



*Enrich Engage Evolve*

**MUSKOKA LAKES PUBLIC LIBRARY**

# **STRATEGIC PLAN 2021-2024**

# A MESSAGE FROM THE BOARD

**F**or our four-year term, your volunteer governance Library Board is responsible for setting the corporate goals, and to review, update, and create the policies and procedures that define the day-to-day functions of the library in compliance with provincial policies.

**L**ike the Boards which have come before us, we will respect and care for our library, endeavour to meet the needs of the people who pass through our doors, and appreciate the staff that make it the amazing place it is.



**Library Board members (left to right):** Heidi Berninger – Vice-Chairperson, Councillor Barb Bridgeman, Marg Buddo, Doug Crichton, Valerie Duke – Chairperson, Councillor Donelda Hayes

# COMMUNITY PROFILE



## POPULATION

Permanent Population = 6,588  
Seasonal Population = ~ 26,992



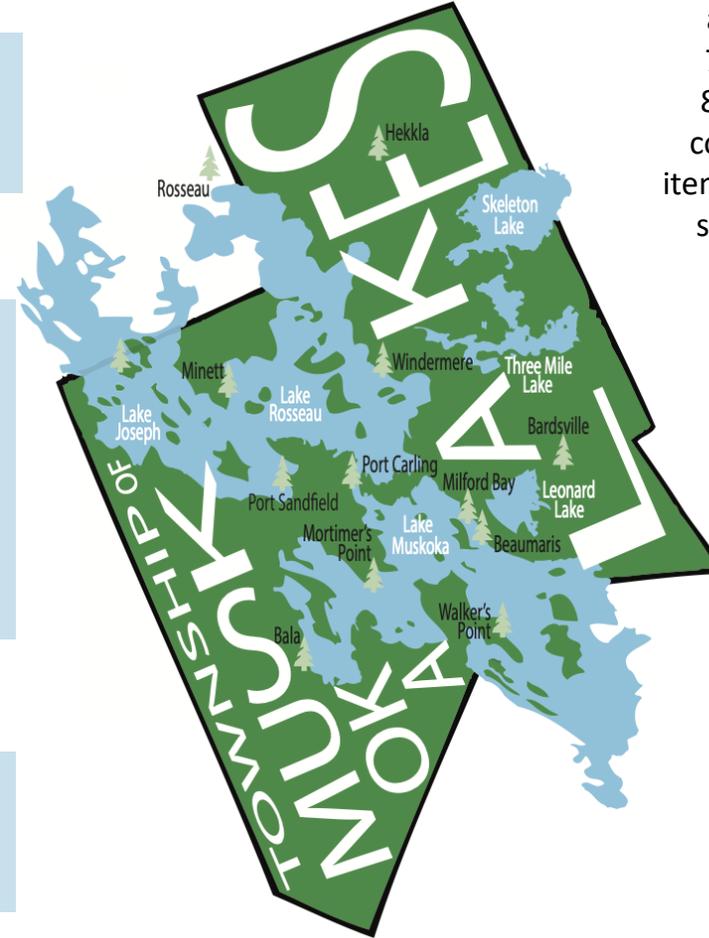
## DEMOGRAPHICS (Permanent Population)

Median Age – 54.7  
0-14 Years of Age - 9%  
15-29 Years of Age - 14%  
30-64 Years of Age - 48%  
65-84 Years of Age - 26%  
85 Years and Over - 2%



## FINANCIAL SNAPSHOT (Permanent Population)

Median 2015 Total Income - \$36,130  
Median 2015 Household Total Income - \$74,791



The Muskoka Lakes Public Library serves a large geographic area of approx. 794 km<sup>2</sup> which encompasses over 80 beautiful lakes, numerous small communities, and lends over 49,000 items annually to a blend of permanent, seasonal, and short-term residents.

The two branches are located in Bala and Port Carling.



# COMMUNITY PARTNERS



The success of the Muskoka Lakes Public Library is rooted in the generosity and commitment of our Community Partners.

Their support provides the strength, vitality, and sustainability, which enhances the availability of diverse library resources, and programs.

# VISION

The Muskoka Lakes Public Library is committed to providing a diverse library collection and ensuring equitable access to all in a safe, positive, and welcoming environment. A community hub of engagement, knowledge, advancement, and enjoyment for the sustainable future.

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# MISSION

The Muskoka Lakes Public Library will continue to evolve our services, in concert with our communities to enrich the lives of our members; to engage more of our residents of all ages with easy, affordable access, more online services, and planned outreach programs.

# VALUES

- 🌿 A safe, positive and welcoming environment
- 🌿 Equitable access for all individuals with respect and openness
- 🌿 Individual privacy & confidentiality regarding the use of library services
- 🌿 Listening - staff, community, and user feedback is vital to our success
- 🌿 A love of literacy, learning, personal growth, and innovation
- 🌿 Families, friendships, and community engagement

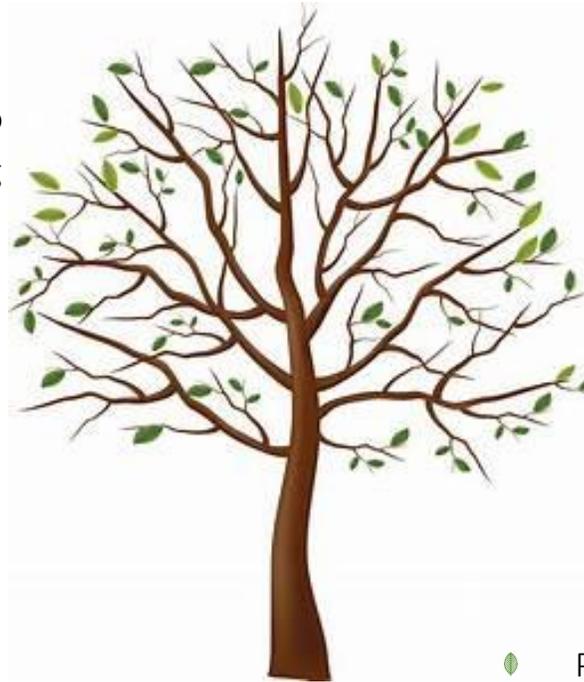
# GOALS & INITIATIVES

	GOALS	OBJECTIVES	INITIATIVES	COMPLETION
COMMUNITY	PROVIDE A SAFE, REponsive ENVIRONMENT TO STAFF & USERS	Be responsive and adapt to the ever-changing needs of staff and users by providing safe access to all library resources.	<ul style="list-style-type: none"> <li>• Monitor Usage Trends/Statistics</li> <li>• Ongoing User/Staff Feedback</li> <li>• Survey Users and Staff</li> <li>• Explore and test new resources with users</li> </ul>	ONGOING
	OPTIMIZE FULL POTENTIAL OF OUR COLLECTION, RESOURCES & SERVICES	Ensure that users have access to all available resources whether it be online, inhouse, or through outreach initiatives.	<ul style="list-style-type: none"> <li>• Actively promote awareness of available materials, collections, programs and resources through various online &amp; in-house communications</li> <li>• Continue to improve online tools/education to obtain access to collection</li> </ul>	ONGOING
SUSTAINABILITY	PROVINCIAL DESIGNATION OF LIBRARY ACCREDITATION STATUS	Support the staff in making the changes necessary to achieve accreditation status which will: improve accountability, assistance in the planning process, provide consistency of services across Ontario, enhance the library's position in the community, and funding bodies.	<ul style="list-style-type: none"> <li>• Ongoing creation / revision of required policies</li> <li>• Completion of accreditation task requirements</li> </ul>	Sept. 15, 2021
	INCREASE FINANCIAL SUSTAINABILITY	Develop and enhance self-generated revenue initiatives to ensure library financial sustainability.	<ul style="list-style-type: none"> <li>• Explore and promote Legacy donations, Giving Tree donations, merchandise sales, used book sales, etc.</li> <li>• Actively identify and pursue outside grant opportunities</li> <li>• Explore new ways to subsidize operating costs inhouse to become less reliant on the Public Library Operating Grant and Municipal Funding</li> </ul>	ONGOING
DEVELOPMENT	EMPOWER STAFF PROFESSIONAL GROWTH	Promote and encourage professional growth and provide continuing educational opportunities to staff.	<ul style="list-style-type: none"> <li>• Prioritize staff education opportunities</li> </ul>	ONGOING
	SUCCESSION PLAN	Identify and work toward achievable succession plan.	<ul style="list-style-type: none"> <li>• Collaboration between CEO/Board to identify succession timeline/needs and formulate plan</li> </ul>	ONGOING

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## GOALS

- ◆ Provide a safe, responsive environment to staff & users
- ◆ Optimize full potential of our collection, resources, and services
- ◆ Obtain provincial designation of Library Accreditation Status
- ◆ Increase financial sustainability
- ◆ Empower staff professional growth
- ◆ Development of succession plan