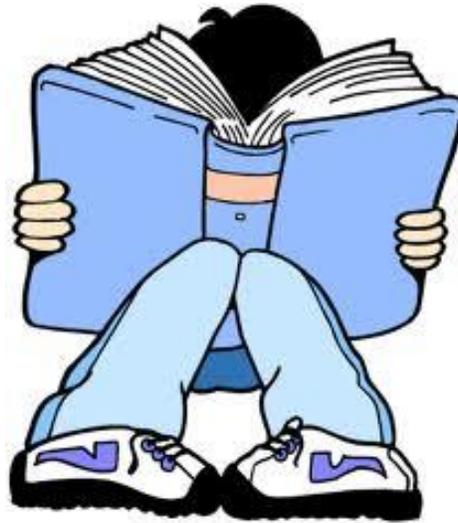


# CARLOW/MAYO PUBLIC LIBRARY



*Books Take You Places*

# STRATEGIC PLAN

*2021-2025*

*Approved October 25, 2021*

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## **Introduction:**

According to the 2016 census, Carlow/Mayo Public Library serves a population of 864 residents. The library is located within Hermon Public School and has done so for many years. Like the partnership with the School Board, Carlow/Mayo Public library respects, embraces and cherishes the relationships it holds with local organizations. Created by the Municipality of Carlow/Mayo Township, the library provides a safe and inclusive space for all residents. Encouraging life-long learning through the materials offered, technology lending programs, and engaged Board Members and Staff, Carlow/Mayo Public Library is committed to being your community hub!



## **Mission Statement:**

The Carlow/Mayo Public Library's Mission Statement:

The Carlow/Mayo Public Library engages the community in equitable access to information and ideas that inspire, inform and entertain.

Approved Mission Statement – April 2019

## **Vision:**

Carlow/Mayo Public Library's Vision Statement:

Inclusive community hub with exceptional services, accessible to all.

Approved Vision Statement – April 2019

## **Values:**

Carlow/Mayo Public Library's Statement of Values:

### ***Creativity, imagination and curiosity;***

Encouraging the joy of reading and life-long learning

### ***Equity, Inclusion;***

Ensuring accessibility and fairness, to recognize diversity in serving all individuals

### ***Intellectual Freedom;***

Guaranteeing and facilitating access to all expressions of knowledge and intellectual activity

### ***Customer Service;***

Ensuring high quality and excellence in responding to the needs of our customers

***Community Connectedness;***

Enhancing library service through partnerships and consultation with the community

***Teamwork;***

Fostering a work culture that advocates cooperation, communication, respect and training

***Sustainability;***

Responsible spending

Approved Statement of Values – April 2019



## **GOALS:**

### **1. Patron Expansion and Retention**

In order to retain our existing patrons and reach out to include more, the Carlow/Mayo Public Library will follow these steps towards fulfilling this goal.

#### *1a) Enhancing Programming.*

To enhance our programs, we will develop new methods of outreach. This may include advertising through social media, radio, newspaper, electronic signs, word of mouth, and posters. Our overall outcome should produce an increase in membership by 5% over the next 4 years.

#### *1b) Collection Development*

To entice patrons to utilize and return to the Carlow/Mayo Public Library, we will be responding with adequate collection development. We will provide a range of genres and topics so that we may be able to provide to a broad range of patrons. To do so, we will be upgrading our non-fiction (both adult and juvenile) and asking our patrons what materials they want in the library. There will be an analysis of the adult fiction section to ensure there is a range of genres provided.

#### *1c) Expand Information Services*

To provide our patrons with better information services, the library will create a document with local contact information. This will include the gas station, chip truck, hotels, bed and breakfast. Emergency numbers and municipal information will also be in this document. In this way, we can provide information to both seasonal and residential patrons. This document will be in a small binder that is updated annually to make sure all contact and business lists are up to date.

### **2. Enhance Communication**

To enhance our communication, the Carlow/Mayo Public Library will follow these steps towards fulfilling this goal:

#### *2a) Stakeholder Awareness*

To create better library stakeholder awareness, we will be providing an annual report to submit to the municipality. This report contain patron usage and collection information.

#### *b) Community Engagement*

Using a simple survey in 2019, we concluded that many residents of Carlow/Mayo do not even know what services the library has to offer. We will engage our community through our website, newspapers, social media, large electronic signs, posters, and word of mouth. Using these

methods, we will advertise our programs, hours of operation, special events, and newest collection arrivals.

### **3. Strengthen Organizational Capacity**

#### **a) Succession Planning**

The Carlow/Mayo Library Board will create its first strategic plan and have it finished and evaluated by the end of the board's term in 2022.

#### **b) Board Education and Engagement**

The Carlow/Mayo Library Board will create a risk management plan to be prepared for risk factors. Policies will be created and reviewed in a timely manner and according to the Public Libraries Act, R.F.O. Chapter P44, Municipal Act, OHSA and AODA. The Board will also develop a strategy to keep operations and decisions focused on the proper direction for the library. The risk management plan and strategic plan will be reviewed annually at the beginning of the year and updated as required.

#### **c) Funding Opportunities**

CEO and Library Board members will apply for Grants when applicable. Donations will be encouraged and fundraisers hosted by staff, volunteers and board members.

#### **d) Optimize Volunteer Opportunities**

Board and Staff members will engage volunteers to help with inventory compilation and programming. By doing so, the inventory can be completed faster and program quality can be maximized.

### **4. Target Fiscal Challenge**

#### **a) Fundraising**

Carlow/Mayo Board Members, Staff and Volunteers will hold a yard sale and possible barbeque to raise funding for the library. The goal is to raise \$250.00 per year to put towards collection development.

## **CONCLUSION:**

By taking the time to create this Strategic Plan, the Carlow/Mayo Public Library Board and Staff reviewed the strengths and weaknesses of the library. We have evaluated each goal that has been deemed important. This action plan will assist the Board Members and Staff in making decisions that are most beneficial to our library. Risk factors have been taken into consideration. Recollection of past events and situations have been discussed. What is presented here is the Strategic Plan for Carlow/Mayo Public Library for the years of 2021-2025 and this plan will guide us to set priorities, focus all energies and resources and ensure that we are working towards our common goals.

