# Strategic Plan 2017 - 2020

# 2018 Business Plan

| | Action | | Lead | Timeline |
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| | | | | J F M A M J J A S O N D |
| **BOLD LEADERSHIP**<br>We will build our library and community's reputation as innovators, creators, and game changers. We strive to be the best employer, partner, and library. | 1 | **Oversee and manage the Heffner Studio Construction Project**<br>Outcome: Heffner Studio renovation complete. | Lead: Megan Clare, Manager, Strategic Planning & Projects | |
| | 2 | **Develop and implement a plan to build public demand for Heffner Studio technologies and services**<br>Outcome: Plan developed and implemented. | Lead: Kevin Page, Manager, Heffner Studio | |
| | 3 | **Develop and implement a plan to enhance the 85 Queen event series**<br>Outcome: Plan developed, with higher caliber events scheduled for 2018. | Lead: Bob Egan, Manager, Community Development | |
| | 4 | **Develop a plan and recommendations to expand digital literacy initiatives to the community libraries**<br>Outcome: Plan and budget developed for expanded digital literacy initiatives at the community libraries. | Lead: Kevin Page, Manager, Heffner Studio | |

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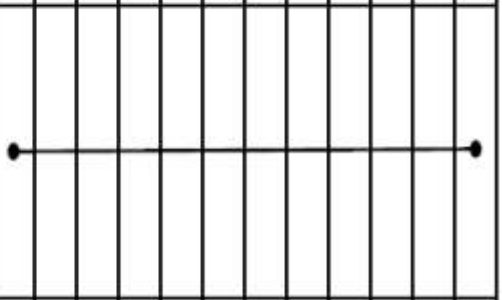
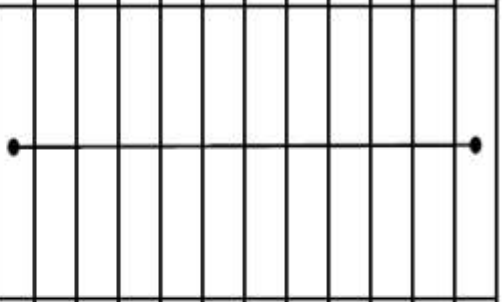
| **WORK TOGETHER**<br>Through effective collaboration, the Library and our partners will help the people of Kitchener thrive. Together, we will nurture the social, cultural, and economic success of our community. | 5 | **Develop a business case for Southwest Community Library**<br>Outcome: Facility partnership and site location confirmed. Business case in development. | Lead: Megan Clare, Manager, Strategic Planning & Projects | |
| | 6 | **Develop a strategy for paid sponsorship for programs and events**<br>Outcome: Sponsorships secured to support Music in the Lounge and 85 Queen event series. | Lead: Mary Chevreau, Chief Executive Officer |  |
| **IGNITE COMMUNITY CONVERSATIONS**<br>We will explore creative ways for people to share their stories and learn from each other. We want to connect with you wherever you are -- online, in your neighbourhood, in a way that works for you. | 7 | **Design and implement Kitchener Conversations / Local Stories Broadcast initiative**<br>Outcome: Program designed, partnerships developed, and 5 interviews complete. | Lead: Bob Egan, Manager, Community Development |  |
| | 8 | **Develop recommendations and a plan for an ION Reads campaign**<br>Outcome: Partnerships confirmed and joint proposal for ION Reads campaign developed. | Lead: Megan Clare, Manager, Strategic Planning & Projects | |

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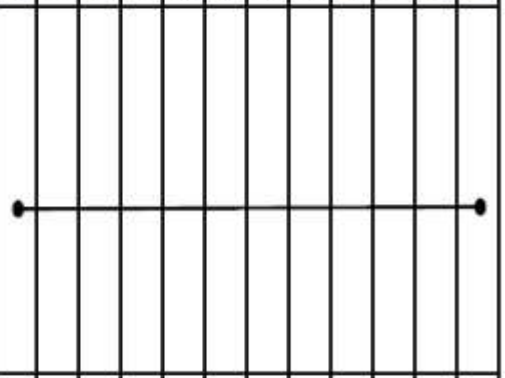
| **FOSTER BELONGING**<br>The Library will be a safe, inclusive, and vibrant community space where everyone is welcome to learn, work, connect, and have fun. | 9 | **Identify and implement opportunities to support inclusion at the library**<br>Outcome: Inclusion training for staff complete and community partnerships developed. | Lead: Sarah Jewett, Manager, Human Resources |  |
| | 10 | **Review of library operational policies**<br>Outcome: Operational policy update complete. | Lead: Mary Chevreau, Chief Executive Officer | |