



STRATEGIC PLAN

2021-2025

June 2021



Where do we go from here?

Over the past year, while a global pandemic has been continuously reshaping everyone's definition of 'normal,' Burlington Public Library has been shaping the path that will define our services and guide our decisions over the next four years.

We are optimistic—even excited—about the future. At no other time in our living memory have we had the opportunity to redesign library services as we do right now. Back in 1872, it was through the dedicated efforts of local villagers that library services were founded in this community. In this same hopeful spirit 150 years on, we look to Burlington residents today to work with us to help redefine the library they want in their post-pandemic world, as a legacy to future generations.

Early in 2020, we asked you to tell us what you liked or didn't like about your library services and what should change or stay the same. Your opinions, together with library industry and demographic data, and City of Burlington's refreshed Vision 2040 provided a wealth of insight and a focus for our strategic planning. Since the arrival of the pandemic, our lives have changed in unexpected ways. At this historic junction, we are committed to moving to a truly customer-centred culture that is inclusive and accountable in all we do.

We will further our efforts to use the most meaningful data to make informed decisions with community well-being as our true compass. This will provide Burlington with inclusive and sustainable library services focused on healthier living, diverse collections, improved digital access & support, and spaces responsive to emerging needs & population growth.

Thank you—to everyone who answers our surveys or takes a moment any time to share your comments online or in person. We are deeply grateful for your contributions and ongoing commitment to Burlington Public Library.

Catharine Benzie, Chair & Lita Barrie, CEO

Mission

To inspire imagination, collaboration, and compassion to support an informed and literate society.

Vision

An engaged and sustainable community advanced by curiosity and discovery.

Values

Accountability: We cultivate a culture of trust, responsibility, and authenticity.

Collaboration: We are better through collective effort.

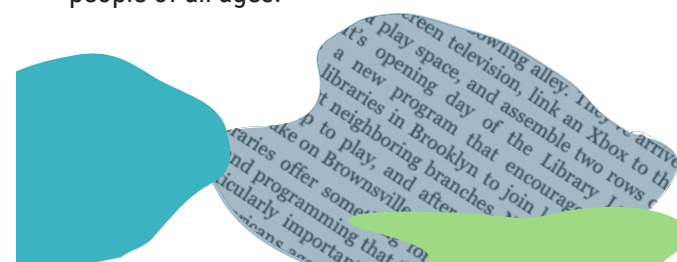
Inclusion: We welcome everyone and encourage respectful sharing.

Innovation: We embrace creativity and experimentation.

Intellectual Freedom: We uphold the open exchange of information and ideas.

Learning: We foster the lifelong pursuit of skills and knowledge so everyone can fulfill their potential.

Love of Reading: We nurture the joy of reading in people of all ages.



1. Enhance community well-being.

Strengthen relations with community partners to support community needs through programming and other library services.

- Anti-racism & inclusion
- Healthy living with active aging focus

Enable the Library to make informed and data driven customer services and budgetary decisions.

- Systems for collecting, segmenting, analyzing, and reporting data
- Measurable Key Performance Indicators (KPIs)

Enhance and support digital inclusion and literacy through the continued research, development, and delivery of technology for use in and outside of the library.

- Access to digital technology as a priority
- Current & emerging software and equipment

Map pathways to carbon neutrality and develop a plan to reduce our carbon footprint.

- Efficiency of operating systems: Lighting & temperature controls
- Reducing waste

2. Inspire discovery with diverse collections, services, and spaces.

Develop audience-specific strategies to increase public access and their engagement with reading & library services.

- Staff-led reading & collections recommendations
- Diverse and inclusive collections and services
- Review customer feedback and trends

Using an equity lens, create a strategic roadmap for our physical spaces and technology to support the Library's vision as an inspiring place that sparks curiosity and discovery.

- Reimagined use, flexibility and design of our spaces
- Makerspace

Extend our physical presence in the community.

- Larger branch capacity in New Appleby catchment area
- Reimagined accessible and alternate service points

3. Create a workforce culture driven by our organizational values.

Identify and align staff skills, tools, and motivation that are centered on our organizational values of accountability, collaboration, innovation, and learning.

- Renewed performance & learning approach
- Technology knowledge as a priority

Create a positive, welcoming, and memorable journey for all customers.

- Customer first culture
- Customer satisfaction KPIs

