

Core Strategy 3

Enhance Library Programs

A wide range of programs have been provided by the Library over the years and they continue to attract a considerable amount of support from the community. The library has also hosted a variety of events presented by individuals and organizations, which have been well attended and resulted in positive feedback from participants. Building on this strength will result in even further improvements in this area of service provision.



In order to **Enhance Library Programs** the Board will ensure that evaluations will be undertaken to determine how to improve and develop space and funding for:

- Children's and Youth programs
- Participative workshops on a range of subjects
- The staging of lectures and speakers on a variety of topics
- The provision of entertainment focussed events
- Formal and informal educational programs, including e-learning opportunities
- Joint programs with community partners (for example, local schools, social support agencies)
- Events which reduce social isolation, especially for vulnerable community members



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RE-IMAGINING MADAWASKA VALLEY PUBLIC LIBRARY

STRATEGIC PLAN 2020-2025

Libraries have always evolved to meet the changing needs of communities. Long gone are the days when almost all activity was centred on book collections especially in small rural libraries.

Today libraries are dynamic places where all sorts of interactions take place. Borrowing books remains an important service but the number of complementary activities has dramatically increased. Examples include presenting programs on history and culture, assistance with research, providing information about local services and events and a safe place to meet and socialize.

What remains the same in this changing environment is that MVPL continues in its commitment of meeting the needs and wants of the community. To do this effectively and to ensure library services remain current and relevant, the library needs to regularly review progress and develop a pathway to ongoing improvement. Hence the creation of this new Strategic Plan.

MISSION STATEMENT

The Madawaska Valley Public Library will provide equitable access to library services, collections and programs that are reflective of the community's cultural, recreational, educational and business interests.

VISION STATEMENT

The Madawaska Valley Public Library will foster the joy of reading, life-long learning and creative expression by providing accessible materials, programs and services that address the diversity of our community and those we serve. This will be accomplished through professional customer service, adherence to the value of intellectual freedom, and by working in partnership and in consultation with the community in a spirit of cooperation, communication, and respect.

MV LIBRARY ACHIEVEMENTS

All but one of the goals outlined in the previous strategic plan have been met! The outstanding objective of creating a larger library and community facility will be re-formulated in the new plan.

Some of the library's achievements during the last 5 years include:

- Hosting and presenting a variety of workshops, programs, events and talks often in partnership with the township, schools and cultural organizations
- Providing space for community organizations to host their own events and meetings
- Responding to challenges presented by Government agencies in a positive way, including collaborative initiatives with other Renfrew County libraries
- Improving security in the library building, especially in the basement (children's) area
- Improving the accessibility of the library layout
Undertaking other building enhancements

In addition, the library has received a large amount of feedback from users about the high standard of professionalism and helpfulness provided by the librarian and her staff. This is especially significant in the context of a challenging fiscal and operational climate.

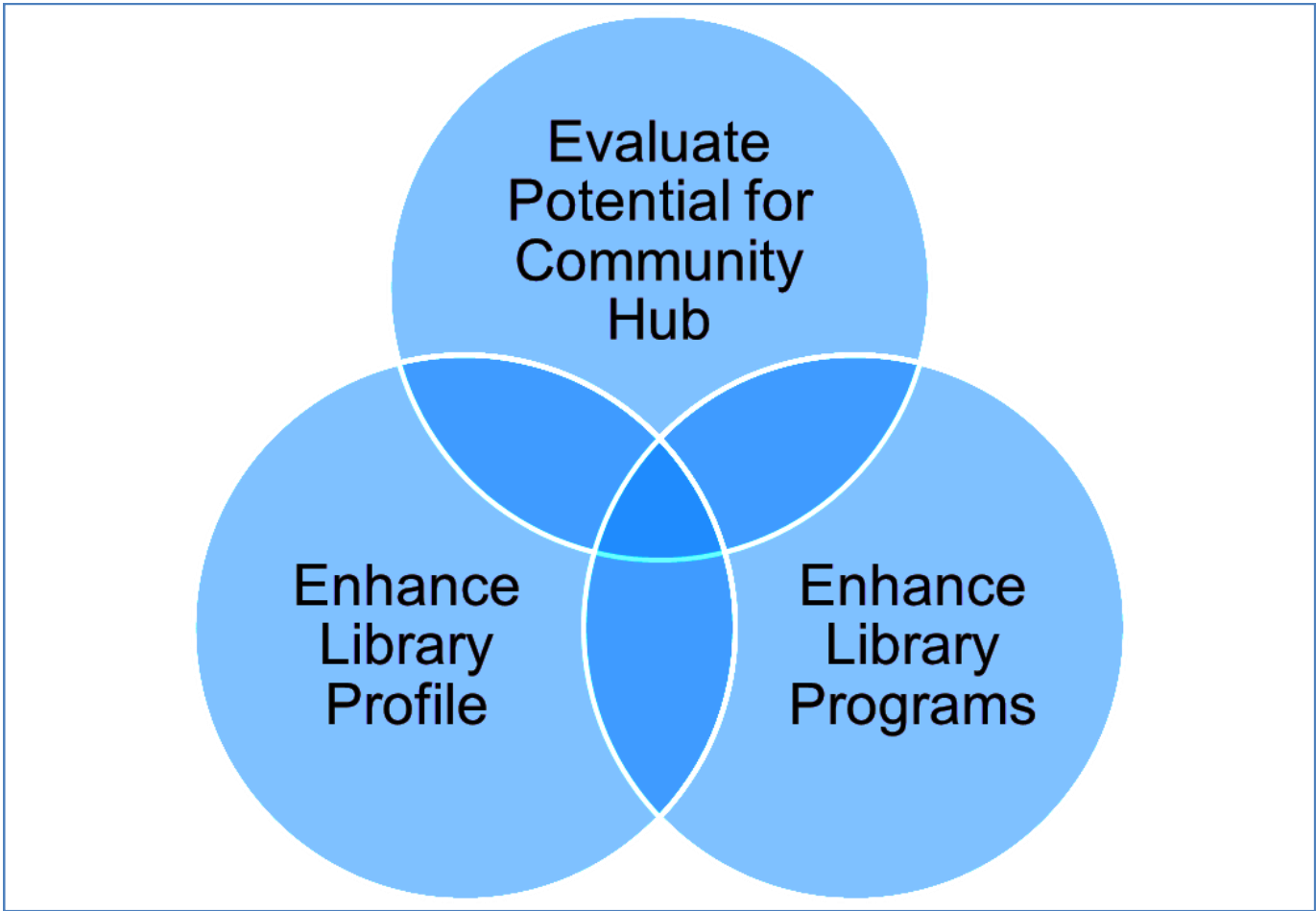


METHODOLOGY

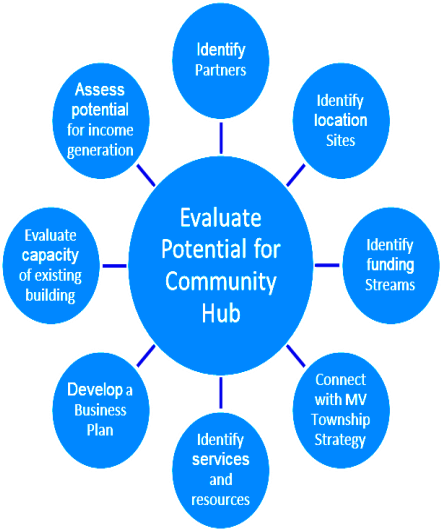
A considerable amount of work has been done in order to create the Strategic Plan. The Board of Trustees established a sub-committee, which was tasked to develop the Plan and report back to the Board on a regular basis. The following activities were undertaken:

- A review of the 2014-18 Strategic Plan
- A review of how small town libraries in Renfrew County and other parts of Ontario have responded to changing needs
- A public Library Survey with contributions from patrons and community members
- A Community Forum attended by individual residents, representatives from community organizations, business groups and the township as well as library staff and volunteers
- Collation of library operational data provided by the library CEO
- Consultation and advice from library CEOs in the region
- Information and advice from the Southern Ontario Library Service
- Meetings with a business consultant regarding planning, fundraising and financing
- Attendance at MV Township strategic planning meetings
- Core strategies were developed based on all the information available
- Action and Work Plans were built around the core strategies to ensure the effective delivery of services and programs

CORE STRATEGIES

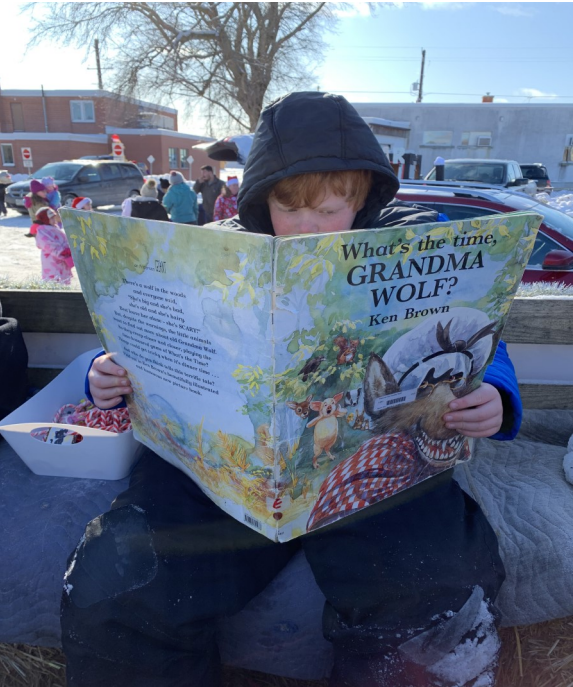


Core Strategy 1



Evaluate the Potential for a Community Hub

Community feedback indicated there is widespread support for the idea of transforming the library into a community hub and 80% of Survey respondents said they would support the building of a new library. This would significantly contribute to meeting the developing and diverse needs of users in providing a wide range of services and resources.



In order to **Evaluate the Potential for a Community Hub** the Board will:

- Identify the type of services and resources which could be provided by a community hub
- Identify potential partners
- Evaluate the capacity of the existing building and site
- Identify potential funding streams
- Identify possible locations for a new build
- Liaise with MV Township throughout the process
- Assess the potential for income generation
- Develop a Business Plan to include costs, benefits, future growth and sustainability

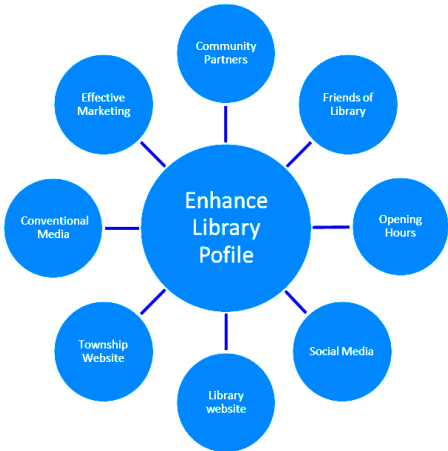
Core Strategy 2

Enhance the Profile of the Library in the Community

MV Public Library is a well-used and well-loved resource amongst residents, summer cottagers and visitors. To ensure that current and potential patrons are fully aware of the diversity and ever changing services provided, the library should explore ways of improving and enhancing its

In order to **Enhance the MV Public Library Profile** the Board will:

- Evaluate and determine the benefits of establishing a 'Friends of MVPL' group
- Adjust library opening in response to user feedback
- Investigate and assess how the library is able to use social media more effectively
- Determine and implement improvements to the Library's website
- Identify and improve links to MV Township website



- Evaluate and improve the use of conventional media
- Highlight joint projects with local partners and organizations to reflect the important role the library plays in the community
- Improve the marketing of library services and resources