

ST. CATHARINES PUBLIC LIBRARY

STRATEGIC AGENDA

ENRICHING OUR COMMUNITY

2016-2018



LIBRARY LOCATIONS



CENTRAL LIBRARY

54 Church Street, L2R 7K2

905-688-6103,

fax 905-688-6292

DR. HUQ FAMILY LIBRARY BRANCH

425 Carlton Street, L2M 4W8

905-934-7511

MERRITT LIBRARY BRANCH

149 Hartzel Road, L2P 1N6

905-682-3568

PORT DALHOUSIE LIBRARY BRANCH

23 Brock Street, L2N 5E1

905-646-0220

“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,
Philanthropist

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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.***

INTRODUCTION



“Reading and **writing** like everything else, **improve** with **practice** ...if there are no young readers and writers there will be no older ones. **Literacy** will be **dead** and **democracy** - which many believe goes hand in hand with it - will be dead as well. ”

Margaret Atwood
Novelist

In January 2016 the St. Catharines Public Library celebrated 128 years of continuous service. Its doors are open to everyone regardless of age, ability, education or economic status. The Library provides access to a world of information, to leisure materials and cultural resources. The Library promotes literacy (including technological literacy) and life-long learning by providing a wide variety of programs for all age groups. The library is also a community hub, a public space where individuals and groups can come to read, to study, to do research, to hold meetings and seminars, to interact and explore.

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: enhance access to existing collections; to provide access to online databases and downloadable resources; to provide online programs and reference services; to create a digital archive of local history material; and to improve operational efficiency. The Virtual Library Branch is a key component in the delivery of core services and is accessible 24/7 via a computer, smart phone, notebook or tablet.

The development of library services and achievements to date are as a result of an ongoing and responsive planning process. The goals of the *Strategic Agenda: Information, Innovation, Integration 2013-2015* have been achieved. Key objectives included the following: increasing programs for children, teens and adults; expanding the computer programs; introducing Maker programs; and creating online book clubs for adult and teens. The Library launched three new collections which included a video game collection as well as Zinio a downloadable magazine collection and 'Hoopla' a downloadable audiobook, ebook, movie and TV show collection. The Library also acquired the Ontario Genealogical Society Niagara Branch collection and introduced the Center for Equitable Access Service which provides resources to individuals with special needs. The Library developed an accessible website, upgraded and virtualized the server infrastructure, upgraded the fiber-optic network, and installed four state-of-the-art microfiche/film scanners. Hours of service were expanded to include Sunday service at the Dr. Huq Family Library Branch. During this period the Library continued

with accessibility and facility improvements. In 2015 the Library upgraded all the public seating and study tables at the Central Library.

The *Strategic Agenda: Enriching Our Community 2016-2018* builds on previous plans 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 responsive to the diverse needs of the community.

Library services will continue to be delivered through a network of welcoming, well-maintained, secure and accessible service points which include the Central Library, Dr. Huq Family Library Branch, Merritt Library Branch and Port Dalhousie Library Branch. The Central Library will house a resource collection and provide specialized programs and services. The need for additional service points will be reviewed. The Library will continue to develop relevant collections in a variety of formats including online and downloadable resources. The Library will continue to review and develop its literacy and life-long learning programs. The Library will maintain existing partnerships and explore new partnerships that will contribute to its program platform and benefit the community. In order to support current and new services the Library will maintain and build on its technological infrastructure. The Library will continue to encourage innovation and creativity and provide staff with ongoing skills development and training opportunities.

The St. Catharines Public Library is committed to providing collections, programs, services and facilities of the highest quality that will respond to changing and diverse needs and that will support the City's vision of creating a dynamic, innovative, sustainable and livable community.



“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**

MISSION, VISION



“Books were my **ticket out of a life of poverty** and manual labour.....I know this **early access to books** and **libraries** widened my horizons and **set me on the road** to a good education and fulfilling career.”

**James K. Bartleman,
Lieutenant Governor of
Ontario, Author**

Our Mission

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 Library is a cornerstone in the community which enriches and strengthens the cultural, educational and democratic life of the City.

The Library is a resource center providing access to information and works of imagination in a wide variety of formats that encourage the exploration of the broadest range of ideas.

The Library promotes literacy, reading, the pursuit of knowledge and life-long learning through its collections, programs and services.

The Library promotes information literacy and computer/digital literacy through its research skills development and computer programs.

The Library is an innovative and accountable organization and seeks partnerships that promote library services and add value to the community.

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 facilities.

Facilities

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

Innovation

The Library will continue to encourage innovation, creativity and best practices in the development of all library programs and services.

Information and Literacy

The Library will promote and facilitate access to a broad range of information and 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, evolve and implement collections, programs and services that will respond to diverse and changing needs.

Partnerships

The Library will maintain and develop partnerships that promote library services and benefit the community.

Service Excellence

The Library will provide timely, effective and courteous service.



“In the non-stop tsunami of global information, librarians provide us with floaties and teach us to swim.”

**Linton Weeks
Correspondent NPR
Digital News**

COLLECTIONS, PROGRAMS and SERVICES



“Libraries...symbolize freedom of expression, they promote literacy and reading and they provide both young and old with access to new worlds.”

**Roch Carrier.
National Librarian of
Canada, Author**

The St. Catharines Public Library will continue to develop collections, programs and services for all age groups that support their informational, educational and recreational needs.

The Library will pursue the following strategies:

- Continue to develop collections in a wide variety of formats that support information and research needs, build literacy skills, entertain, support education and respond to the diverse interests of the community.
- Collect, preserve and develop local history and special collections.
- Continue to build and promote the local history digital images database.
- Review and enhance electronic and digital collections.
- Serve members of our community with special needs by providing specialized materials, equipment and services
- Assess core programming for all age groups on an ongoing basis (literacy, life-long learning, computer and research skills development) to ensure they engage and address the needs of the community.
- Create programs and services for a full spectrum of customers.
- Continue to expand the information literacy and computer/digital literacy training programs.
- Offer a mix of author readings, book clubs, discussion groups, concerts, performances and exhibitions that reflect the cultural richness of the community.
- Provide knowledgeable staff to offer professional and personalized reference services.

PROMOTION, OUTREACH AND PARTNERSHIPS

The Library will promote its collections, programs and services, expand outreach initiatives and continue to build effective partnerships.

The Library will pursue the following partnerships:

- Review the promotion/outreach/partnership plan. Identify gaps and develop strategies for expanding promotion and outreach activities.
- Continue to promote collections, programs and services using a variety of methods and platforms including print, the website, traditional media, social media and other innovative technologies.
- Promote the Library as a community hub which provides space for independent and group study, meetings and seminars, concerts, art exhibitions, and other civic activities.
- Increase contact with educational institutions in order to promote the Library's resources, class visits, customized training sessions, homework help and children's and teen programs.
- Maintain, strengthen and explore partnerships that will enhance Library services, extend access to collections and promote the library as an information, research, literacy and cultural partner.
- Participate in municipal, regional, provincial and national initiatives that promote libraries and learning and that promote cultural and community building activities.



“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
Screenwriter, Novelist.

INFORMATION TECHNOLOGY



The St. Catharines Public Library will utilize advances in technology and telecommunications to expand and improve access to the collections and information resources, to provide online programs, to streamline services and improve the customer experience.

The Library will pursue the following strategies.

- Maintain and improve the technological and telecommunications infrastructure according to the multi-year Technology Plan which provides for the systematic upgrade of hardware and software.
- Implement an RFID security/inventory/collection management system, including hardware, software, maintenance, installation, and training.
- Continue to build the Local History Digital Archives and create exhibits for specified subject categories.
- Improve access to resources for patrons with special needs by creating a sound-proof room at the Central Library that will house specialized adaptive technologies and related equipment (Dolphin Browser Software, ReadEasy+ Digital Scanner).
- Maximize the use of the Library's website to: deliver reference services; provide access to digital collections; provide online programs and tutorials; solicit customer feedback; enable online program registration; and to promote all Library activities.
- Continue to develop the Virtual Library by implementing relevant web and mobile services (eg. Blue Cloud Visibility and Blue Cloud e-commerce).
- Continue to implement innovative customer focused communication technologies (eg. Video Chat) .

"In my view **investing** in **public libraries** is an **investment** in the **nation's future.**"

Bill Gates,
Entrepreneur
Founder of Microsoft

The Library will operate in a fiscally responsible manner and strive to improve efficiency and effectiveness in all library operations.

The Library will pursue the following strategies:

- Review the organizational structure, review departmental roles and activities and realign resources to support service priorities.
- Conduct environmental scans and solicit feedback from the community to identify opportunities for service improvements.
- Analyze library usage on an ongoing basis and tailor collection development, programs and services to respond to current and emerging needs.
- Invest in the development of staff expertise through appropriate training, skills development and career opportunities.
- Continue to seek staff input into the setting of priorities and development of collections, programs and services through their participation in standing and ad hoc service committees and working groups.
- Ensure financial planning processes support identified strategic directions.



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

Charles F. Kettering
Engineer, Inventor

FACILITIES



The St. Catharines Public Library will maintain and improve the Library's facilities to ensure they are accessible, secure and welcoming environments that appeal to people of all ages and facilitate a multitude of activities.

The Library will pursue the following strategies:

- Review condition assessment reports of all facilities and maintain a 5-year Capital Facilities and Equipment Forecast.
- Identify and address facility maintenance, equipment, accessibility and design priorities annually.
- Maintain the current Branch network which includes a Central Library and three Branches.
- Investigate the need for a library branch in West St. Catharines to be located preferably in a multi-purpose facility or a community hub.
- Explore the feasibility and value of providing library services through a book mobile and/or library kiosks.
- Continue to integrate green energy technologies in all library facilities.

Reading is to
the **mind**
what exercise
is to the
body.

Joseph Addison
Poet, Playright





ST. CATHARINES PUBLIC LIBRARY BOARD 2015 -2018

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**For more information about Library services
please contact your local branch or**

St. Catharines Public Library@
www.stcatharines.library.on.ca

or follow us on:
[Facebook.com/stcathlibrary](https://www.facebook.com/stcathlibrary) and twitter.com/stcathlibrary

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