



STRATEGIC PLAN 2020-2024

RESPECTING OUR PAST
CONNECTING OUR PRESENT
SHAPING OUR FUTURE

COMMUNITY - CONNECTING - LEARNING

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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 educational point of view of our citizens and our library users.

In 2016 the library celebrated its 125th anniversary and commemorated the many achievements and awards it has received. In 2019, the library received a perfect score for the second 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 and partnerships such as the Schreiber Archives & Historical Society, Patch of Friends Quilters and Seniors Centre.

Drop In and 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, partnerships and other funding programs.

In 2017, the library received a Canada 150 grant which allowed upgrades and renovations. These included new siding, brick repair, lighting, insulation, carpets, flooring, furniture, paint, a basement renovation and new clock for the tower.

The CEO still 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 often interfere with other patron experiences at the library. The basement is not accessible for people with disabilities. A designated room in the Municipality for the library maker space for additional programs has helped to offset some of these issues.

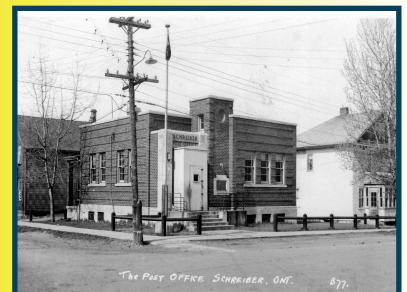
Our creative approach to library services will continue over the next five years as this strategic plan unfolds. Our library needs to evolve and meet the demands of technology, our patrons and our community.

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, staff and Municipal leaders were all surveyed. This plan is the result.



**1st Library in
Mechanic's Hall 1891**

**"IT'S IMPORTANT TO
HAVE A PLACE THAT
PROVIDES RELIABLE
INFORMATION, BUT
ALSO A PLACE OF
WARMTH ON A COLD
WINTER'S DAY, WHERE
WE RECALL GOOD
THINGS THAT HAVE
COME OUR WAY"**



Post Office circa 1940's

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 projects such as the Little Sprouts Community Garden, Web cast Channel, "Your on the Right Track" timeline booklet, Computers for Seniors, "Journey into our Past mural," "Along the Shoreline" Digitization project have resulted in seven awards for our library. This increased participation, volunteers and created more partnerships.



Library Board

"THE STAFF IS VERY FRIENDLY AND ACCOMMODATING, THEY WILL GET YOU ANY BOOK YOU ASK FOR AND ARE SUCH HARDWORKING AND DEDICATED".



Library Board and Staff

The library is centrally located in the community and offers a wide variety of programs for all ages, which can be expanded to meet the changing demographics and culture of the community.

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. The new Portfolio database will expand the digitization of local history and create an inventory as well as access to resources.

Local History:

Visitors and activities related to Schreiber Heritage Days, 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. These will increase with the opening of the new Discovery Centre, rail museum.

CHALLENGES

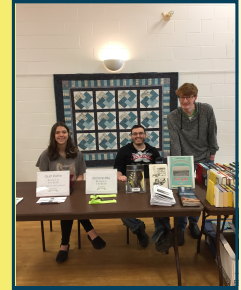
Grants for technology have allowed the library to maintain the CAP, Computer Access Program site for the public with Interns and resources. These programs are no longer available which means less computer equipment and programming for the library. Staff have less time to develop and administer library operations.

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 lunchroom, coffee room and storage for current library projects and book processing.



Library Staff

**"THE HARDWORKING
STAFF AND EXTREMELY
EFFECTIVE CEO THAT
PURSUES MANY
DIFFERENT KINDS OF
INITIATIVES
(TECHNOLOGY,
PROGRAMMING, ETC.)"**



Bocce Ball Refs

- o The community archives, historical documents and photos, and artifacts are stored in the basement of our building. These records should be stored in a place where mold and flooding are less likely.
- o There is no quiet space for reading, research, or homework.
- o There is no accessible ramp for patrons in the back 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 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.

Patron surveys revealed dissatisfaction with library hours.

The library is open only four days a week from 1:00 - 5:00, 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.

All staff are part time.

In the next decade more than half the population will be a senior. More programs will be needed.

Technology continues to rapidly change and with Government cuts this increases the strain to the library budget. Developing a plan to provide improved Library space and facilities.

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 the personal aspirations and community development.

- o Families will bring their children to the library to introduce them to library books and movies
- o Patrons will be able to access computers and resources
- o Visually impaired seniors will have access to a books in appropriate formats
- o A wide variety of programs will be available for patrons



Patch of Friends Quilt Show

**SO THANKFUL WE HAVE
A LIBRARY TO
ACCOMMODATE
EVERYONE !
EXCELLENT
PERSONALIZED SERVICE**



Kids Craft Program

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:

SCHREIBER PUBLIC LIBRARY - STRATEGIC PLANNING CORE CONTENT

Strategic Priorities

1. Inspiring Creativity and Innovation
2. Enhancing Library Operations
3. Assessing Library Facilities and Enhancing User Space

Strategic Priority One: Creativity and Innovation Goals

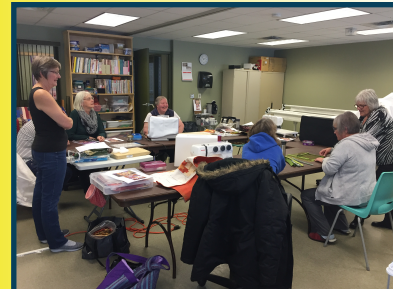
1. Expanding our Public Library's Multi-Media Capabilities

Objectives 1.1

1. To create a multi-media studio
2. To provide equipment training and media production
3. To expand the library marketing strategy
4. Inviting community involvement in partnership

Action Plans:

1. Research grants
2. Purchase/Setup Equipment
3. Develop a training schedule
4. Media production schedule - "Civic Journalism"



Patch of Friends Quilting

**LIBRARY IS BEAUTIFUL
SINCE RENOVATION
AND EASIER TO USE.**

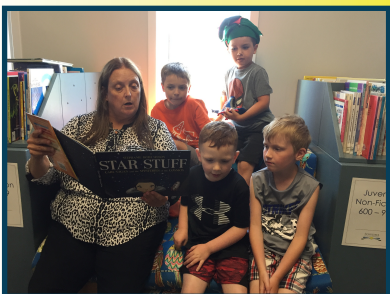


High School Students



High School Students

**FRIENDLY
APPROACHABLE
STAFF**



Reading Program

Performance Measures:

1. Successful grants
2. Established media centre - Partnership w/ the Non-Profit Organization
3. Monitoring content/creation before broadcast release criteria
4. Training (Produce Base Manuals, +Training Session Metrics, Media production
5. Community engagement (Volunteer list, Increase Volunteers, Recruitment)

2. Create New Partnerships to enhance Innovation in our Public Library

Objectives 1.2

1. Develop new connections and partnerships with the Municipality
2. Plan and develop new partnerships with the Schreiber Historical Society
3. Create new opportunities to Network and connect with Seniors in our community.
4. Enhance and strengthen our bonds and collaborations with our neighbouring Public Libraries

Action Plans

1. Research grants to support local multi-media projects.
2. Redevelop the historic Museum Booklet to be available in both print and digital format to promote local heritage projects.
3. Collaborate and fund raise with the Schreiber Historical Society to provide practical Photo Printing solutions to our patrons and community.
4. Develop and execute new programs within the public library to address Seniors' collection, programming and service needs in our community through outreach, partnership and innovative projects.
5. Network and collaborate with Public Library CEO's in Nipigon and Terrace Bay to capture potential collaborative opportunities for project development which would mutually benefit all our public libraries in our region.



Journey Into Our Past Mural

Performance Measures:

1. Secure and attain appropriate funding streams to create a multi-media production hub for the community within the Schreiber Public Library.
2. Print & upload an annual update to the Museum Booklet with community partners to support the development of local heritage projects.
3. Fundraise with the Schreiber Historical Society to consistently provide accessible and technologically appropriate local photo printing services.
4. Launch projects every quarter for the term of the plan and collect attendance statistics, survey data and information to effectively plan and execute program which is practical, cost effective and targeted to this key public library user group.
5. Meet quarterly with regional library CEO's to secure and commit to one joint project idea for collaboration (either short term or long term) annually for the duration of this plan.
6. Collect testimonials, statistics, usage or engagement data for all partnership opportunities.

3.Create New Programming Opportunities linked to Innovative Plans

Objectives:1.3

1. To research and develop new programs.
2. To create new programing such as media production, virtual reality augmented reality – possibilities, podcasting intro, Weekly “News Stream”.
3. Develop training manual.
4. Create a community calendar – Pavillion Programming, Municipal Service + Partnership.

Action Plans

1. Prioritize Programs to be developed through term of plan
2. Balance program development expectations.
3. Develop a over the course of the term of the plan.
4. Market and attract submissions during the term of the plan

Performance Measures:

1. Creation of new programs.
2. Development of training materials.
3. Workshops and statistics.
4. Sustainable community calendar.



Blue Spruce Reading Program

**I LOVE THE LIBRARY
AND MY KIDS ASK TO
GO!**



Seniors iPad Program



Winter Poker Walk

GREAT SERVICE TO
OUR COMMUNITY



Northern Aliens

Strategic Priority Two: Enhancing Library Operations:

Goals:

1. To sustain valuable services and collections

Objectives: 2.1

1. Maintain and expand services and collections
2. Evaluate services
3. Pursue grants to support collections and services

Action Plans

1. Services and collections plan review
2. Municipality funding for digitization

Performance Measures

1. Services and collections plan updates (Accreditation + Policy Updates)
2. Funding for digitization
3. Local history accessibility (Virtual Access, Online)

2. Library Staffing and Succession planning

Objectives: 2.2

1. An operational review of library staffing

Action Plans

1. Cpcn{| g'ewtgpv'uchhpi "rgxgn'hqt'r wdrle"Nkdtct{"ugt xleg
2. Fkcmj wg'y kj 'y g'O wplek crkv'tgi ctf kpi "hwpf kpi "cpf "y g provision of adequate services to the community
3. Draft a succession plan for the major position within the Library

Performance Measures

1. Tgxkgy "qh'ndtct{"uchhpi
2. Dialogue with Municipal and report
3. Uweegukqp'tgxkgy "cpf'r rcp"

3. Accreditation

Objectives: 2.3

1. Conduct an organizational review of library operations

Action Plans

1. Tgxkgy "ndtct{"qr gtcvkpu, cf o kpkntcvkp."r qnleku, procedures and plans."

Performance Measures

1. Accreditation guideline performance review

Strategic Priority Three: Assessing Library Facilities and Enhancing User Space

Goals

1. Research, Development, and Implementation of a plan for improved Public Library space.

Objectives: 3.1

1. Feasibility study and Capital Grants

Action Plans:

1. Engage in developing a study to address current and future Library space needs
2. Research potential local, regional, provincial and federal granting opportunities that support infrastructure renewal or new builds
3. Partnerships such as Township of Schreiber, Ontario Library Service-North and local expertise

Performance Measures:

1. Report
2. Grant Opportunities
3. Partnerships

2. Proposal Creation

Objectives: 3.2

1. Create a committee to research and draft proposals for building projects such as basement renovations and expansion

Action Plans

1. 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 improvements.

Performance Measures

1. Record Board and sub-committee meetings & reports
2. Record Consultant and architectural meetings
3. Record meetings and reports with Municipality

3. Establish shovel ready-Project/Design documentation

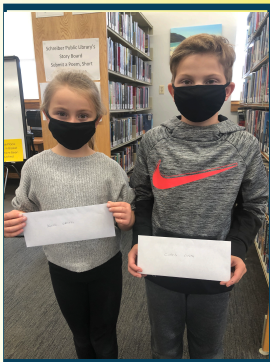
Objectives: 3.3

1. Design project plan



A PLACE TO FIND
INFORMATION ABOUT
OUR HISTORY.





Vegetable Contest

**THE LIBRARY IS A
WELCOMING PLACE
FOR THOSE WHO USE
IT.**



Donation of Magazine

Development

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

Performance Measures:

1. Completion of project design
2. Completion of project budget
3. Grant success
4. Completion of renovations

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:

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

THE STRATEGIC PLANNING PROCESS:

With the support of OLS, 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. The plan has been a constant agenda item for the Library Board.

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