

Strategic Plan 2016–2018



COQUITLAM
public library

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Message from the Board Chair

Reflecting on Coquitlam Public Library's successes and challenges and excited by future opportunities, we have created a compelling vision of the Library's future in a three-year Strategic Plan. The plan provides a strong direction for the future of the Library and ensures the continued evolution of services to meet the needs of the changing community.

In developing this plan, we reached out to and acted on the advice of both users and non-users of library services. As a result, this plan was created through the collaborative efforts of the Library Board's Trustees, the Library Director and staff. It is intended to guide them through their choices and decisions for the next three years.

Library Board

Alice Hale, Vice Chair

Brian McBride, Treasurer

Councillor Brent Asmundson

Erin Adams, Trustee

Matt Djonlic, Trustee

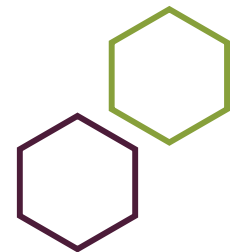
Sandra Hochstein, Trustee

Naresh Sahota, Trustee

Kelly Zimmer, Trustee



Jack Trumley, Chair



The Coquitlam Public Library will continue to be an information resource, a conduit for ideas and imagination and an engine of cultural and economic development. It will foster literacy and a climate of lifelong learning while providing opportunity that contributes to the success of Coquitlam's residents. The Library will continue to offer needed public spaces for people to gather and connect, to learn and share ideas, and inspire creativity.

As Coquitlam Public Library responds to the needs of the community, it will remain committed to core values that support our community, offering excellent customer service within a welcoming learning environment.

Jack Trumley

Chair—Coquitlam Public Library

Mission, Vision, Values

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

Excellence in Customer Service
Intellectual Freedom
Accessibility
Integrity
Respect
Life-Long Learning

Planning Process

Library Board Planning and Development Committee

The Committee was tasked by the Library Board to develop the next strategic plan, that started with recommending a three-year term for the plan, followed by a review of the Mission, Vision, and Values Statements.

Phone Survey of Residents

To gauge both user and non-user needs, the Library Board commissioned a multi-language survey of Coquitlam residents.

In-House User Survey

Over a three week period, more than 700 customers of the Library, both in-house and online, completed a survey. This survey was used to review current services and the customers' perceptions of the Library.

Library Board and Management Team Planning Meeting

The Library Board and the Management Team met to review the survey outcomes, current trends in library services and priorities, and to select a series of strategic goals.

Senior Staff Objectives Development Meeting

The Library's management and supervisors met to review the survey outcomes and the Library Board's strategic goals, and to develop a series of objectives on how the Library could meet these goals.

Cross-Disciplinary Staff Working Groups Review

Cross-disciplinary staff teams met to review the Goals and Objectives and provide feedback and recommendations on changes.

Approval of the 2016–2018 Strategic Plan

The Planning Committee met to review the final draft and recommended that the Library Board approve the Library's 2016–2018 Strategic Plan.

Strategic Goals

1

Literacy

adult, teen, family, and community literacy

2

Visit a Comfortable Place

physical spaces meeting residents' needs

3

Strengthen Community

a partner for the community to engage and celebrate

4

Local Prosperity

fostering creativity, building skills, and developing people

5

Promoting the Library

communicating services to residents

6

Governance Excellence

developing the organization

Goal 01

Literacy: adult, teen, family, and community literacy

Provide literacy tools and programs to residents of all ages and backgrounds to enable everyone to develop the skills they need to be successful in learning and living in our modern community.



01

Objective 1

Support STEM (Science, Technology, Engineering and Math) and STEAM (Science, Technology, Engineering, Arts, and Math) education through play and interactive programs.

02

Objective 2

Develop World Language collections, services, and resources to better meet the needs of our diverse community.

03

Objective 3

Increase family programming so that parents and children learn together.

Goal 02

Visit a Comfortable Place: physical spaces meeting residents' needs

Residents will have welcoming physical spaces for social interaction, quiet activity, and exchange of information. They will have open and accessible spaces that support networking using current and emerging technologies and Library Link.



01

Objective 1

Expand the reach of Library Link, the Library's mobile branch.

02

Objective 2

Review services and layout of branch facilities to enhance usability and accessibility.

03

Objective 3

Develop library apps for personal mobile devices.

Goal 03

Strengthen Community: a partner for the community to engage and celebrate

The Library is a community resource and partner: working with other organizations, sharing resources, and providing support, collaboration, guidance, and leadership through programs, services, and activities.



01

Objective 1

Create a dedicated team to facilitate partnerships and community development.

02

Objective 2

Develop yearly events and partnership guide to promote Library participation in community events.

03

Objective 3

Host job fairs with partner organizations targeting non-postsecondary high-school graduates, and career changers.

Goal 04

Local Prosperity: fostering creativity and building skills

Supporting creativity, innovation, and entrepreneurship by providing space, resources, tools, and programming to innovators, entrepreneurs, and residents to develop their creative skills.



01

Objective 1

Enhance lifelong innovation through the Library's Innovation Hub, programming resources, and learning opportunities.

02

Objective 2

Explore concept of a Tech Bar / Tech Barista.

03

Objective 3

Develop capability to train staff and public on technical and creative library resources through in-house training and partnerships with local experts.

Goal 05

Promoting the Library: communicating services to residents

Communicating and spreading awareness of Library services and resources to all residents. Developing messaging and communications to meet the diverse needs of the Coquitlam community.



01

Objective 1

Develop a marketing capacity.

02

Objective 2

Develop an online branch.

03

Objective 3

Develop branding tools, policies, and strategies.

Goal 06

Governance Excellence: developing the organization

Serving residents by enhancing efficiency and effectiveness, transparent decision making, developing sound organizational practices, and improving communication.



01

Objective 1

Develop a Library Board Procedural Governance Policy

02

Objective 2

Develop a comprehensive operational policy manual.

03

Objective 3

Develop an organizational communications plan.

04

Objective 4

Develop Service Plans—a framework of how we serve our residents.

Library Administration

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