Kitchener Public Library Strategic Plan 2017-2021
2021 Business Plan

	Action			Team	Timeline												Status
					J	F	M	A	M	J	J	A	S	O	N	D	Not Started | On Track | Delayed | On Hold | Complete
BOLD LEADERSHIP 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	Strategic	**Develop a plan to expand 85 Green initiatives** *Deliver Customer-Centric Service, Lead Through Innovation, Develop Smart Partnerships* Outcome: Food preparation options explored, nutritional literacy program developed.	Champion: Penny-Lynn Fielding, Deputy CEO Lead: Lindsey Skeen, Manager, Children's & Teen's Services													
	2	Strategic	**Develop a design for the Southwest Community Library** *Lead Through Innovation, Develop Smart Partnerships* Outcome: Architect contracted, design developed and approved by library board.	Champion: Mary Chevreau, CEO Lead: Erica Dudszus, Manager, Strategic Planning & Projects													
	3	Strategic	**Develop the 2022-2025 strategic plan** *Lead Through Innovation, Tell Our Story* Outcome: 2022-2025 Strategic Plan developed.	Champion: Mary Chevreau, CEO Lead: Erica Dudszus, Manager, Strategic Planning & Projects													

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WORK TOGETHER 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.	4	Strategic	**Partner with community agencies to support access to technology** *Deliver Customer-Centric Service, Develop Smart Partnerships* Outcome: Develop and define partnership with community organization. Create and implement plan to circulate hotspots and laptops through designated organization(s).	Champion: Lesa Balch, Director, Innovation and Integration Lead: Kevin Page, Manager, Digital Literacy													
	5	Strategic	**Establish an Older Adult advisory group** *Deliver Customer-Centric Service* Outcome: Establish a volunteer committee of individuals 55+, to provide recommendations and advisement on how the Library can best serve the City's growing older adult population.	Champion: Penny-Lynn Fielding, Deputy CEO Lead: Ada Wassink, Librarian, Information Services													

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WORK TOGETHER continued	6	Strategic	**Develop collection of indigenous-authored and focused materials.** *Develop Smart Partnerships, Lead Through Innovation* Outcome: Team formed; plan developed in conjunction with local partners including collection development opportunities, equitable access, timelines and costs.	Champion: Lesa Balch, Director, Innovation and Integration Lead: Natalie Gibbons, Manager, Collections	●	—	—	—	—	—	—	—	—	—	—	●	
	7	Strategic	**Investigate opportunities to engage with and support students at Conestoga College's new downtown campus** *Develop Smart Partnerships, Deliver Customer-Centric Service* Outcome: Plan for student engagement developed in partnership with Conestoga College, and implemented.	Champion: Penny-Lynn Fielding, Deputy CEO Lead: Kristin Johnson-Perlock, Manager, Information Services	●	—	—	—	—	—	—	●					

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IGNITE COMMUNITY CONVERSATIONS 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.	8	Strategic	**Develop and implement 'Grow a Reader' initiative to bring together early literacy programs and services under one umbrella** *Build On Our Strength, Deliver Customer-Centric Service* Outcome: Team established and workplan developed, including costs, resources required, and schedule for implementation.	Champion: Penny-Lynn Fielding Lead: Lindsey Skeen, Manager, Children's and Teen's Services													
	9	Strategic	**Plan and implement Kitchener Public Library 'Chapter One' Productions** *Tell Our Story, Lead Through Innovation* Outcome: Work plan established and implemented.	Champion: Mary Chevreau, CEO Lead: Community Development Manager													

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FOSTER BELONGING The Library will be a safe, inclusive, and vibrant community space where everyone is welcome to learn, work, connect, and have fun.	10	Strategic	**Develop and implement a marketing campaign to engage library customers** *Tell Our Story* Outcome: Plan developed and implemented, outlining resource requirements and timelines.	Champion: Lesa Balch, Director, Innovation and Integration Lead: Shirley Luu, Manager, Digital Marketing													
	11	Strategic	**Implement a digital strategy for the community libraries** *Deliver Customer-Centric Service, Lead Through Innovation* Outcome: Digital strategy for community libraries begins implementation.	Champion: Mary Chevreau, CEO Lead: Lesa Balch, Director, Innovation and Integration													

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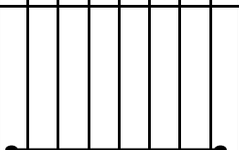
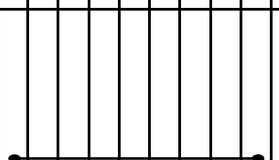
FOSTER BELONGING continued	12	Strategic	**Investigate opportunities to connect and check-in with vulnerable and isolated community members** *Deliver Customer-Centric Service* Outcome: Create plan to do check-ins with those that may be experiencing isolation during COVID due to reduced library services. Team formed and workplan generated.	Champion: Penny-Lynn Fielding, Deputy CEO Lead: Sherry Erb, Manager, Volunteer Services													
	13	Strategic	**Develop a plan to increase awareness and enhance programs and services for job searching and employment** *Deliver Customer-Centric Service, Develop Smart Partnerships* Outcome: Plan established to market suite of programs and resources to unemployed and under-employed individuals, and small business owners.	Champion: Lesa Balch, Director, Innovation and Integration Lead: Aimee Jeffrey, Adult Literacy