

Strategic Plan 2022-2024

collingwoodpubliclibrary



LETTER FROM THE LIBRARY BOARD CHAIR AND CEO

We could not have known that a global pandemic was waiting for all of us in 2020. It has given rise to significant and long-lasting changes in the way patrons access library resources and services.

Our community is at the heart of the library's two-year strategic plan. To create a space that is welcoming to everyone and meets their needs, we aspire to be creative, innovative and versatile with our space. Through surveys, focus groups and direct feedback, we learned you desire a focus on cultural programming, outreach to our schools and community, and investment in e-resources and technology. Gaps in community service became clear; social isolation, food shortages, and access to reliable technology are among the challenges facing our community. As we continue to navigate these uncertain times together, your library will adapt and endeavour to be part of the solution as an anchor in the municipality.

In the coming years, the Collingwood Public Library will continue to strive for customer service excellence by providing virtual and hybrid-model programming that extends our reach into the community. We will increase our offering of digital technology and training, while strengthening our online presence for an enhanced virtual experience. We will research and investigate new opportunities to positively impact our community, build programs and services, and respond to our evolving reality as we emerge from this pandemic and beyond.

Fresh ideas come from community members like you, please visit the library with any questions or to share your thoughts; we want to see our community reflected in our strategic goals.



**Nina Robitaille, Chair
Collingwood Public Library Board**



**Ashley Kulchycki, CEO
Collingwood Public Library**

MISSION

Collingwood Public Library opens a world of possibilities - embracing information, learning, knowledge and technology, while serving the evolving needs of our dynamic community.



VISION

The Collingwood Public Library will promote positive community transformation by providing equitable access to innovative services, while continuing to offer opportunities for learning, connecting and discovery.



CORE VALUES

- Accessibility
- Compassion
- Diversity
- Innovation
- Respect



STRATEGIC DIRECTION:

Reflect Our Community



Curate a collection and develop services that represent the needs of our diverse community members.

"Please acquire more women, transgender, two-spirited and gender non-confirming, black and indigenous writers' books."



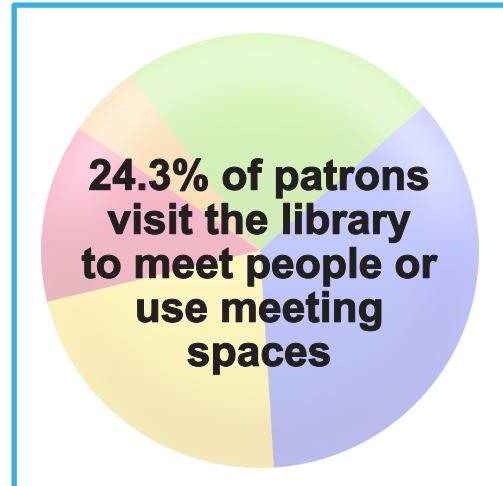
STRATEGIC DIRECTION:

Create Versatile Space



Cultivate service and program excellence, while striving to make each interaction meaningful and positive.

"More spaces for working and reading."



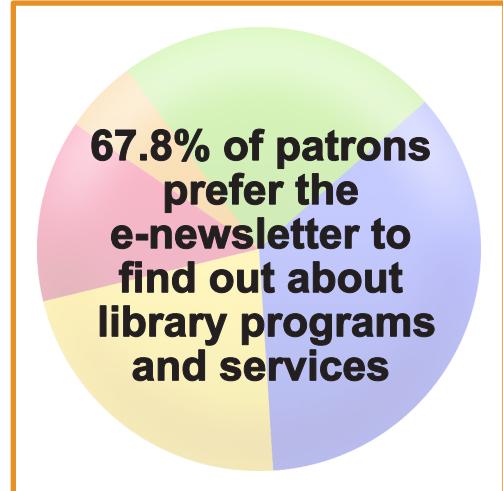
STRATEGIC DIRECTION:

Build Library Profile



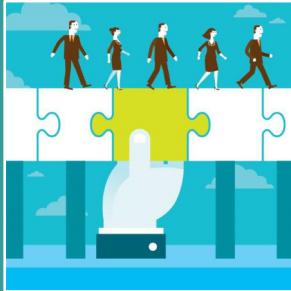
Expand library communications and strengthen our reach through community engagement.

"Over the past year I've really enjoyed and appreciated your presence on Facebook."



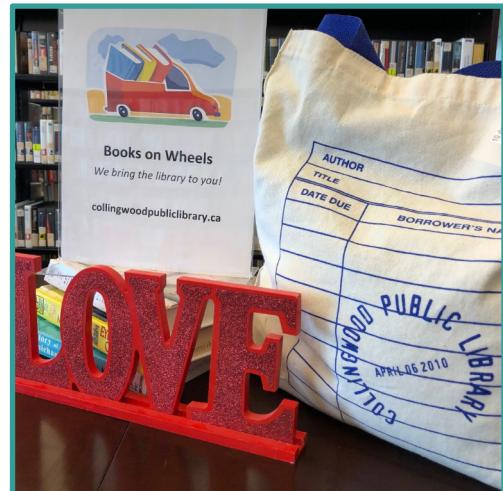
STRATEGIC DIRECTION:

Close the Gap



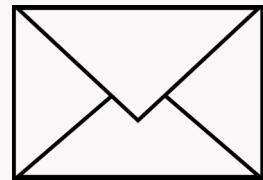
Develop opportunities for community connectedness and overcome barriers to service.

"There is such a divide in the Collingwood community - affluent vs. individuals who fall through the gaps."

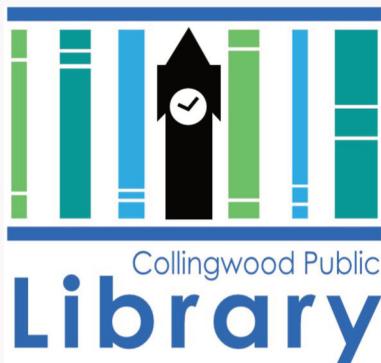


COLLINGWOOD PUBLIC LIBRARY BOARD OF TRUSTEES 2018-2022

Margaret Adolphe, Vice-Chairperson
Steve Berman, Council Representative
Peter Cathcart
Marianne Lepa
Sarah May
Nina Robitaille, Chairperson
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Questions or comments?
Please visit us to share
your thoughts.



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Collingwood Public Library

The Collingwood
Public Library
works to support the
Town of Collingwood's
Community Based
Strategic Plan
2020-2023

Thank you to Robin Heald
for her time and
contribution to the
Strategic Planning process.