



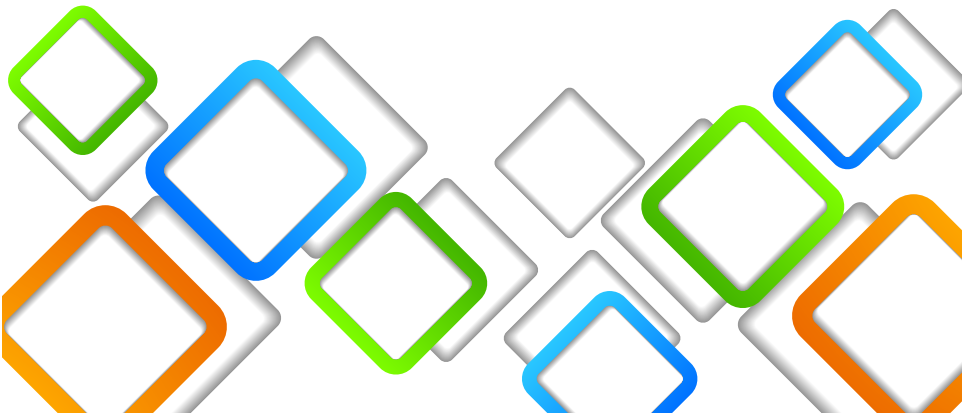
# Strategic Plan

## 2019–2021



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# Message from the Board Chair



*Alice Hale*

Chair—Coquitlam Public  
Library Board

*“If you don’t know where you are going,  
you’ll end up someplace else.”*

Yogi Berra was probably thinking about baseball rather than Coquitlam Public Library’s Strategic Plan when he said this but his comment rings true for both.

This three-year Strategic Plan leverages our past successes and guides us forward, setting the course for our work in the areas of community connections and engagement, technology and innovation, service excellence, and increased Library access through physical, online and mobile services.

This Plan was shaped by consultation sessions involving Library staff, management, and Trustees, along with customers, business, community and multicultural participants.

We conducted one-on-one interviews with elected officials and we received over 500 online and in-person community survey responses. We wanted to make sure we connected with as many of our stakeholders as possible—and you told us what you wanted from your Library. The 2019–2021 Strategic Plan represents that collective vision.

Coquitlam Public Library is changing and growing as is our community. On this journey, we remain committed to our core values and responding to the needs of our community. We are proud of where we’ve been and we’re very excited about where we’re going.

**Library  
Board**

Alice Hale, Chair  
Brian McBride, Treasurer  
Matt Djonlic, Trustee  
Sandra Hochstein, Trustee

Naresh Sahota, Vice Chair  
Erin Adams, Trustee  
Julie Fisher, Trustee  
Dave Whelan, Trustee

Councillor Bonita Zarrillo, Trustee

# Planning Process

## 1. Library Board

The Coquitlam Public Library Board met to initiate the process and hired HIP Strategic to formulate the Strategic Plan. HIP Strategic uses community engagement methods that challenge our community to think outside of their normal expectations and consider new possibilities for library service.

## 2. Online Survey

Gauged both user and non-user needs. The survey was made available on the Library's website and was taken out into the community by staff.

## 3. Focus Groups

Held eight focus groups that included: Library staff, the Small Business and Hi-Tech sector, Community Organizations, Multicultural Communities, Politicians, and residents of Northeast and Southwest Coquitlam.

## 4. Library Board and Management Team Planning Meeting

The Library Board and the Management Team met to review the outcomes of the surveys and focus groups and then created the strategic goals.

## 5. Action Planning with Management Team

The Library Management Team met to review the outcomes and the Library Board's strategic goals. They developed a series of objectives and tactics on how the Library could meet the goals.

## 6. Approval of the 2019–2021 Strategic Plan

The Library Board met to review the final draft, which it approved.

# Our Mission

The mission of Coquitlam Public Library is to engage its diverse community through creativity, discovery and knowledge.

# Our Vision

To enrich, inspire and engage our community by providing innovation, information and a place to learn.

# Our Values

## Learning and Innovation

We strive to make a difference through learning, innovation, intellectual freedom and renewal.

## Respect

We strive to be respectful through integrity and trust.

## Inclusion

We strive to be inclusive through accessibility, diversity and collaboration.

## Connections

We strive to enable connections between organizations, individuals and our community.

## Service Excellence

We strive for service excellence through responsiveness and accountability.

## Sustainability

We strive for sustainability through respect for people, the planet and ideas.



Photo by Kristie de Jong,  
Snapd Tri Cities

# Strategic Goals

## 1. Excellence in Governance and Service

Develop a culture of governance and service excellence.

## 2. Engaging with the Future

Empower our community to navigate future-focused critical skills and ideas.

## 3. Strengthening Community Connections

Expand the development and awareness of relevant services, programs and partnerships that connect the community.

## 4. Library Everywhere

Our library reaches all community members through an online presence, physical space and mobile services.





# Strategic Goal 1

## Excellence in Governance and Service

Develop a culture of governance and service excellence.

### Objectives

1. Develop a positive staff culture.
2. Define and achieve service excellence.
3. Define and achieve governance excellence.
4. Invest in staff learning.



# Strategic Goal 2

## Engaging with the Future

Empower our community to navigate future-focused critical skills and ideas.

### Objectives

1. Engage the public in community conversations around public policy, critical thinking and knowledge sharing to prepare for the future.
2. Enhance digital inclusion in our community by offering programs related to digital literacy, future technology skills and making technology accessible.
3. Develop a community technology centre.





# Strategic Goal 3

## Strengthening Community Connections

Expand the development and awareness of services, programs and partnerships that connect the community.

### Objectives

1. Develop and deepen community partnerships.
2. Raise awareness of Coquitlam Public Library through a broad range of marketing efforts.



# Strategic Goal 4

## Library Everywhere

Our Library reaches all community members through an online presence, physical space and mobile services.

## Objectives

1. Take the Library out into the community.
2. Improve online presence for Coquitlam Public Library.



# Outcome Metrics

Increased satisfaction with Coquitlam Public Library overall.

Increased satisfaction around meeting community needs.

Improved connections between people, resources and ideas.

Increase in awareness of library services, programs and partnerships.

Demonstrate impact of offering Coquitlam Public Library services and programs out in the community.





# Library Adminstration

## **Todd Gniissios • Executive Director**

**Silvana Harwood** Deputy Director and Director, Technologies

**Rory Weston** Manager, Innovation and Technology

**Maryn Ashdown** Director, Customer Experience

**Sharmini Manoharan** Manager, Customer Experience and Facilities

**Anthea Goffe** Director, Community Engagement

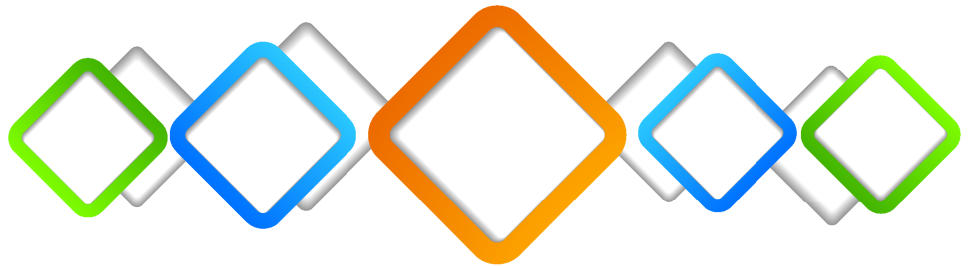
**Jay Peters** Manager, Marketing and Communications

**Barbara Weston** Manager, Programming and Community Connections

**Sandra Haluk** Office Manager

**Aubrie McQueen** Human Resources Advisor

**Naomi Macdonald** Payroll and Benefits Administrator



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[www.coqlibrary.ca](http://www.coqlibrary.ca)

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