Community Connections Heritage Fair, Local Anniversary Celebrations, Heritage Days etc.
2. Participate actively with partners such as the (Recreation Committee, Historical Society Patch of Friends, Art Club, etc.) to develop innovative and inclusive programs for all citizens of Schreiber and Rosspport.
3. Research and develop outreach and programming opportunities specifically tailored to segments of our user and non-user populations who could benefit from the services provided by the public Library.

We will work to continue to align our plan with the Municipality. Over the last mandate, our plan dovetailed in many ways with the priorities outlined in the Municipal Strategic Plan.

## MONITORING AND UPDATING THE PLAN:

This is a living document and a monthly review at each Board meeting is important to ensure the plan is kept on track to achieve goals.

## COMMUNICATING THE PLAN:

- o Board will make a presentation to Council outlining the key points of the plan.
- o The plan will be launched with an information session for library partners and patrons.
- o The complete plan will be available at the Library and the web site
- o At budget time, Municipal Council will be updated on the progress.

## THE STRATEGIC PLANNING PROCESS:

With the support of OLS North, the Board and staff of the library gathered data for the plan. Patron interest groups, community partners, Town Council, community groups and the business community were invited to provide information about where the library should go next. The Board used the SWOT and PEST Analysis method to identify opportunities and challenges as they appeared in patron and staff survey responses and general knowledge of the community as a whole. Since March 2010 the plan has been a constant agenda item for the Library Board.



A PLACE TO FIND  
INFORMATION ABOUT  
OUR HISTORY.



SCHREIBER'S MUNICIPAL  
125TH ANNIVERSARY

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