

CALEDON PUBLIC LIBRARY

BUILDING THE BRIDGE TO POSSIBILITIES

STRATEGIC PLAN 2021 - 2024





A MESSAGE FROM THE BOARD CHAIR AND CEO/CHIEF LIBRARIAN

The Caledon Public Library Board and Staff have committed to the creation of a new strategic plan every four years. This ensures that our efforts to serve Caledon can change, grow and evolve in tandem with residents' needs, community priorities, enhanced technologies and shifts in public library services.

How did we create a plan that will direct our work over the next four years while in the midst of a global pandemic that makes it difficult to predict beyond the next few weeks? Will COVID-19 change our lives, if so, how? When will we resume some sense of normalcy? How will your expectations of your public library shift? With so many unknowns, how do we move forward and plan for the years ahead? Well, we started by asking our community to share their insights, we learned from their responses and acknowledged what we do know.

We know that the pandemic will have long lasting effects on how we work, study, and socialize. We know that Caledon's small businesses are struggling in the face of restrictions. We know that affordable and reliable access to the Internet and technology is now critical. We know that isolation is being felt more strongly and by more people than ever before.

We also know that Caledon is growing. We know that with this growth comes an exciting shift in the cultural makeup of our community. We know that Caledon offers a vibrant mix of suburban neighbourhoods, small villages and rural centers, each with a unique identify. We know that Caledon's culture is rich, diverse and worthy of celebration.

We know that the role of public libraries continues to evolve. We know that we must keep pace with quickly changing technologies. We know that we are a bridge to learning and employment. We know a vibrant community needs tools and skills to make, create and innovate and we can play a leading role. We know that our branches are the centres of our community. We know that our virtual spaces are a key to building connections. We know that our staff are committed to exceptional service. We know that we are instrumental in developing all forms of literacy. We know that we are a catalyst for the transfer of knowledge.

We also know that a plan is just a plan until put into action. We know that the Library Board and Staff are fully committed to our work to build and connect a thriving, engaged, and informed Caledon.

And we know that we want you to be part of our journey.

Sincerely,

Janet Manning
Chair

Colleen Lipp
CEO and Chief Librarian



Our Vision

To be the heart of our community – building and connecting a thriving, engaged, and informed Caledon.

Our Mission

We empower community connections, spark innovation and creativity, and energize the transfer of knowledge.



Our Values

Service Excellence

Caledon Public Library values each and every customer. We understand that every decision we make affects how people experience the library and because of that, our goal is to deliver an exceptional experience.

Lifelong Learning and Literacy

We recognize the importance of all types of literacy and know that the desire to learn and grow is lifelong. We provide the tools to help individuals achieve their goals.

Innovation, Intellectual Freedom, and Creativity

We encourage intellectual and artistic curiosity and support the right to seek and receive information from all points of view without restriction.

Community and Partnership

We value team work, partnership, and shared success. We will lead, partner, or collaborate to support a strong and growing Caledon.

Our Values

Trust, Inclusion, and Equity

We acknowledge individual needs, experiences, and cultures, and we are committed to fair and inclusive access, a sense of belonging and dignity, and reflecting representative voices.

Commitment to Staff

We continuously strive to create a climate of employee engagement, success, curiosity, and support. We encourage and value staff as they introduce new services and lead change in their unwavering commitment to serving Caledon.

Integrity and Accountability

We respect the need for fiscal and environmental sustainability. We are committed to informed planning and responsible stewardship.

GROW AND INNOVATE

- Explore new opportunities and creative solutions for expanding services and spaces
- Develop maker, innovation and creativity spaces in partnership with the Town of Caledon, businesses, and community partners
- Enhance efforts to bridge the digital divide by investing in technologies for exploration, learning, connection, and creativity
- Ensure the library has the staff capacity to meet the needs of a growing Caledon
- Build a staff culture of personal development and accountability
- Invest in digital resources and expand virtual branch experiences

THIS MEANS WE WILL...

- Modernize the Albion Bolton Branch
- Revitalize the Caledon East Branch, including a new makerspace, as part of an expanded Caledon East Community Complex
- Design and equip a Reading Garden at the Southfields Village Branch as a destination and program space
- Reimagine the Margaret Dunn Valleywood Branch as a learning, maker, and innovation lab
- Undertake a master plan to reflect the impact of updated population forecasts on future spaces, services and staffing
- Begin planning for new branches and services in support of a quickly growing Caledon
- Explore technologies that allow for greater branch access and virtual services
Invest in the development of all staff to build the necessary knowledge, skills, and confidence to guide and support library users
- Grow our branch services, virtual branch usage, and program participation

RESPOND TO COMMUNITY NEEDS

- Support Caledon's recovery as we emerge from the COVID-19 pandemic
- Eliminate barriers to library access
- Engage community members to gain insight into their needs with an emphasis on spaces, services and programs for teens and older adults
- Cultivate a culture of collaboration by contributing to shared priorities to improve community vitality and reduce isolation
- Act as a portal for self-directed learning
- Expand services and supports to local businesses and entrepreneurs
- Deliver a positive customer experience, both in-branch and online
- Facilitate programs that are relevant, responsive, informative, and engaging
- Partner to enhance and expand community services with shared program offerings, while avoiding duplication

THIS MEANS WE WILL...

- Remain flexible with pandemic restrictions and operational changes
- Work to extend the elimination of overdue fines beyond 2021
- Increase hours of operation and branch access
- Ensure the needs of local businesses, teens and older adults are reflected in our programs and services
- Provide access to collections, resources and technologies that support and meet community demand
- Empower partner agencies to offer services within library branches
- Introduce an improved online catalogue experience
- Grow our Visiting Library Service

CELEBRATE CULTURE AND INCLUSION

- Ensure that our spaces and services are welcoming and accessible to all, and our collections represent all voices
- Strive for our Board and staff to reflect the diverse community we serve
- Honour Caledon's heritage, environment, and local history
- Welcome further opportunities to serve Caledon through each of our unique village branches
- Embrace our responsibility as a key cultural institution and lead the growth of arts and culture in Caledon
- Support Caledon's creative talent and cultural economy by showcasing local authors, artists, performers, and makers

THIS MEANS WE WILL...

- Develop and grow programs, collections, and services that reflect Caledon's diversity
- Increase opportunities for cultural and creation activities with courses, events, displays, and spaces
- Conduct regular diversity audits of our collections
- Pursue opportunities for communicating in multiple languages
- Grow our partnerships with local and regional cultural organizations
- Expand our Read Local and Artful Caledon initiatives
- Continue to deliver on our commitment to inclusivity through expanded staff development
- Implement strategies for attracting and recruiting talented staff and Board members

DEMONSTRATE OUR VALUE

- Raise awareness of our inherent value to the community and our relevance to residents' lives
- Grow the understanding and engagement of those who are unfamiliar with our services
- Identify and explore opportunities for collective impact with other community organizations
- Encourage opportunities to invest in the Library
- Expand our services beyond the walls of our branches
- Investigate creative ways to supplement the municipal budget process

THIS MEANS WE WILL...

- Reimagine our brand and logo
- Seek out opportunities to speak to community groups and partners to raise awareness of library services
- Develop a staff position tasked with delivery of community-based services
- Measure and share our socio-economic impact
- Engage Town Council through regular communications and presentations
- Participate in and contribute to municipal and community committees
- Adopt and implement a fundraising strategy and work plan
- Explore opportunities for grants and sponsorships



HOW WILL WE KNOW THAT OUR PLAN IS WORKING?

- We will see an increase in active library memberships
- Demand for our programs, collections and services will grow
- Library spaces are modernized and able to meet expanding community need
- Our branches and maker spaces will be busy, with more visitors staying longer
- Technologies and innovations are embraced and adopted
- An increase in funds raised through donations, grants and sponsorship complements our budget
- Partners value our contributions and seek out our involvement
- Our Board, staff and leadership teams will be more diverse and inclusive
- Our staff and customers are happy and engaged

CALEDON PUBLIC LIBRARY BRANCHES



**ALTON BRANCH
(ALT)**

**CALEDON VILLAGE
BRANCH (CV)**

**CALEDON EAST
BRANCH (CE)**

**ALBION BOLTON
BRANCH (AB)**

**BELFOUNTAIN
HOLDS LOCKERS (B)**

**INGLEWOOD
BRANCH (ING)**

**MARGARET DUNN
VALLEYWOOD BRANCH
(MDV)**

**SOUTHFIELDS
VILLAGE
BRANCH (SVF)**

CONTRIBUTIONS

The Caledon Public Library Board and Management Team gratefully acknowledge the valuable community input and insights that contributed to this plan. Thank you to all staff of the Caledon Public Library, the Town of Caledon Council, Senior Leadership and staff, our community partners and sponsors, local businesses and organizations, but, especially, the residents of Caledon.

LIBRARY BOARD

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