

SCHREIBER
PUBLIC LIBRARY



STRATEGIC PLAN
2010-2014

“PRESERVING THE PAST,
LOOKING TO THE FUTURE”

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INTRODUCTION

Founded in 1891, the Schreiber Public Library has always held a central place in the community; from a geographic, social and educational point of view of our citizens and our library users. 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. The Schreiber Public Library played a significant role during the 2010 celebration of Schreiber's 125th anniversary. 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, offering programs for the celebration; all were made possible because of the services the community library provides.

The Schreiber Library is unusual in that it provides programs and services which in a larger community might be carried out by other service providers. The Historical Society, the Patch of Friends Quilters, women's drop in, craft programs featuring arts and culture activities, audio and visual archives, community electronic bulletin board, the Little Sprouts Community Garden; all have been initiated and supported by the public library and its staff. Though our Municipality is unable to currently offer enhanced support to fund new programming, our librarian has attained funding for all these projects through grants and other funding programs. The Public Library Board has supported the pursuit of various initiatives which have attained great successes. Our major problem with hosting these programs are the limitations of our current space. 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 meeting and workshops at any time the library is open because of overcrowding. One of our programs, the Quilting group, has had to find alternative space in a nearby school. Other groups, especially those involving children who require supervision, must happen in the library and interfere with other patron experiences at the library.

Our creative approach to library services will continue over the next four years as this strategic plan unfolds. We have several reasons for working on a strategic plan. Our current plan needed to be updated and we wanted a template for mapping our direction and goals over the next four years. We know 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.



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



OUR MISSION

Schreiber Public Library is a community organization committed to the provision of library resources and services 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

Community Celebration programming: heritage days, winter carnival,

Bocce tournament, puppet shows, magicians, quilt show.

OPPORTUNITIES AND CHALLENGES

OPPORTUNITIES

Grants:

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



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



We had a disappointing experience in the spring of 2010 where an opportunity to acquire new space in a new Municipal building did not come to fruition. Our limited useable space will be a challenge that the library board will continue to pursue and examine with future work in partnership with the Township.

Unemployment:

The high unemployment in our community has meant increased library usage for programs, computers, books and movies. The Service Canada site in the library also serves the unemployed. Printers and faxes are used to supplement services of the Action Centre for the unemployed in Terrace Bay.

Technology:

EBooks and computer access for research allows us to do more with less. Less space is used for reference books. Schreiber's historical artefacts will be digitized for easy access. Grants for technology support allow us to keep current with technological support to our user groups.

Heritage Days:

Visitors and activities related to Heritage Days, an annual reunion in July, generates activity in the community and in the library. Our 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 library has 1970 square feet in which to provide services and programs. In this small space, we offer public access to computers, children's Story Time, community meetings, regular patron visits, board meetings, historical society meetings, computer classes for young and old, Service Ontario access point, storage for the Schreiber Archives, information (fax and photocopying) services for community groups and craft and art classes for the community. We have far 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 and some programs like the Quilter's Group have had to be relocated to other sites.
- o Our CEO does not have a private space to work. Her office is the lunch room, coffee room and storage for current library projects and book processing.



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





SCHREIBER PUBLIC LIBRARY IS A MUST FOR ANY COMMUNITY.



- o The community archives, historical documents and photos, clothing and artifacts are stored in the basement of our building. These precious records should be stored in a place where flooding and mould are less likely.
- o We have no quiet space for reading, research, or homework.
- o Access to the building is problematic for those with mobility issues because of the very heavy front door.

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 our core funding and we receive 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. We are able, with our budget, to open only five days a week from 10-5 and two evenings from 7-9. We also close for a week at the end of August and a week over Christmas.
- o Our Assistant Librarian can only work 12 hours a week because of restrictions relating to the municipal employees pension plan.
- o Some patrons expressed concern about the delays in offering new fiction and bestsellers. Delays to access new books is due to budget limitations.
- o Library Staff who work limited hours do not always have in-depth knowledge of the collection and may have difficulty making recommendations.

OUR VISION FOR THE SCHREIBER PUBLIC LIBRARY:

Through our response to their needs and the space we provide, members of the community will recognize the Schreiber Public Library as an important resource for personal aspirations and community development.

- o Parents will bring their children to the library to introduce them to appropriate books, music and movies
- o Seniors will access the computers for family tree research
- o Teens will come to research, do homework and participate in programs

- o Quilters, craftspeople and artists will access our collection of resources for ideas and inspiration
- o The unemployed will access services to facilitate re-entry to the job market and further training
- o Avid readers of a particular kind of book will be able to access a constant supply of their favourites
- o Visually impaired seniors will have a constant supply of new books in appropriate formats
- o Community groups will be able to depend on the library for support to meet their needs

All these are things we wish to achieve for our library in the next four 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 (1970 square feet), the library board and staff need to undertake an exercise to re-examine space issues, re-evaluate the current library space design and propose solutions for the expansion of the current library facility in the community.

Because so much of the success of library programs depends on partnerships with others in the community and the region, we will continue to develop and pursue outreach activities, through active partnerships for programming and services.

As a technology center in the community we envision the library continuing to promote services, adapt with technological change, and act as a functional service point for citizens to access the internet and related cutting-edge technologies.

OUR OBJECTIVES AND ACTION PLANS:

STRATEGIC PRIORITY NUMBER ONE

LIBRARY SPACE AND FACILITY

Due to the limited space available, the library needs to undertake an exercise to re-examine space issues, re-evaluate the current library space design and propose solutions for the expansion of the current library facility or provide appropriate alternatives for library space in the community.



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



Objective 1.1

Re-examine current spaces issues

Action Items:

1. Evaluate space requirements needed for specific programming in the library
2. Evaluate the space required to enable staff functions to be more easily conducted
3. Examine the creation of small private space for the librarian to conduct administrative duties
4. Provide to the library board an updated space assessment study with the assistance of OLS-North consultants
5. Consult with the Municipality in regards to current accessibility issues (door, ramp) and AODA implications

Objective 1.2

Re-evaluate the library's current space design

Action Items:

1. Propose new library space layout models
2. Evaluate the impact of the re-design on services and program requirements
3. Explore funding options available to pursue expansion ideas
4. Consult with OLS-North consultants regarding space layout options and floor plans

Objective 1.3

Propose library relocation to a renovated existing facility or propose the creation of a new library facility

Action Items:

1. Seek out available funding
2. Consult with municipality in regards to grants, plans
3. Needs assessment (OLSN Support)



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



STRATEGIC PRIORITY NUMBER TWO

CONTINUE TO DEVELOP AND PURSUE OUTREACH ACTIVITIES,
THROUGH ACTIVE PARTNERSHIPS FOR PROGRAMMING AND SERVICES

Objective 2.1

Continue to develop and pursue community partnerships

Action Items:

1. Maintain existing partnerships : Ontario Library Service North, Community Futures, Economic Development office, Municipality of Schreiber, Recreation Department, schools and churches, Terrace Bay, Nipigon and Thunder Bay libraries, Adult Learning Program, Early Years/Best Start, Thunder Bay District Health Unit, Family Health Team, Social Planning Council, Schreiber Archives and Historical Society, Rail Museum, Patch of Friends Quilters Group, Collingwood Court Seniors Residence, Rossport Local Services Board
2. Pursue other community/regional partnerships
3. Sustain ongoing partnerships

Objective 2.2

Maintain existing relationships with neighbouring libraries and their boards for information and resource sharing

Action Items:

1. Networking meetings
2. Resource sharing
3. Grant partnerships
4. Professional Development opportunities (leadership by design example)

Objective 2.3

Increase outreach activities

Action Items:

1. Pursue alternative delivery of library services and programs
2. Resource sharing – schools, Family Place, Collingwood Court
3. Explore significant local issues with partners



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



STRATEGIC PRIORITY NUMBER THREE

CONTINUE TO EVOLVE WITH TECHNOLOGY

Libraries are no longer just books. Most of our day-to-day transactions in the library depend heavily on technology. Our library world runs on email, computerized purchasing and communication, automated check-out and searches for materials, scanning old photos for the archives, web site development and updating information for the electronic bulletin board, designing and printing marketing materials and community information bulletins. When the computers are down, the modern library is a quieter place.

Objective 3.1

Promote technology services and programs

Action Items:

1. Ongoing computer instruction to all age groups (achieved in part and supported by the Community Access Program)
2. Develop creative marketing of services currently available with library partners
3. Creating new programs with existing partners (e.g. Historical Society/ Ancestry.com)
4. Enhance accessibility to multi-media genealogical/historical resources and information e.g. community archives

Objective 3.2

Adapt with technological changes

Action Items:

1. Sustain CAP site and equipment
2. Advocate for increased funding for technological change
3. Awareness of and progress towards future trends in technology
4. Ebook collection development



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



Objective 3.3

Online Resources & Communication

Action Items:

1. Redesign current website
2. Make website more user-friendly
3. Develop new technology resources for the community such as pod-casting, hosting webinars and other new resources that are developed
4. Information (info point on wall, internet broadcasting?)
5. Promotion and education about databases and other new resources

We will work to continue to align our plan with the strategic plan of 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 monthly review is important to ensure we are on track to reach our goals. We will include a review at each Board meeting as part of the Librarian's report.

COMMUNICATING THE PLAN:

- o Board will make a presentation to Council outlining the key points of the plan
- o We will launch the plan with an information session for our partners and patrons
- o Pamphlets outlining the plan will be available at the Library and the website will have the complete plan
- o At budget time, we will update the Municipal Council yearly on the progress we are making

THE STRATEGIC PLANNING PROCESS:

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



A PLACE TO FIND
INFORMATION ABOUT
OUR HISTORY.



SCHREIBER PUBLIC LIBRARY
314 SCOTIA STREET
SCHREIBER, ON
P0T 2S0

TELEPHONE: (807) 824-2477
FAX: (807) 824-2996
EMAIL: SCHLIB@NWCONX.NET
HOME PAGE: WWW.SCHREIBERLIBRARY.CA