



Georgina Public Library

STRATEGIC PLAN 2006-2011

www.georgina-library.com



TOWN OF
GEORGINA

Introduction

Georgina Public Libraries is a 3 branch system serving a population of 47,000 and growing on the south shore of Lake Simcoe, one hour north of Toronto. Library branches are located in the 3 largest communities of Keswick, Sutton and Pefferlaw. Georgina Public Libraries has experienced great growth in the last 20 years, from a manual system, with little or no community programming, to a dynamic community resource with a state-of-the-art automated system, offering services and programs for all ages and sectors of the community. The current Pefferlaw Branch was built in 1987, the Sutton Peter Gzowski Branch was built in 1996 as part of a multiuse facility with the Town pool and two elementary schools, and the new Keswick Branch was built in 2002 as part of the Ice Palace complex. We are extremely fortunate to have three branches serving our wide-spread community. Our services include books in regular, large print and audio formats, public broadband internet service, digital reference resources, community information database, early literacy programming for children, programs for teens and adults, including mini-courses, seminars, crafts and exercise, art exhibits, and access to Town services. Georgina Public Libraries is a community space, offering opportunities for personal growth, civic and career development, life long education, recreation, culture and relaxation.



The Georgina Public Library Board initiated a strategic planning process in 2005 to help identify future trends, needs and directions. With the help of Southern Ontario Library Service, and a marketing intern grant from the South Lake Community Futures Development Corporation, a committee was formed to undertake community surveys and focus groups to generate feedback, and develop a community profile.

This process has resulted in a plan to take us forward into the next several years, informing our decisions on how best to serve the needs of our growing community.

"In many ways, lifelong learning is as important as school; it affects how we live together, our social cohesion – and if we can't do that, the rest almost doesn't matter."

Paul Cappon

Canadian Council on Learning

MISSION

Our library system connects the community to the world through books, information and discovery.

As the heart of our community, the library provides trusted, accessible and current resources for life.

VISION

We strive to hold true to the following core values:

- Respect for the individual's right to Intellectual Freedom
- Reliable, trusted and current information provided by skilled staff
- Responsive, welcoming, accessible facilities and services meeting the needs of all citizens equitably
- Respect for diversity in our growing and changing community
- Fiscally responsible
- Working in partnership with other community organizations to enhance the quality of life in Georgia.

CORE VALUES

- Door to life long learning, providing resources and programs to support literacy, and educational studies
- Source of popular reading/leisure materials, providing current high demand, high interest materials and materials of sustained popularity for all ages
- Access to community information
- A public space, offering opportunities for personal growth, social interaction, civic and career development, life long learning, recreation, culture and relaxation

ROLES

Strategic Direction

A

Ensure our library system is relevant to our changing community, while providing excellent customer service

OBJECTIVE 1

Design and implement a formal, timely and simple service evaluation cycle and mechanism.

OBJECTIVE 2

Engage the public in ongoing consultation about the development of library services.

OBJECTIVE 3

Develop a plan that addresses and anticipates the growth of library service based on future needs of the community.



Major initiatives:

- Develop a policy review mechanism
- Develop in-house and online surveys to solicit feedback from users and the community at large
- Develop a long-term business plan to address service needs in the south end of Keswick

Strategic Direction

Increase Public Awareness of
Library Services

B

OBJECTIVE 1 Design and implement a marketing plan.

OBJECTIVE 2 Increase community outreach.

OBJECTIVE 3 Cultivate strategic community partnerships.

Major initiatives:

- Develop a communication/marketing plan aligning with our mission and vision
- Create a logo to raise community profile
- Enhance presence at community and business events
- Investigate community partnership opportunities



Strategic Direction

Advance public service through innovation



OBJECTIVE 1

Develop staff expertise to manage the delivery of library services via information technology.

OBJECTIVE 2

Develop and maintain a high level of digital services through regular upgrades and enhancements.

OBJECTIVE 3

Overcome social barriers to the library.

OBJECTIVE 4

Improve access to library services for people with special needs.



Major initiatives:

- Work towards implementation of Town accessibility committee recommendations
- Hire a youth/technical services librarian to develop emerging technologies and services to better serve teens and younger adults
- Work with vendors and partners to maintain a high level of current digital services for our patrons
- Provide special needs workstations in each branch
- Develop outreach programs to overcome distance and social barriers to access

Strategic Direction

D

To ensure adequate funding to sustain and grow the Library

OBJECTIVE 1

Educate all levels of government about Library contributions to the community and encourage regular and appropriate financial support and governance reform when applicable.

OBJECTIVE 2

Encourage collaboration and partnerships to improve service delivery cost effectively.

OBJECTIVE 3

Investigate the Library's capacity to generate income.

Major initiatives:

- Lobby government
- Explore possibilities for a gifts and sundries sale venue
- Explore options for fundraising events, projects
- Support efforts by Federation of Ontario Public Libraries and provincial partners to promote equitable services for all Ontarians
- Educate and inform the public regarding inequities of provincial funding



Strategic Plan Committee Members

Mary Baxter, Head Librarian & Chair
Melissa Abballe, Marketing Intern
Kelly Bernstein, Branch Librarian, Peter Gzowski Branch
Kristi Doyle, Member of the Library Board
Doug Eaton, Vice-Chair of the Library Board
John McLean, Director of Leisure Services
Paul Nicholls, Chair of the Library Board
Mary Scott, Branch Librarian, Pefferlaw Branch

Georgina Public Library Board

Paul Nicholls, Chair
Doug Eaton, Vice-Chair
George Burns
Kristi Doyle
Robert A. Grossi
Suzette Leeming
Liz Roach
Shirley Stiles
Joan Stonehocker
John McLean, Director of Leisure Services
Stan Armstrong, Chief Administrative Officer

Georgina Public Library:
@ the heart of your community



KESWICK LIBRARY

90 Wexford Drive
Keswick, ON
L4P 3P7
(905) 476-5762



PETER GZOWSKI LIBRARY

5279 Black River Road
P.O. Box 338
Sutton, ON
L0E 1R0
905-722-5702



PEFFERLAW LIBRARY

76 Pete's Lane
P.O. Box 220
Pefferlaw, ON
L0E 1N0
705-437-1514