

# STRATEGIC PLAN

2019-2023



FORT  
FRANCES  
PUBLIC LIBRARY  
TECHNOLOGY CENTRE



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## INTRODUCTION

During the strategic planning process we engaged in a number of exercises including analyses of our Strengths, Weaknesses, Opportunities, and Threats (SWOT) and Political, Economic, Social, and Technology (PEST) environment. These analyses combined with a community needs survey and data reports allowed us to identify five strategic priorities:

- Growing Our Core by Developing Strong Policy and Pursuing Accreditation
- Growing Technology and Supporting Emerging Trends in our Library
- Fostering a Culture that Supports Staff and FFPL Board Development and Growth
- Communicating Our Message and Engaging Our Community
- Promoting Healthy Living, Safety & Security, and Safe Space in our Community

This strategic plan presents a picture of what the Fort Frances Public Library Technology Centre will look like in 2023. It provides a roadmap for how we will accomplish our vision and gives us the milestones that will let us know when we are there. We are inspired by the endless opportunities ahead.



# Growing Our Core by Developing Strong Policy and Pursuing Accreditation

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## **CONTINUE TO DEVELOP AND UPDATE ALL POLICIES IN ACCORDANCE WITH THE POLICY REVIEW SCHEDULE**

We have built and maintained a robust policy manual.

## **DEVELOP AND IMPLEMENT FORMAL PLANNING DOCUMENTS**

We have Collection Development & Maintenance, Technology, and Programming plans.

## **ADDRESS ALL ACCESSIBILITY FOR ONTARIANS WITH DISABILITIES ACT (AODA) COMPLIANCE ITEMS AND ASSESS ALL USERS' ACCESSIBILITY SHORT AND LONG TERM NEEDS**

We conducted a formal review process to evaluate our compliance with AODA and attain a higher standard of accessibility to better support community needs. We rely on Information Technology (IT) solutions to enhance accessibility, as appropriate.

## **SEEK ACCREDITATION**

We evaluated our readiness for Accreditation from the Ontario Public Library Guidelines (OPLG), Monitoring and Accreditation Council in the first year of this plan. We addressed any outstanding elements identified in the pre-audit within the first two years of this plan. We requested and sought Accreditation, for the first time, within the term of this plan.

## **DEVELOP AND IMPLEMENT A FFPL BOARD ENDORSED CUSTOMER SERVICE QUALITY STATEMENT**

We created a Customer Service Quality Statement within the first two years of this plan.

## **ANALYSE THE IMPLEMENTATION FEES RELATING TO ACCESSING COLLECTIONS, SERVICES, AND PROGRAMS**

We analyze the fines we receive for overdue materials and the fees we collect for programs. We have a financial barrier free access plan for all citizens to consistently be able to access our collections, programs, and services and address solutions that are suitable for all demographics and income levels.

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DK

3D PRINTING PROJECTS

3D PRINTING PROJECTS

Growing Technology  
and Supporting  
Emerging Trends in  
our Library

coat hooks



star lantern



impos



INSPIRING IDEAS TO DESIGN AND MAKE



## **DEVELOP AND MAINTAIN A CURRENT TECHNOLOGY PLAN**

We have high technology service levels and regularly upgrade our software and hardware systems. We regularly assess our technology maintenance budgets to ensure users and Staff have the tools necessary to be successful. We provide a way for users to recommend technological innovation in order to better serve their needs.

## **PLAN, DEVELOP AND IMPLEMENT ENHANCED TECHNOLOGY TRAINING AND SERVICES**

We have a quarterly technology training schedule which directly addresses current capacity, trends, and innovation to better serve our users and community. We tie technology and innovation to our users' experiences in order to enhance their use of our programs, services, and collections. We have a series of age and experience appropriate programs which address technology literacy and support a culture of innovation. We seek out local partners and individuals willing to share their knowledge, skill, and experience with those eager to expand their own abilities. We dedicate resources to promoting the innovation taking place in our Library.

## **ENGAGE OUR BOARD AS AMBASSADORS OF OUR TECHNOLOGY AND SERVICES**

Staff familiarize the FFPL Board with all new technologies that are launched.

## **REVIEW, MAINTAIN, PROMOTE, AND GROW OUR ELECTRONIC COLLECTIONS**


We support those looking to expand their use of our technology resources. We emphasize new marketing strategies to inform our community about our collections and services. We provide transparent and accurate statistics to our community on the use of our digital resources in order to enhance our collections through better decision making.

## **PROMOTE SCIENCE, TECHNOLOGY, ENGINEERING AND MATH (STEM) PROGRAMS AND SERVICES AS WELL AS A MAKER CULTURE**

We support and enhance STEM learning. We partner and collaborate with organizations, such as Science North, to expand our capacity to support STEM learning in our community.

## **ASSESS THE IMPACT OF EMERGING TECHNOLOGY TRENDS ON OUR COLLECTIONS, PROGRAMS, SERVICES AND OPERATIONS**

We help develop a community culture which promotes fearless technological experimentation. We have a formal marketing strategy which highlights the dynamic nature of our Maker Space. We include opportunities for Staff to contribute to the innovative culture we are growing in our Library as part of staff meetings.



A woman with long brown hair, wearing a purple ribbed sweater, is standing in a library aisle. She is holding an open book and looking at it. The shelves around her are filled with books. A blue circular graphic is overlaid on the right side of the image, containing white text.

Fostering a culture  
that supports Staff  
and FFPL Board  
development and  
growth



### **BUDGET, PLAN, AND IMPLEMENT PROFESSIONAL DEVELOPMENT OPPORTUNITIES FOR STAFF**

We encourage Staff to pursue formal recognized professional development. We seek out funding and budgetary efficiencies to assist with Staff development and allow more Staff to participate in formal professional development. We have a succession plan which ensures the cultivation of knowledge and skills throughout our organization. We provide means for Staff to engage in professional development during work hours through responsible time management and encourage the use of Ontario Library Service professional development resources.

### **BUDGET, PLAN AND IMPLEMENT APPROPRIATE PROFESSIONAL DEVELOPMENT OPPORTUNITIES FOR THE FFPL BOARD**

The FFPL Board is committed to improving its knowledge of our collections, services, and programs on a regular basis in order to become better Library ambassadors. The FFPL Board has a practical education plan and engages in monthly training sessions that ensure the skills of members are constantly being updated and improved. We encourage FFPL Board members to attend conference and training opportunities that support our growth and development. The FFPL Board continuously examines new strategies to make us more welcoming and conscious of diversity in our community (Indigenous, Truth and Reconciliation, First Nation Treaty Education, LGBTQ2 issues, and Newcomer Services).

### **ENCOURAGE KNOWLEDGE SHARING OPPORTUNITIES BETWEEN STAFF AND THE FFPL BOARD**

The FFPL Board encourages and requests Staff engage them on pertinent issues to help build and maintain a vibrant Library.

### **PROMOTE AND ENCOURAGE A DIVERSITY OF THOUGHT, GENDER, CULTURE AND EXPERIENCE ON THE FFPL BOARD**

The FFPL Board ensures they effectively represent our community by recommending FFPL Board membership reflect our diverse cultures, experiences, languages, and heritage.

### **CREATE ACTION PLANS TO IMPLEMENT THE CANADIAN FEDERATION OF LIBRARY ASSOCIATIONS (CFLA)'S TRUTH AND RECONCILIATION REPORT AND RECOMMENDATIONS**

We value our relationship with indigenous peoples.





Communicating our  
Message and  
Engaging Our  
Community





## **COMMUNICATE OUR VALUE**

We update our figures in the Valuing Northern Libraries Toolkit annually in order to clearly demonstrate the social and economic return on the investments library funding provides our community.

## **SHOWCASE AND DIRECTLY MARKET OUR PROGRAMS, SERVICES, AND COLLECTIONS**

We have a multi-year marketing plan which increases community knowledge of the wide array of collections, services, and programs we offer. We know who our current and missed audiences are and tailor programs, services, and collections to more fully meet user needs.

## **IMPLEMENT COMMUNICATION AND MARKETING STRATEGIES FOR USER, NON-USER, AND SELDOM-USER GROUPS**

Youth: We receive direct feedback from this creative and energized sector of our community. We have platforms for Youth to showcase their technology and innovation talents. We have a formal volunteer program to facilitate Youth attaining their secondary school required volunteer hours. We support STEM education through the continued growth of our Maker culture.

Adults: We have evolving programs and services for adults such as Book Clubs, Workshops, Community Café, Knitting and Crafting Clubs, Speaker Series, and Maker Space Technology. We have expanded our entertainment options for adults. We have a formal volunteer program that engages Adult volunteers.

Seniors: We seek out funding opportunities to enhance seniors' experiences at our public library. We have expanded our outreach services to Seniors Residences, the Fort Frances Seniors Centre, special events or other appropriate venues. We encourage social inclusion and participation in library events by our community's seniors. We seek out opportunities to emphasize the value seniors bring to our community through our collections, services, and programs focussed on their needs. We encourage seniors to volunteer and share their expertise with our community.

## **MAINTAIN AND EXPAND COMMUNITY PARTNERSHIPS**

We maintain and expand our partnerships.

## **ENHANCE OUR REACH AND ENGAGEMENT THROUGH TECHNOLOGY & VIRTUAL PLATFORMS**

We have expanded the utility of our social media platforms and communication tools to better reach our users, non-users, and seldom users.

## **FOSTER A RELATIONSHIP OF OPEN COMMUNICATION WITH OUR FRIENDS OF THE LIBRARY**

There is regular communication between the Friends of the Library and the FFPL Board and Staff.





Promoting Healthy  
Living, Safety,  
Security and Safe  
Space In Our  
Community



## **EVALUATE AND ADDRESS THE GROWING IMPACT OF ADDICTIONS ON OUR OPERATIONS**

We will create research-based action plans to strategically and respectfully address addictions in our community.

## **BRAND AND PROMOTE OUR LIBRARY AS A SAFE SPACE IN OUR COMMUNITY**

Future branding initiatives will include language and tone which will highlight our Library as a safe space in our community. We provide Staff with gentle persuasion training to ensure no user feels out of place accessing our services. We continue to foster and build positive relationships with law enforcement. We communicate and build relationships with formal and informal local groups and organizations to uphold our role as a safe space.

## **CREATE AND MAINTAIN NEW PARTNERSHIPS WHICH EMPHASIZE THAT WE ARE A HEALTHY LIVING SPACE FOR OUR USERS AND OUR COMMUNITY AS A WHOLE**


We create new opportunities for community members to use the Library as a link to the services offered by our partners.

## **PROVIDE ENHANCED TRAINING TO STAFF TO ALLOW THEM TO MAKE APPROPRIATE REFERRALS TO ANY USER REQUIRING ASSISTANCE IN A SAFE, SECURE, AND PRIVATE FASHION**

We provide Staff Training on safe interventions to be able to better assist our community's most vulnerable populations.

## **PROMOTE AN ORGANIZATIONAL CULTURE WHERE MENTAL HEALTH IS A PRIORITY**

The FFPL Board recognizes the mental health and stress management needs of Staff by ensuring a supportive, productive, and positive atmosphere is maintained. The FFPL Board is committed to maintaining and promoting an open door policy with the CEO and Staff to ensure concerns are being addressed in an efficient and timely manner. We provide Staff with opportunities for support and training in order to improve their overall health and wellness. We have a workload analysis plan that ensures Staff duties and responsibilities for fulfilling our strategic plan are properly distributed through all positions within the organization.





Inspiring  
Endless  
Opportunities



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