

# STRATEGIC PLAN

creating our future together

## 2023-2027



McKellar Public Library

701 Highway 124  
McKellar ON P0G 1C0

Phone: (705) 389-2611  
Email: [mckellarlib@vianet.ca](mailto:mckellarlib@vianet.ca)  
Follow us on Facebook:  
McKellar Township Public Library



# McKellar Public Library Strategic Plan

## Territorial Acknowledgement

*In the spirit of reconciliation and co-operation, we wish to acknowledge that the land on which we gather is the traditional territory of the Anishinaabe and Mississauga people. Its boundaries fall within the Robinson-Huron Treaty of 1850 and the Williams Treaty of 1923. We are grateful to live here and we thank all the generations of people who have taken care of this land for thousands of years.*

*To honour the suffering of Indigenous people and the love and wisdom they have carried for thousands of years, we pledge to work in community and harmony with each other and the environment we inhabit and work towards Truth and Reconciliation.*



## Our Strategic Priorities

1. CELEBRATING OUR COMMUNITY

2. INNOVATION & GROWTH

3. COMMUNICATION & MARKETING

"We love our local library! Keep up the good work :) "

### Background

This plan was developed so that the library can continue to meet the needs of the community, in a changing world. We aim to embrace changing technology, represent diversity and foster community.

Information was gathered through studying census data, library data, and a community survey. We thank those who participated in the survey, those whose engagement in library services also contributed to the content of this plan, and Statistics Canada.

We would like to acknowledge the invaluable support of Ontario Library Service consultant Jesse Roberts who facilitated the planning process.

### Library Staff

Lynne Campbell  
Debbie MacMurray  
Terri Short, CEO

### Library Board

Lynne Aylsworth  
Jeanette Clements  
Suzanne Poff  
Dianne Thompson  
Debbie Woods  
Debbie Zulak, council rep

### Strategic Planning Team

Terri Short  
Dianne Thompson  
Debbie Woods

With assistance from:  
Jesse Roberts, OLS consultant

# McKellar Public Library Strategic Plan

## Mission

The McKellar Public Library is a welcoming place that serves to enrich our entire community. We provide services, events, and spaces to gather, learn, and experience together.

## Vision

The library is a dynamic place where everyone feels a sense of belonging. It is the social and technological heart of our community that represents our changing world and provides enriching experiences for discovery and enjoyment.

## Values

**Relevance** - Offering services, collections, and programming that meet community needs and interests

**Creativity, Imagination, and Curiosity** - Encouraging the joy of reading and discovery

**Respect and Representation** - Supporting Equity, Diversity, Inclusion and Intellectual Freedom

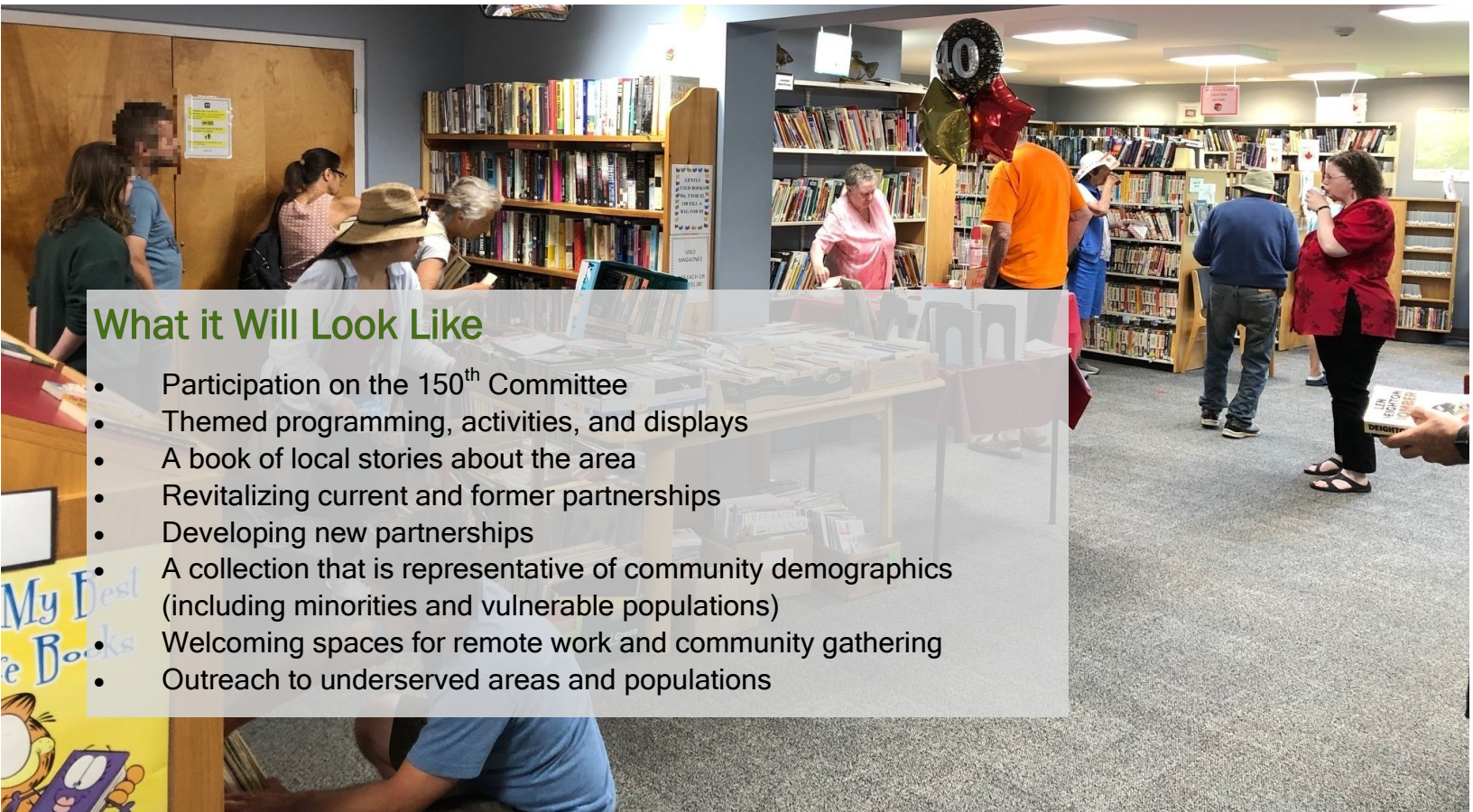
**Customer Service** - Responding to the changing needs of the community

**Cooperation** - Strengthening partnerships, consultation, teamwork, organizational culture

"The library is a great asset to our community"

## Our Goals

1. Contribute to the 2023 celebrations of the Township of McKellar's 150th Anniversary
2. Expand local partnerships
3. Provide relevant and effective services, programming and collections



### What it Will Look Like

- Participation on the 150<sup>th</sup> Committee
- Themed programming, activities, and displays
- A book of local stories about the area
- Revitalizing current and former partnerships
- Developing new partnerships
- A collection that is representative of community demographics (including minorities and vulnerable populations)
- Welcoming spaces for remote work and community gathering
- Outreach to underserved areas and populations

Our community is growing! From the 2016 census to the 2021 census:

- Our total permanent population increased by 27%

Growth is seen across the age spectrum:

- 0-9-year-olds – up 17%
- 30-34-year-olds – up 100%
- 55-59-year-olds – up 57%
- Age 80+ – up 80%

# 2 Innovation and Growth

"Library Ladies, a big thank you for all you do to keep improving our library in all aspects! How you go over and above expectations is noticed and appreciated!"

## Our Goals

1. Explore and introduce new collection formats
2. Introduce new services to support public library development and sustainability
3. Provide opportunities for professional development of staff and volunteers

## What it Will Look Like

- Investigate options to expand the library's e-book collections (e.g., Overdrive Advantage or Cloud Library)
- Provide new collection formats for activities, experiences, and quality of life
- Recruit and engage with volunteers to deliver programming and services
- Develop the library's website to improve user experience and awareness of library initiatives
- Establish reciprocal borrowing agreements with neighbouring public libraries to enhance access
- Develop a Makerspace at the library
- Build skills in managing the library's website and social media accounts
- Pursue management and governance level training on relevant topics
- Enhance communication and cross-communication between board, staff, and volunteers

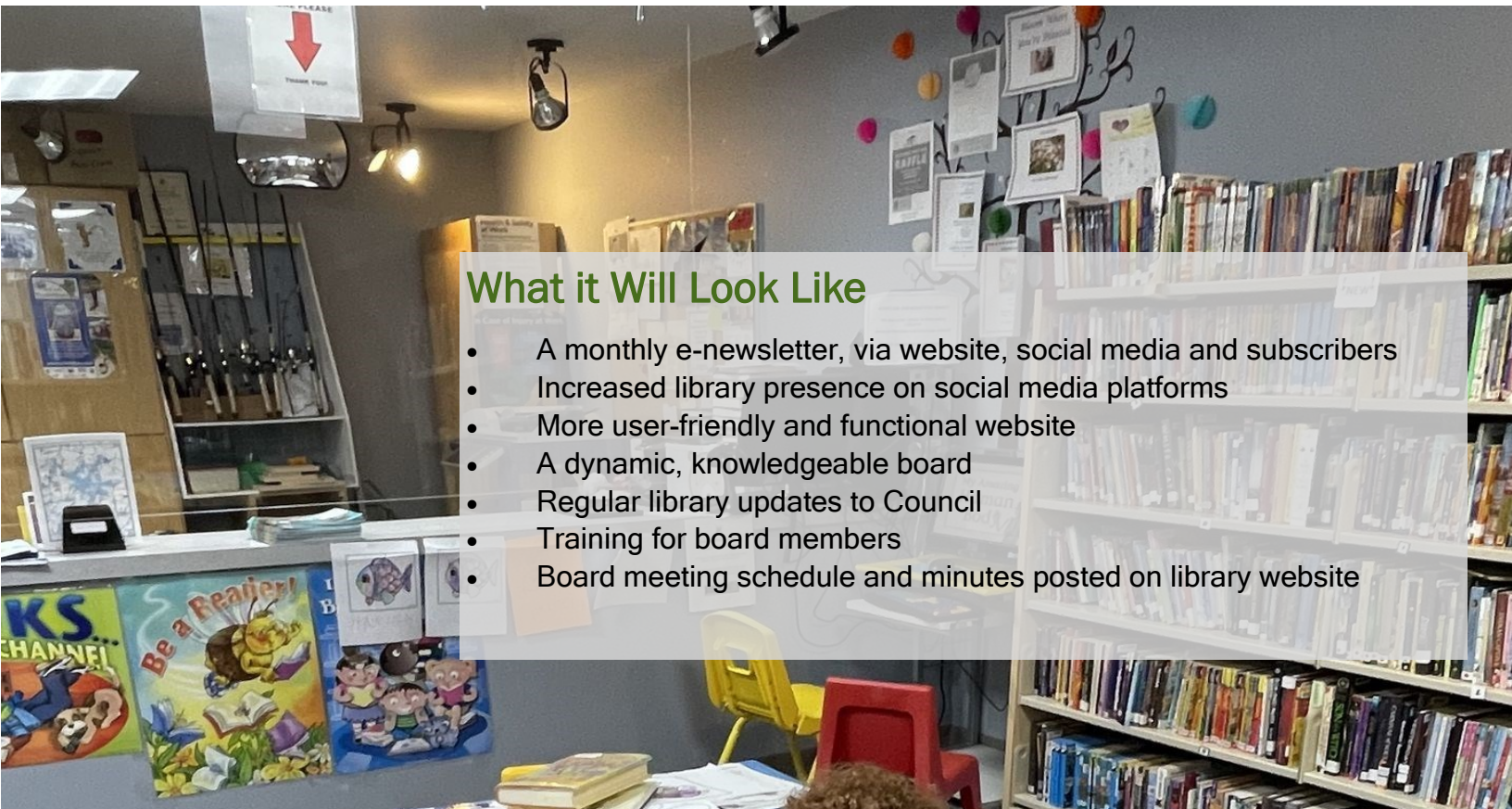
## What's a Makerspace?

Makerspaces exist in many different environments. In libraries, they are areas where people can design and make things using tools they might not have at home. A typical library makerspace might include tools for 3-D printing, laser cutting, soldering, coding, programming robots, sewing, and creating art. At McKellar Library, we'd like to begin by dedicating a space and adding tools as interest is indicated and resources permit.

"The McKellar Library is a treasure! Keep up the good work. And the lending of fishing rods is an especially delightful feature"

## Our Goals

1. Launch an e-newsletter
2. Expand social media presence
3. Increase advocacy efforts



## What it Will Look Like

- A monthly e-newsletter, via website, social media and subscribers
- Increased library presence on social media platforms
- More user-friendly and functional website
- A dynamic, knowledgeable board
- Regular library updates to Council
- Training for board members
- Board meeting schedule and minutes posted on library website

From 2021 to 2022, McKellar Public Library saw:

- 78 new cardholders
- 49% increase in circulation
- 60% increase in e-circulation
- 947 new titles