Inspiring Minds

Strategic Plan
2017-2019

Pemberton and District Public Library

Inspiring Minds

Communities are changing, the economy is changing, technology is evolving, and a learning transformation is underway. These are significant challenges that the Pemberton and District Public Library is prepared to meet. This is the plan for keeping up with these social changes to better meet the needs of Pemberton and the Squamish-Lillooet Regional District Area C.

The Library's mission is to connect and inspire through ideas, programs, and technologies. Serving a diverse community of 6,500 people, The Library experiences more than 7,000 visits a month. Since the adoption of the 2011-2016 strategic plan, the demand for resources and programming have increased dramatically.

The fulfillment of the four priorities outlined in this strategic plan provide a framework for how the The Library will sustain, and grow, its services until 2020.

The Hub of Our Dynamic Community
Accessible • Welcoming • Engaging

These values are upheld by The Library staff in interactions with partners, patrons and the public. Built on a foundation of intellectual freedom and a commitment to supporting life-long learning, these values also guide the work and inform the culture of The Library.

Priority 1
PROGRAMMING

Strategic Priority 1 is to provide free access to a range of formal and informal learning opportunities for the residents of Pemberton and the Squamish-Lillooet Regional District Area C.

	2017 Key Deliverables	2018 Key Deliverables	2019 Key Deliverables
Goal 1 Develop a programming plan with key streams	Develop and use a survey for core programs Analyze responses over time to ensure continued positive outcomes	Year round story-times and impactful family programs Participate in welcome to kindergarten program Introduce class visit program to area elementary schools	Offer diversified and targeted programming for teens and adults
Goal 2 Engage community expertise to diversify programming	Engage community groups for volunteers to assist with outreach, programming	A regular speaker series on key topics of interest to the community	Establish a teen-lead programming advisory group

Performance Indicators — Increased access to a range of formal and informal learning opportunities for the community • Increased services for K-12

Priority 2
RESOURCES

Strategic Priority 2 is to offer access to physical and digital resources that provide learning opportunities to community members.

	2017 Key Deliverables	2018 Key Deliverables	2019 Key Deliverables
Goal 1 Reduce barriers to resource acces	Determine key gaps in resources	Explore provision of digital and non-traditional collections	Offer digital resources that provide learning opportunities for community members
Goal 2 Provide basic computer training and support	Determine training needs of the community and assess if current resources are sufficient	Expansion of technology lending service	Review technology needs and develop new plan
Goal 3 Ongoing staff development	Inventory staff skills and training opportunities Develop a process for annual skills evaluation	Secure funding to improve access to and uptake of Federation and/or Co-op training opportunities	Staff train-the-trainer model implemented for new technology and resources Formal and informal, staff-lead, learning opportunities

Performance Indicators — Increased usage of resources • Increased user skill • Annual staff skills evaluation

Priority 3
PARTNERSHIPS

Strategic Priority 3 is to create strategic and creative partnership with community organizations and experts to increase funding and programming.

	2017 Key Deliverables	2018 Key Deliverables	2019 Key Deliverables
Goal 1 Develop partnerships for increased fundraising opportunities	Review existing fundraising strategies and explore new opportunities	Implement fundraising network	Expand existing fundraising network
Goal 2 Increase awareness of the library through improved promotion	Develop a marketing plan	Work with key stakeholders to promote the Library	Increased profile in local media

Performance Indicators   Financial ability to advance key goals • Increased visits

Priority 4
FLEXIBLE SPACES

Strategic Priority 4 is to have The Library be an integral part of the daily lives of the residents of Pemberton and District.

	2017 Key Deliverables	2018 Key Deliverables	2019 Key Deliverables
Goal 1 Reduce barriers for patrons	Assess current barriers to use	Develop a plan to remove identified barriers	Implement plan to remove identified barriers
Goal 2 Promote comfort and enhance access to the collection	Develop plans for space reconfiguration	Secure funding for developing plan for reconfiguration	Implement the plan for space reconfiguration

Performance Indicators   Increased usage and outreach services • Use of library space is optimized

Pemberton
& District
PUBLIC LIBRARY