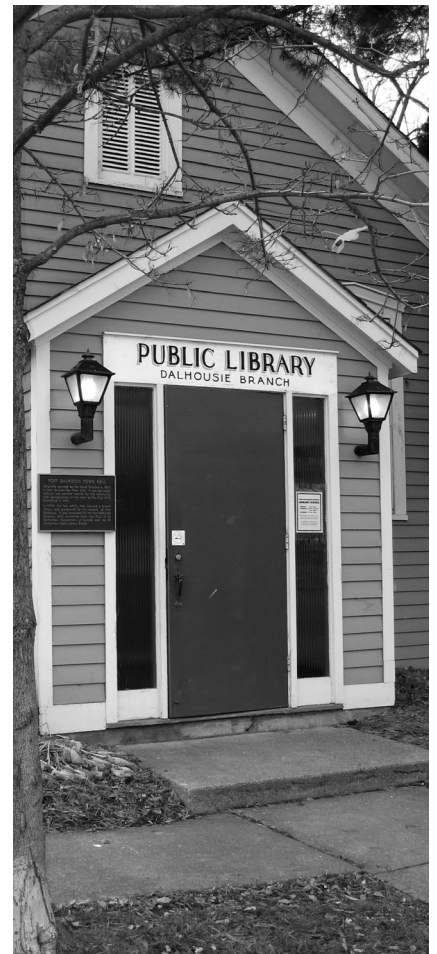


**ST. CATHARINES PUBLIC LIBRARY**



**STRATEGIC AGENDA 2007-2010**

# Door onto the World



[www.stcatharines.library.on.ca](http://www.stcatharines.library.on.ca)

# Library Locations

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## **Central Library**

54 Church Street

L2R 7K2

905-688-6103

Fax: 905-688-6292

DialPAC: 905-687-4800

TeleCirc: 905-687-4832

E-mail: [admin@stcatharines.library.on.ca](mailto:admin@stcatharines.library.on.ca)

Website: [www.stcatharines.library.on.ca](http://www.stcatharines.library.on.ca)

## **Grantham Branch**

400 Scott Street

L2M 3W4

905-934-7511

## **Merritt Branch**

149 Hartzel Road

L2P 1N6

905-682-3568

## **Port Dalhousie Branch**

23 Brock Street

L2N 5E1

905-646-0220

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“There is not such a **cradle** of **democracy** upon the earth as the Free **Public Library**, this republic of letters, where **neither rank, office, nor wealth** receives the **slightest consideration.**”

*Andrew Carnegie  
1835 - 1919  
Philanthropist*

# Message from the Chair and CEO

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**"The Library**  
is an **arena** of  
**possibility,**  
**opening** both the  
**window into the soul**  
and  
**door onto the world"**.

*Rita Dove 1952 -  
Poet Laureate*

## INTRODUCTION

Public libraries play a unique role in the communities they serve. Their doors are open to everyone, regardless of age, ability, education or economic status. They provide cultural resources, leisure materials, and access to a world of information. They are also vital social spaces where members of the community can gather to learn, to discuss, to share ideas and experiences. The St. Catharines Public Library has served this community for 118 years and has changed with the times to meet emerging needs. The development of the library services has not been an accident but rather the result of an ongoing planning process which is integral to library operations.

The last plan, *Strategic Agenda Information and Innovation 2004-2006* was developed by the Library Board and staff and utilized data obtained from the Community Needs Assessment Survey. The objectives of the strategic plan were achieved including: increasing the hours of service, expanding print and non-print collections; introducing new formats, and acquiring more electronic databases. In 2005 the Library subscribed to 5 electronic databases which provided online access to 2,500 full text magazines, newspapers and reference books. In 2006 we added 18 electronic databases and offered online access 24/7 to over 16,500 magazines, newspapers and reference sources. In addition, the telecommunications network was upgraded to fibre, a new automated library system was installed, the website was redesigned, and new programs were introduced for children, teens and adults.

The *Strategic Agenda, Door onto the World 2007-2010* builds upon the previous plan and incorporates information obtained from surveys, focus groups and use analysis. The plan includes an environmental scan of the publishing industry, advances in technology and developments in information storage, retrieval and dissemination.

The *Strategic Agenda, Door onto the World 2007-2010* continues the commitment to provide equitable access to high quality library service, and to use appropriate technologies to improve access, extend collections, and enhance operational efficiency.

Core collections, services, and programs will be maintained. Literacy and research skills development programs will be expanded.

Library services will be delivered through a network of well maintained, secure, and accessible service points, which include the Central Library

and three neighbourhood branches. The Central Library will maintain a comprehensive resource collection and provide specialized services to augment the resources of the neighbourhood branches. All locations will serve as gateways to the world of electronic information.

The Library will respond to the current information needs of the community, and will anticipate and plan for the services that will meet the needs of tomorrow.

The Library will participate in co-operative ventures that promote the use of Library resources, enhance the quality of service, encourage literacy, support cultural activities and contribute to the growth and development of the community.

In closing, we thank the community for their support and input as well as for the gifts and donations that have been made to the Library. The Library Board is also grateful for the ongoing support of City Council, and the commitment of our dedicated staff and volunteers.

Robert Peabody  
Library Board Chair

Lilita Stripnieks  
Chief Executive Officer



**“Libraries** store the **energy** that **fuels** the **imagination**. They **open up windows** to the **world** and **inspire us** to **explore** and **achieve**, and **contribute** to **improving our quality of life**.

**Libraries change lives for the better.”**

*Sidney Sheldon 1917-  
Screenwriter, Novelist*



# Mission Statement

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**“Books** are the  
**carriers** of  
**civilization.**  
**Without books,**  
**history is silent,**  
**literature dumb,**  
**science crippled,**  
**thought** and  
**speculation**  
at a **standstill.”**

*Barbara Tuchman*  
*1912-1989*  
*Historian, Author*

The St. Catharines Public Library Board is committed to providing all the citizens of St. Catharines with the highest level of library services, materials, and facilities, within the resources available to meet their informational, educational, and recreational needs.

## Our Vision

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The Library is a cornerstone in the community. It promotes reading, the pursuit of knowledge, life long learning and creativity. It enriches and strengthens the cultural, educational and democratic life of the city.

- The Library will be a resource centre for the community providing works of imagination, information, and access to a wide variety of materials.
- The Library will promote literacy and life long learning
- The Library will provide programs that contribute to skills development and promote cultural awareness and appreciation.
- The Library will seek alliances with public and private sector partners that support our principles of operation and enhance the quality of life of the community.
- The Library will be an innovative and accountable organization.

# Service Delivery Principles

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The Library is guided by the following service delivery principles.

## **Accountability**

The Library will operate in a financially responsible manner continually striving to optimize resource allocation and efficiency.

## **Creativity and Innovation**

The Library will encourage innovation and creativity in the development and delivery of library services.

## **Facilities**

The Library will provide safe, barrier-free and welcoming environments.

## **Information and Literacy**

The Library will facilitate access to a broad range of materials that support the development of a literate and informed community.

## **Intellectual Freedom**

The Library will support the basic principles of intellectual freedom.

## **Leadership**

The Library will anticipate and implement services to meet changing needs.

## **Partnerships**

The Library will seek alliances that will promote and enhance library services and benefit the community.

## **Service Excellence**

The Library will provide timely, effective and courteous service.



**Without our libraries' deep roots in the public good, without that belief that they should be freely accessible to everyone, we do not have the basis for a democratic society.**

*Adrienne Clarkson 1939 -  
Journalist, 26<sup>th</sup> Governor  
General of Canada*

# Collections, Programs and Services

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**“A great library  
contains the diary  
of the human race.”**

*George Mercer Dawson  
1849-1901  
Geologist, Surveyor*

The St. Catharines Public Library will continue to develop collections, programs and services for all age groups that support their information, educational and recreational needs. The Library will pursue the following strategies:

- Develop collections that support information and research needs, build literacy skills, further education, entertain, and respond to the diversity of interests in the community.
- Build and preserve local history and special collections.
- Expand access to electronic and digital collections.
- Review and assess all core and special events programming including literacy, life long learning and research skills development to ensure that they meet the needs of the community.
- Explore the need for new programs (e.g. online teen book clubs, blogs).
- Assess the need for customized collections and services for special ‘needs’ and special interest groups.
- Review the use of the computer lab for independent study, word processing, desk top publishing, etc.
- Explore the implementation of Library kiosks in non-traditional service points.
- Update service guidelines for all user groups.



# Information Technology

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The St. Catharines Public Library will utilize advances in technology which will expand access to collections and information resources and improve service delivery. The Library will pursue the following strategies:

- Continue to develop the Virtual Library (e.g. online program registration, online meeting room bookings, instant messaging, reference forums, direct payment).
- Create virtual user education programs and online tutorials.
- Develop the Information Portal by implementing simultaneous searching of the online catalogue as well as electronic and web resources.
- Create seamless links in the online catalogue to periodicals, newspapers, government documents and other specified resources.
- Automate manual processes to improve service delivery (e.g. debt collection, serials management).
- Investigate automating the Historic Names Index to facilitate local history research.
- Develop the Intranet to improve storage retrieval and dissemination of corporate information.
- Assess the telephone system and voice over IP options.
- Review and implement adaptive technologies to provide barrier-free access.



**"Knowledge is of two kinds. We know a subject ourselves, or we know where we can find information on it."**

*Samuel Johnson  
1709 - 1784  
Poet, Essayist*

# Promotion, Outreach and Partnerships

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**“There is an  
art of reading,  
as well as an  
art of thinking,  
and an  
art of writing.”**

*Isaac Disraeli  
1766 - 1848  
Author*

The St. Catharines Public Library will promote its collections, programs and services, expand outreach initiatives, and seek effective alliances and partnerships. The Library will pursue the following strategies:

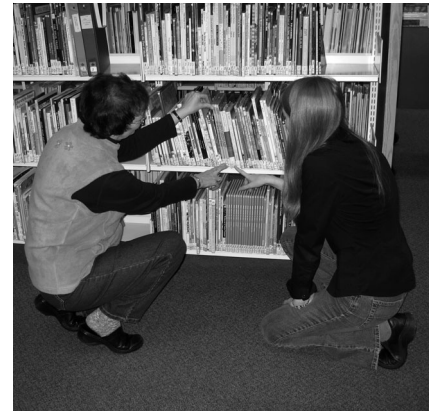
- Review marketing and communication strategies to ensure we are reaching all segments of the community.
- Develop materials that promote specified collections, programs and services including age appropriate reading lists and subject pathfinders.
- Maximize the use of the website to deliver services, engage the online community, advertise and inform.
- Increase outreach activities to schools, organizations, and community groups in support of complementary goals and activities.
- Encourage the use of library space for art, literacy, cultural and civic activities.
- Maintain, strengthen and explore partnerships that will enhance library services, extend access, and promote the Library as an information, research, literacy and cultural activity centre.
- Work with Boards of Education to optimize the use of library resources and staff expertise to support the success of elementary and secondary school students.
- Participate in municipal, regional, provincial and national initiatives that promote Library services, literacy, life long learning, cultural and community building activities.

# Accountability and Effectiveness

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The St. Catharines Public Library will operate in a financially responsible manner and strive to improve efficiency and all operational areas. The Library will pursue the following strategies:

- Solicit customer feedback on an ongoing basis to establish service priorities.
- Implement automated Library Satisfaction software.
- Review departmental roles, update all service guidelines, and implement the most efficient and effective service delivery model.
- Review all operations and activities for service improvements.
- Maintain a skills inventory and develop staff expertise through ongoing training and career opportunities.
- Continue to liaise with City departments and seek opportunities to increase participation on appropriate City committees.
- Update technology, facilities, capital and collection plans.



**“Research  
means that  
you don’t know,  
but are  
willing to find out.”**

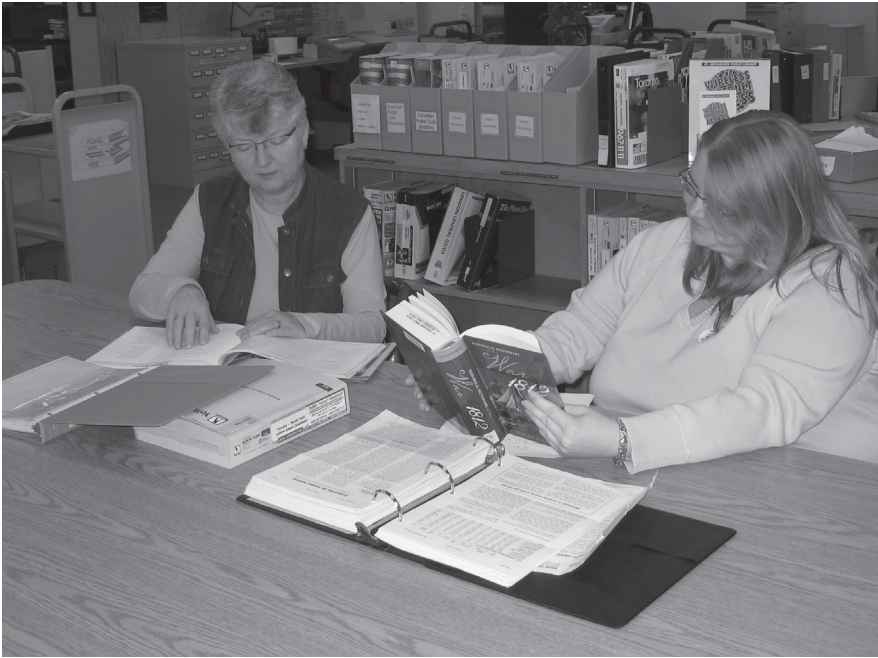
*Charles F. Kettering  
1878 - 1958  
Engineer, Inventor*

## Facilities

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The St. Catharines Public Library will maintain a network of facilities in order to provide equitable access to library services. The St. Catharines Public Library will pursue the following strategies:

- Identify annual maintenance and equipment priorities to maintain barrier-free, safe and inviting facilities.
- Conduct a condition assessment of all the facilities and prepare a five-year capital forecast.
- Maintain a branch network and investigate opportunities with the City or other partners to incorporate library services in multi-purpose, community-based facilities.











**ST. CATHARINES PUBLIC LIBRARY BOARD  
2004 - 2006**

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Councillor Cameron Donevan  
Andrew Dunlop  
Doran Hallett  
Alan McEwen  
Melanie Sendzik  
Councillor Bruce Williamson

**ST. CATHARINES PUBLIC LIBRARY MANAGEMENT STAFF**

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Jack Foster, Business and Facilities Administrator  
Diane Andrusko, Manager Adult Information Services  
David Bott, Manager IT and Networks  
Anna Chiota, Manager Branch Services  
Ann McKenzie, Manager, Children's and Community Services  
Anne Penfold, Manager Circulation Services  
Greg Smith, Manager Systems and Technical Services

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by the St. Catharines Public Library Board, September 21, 2006.

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All images are from the Library's collections and departments.*



The St. Catharines Public Library Board receives municipal funding annually in order to deliver library services to the community.



**ST. CATHARINES PUBLIC LIBRARY**