

STRATEGIC PLAN

2009-2012



The KITCHENER PUBLIC LIBRARY Strategic Plan outlines key service objectives and priorities for the period 2009-2012. The Strategic Plan initiatives will ensure the Library is keeping pace with our growing community.

Our Vision

KITCHENER PUBLIC LIBRARY is:

- The centre of the community, a cornerstone of strong neighbourhoods and a destination for all ages and interests.
- A gathering place, both physical and electronic, bridging the digital divide with information, education and culture.
- A trusted source of information and champion of literacy and intellectual freedom.

Our Mission

KITCHENER PUBLIC LIBRARY connects the community to a world of imagination, information and discovery. We respond to community needs, embrace innovation, and value our customers, staff, volunteers and partners.



Our Values

Customer Service: Ensuring high quality and excellence in responding to the needs of our customers, staff and volunteers.

Accessibility and Intellectual Freedom: Providing equitable and open access to services, information and facilities.

Literacy and Lifelong Learning: Enriching lives through the joy of reading and continuous learning.

Community and Connecting: Enhancing library services through partnerships and consultation.

Stewardship and Accountability: Managing our resources effectively and responsibly.

Integrity: Conducting ourselves in an ethical and professional manner.

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

Innovation: Changing and improving in creative ways.

Imagine. Discover. Connect.

APPROVED BY THE KITCHENER PUBLIC LIBRARY BOARD – OCTOBER 15, 2008

Mr. Dan Carli, Chair	Councillor Berry Vrbanovic
Mr. Mike Farwell, 1st Vice Chair	Mr. Bruce MacNeil
Ms. Elizabeth Esenbergs, 2nd Vice Chair	Councillor Kelly Galloway
Ms. Lynn Gazzola	Mr. Leszek Jankowski
Mr. Brian Burnley	Ms. Sue Morgan

Key Strategic Priorities

Dynamic Destinations

Our destinations are the physical and virtual environments in which our customers interact with the library staff, services, resources and programs. They are the centre of the community providing welcoming and engaging venues for a wide range of community needs and interests. Our destinations are constantly changing and adapting in response to technological, societal and community developments while keeping pace with the demands of our growing community.

Our Goal

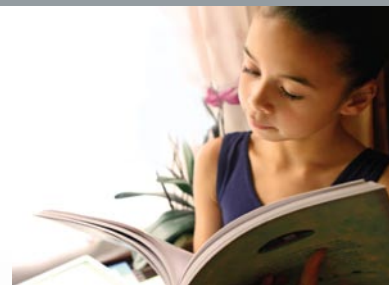
Physical and virtual environments that are engaging, welcoming, and maximize accessibility and flexibility for our growing community.

To move towards this goal, we will:

- Initiate the design and construction project for the Central Library.
- Invest in community library development.
- Provide barrier-free access to library facilities, collections, services and programs.
- Protect the environment through energy conservation, waste reduction and other environmentally sound strategies.
- Plan for library service in south west Kitchener.
- Explore opportunities to enhance our virtual services.
- Incorporate new technologies to support and enhance library service.

Making a Difference

By creating a dynamic and engaging social institution that is responsive to and inclusive of the whole community, we can make a difference by establishing ongoing relationships with socially excluded communities to address to their library service wants and needs.



Our Goal

Services and programs that reach out to socially excluded communities in ways that respond to their unique and diverse needs.

To move towards this goal, we will:

- Examine KPL's role in the community.
- Initiate a research project to understand KPL's market, specific community groups and their needs.
- Identify and prioritize potential target groups and form working relationships with their leaders.
- Plan for the library needs of target groups.



Community Connections

KPL's close connection to the community is evident in the high levels of awareness of both established and new services. An ongoing, dynamic dialogue with residents, community leaders and other service providers ensures KPL remains connected to the community we serve. Our contribution to the community is understood, appreciated and reflected in support of library projects and plans.

Our Goal

Residents and community leaders that understand the Library and its services and are committed to its value and importance to the community.

To move towards this goal, we will:

- Develop a program to identify and recruit community leaders to act as champions for KPL.
- Identify KPL's impact on the lives of Kitchener residents.
- Adopt innovative communication strategies to better inform the community about library collections, services and programs.
- Develop an advocacy strategy for the Library Board.



Empowered People

KPL staff, Board members and volunteers have the skills, expertise and commitment to manage and deliver library services that best meet the changing needs of the community. Opportunities for training and career advancement are available for staff. Our volunteers are engaged in meaningful and productive activities. KPL is a workplace of choice and this positive environment is reflected in the community's satisfaction with our services.

Our Goal

A positive workplace that attracts and retains skilled personnel and provides them with the tools and resources to best serve the community.

To move towards this goal, we will:

- Conduct an employee survey to assess job satisfaction and identify training needs.
- Prepare and implement development and training strategies to build on the skills of our staff, Board and volunteers.
- Explore a broader range of personnel recruitment and partnership strategies.



Sustainable Future

The community invests in the Library to maintain and enhance quality services and facilities. A wide range of resources are pursued by the Library and strategies are adopted to use these resources to their best advantage.

Our Goal

Community investment in a sustainable future for the library.

To move towards this goal, we will:

- Develop fundraising strategies.
- Explore partnership opportunities that extend the reach of library programs and services.
- Investigate opportunities to expand existing and develop new sources of self-generated revenue.
- Define service priorities and ensure resources are committed to them.

COMMUNICATION

- We are committed to reporting strategic plan progress and results to the community on an annual basis.
- We will measure our progress with semi-annual updates to the Library Board in June and November.
- We will continue to listen to our customers and the community we serve and adjust our priorities annually.

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