New Tecumseth Public Library

Strategic Plan

2022 – 2027

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1. Introduction

Revitalizing New Tecumseth

The New Tecumseth Public Library (NTPL) will play a major role in helping our community to reopen, rebuild, and reconnect in the coming years. We will spur innovation, lower economic barriers, and create upward mobility. Our services and programs will lift and energize the community we serve. Through dedicated staff and partners, a thriving Library will help New Tecumseth prosper in the years ahead.

History

NTPL has its origins in the creation of the Beeton Mechanics' Institute in 1886, when members were encouraged "to bring lists of such books as they would desire to see in the library." With the amalgamation of the three communities of Alliston, Beeton, and Tottenham in 1991, the current NTPL was established.

NTPL Today

With its three branches, NTPL reaches into every corner of the Town, urban and rural, responding to a variety of needs in our community. NTPL is a resource for information, a catalyst for ideas and imagination and an engine of cultural and economic development. It fosters a love of reading and a climate of lifelong learning to improve and enrich the lives of citizens. A pillar of the community, NTPL offers vital public spaces for people to gather and connect, to learn, share ideas, and inspire creativity.

Engaging the Community

This Strategic Plan is the result of engaging with community members and asking what the library can do to help them start the next chapter of their lives. NTPL asked its users questions to help understand what is most important about the library to the community, how to improve access, reduce barriers, and make improvements for the future. Over the next five years, NTPL's direction will be to create opportunity, build community and inspire innovation – we know there is something for everyone at NTPL.

The Strategic Planning Process

The following process was used in the development of the Strategic Plan:
- Create Vision, Mission, and Values Statements
- Identify Strategic Assets: Key Stakeholders, Past Successes, and Key Success Factors
- Analyze Strengths, Weaknesses, Opportunities and Threats (SWOT)
- Survey Stakeholders and Service Users
- Develop Goals and Performance Measures

2. Values of the New Tecumseth Public Library

Experience has taught us that the condition of the working environment is key to the overall comfort of both patrons and staff in a welcoming and supportive environment.

Over the last few years NTPL has been converted into a SAFE AND INVITING ENVIRONMENT by reviewing staff interactions with patrons to improve morale and eliminate potential threats. This has been accomplished with proper training and necessary staff changes.

Staff have been trained to be open, transparent and honest, displaying a high degree of INTEGRITY and SERVICE ORIENTATION.

We have introduced a Land Acknowledgement statement recognizing the need for INCLUSION of all residents and communities. We value population differences, experiences, and the needs of all our patrons.

We encourage GROWTH in knowledge and accessibility by encouraging dreamers in comfortable and well-equipped facilities.

SAFE AND INVITING ENVIRONMENT
INTEGRITY
SERVICE ORIENTATION
INCLUSION
GROWTH

These are the values that NTPL staff will demonstrate over the next five years.

3. Land Acknowledgement, Mission, and Vision Statements
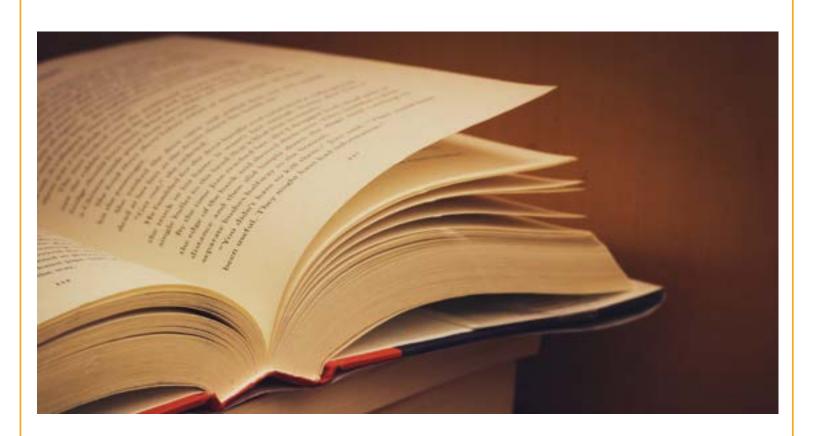
Land Acknowledgement Statement
New Tecumseth Public Library is on land within the area of Treaty 18, also known as the Lake Simcoe-Nottawasaga Treaty, signed on Oct. 17, 1818 between the Government of Upper Canada and Anishinaabe Indigenous peoples.

Mission Statement
New Tecumseth Public Library offers supportive, inspiring and welcoming spaces to engage all members of the community in learning and discovery. We nourish dreamers and connect doers, helping to create a better place to live, work and thrive.

Vision Statement
To inspire each day the creativity, curiosity, collaboration, and shared knowledge of all community members.

4. First Goals

The First Goals are strategic decisions that did not have to wait for the full Strategic Planning process to be completed; NTPL is demonstrating leadership in moving forward with key objectives that will benefit the Library and community. The approved First Goals are as follows: launching a Friends of the Library group, the introduction of new technology into all branches, and planning for a new Alliston Branch.

Friends of the Library Group

The NTPL Friends of the Library group has been formed to support the Library in the community, often through fundraising initiatives. NTPL Friends of the Library members consist of enthusiastic Library supporters who believe in the importance of libraries as the social and intellectual centres of communities.

Technology Plans / Digital Inclusion

The 2020 donation from the Community Recreation Improvement Committee (CRIC) for the new Pam Kirkpatrick Branch has brought a lot of new technology into NTPL; the Alliston and Beeton branches will be similarly keeping up to date with the latest technology. The aim is for NTPL to acquire the most necessary new equipment so that the Alliston and Beeton branches do not lag behind the Tottenham branch in terms of makerspace equipment and other technology. Some items may be purchased depending on popularity of use from the Tottenham branch.

The 2021 budget has allotted $5000 for the purchase of makerspace equipment.

Note that NTPL's plans for the future Alliston branch include a makerspace and media lab.

New Alliston Memorial Branch Building Plans

With the completion of the new Pam Kirkpatrick Branch in 2020, the Alliston Memorial Branch is now the smallest and most outmoded of the three branches. As the busiest of the three branches, the necessity for a space that truly meets community needs is acute. The Alliston branch has been in its current building for 40 years; the Library Board is committed to seeing a completed new Alliston branch within the mandate of this Strategic Plan.

5. Developing Partnerships

NTPL is committed to developing partnerships with a variety of groups and organizations in the community. Partnering with other organizations will help further NTPL's Mission, Vision, and Values, while helping us to fulfill the Key Strategic Priorities outlined in Strategic Plan.

"Community Partner" refers to not-for-profit groups, agencies, institutions and organizations within New Tecumseth, Simcoe County, or at a provincial or national level. "Community Partnerships" are defined as an arrangement between New Tecumseth Public Library and one or more community partners in which all partners are working together to achieve identified, shared goals to benefit the community.

"Library Stakeholder" refers to those people or organizations that have an interest in or have some relationship with the library. The ability to identify stakeholders is essential to assess the importance of key people, groups of people, or institutions that may significantly influence the success of our organisation. By cultivating stakeholders, we can develop a broader base of support in the community.

"Library Advocate" refers to people or organizations that can offer support for the library's financial and philosophical goals or needs. Most often this takes the form of monetary or material donations or campaigning for the library.

6. Key Strategic Priorities

To formulate our Key Strategic Priorities, surveys were conducted with NTPL staff, members of the Library Board, as well as the community at large.

Adult Programming

Target Date	Goal	Steps
2022	Marketing	• Continue and expand online content / posts for adults.
2023	Increase Program Variety	• Prioritize community partners and collaborate with nearby libraries when planning programs. • Enhance and expand virtual programs such as one-off online book clubs. • Explore new specialty programs such as Financial Health and expand on existing ones, such as Fit and Fab. • Explore tech programming: CRIC IdeaLab; social media; Zoom; Libby; website; catalogue, etc. • Expand on types of programming for retirement homes (i.e., Story Time, Virtual Reality sessions). • Human Library Program • Run more programs themed around key calendar events.
2024	Outreach	• Offer outreach programming to long-term care homes. • Offer services to homebound patrons: seniors, patrons with health issues, stay-at-home caregivers, etc. • Purchase, train, and circulate Cognitive Care Kits, to support skills and abilities of older adults living with dementia ($2300 earmarked for Adult Programs via It Takes a Village fundraising for these kits).

Target Date	Goal	Steps
2024	Expand Scope / Team Size	• Increase the number of dedicated adult programming staff. • Increase the programming budget. • Explore off-site venues with larger capacity rooms to allow more in-person program participants. • Offer combination of in-person and virtual events.

Children's / Youth Programming

Target Date	Goal	Steps
2022	Outreach	• Partner with schools, childcare, camps, and community groups to develop meaningful programs and maintain connections. • Share opportunities and ideas with programmers from other libraries to determine successes and failures. • Welcome requests and suggestions from stakeholders.
	Increase Program Variety and Scope	• Continue to welcome class visits virtually and in person. • Connect with educators, facilitators, and families. • Increase youth membership and program use by involving youth in developing and facilitating programs.
	Professional Development	• Attend workshops, seminars, and webinars to learn about innovative programs and to keep current with emerging trends, current topics, and societal shifts. • Establish department voice to be heard in programs and online. • Improve communication between staff departments.

Target Date	Goal	Steps
2023	Regularly Work with the Makerspace Facilitator	• Use the CRIC IdeaLab to develop programs, including STEAM / STEM.
	Curate Collection	• Review collections to meet user needs and streamline purchasing guidelines.
	Market Services, Programs, and Events more Directly	• Augment tenor currently in use in program and reference interactions. • Present virtual programming in a timely, consistent manner. • Determine marketing format for a consistent tone.
2024	Expand Scope / Team Size	• Additional full-time co-coordinator / 2 part-time programmers to assist with maintaining and enhancing existing programs and materials while being mindful of organizational flow.

Technology

Target Date	Goal	Steps
2022	Improve Website Usability	• Streamlined and simplified online membership, registration, card renewal, and ILLO requests.
2024	Bridge the Digital Divide	• An expanded Wi-Fi hotspot lending program. • CRIC IdeaLab equipment in all three branches. • A tablet/laptop lending program. • Expanding training and expertise programs to promote digital literacy and inclusion. • Charging stations available in each branch.

Collections

Target Date	Goal	Steps
2022	Expand Digital Collections	• Increase budget and explore new resources to strengthen and support the collection (i.e., magazines, virtual training /education platforms, etc.).
2023	Support Staff Learning & Discovery	• Increase professional development materials that cover trends and recommended practices related to programming, services, outreach, library design / space / systems, communication, librarianship, and leadership.
	Support a Variety of Diverse Opportunities for Community Learning and Engagement	• Monitor special collection trends. • Increase non-traditional circulating items (i.e., the Library of Things). • Targeted collection development to support trends/topics in the Strategic Planning Questionnaire Analysis (Programming, Technology, Spaces, and Policy). • DIY guides for skills related to digital equipment, software, and tools (3D printing, Office, Alexa, etc.). • Develop and refine readers' advisory services & resources. • Increase methods for patron purchase recommendations, such as with an online form.
2024	Maintain Strong Physical Collections	• Develop a Collection Plan and update the Collection Development Policy to reflect modern community needs, holdings, and purchasing practices. • Implement strategic purchasing to manage unique collections, low-circulating collections, and any floor space restrictions. • Develop plans for staff to be involved with collection development.

Target Date	Goal	Steps
2025	Celebrate and Support Community Diversity	• Explore multilingual materials based on community-led input and/or community demographic trends. • Perform a collection diversity audit to examine gaps in representations of race, gender, own voices, sexual orientation, ability, and other traditionally marginalized perspectives.

Policy

Target Date	Goal	Steps
2022	Cultivate Diversity and Inclusion and Prioritize Service Excellence	• Increase staff confidence with training initiatives. • Develop a plan for in branch/online displays to highlight different diverse groups, holidays, special events, etc. • Design and deliver a robust Anti-Racism training program for staff.
	Mitigating the Economic Impact of COVID-19	• Research and draft an economic inequality, and homelessness policy. • Widen access to key technology.
2023	Break Down Barriers to Library Access	• Opening hours in branches tailored to patron needs, including Sunday opening hours. • Examine policies and procedures to determine barriers to service, and revise policies or procedures to be more barrier free.
	Creating Many Community Connections	• Increase and strengthen community partnerships that are actively engaged with Library initiatives. • Increase Library visibility to better communicate library services and initiatives.

Spaces

Target Date	Goal	Steps
2025	New Alliston Branch	• Coordinate and plan with Town staff and key community stakeholders.
	Create a Comfortable and Welcoming Atmosphere	• Create quiet spaces and study areas in each branch. • Create comfortable leisure areas in each branch with furniture purchases. • Purchase modular, multipurpose furniture and plan use of space, storage, and workflow.
	Create Accessible Spaces	• Gender-neutral and wheelchair accessible washrooms in each branch.

7. Measuring Success

The New Tecumseth Public Library is committed to highly transparent processes that clearly communicate the results of community investment in library service. To that end, the reporting framework for the Strategic Plan is as follows:

- For the lifespan of the Strategic Plan, a yearly report will be reviewed by the Board tracking the degree to which Key Strategic Priorities have been achieved for their respective target dates.

- Success will also be measured with key performance indicators and benchmarks: foot traffic in our facilities, program attendance, Library membership, circulation statistics (electronic and physical), and website visits.

- An Annual Report will be released yearly communicating to the community key achievements as they relate to the Strategic Plan.

New Tecumseth Public Library

Memorial Branch	17 Victoria St. E. Alliston, ON	705-435-5651	alliston@ntpl.ca
D.A. Jones Branch	42 Main St. W. Beeton, ON	905-729-3726	beeton@ntpl.ca
Pam Kirkpatrick Branch	139 Queen St. N. Tottenham, ON	905-936-2291	tottenham@ntpl.ca

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