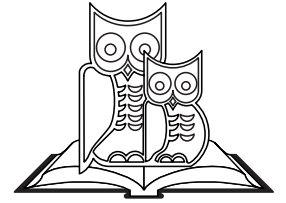


ST. CATHARINES PUBLIC LIBRARY



STRATEGIC AGENDA 2013-2015

INFORMATION

INNOVATION

INTEGRATION



LIBRARY LOCATIONS

CENTRAL LIBRARY

54 Church Street

L2R 7K2

905-688-6103

Fax: 905-688-6292

Phone Renewals: 905-687-4832

Library's website: www.stcatharines.library.on.ca

E-mail: admin@stcatharines.library.on.ca

Dr. Huq Family Library Branch

425 Carlton Street

L2M 4W8

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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“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,
Journalist, 26th Governor
General of Canada*

MESSAGE FROM THE CHAIR AND CEO



“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,
Businessman, Philanthropist*

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. In 2012 the St. Catharines Public Library celebrated 124 years of continuous service. For well over a century the Library has been a source of knowledge, inspiration and enjoyment, reaching out to people of all ages to promote literacy and life-long learning through its collections and programs. The Library has also been a gathering place, providing public space where individuals and groups can come to study, to do research, to hold meetings and seminars. As a community partner the Library has promoted the city’s rich cultural resources and its diversity.

While the fundamental principles of library service have remained the same - the collections, programs and services have constantly evolved to meet the changing needs of the community. Advances in technology and telecommunications have been utilized to improve access to existing collections, to introduce new online and digital resources, and to improve customer based services and operational efficiency. The Virtual Library Branch is a key component in the delivery of our core services. The Virtual Library is accessible by PC, iPad, or iPhone 24 hours a day.

The development of library services is the result of ongoing planning. The *Strategic Agenda: Door onto the World 2007-2010* provided the blueprint for the development of library services from 2007 to 2010. However, due to the construction of a new branch library the time frame of the plan was extended to 2012. The objectives of the plan were achieved and reported on in the annual reviews.

Key objectives for the time period 2007-2012 included the following: increasing our programs for children, teens and adults; expanding the computer literacy programs; launching the downloadable audiobook, ebook and music collections; and expanding the electronic database collection to over 80,000 full-text magazines, newspapers and reference books. In addition, the Library: introduced WiFi access across the system; launched an interactive real-time Chat reference service; incorporated Facebook and Twitter into its social networking portfolio; launched an application that allows patrons to search the online catalogue; placed holds and renewed items from their mobile device; conducted an accessibility audit; and completed a collection and tangible assets inventory.

MESSAGE FROM THE CHAIR AND CEO

In addition, from 2010 to 2012 the Library Board and staff were engaged in the creation of a new library branch. The branch opened on June 30, 2012.

The *Strategic Agenda, Information, Innovation, Integration 2013-2105* acknowledges past achievements and provides direction for strategic emphasis, assessment and development. The objectives of the plan continue the commitment to provide equitable and timely access to high quality library services that are tailored to the needs of the community.

Library services will continue to be delivered through a network of well-maintained, secure, and accessible service points which include the Central Library and three neighborhood branches. The Central Library will maintain a comprehensive resource collection and provide specialized programs and services to augment the resources of the branches. The need for additional service points will be investigated. The services of the Virtual Library Branch will continue to be refined and extended.

The Library will continue to develop relevant and inspiring collections and programs that meet the evolving needs and expectations of the community. The service delivery model will be reviewed to ensure maximum effectiveness and efficiency. The Library will foster a culture of innovation based on user feedback and industry best practices to improve services and procedures.

The St. Catharines Public Library is committed to supporting the City's vision of creating a vibrant, diverse, livable and sustainable community. The Library will expand partnership opportunities to leverage and promote community resources that contribute to the economic, cultural and social well-being of the citizens of St. Catharines.

Les McDonald

Les McDonald

Library Board Chair

Lilita Stripnieks

Lilita Stripnieks

Chief Executive Officer



“At the moment that we persuade a child, any child to cross the threshold, that magic threshold into a library, we change their lives forever, for the better. It’s an enormous force for good.”

*Barack Obama,
44th President of the
United States*

MISSION STATEMENT



“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,
Novelist, Screenwriter*

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

The St. Catharines Public Library is committed to playing its part in supporting the City’s vision of creating a strong, vibrant, diverse, livable and sustainable community.

- The Library will be a resource centre for the community providing access to a wide variety of information and resources in print, electronic and digital formats.
- The Library will promote literacy and life-long learning through its collections, programs and partnerships.
- The Library has a unique role with respect to the development of computer literacy skills and will continue to provide these programs.
- The Library has a role as a cultural institution and will continue to partner with individuals and organizations to bring cultural programming to the community.
- The Library will be an innovative and accountable organization.

SERVICE DELIVERY PRINCIPLES

The Library is guided by the following service delivery principles:

Accountability

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

Accessibility

The Library will continue to improve accessibility to its resources and services.

Creativity and Innovation

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

Facilities

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

Information and Literacy

The Library will provide 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 continue to anticipate and evolve its collections, programs and services to meet the needs of the community.

Partnerships

The Library will maintain and strengthen strategic partnerships that promote and enhance library services and benefit the community.

Service Excellence

The Library will provide timely, effective and courteous service.



“Access to knowledge is the superb, the supreme act of truly great civilizations. Of all the institutions that purport to do this, free libraries stand virtually alone in accomplishing this.”

*Toni Morrison,
Author, Professor,
Nobel Prize for Literature,
Pulitzer Prize for Fiction*

COLLECTIONS, PROGRAMS, SERVICES



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

*Barbara Tuchman,
Historian, Author*

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 relevant and inspiring collections that meet the evolving needs and expectations of the community.
- Increase the electronic and digital collections.
- Collect, preserve, provide access to, and showcase the Library's local history materials.
- Promote reference service and staff expertise through a customer focused model of service delivery.
- Assess all core and special events programming (literacy, life-long learning, skills development, art exhibits, performances, writing competitions, etc.) to ensure the programs meets the needs of the community.
- Offer a stimulating mix of author readings, book clubs, discussions, exhibitions, performances and other cultural events that reflect the cultural richness of the community.
- Continue to develop user education programs that teach customers how to access the Library's resources, particularly those in electronic and digital format. Offer information literacy training to promote informed use of Internet resources.
- Support customers with special needs by providing specialized equipment, materials and services.

INFORMATION TECHNOLOGY

The St. Catharines Public Library will implement technologies which will enable our collections and services to be accessed from within library buildings and from beyond our walls, 24 hours a day, seven days a week. The Library will pursue the following strategies:

- Redesign the Web Page to provide convenient, user friendly access to Library collections, programs and services.
- Develop relevant web, mobile and e-Content services.
- Continue to develop the delivery of collections and services through the Virtual Library. (e.g. online program registration, online meeting room bookings, instant messaging, reference forums, direct payment, online book clubs)
- Continue to deliver online self-paced user education and tutorials.
- Install adaptive technologies and related equipment on specified workstations to improve access for patrons with special needs. (e.g. ZoomText Magnifier/Reader Software, Dolphin Browser Software, ReadEasy+Digital Scanner)
- Maintain the technological infrastructure through a regular upgrade cycle for network and desktop equipment.
- Review Library Security Systems.
- Continue to use and to investigate platforms that provide opportunities for digital content creation and content sharing.
- Prepare a RFI for a new Integrated Library System.



"I'd be **happy** if I could think that the **role** of the **library** was **sustained** and even **enhanced** in the **age** of the **computer**."

*Bill Gates,
Entrepreneur,
Founder of Microsoft*

MARKETING, OUTREACH, PARTNERSHIPS



“The greatest gift is a passion for reading. It is cheap, it consoles, it distracts, it excites, it gives you the knowledge of the world and experience of a wider kind. It is moral illumination.”

*Elizabeth Hardwick,
Literary Critic, Novelist*

The St. Catharines Public Library will expand its marketing, outreach and partnership activities to increase awareness of the library’s collections, programs, services and facilities. The Library will pursue the following strategies:

- Review the marketing/communication plan identifying monthly and annual priorities for promoting services to both library users, non-users including newcomers and those with special needs.
- Continue to promote collections, programs and services (in print, online, via social media, etc.) Review current distribution lists, assess impact, identify gaps and modify accordingly.
- Promote the Library as a ‘gathering place’ for independent and group study, as a meeting place for community groups, and as a venue for cultural activities.
- Ensure the Library is represented at community events and participates in municipal, regional, provincial/national initiatives that promote literacy, life-long learning, as well as cultural and community building activities.
- Continue to approach the Boards of Education to promote: class visits to schools; customized training sessions for students and staff; and curriculum support.
- Investigate opportunities for mutually supportive partnerships with the City to integrate libraries into civic life. (e.g. Downtown Revitalization)
- Maintain beneficial partnerships and explore opportunities for new alliances that promote literacy, library services, cultural activities and the development of a sustainable community.

ACCOUNTABILITY, LEADERSHIP

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

- Review the Service Delivery Model to ensure maximum effectiveness and efficiency.
- Review departmental roles and activities, review the organizational structure and align resources to identified service priorities.
- Solicit customer feedback to set service priorities and identify opportunities for service improvements. Implement automated Library Satisfaction surveys.
- Maintain a skills inventory and develop staff expertise through ongoing training and career development opportunities.
- Update technology, facilities, capital and collection plans.
- Investigate the need for additional service points.

“Leadership and learning are indispensable to each other.”

*John Fitzgerald Kennedy,
35th President of the
United States*

FACILITIES

The St. Catharines Public Library will maintain and improve the Library’s facilities to ensure that they are accessible, comfortable, secure and welcoming environments. The St. Catharines Public Library will pursue the following strategies.

- Identify annual and long-term maintenance and equipment priorities, as per condition assessments reports.
- Develop a 5 year capital strategy to reduce the barriers identified in the 2012 Facility Assessment Design Standards report.
- Establish interior design principles to optimize the functionality and attractiveness of interior spaces.
- Continue to “Go Green” and demonstrate environmental leadership.
- Maintain the current branch network and investigate the need for additional service points including Library Kiosks.









ST. CATHARINES PUBLIC LIBRARY BOARD 2011 – 2014

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Anne Carruthers
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ST. CATHARINES PUBLIC LIBRARY MANAGEMENT STAFF

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Diane Andrusko, Manager Adult Information Services
David Bott, Manager Information Technology and Networks
Anna Chiota, Manager Branch Services
John Dunn, Manager ILS System and Technical Services
Ann McKenzie, Manager Children's and Community Services
Anne Penfold, Manager Circulation Services

The Strategic Agenda, Information, Innovation, Integration 2013-2015 was approved by the St. Catharines Public Library Board, on November 15, 2012.



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



ST. CATHARINES PUBLIC LIBRARY