

# 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





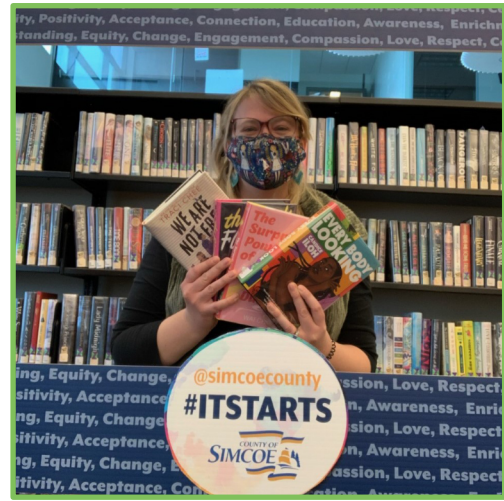
# STRATEGIC DIRECTION:

## 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."*

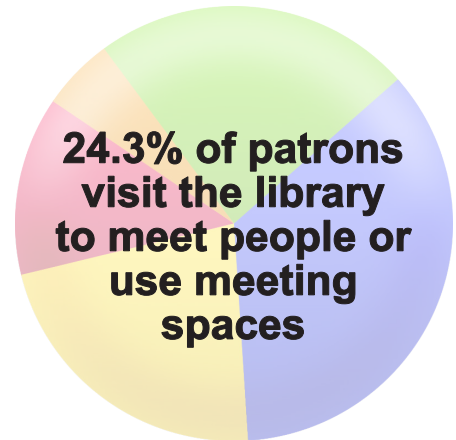


# STRATEGIC DIRECTION: Create Versatile Space



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

*"More spaces for working and reading."*



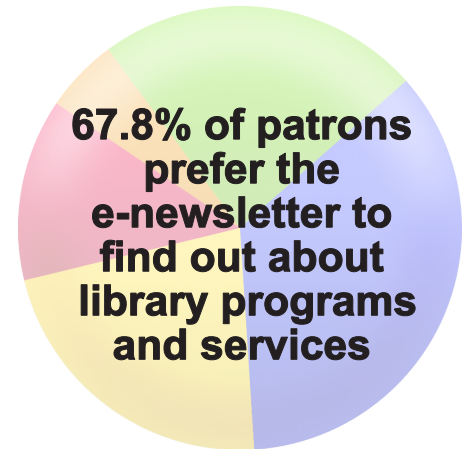
# STRATEGIC DIRECTION:

## Build Library Profile



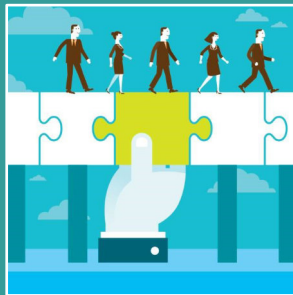
**Expand library communications  
and strengthen our reach through  
community engagement.**

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



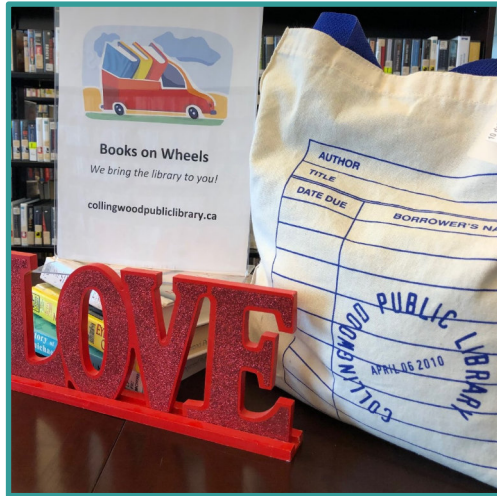
# STRATEGIC DIRECTION:

## 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  
Annie Schiefer



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[www.collingwoodpubliclibrary.ca](http://www.collingwoodpubliclibrary.ca)



@collingwoodpubliclibrary



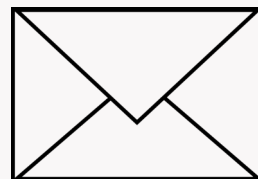
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Collingwood Public Library



Questions or comments?  
Please visit us to share  
your thoughts.

**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.