

WATERLOO PUBLIC LIBRARY

# strategic plan 2008-2010

## vision

The Waterloo Public Library will be one of the top mid-sized public libraries in Canada, and will be a key partner in supporting literacy and the intellectual, cultural and economic vitality of our community.

## mission

The Waterloo Public Library is a place to grow! Through a team of friendly, knowledgeable and well trained staff, volunteers and trustees, WPL offers people of all ages innovative lifelong learning and leisure opportunities.



 Waterloo  
Public  
Library

a place to grow

# KEY STRATEGIC PRIORITIES

## 1. To ensure that our staff team provides excellent service to the community by

- providing an environment that supports innovative thinking and the best practices in public librarianship, and helps staff understand and adapt to a changing workplace
- making WPL an “employer of choice”, attracting the best and brightest staff
- expanding the training, professional development and continuous learning opportunities for staff
- completing a market salary survey for all library positions, and implementing the results
- reviewing and adjusting staffing ratios, to reflect the growth of the library system
- reviewing and updating the library’s performance review system
- enhancing support for human resources functions

## 2. To provide facilities that meet the needs of our community by

- implementing the approved facility model which includes:
  - opening a west side branch as soon as possible and an east side branch in 2012
  - incorporating the redevelopment of the Main Library in the capital budget forecast for 2016

## 3. To ensure stable funding that is sufficient to achieve our vision by

- implementing the full funding agreement and a service level agreement between the library and the City

## 4. To use technology to provide efficient, effective and innovative library services by

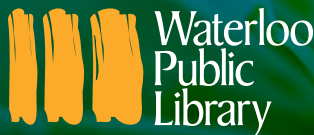
- implementing Radio Frequency Identification technology
- providing increased self-service options, including e-commerce applications
- redesigning the library’s website
- digitizing local history resources, in partnership with the OurOntario provincial initiative
- collaborating with the Region of Waterloo on a web portal to serve new immigrants, building on WPL’s Newcomers Online Waterloo (NOW) site

## 5. To promote access to library collections, services and programs by

- enhancing readers’ advisory services for library collections
- confirming a long-term centralized collection management approach
- implementing the recommendations from the McCormick Community Consultation study
- partnering with the universities and other post-secondary institutions on community programming
- continuing to be a key partner in community development

## 6. To continue collaborative endeavours with other local public libraries by

- extending the current reciprocal borrowing agreements with the public libraries within Waterloo Region to include intra-library services, such as delivery
- discussing opportunities to align library services with other Library Boards in Waterloo Region, to maximize effectiveness and efficiency, and to provide the best service possible to our community



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### 2007-2010 WATERLOO PUBLIC LIBRARY BOARD

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