

# STRATEGIC PLAN 2020-2024

A Place of Opportunity for All!



Quinte West Public  
**Library**

# MESSAGE FROM CEO AND BOARD

We are so excited to share with you Quinte West Public Library's [Strategic Plan 2020-2024, A Place of Opportunity for All](#). Our hope is that we will not only meet but exceed the community's vision of who we are, what we do and the direction we are taking going forward.

Public libraries across the country are playing an increasingly complex role in our community. As well as having extraordinary collections of traditional print material for learning and for leisure we offer other options for the family on the go. In short, your library card is more versatile than ever! You can use it to check out a variety of material such as books, DVDs, magazines and you can use it to download digital content such as audio books, ebooks, music and movies.

We are also an important community hub offering opportunities to learn a new skill, to study, to work, to use our public computers and wifi or to just sit and relax with a good book and an inspiring view! We also embrace the role that the library plays in combating social isolation. We are proud of being a place in which you feel welcome, safe and included.

At the beginning of the strategic planning process we undertook a survey to gain valuable information about how you use the library, what you see as the library's strengths and what we can do to improve. We heard from you about the need for quiet space, for improved selections of material and for more programs. You also told us that 96% of you would recommend the library to a friend! We thank you for your perspective and your input. It has become the foundation of our plan going forward.

Despite the great level of customer satisfaction that is evident from the public survey we will always endeavor to do more and to do better. In this upcoming period, we are committed to a customer-first service model which will be the primary focus of all that we do from the physical space to staffing to collection development, programming and services.

Our intention is not only to listen to our community and what you want from us but also to lead. We as library professionals are excited to bring innovative programming, services and technologies to our Quinte West community.

Our aspiration is that the library becomes that third space in your lives: that space, that is not home or work, but is where, as social creatures, we spend time learning, reading, creating and connecting.

[After all it is your place of opportunity!](#)

**Suzanne Humphreys**

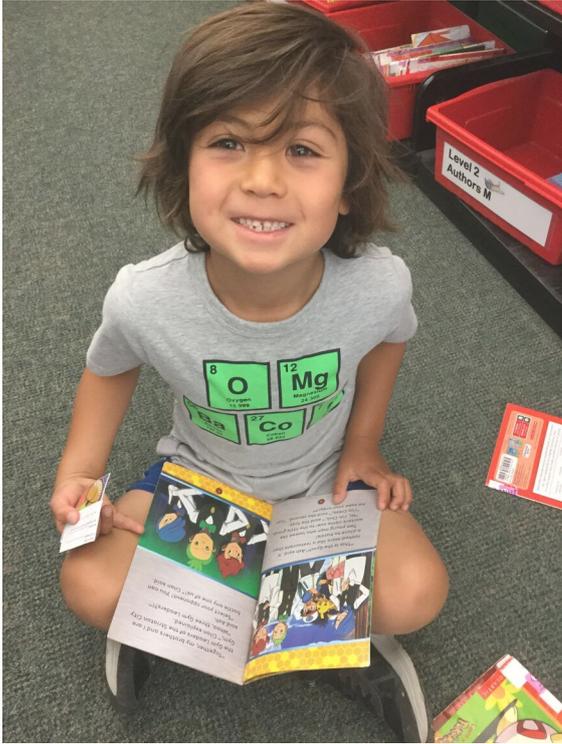
CEO/CHIEF LIBRARIAN

**Doug Couture**

BOARD CHAIR



# OUR MISSION AND VALUES



## Our Mission

Quinte West Public Libraries inspire learning, literacy, creativity and connection.

## Our Values:

- **Intellectual Freedom:** you read what you want to read.
- **Excellent Customer Service:** you enjoy the best library experience we can offer.
- **Community Engagement:** you have the opportunity to participate in your library.
- **Lifelong Learning:** because a learning community is a healthy community.
- **Innovation:** we seek out opportunities to offer our community new technologies and skills.
- **Environmental Awareness:** encompasses all we do.
- **Corporate Responsibility:** first and foremost we are answerable to Quinte West residents.
- **Care and Mindfulness:** we are sensitive to the changing needs of our community.

"Adequate libraries build collections,  
good libraries build services,  
great libraries build communities"

R. David Lankes

# STRATEGIC DIRECTION: WE ARE A PLACE OF OPPORTUNITY!

## Our Priorities:

Review our **collections** to fulfill the needs of our readers by investing in high demand items both print and digital.

Lead the community to explore **technology** by purchasing new equipment, including emerging technologies, and increasing offering of learning opportunities around technology.

Increase **events and programming** including hosting signature annual events that bring the community together.

Attract more **young and new adults** to the library through engaging programming, by investing in showcase manga and anime collections and through social media engagement.

Commit to a **customer-first** service model by reviewing the roles and responsibilities of staff, by reevaluating our physical spaces and furnishings, and by continually revisiting policies and procedures to reduce barriers to access.



## Outcome:

**We inspire our community to  
learn, create and connect!**

# STRATEGIC DIRECTION: WE ARE A PLACE FOR ALL!



## Our Priorities:

Commit to **renovating and refreshing** the physical space of the Trenton branch with a **customer-first service** model as a primary focus. This includes creating **quiet spaces**, brightening the flooring and decor, installing new service desks, reconfiguring spaces for **creativity** and choosing furnishings with the demands of **technology** in mind.

We will apply techniques from retail with regard to merchandising our collections to improve the **customer experience** at both our locations.

And we will do this while maintaining our commitment to children's areas dedicated to learning through play, our diverse collection spaces, and our overall dedication to making your visit to the library the best it can be!

## Outcome:

**Our community is excited to spend  
time at our libraries!**

# STRATEGIC DIRECTION: WE LISTEN AND WE LEAD!

## Our Priorities:

Commit to reaching **new audiences** through improved marketing strategies, exploring new **community partnerships**, investigating new **outreach** opportunities and building on our relationship with the Municipality to reach **all Quinte West residents**.

Listen to our community by **following through** on suggestions from our public survey and by providing more opportunities for **feedback** and **participation**.

Continue to offer more opportunities for visitor **participation** and **engagement** at our libraries.

Commit to being **transparent** and **responsible** by producing an annual report available to the public and by appearing before Council at least once a year to inform and educate about our unique role in the community and the funding necessary to support it.

## Outcome:

**Quinte West residents know who we are, what we do and how to engage with us.**

