

# Coquitlam Public Library

## Strategic plan

### 2010 -2015

## MISSION

The Coquitlam Public Library connects its diverse community to creativity, discovery and knowledge.

## CORE VALUES:

**Providing** high quality library services in our community by:

- Delivering courteous, consistent service in a timely and cost effective manner
- Enhancing access to information through professional expertise
- Developing of our human resources
- Planning for growth and improvement in our technology and facilities
- Providing a sustainable environment

**Inspiring** trust and respect, by:

- Being responsive to the needs of the community
- Welcoming diverse cultures, points of view, and levels of ability
- Providing an environment which protects the rights of our users and our employees
- Treating our users and our employees in a fair and tolerant manner

**Protecting** open access to library materials, by:

- Offering an environment of diversity and choice
- Reaching out, beyond our walls, to those who are unable to visit our buildings
- Supporting intellectual freedom and freedom of access to information as basic democratic and human rights
- Promoting our freedom to read
- Fostering literacy

# STRATEGIC GOALS

## Goal 1: Strengthen communities, neighbourhoods and families

### Strategic Directions

#### Engage in multilingualism

- Actively seek to employ multilingual staff
- Translate library information
- Expand ESL services
- Engage in conversations with our ethnic communities.

#### Enhance literacy programs

- Engage parents and caregivers in programs that give them the tools to ensure their children have the pre literacy skills they need.
- Develop adult literacy programs.
- Work with health professionals to promote library health resources to the community

#### Promote cultural awareness and diversity

- Host events and programming to promote multiculturalism

#### Build intellectual and educational engagement centres throughout the city

- Build a new central library
- Prepare a long range plan for libraries in Coquitlam based on projected neighbourhood growth and development
- Provide outreach community service with the mobile library
- Invest in technology to expand beyond the library walls.
- Expand facility open hours.

## Actively engage with the community

- Participate in local events and festivals
- Build a strong diverse 'Friends of the Library' group
- Take an active role in community planning
- Respond to the community needs for meeting space and public dialogue

## Present the unique history of our neighbourhoods to the community

- Archive and digitally display local collections of documents and photographs.
- Make Coquitlam's history accessible globally
- Index key documents
- Develop a Community Archive

# **Goal 2: Build community prosperity**

## **Strategic Directions**

Promote the library as centre of business information

- Sponsor programming where local businesses/ organizations can share their knowledge
- Continue providing high quality online tools
- Present programs to inform and educate the community regarding available resources
- Review business resources in the local papers, through the Chamber of commerce and online.

# **Goal 3: Build individual success**

## **Strategic Directions**

Provide the tools for successful online searching

- Train staff to be effective instructors of information literacy
- Use social networking to engage and link

Promote the use of the library as a community resource

- Market library resources in the community
- Develop a range of partnerships with community groups

## **Goal 4: Increase active participation in library services**

### **Strategic Directions**

Encourage use of the library as meeting place

- Create “meet up” events for local special interest groups
- Further develop a ‘Living library.’

Enrich the cultural life of the city

- Host library events and programs in community spaces
- Celebrate reading through author readings, books displays, reviews and by developing the ‘get caught reading’ concept
- Host and support book clubs and the Summer Reading club

## **Goal 5: Sustainability of services and infrastructure**

### **Strategic Directions**

Invest in technology to manage library assets

- Purchase a new Integrated library system
- Develop RFID
- Invest in more self serve check outs
- Continue to upgrade our computer network to current requirements.

Invest in emerging technologies to connect the community with the library in new ways.

- Create an online library community
- Further develop our website as our third branch
- Evaluate and adopt new tools

Improve our financial position

- Evaluate and streamline library financial practices
- Develop a fundraising strategy
- Market and promote our library donation program

Collaborate and partner

- Work with partners to ensure no duplication of services
- Share resources
- Participate on committees that aim to move the city forward

## **Goal 6: Achieve excellence in the workplace**

### **Strategic Directions**

Further develop our environmental practices

- Use environmentally safe products and services
- Encourage green practices
- Provide an environmental education program
- Serve as a clearing house for environmental information

Improve staff satisfaction and engagement

- Constructively work with CUPE 691
- Develop a staff training plan
- Develop staff performance plans
- Use knowledge management to optimize resources
- Develop a succession plan for key staff members