



Read, connect, learn, discover.

With Your Library.



BRUCE COUNTY
public library

Strategic
Plan
2022-2025

OUR MISSION

We provide the information, knowledge and entertainment resources you need to achieve your goals, foster your interests, and realize your dreams.





OUR VISION

Our vision sees you, the people and communities of Bruce County.

As a trusted community contributor we're building a future of innovative ways for you to read, connect, learn, and discover.

This plan lays out how we will work towards that future together.

OUR PLANNING

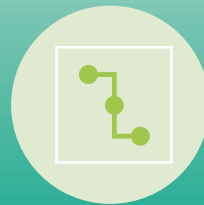
We developed our strategies and plan in the midst of the global COVID pandemic, seismic technology shifts, and rapidly changing demographics, societies, and environments. We based this plan on:

- Continually adapting to your changing needs and aspirations,
- Furthering the work accomplished with our 2014 - 2019 strategies,
- Our unique role as a public library - a trusted source of information, in all media, that supports individuals' and groups' educational, recreational and personal development pursuits.

We listened to you. We studied the trends and developments impacting you, our communities, our county, province, country and world. And we discerned three themes that shaped our strategies:



Sharing



Connecting



**Each one can
Teach one**

THEMES GUIDING OUR PLAN

Sharing

As a library we have a long history and lots of expertise in sharing. We share information, books, programs, ideas, technology and other items that support everyone to learn, create or recreate.

Connecting

Our passion is connecting people, at any age or stage of their life, with information, individuals, devices, or inspiration to realize goals – big or small – and to feel part of our communities. And today we do this virtually or in person.

Each one, Teach one

While we can't teach everything to everyone, we can share and adopt Each one, Teach one as the prompter to better our communities.

OUR STRATEGIC PRIORITIES

We have three strategic priorities. We will focus on what is most important for you, yields the most benefits for you, and what we are the best at.

These priorities are the foundation for our annual business plans which detail the actions and specific benefits for you.

Our priorities are to be your:

- A. Trusted Community Connector
- B. Digital Community Facilitator
- C. Community Sharing Place



STRATEGIC PRIORITY:

Trusted Community Connector

As your Connector, we

- Welcome and connect you with each other, with the technologies and devices, books, ideas and programs to create a Bruce County sense of belonging for all
- Use our 18 locations - 17 physical places and 1 a virtual place - and our partners' spaces to connect you to what you need to pursue your interests
- Inspire and support you to create content through your music, writing, multi-media, artistry, presenting, producing, or inventions.

We'll realize this priority by:

- Securing a vehicle to be the Library on Location, bringing services, programs, workshops, connectivity and devices anywhere in the County
- Attending cultural events to connect with the County's existing music and art scene, and feature local artists, authors, and musicians in programs.
- Welcoming newcomers with local information packages and connecting them with the resources they need to thrive in their new community.
- Continuing to ensure the Library is welcoming to all through diversity, equity, accessibility, and inclusion strategies.



STRATEGIC PRIORITY:

Digital Community Facilitator

As your Digital Community Facilitator, we

- Bring you the learning, devices and technology to be digitally comfortable in a digital society
- Empower you to explore what the digital world can be for you and your community through the Each one, Teach one approach
- Continue to make Bruce County digitally connected through partnerships

We'll realize this priority by:

- Workshops on digital literacy, training residents to partake in the virtual world while keeping themselves safe
- Facilitating free or low-cost access to technologies that are otherwise available in exclusive spaces (e.g. schools)
- Engaging the community in ways of using open data to address real problems and opportunities aligned with Bruce County's economic and societal strategies.
- Continuing to provide e-resources, LinkedIn courses and PressReader
- Improving our virtual branch to match our physical branch service levels and customer interactions



STRATEGIC PRIORITY:

Community Sharing Place

As your Community Sharing Place, we

- Bring learning, leisure and lending spaces for you to work, learn or reflect together or individually
- Are your place to be together, physically or virtually, for online classes or talking with your family across the country
- Encourage and enable you to teach others your area of expertise

We'll realize this priority by:

- Providing access to remote work supports (space, supplies)
- Lending hotspots and computers
- Providing spaces - both virtually and physically - for meetings, programs, and collaborative group gatherings



ENABLERS

To bring these priorities to reality, we'll continue work on three enablers: Mindset, Modernization and Measures

Mindset:

We'll continue to invest in developing the mindset and skills of board and staff - their incredible talent, focus on quality, and willingness to innovate in ways that matter.

Modernization:

- Create a master plan
- Review technologies and digital infrastructure required with the County
- Investigate alternative ways of using spaces
- Build on the public library's long history of sharing items to reduce waste
- Strive to be a green organization, from the devices we loan to how we manage our operations

Measures:

- Continue our work on building programs with clear customer outcomes, assessing our services and programs
- Convey the outcomes



THANK YOU TO THE LIBRARY STAFF AND MEMBERS OF THE COMMUNITY
WHO HELPED IN THE DEVELOPMENT OF THIS STRATEGIC PLAN

Bruce County Public Library Board Members

Mayor Robert Buckle - Municipality of South Bruce

Mayor Luke Charbonneau - Town of Saugeen Shores - Chair

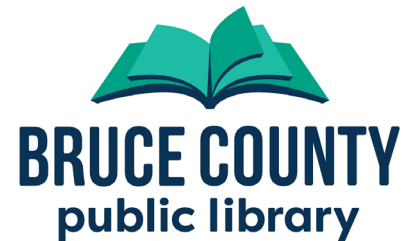
Mayor Steve Hammell - Municipality of Arran-Elderslie

Mayor (Warden) Janice Jackson - Town of South Bruce Peninsula

Trustee Mike Moszynski, Ripley

Trustee Catherine Dickison, Brockton

Trustee Sheila Barker, Wiarton



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