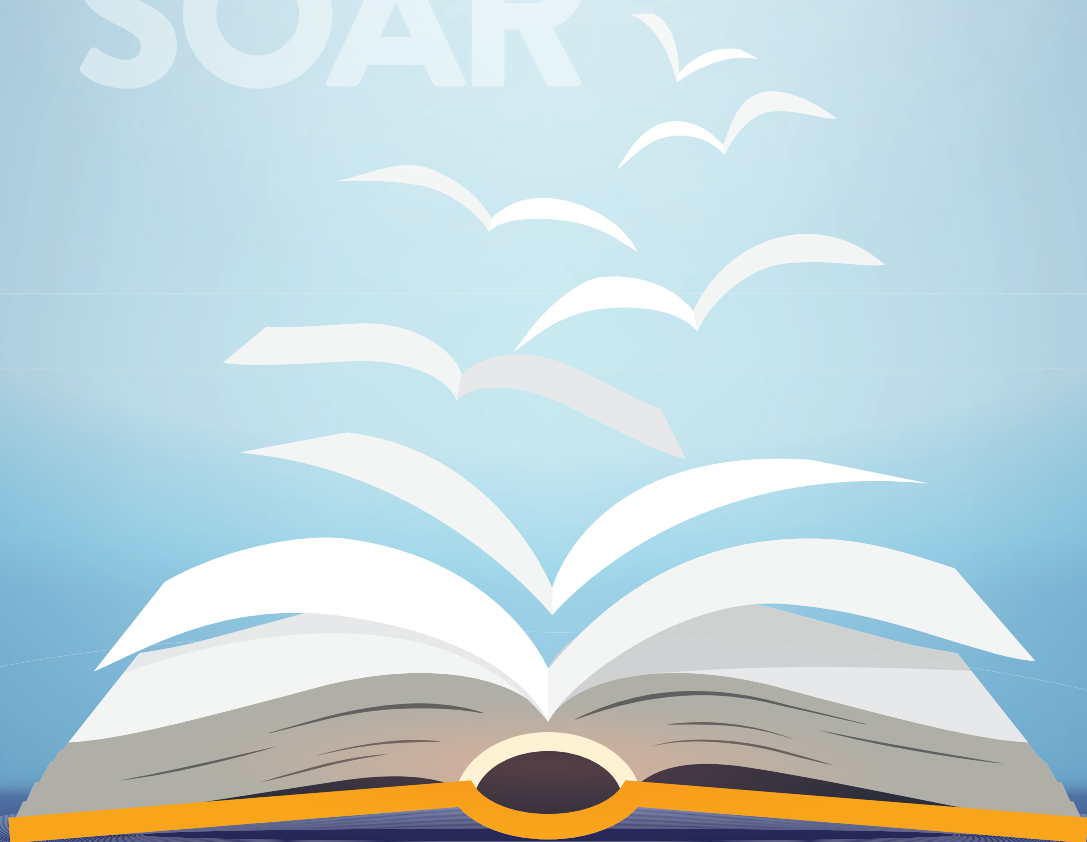


# CONNECT DISCOVER SOAR



BOOKS ARE JUST THE BEGINNING...



**Orangeville**  
**Public Library**

**STRATEGIC  
PLAN**  
2022-27

## Message from the Board Chair and CEO

We are proud to share our 2022-2027 Strategic Plan with you. This plan is a result of thoughtful and enthusiastic input from Orangeville residents, stakeholders, the Library Board and staff. We engaged with more than 1,500 people about their library use, needs and aspirations for the future.

The information we received from a community-wide survey, conducted in the summer of 2021, helped shape this plan. The results indicated that there is a high level of satisfaction with library programs and services, but you would like to see more technology, non-traditional collections, digital services and programs. You also expressed that we need to make the community more aware of all that the library has to offer and find ways to connect with people in neighbourhoods where they live. Lastly, we heard your strong desire to keep the Mill Street branch.

After reviewing all of your input, we have created five core values and three strategic directions to guide the Library Board in its decision-making going forward. Our vision is that the library will be a place for everyone to connect and discover, where learning and possibility allow each member to soar.

By following this new roadmap, we will deliver innovative and dynamic services that respond to the aspirations of our community. Our commitment is to build upon our customer-focused services, offer new technology and digital literacy programs, and create community spaces that are welcoming and inclusive.

Thank you to everyone who took the time to share ideas with us. With ongoing support from the community, library staff and the Town of Orangeville, your library will be a place for everyone to connect, discover, and soar. This is our promise for the future.



**Bill Rea**  
Board Chair



**Darla Fraser**  
Chief Executive Officer

## Books are just the beginning...

The Orangeville Public Library is integral to sustaining and enhancing the educational and cultural fabric of the Town of Orangeville and its surrounding communities. Our friendly, highly-trained staff provide excellent service to our visitors, engaging programming, and a myriad of enriching experiences. Dedicated to serving the needs of all residents, we are committed to providing a complete range of traditional library services, as well as access to new technologies and innovations. Our two locations are coupled with a dynamic online presence that together give our patrons access to so much more than just books. The Orangeville Public Library is a dynamic space for building and sustaining community, championing inclusivity, and encouraging literacy in all its forms - all while fostering a lifelong love of learning.







# Our Values

## Inclusivity

We support and protect accessible, equitable service that respects the needs and individual experiences of all - everyone is welcome.

## Curiosity

We encourage creativity and innovation by providing opportunities for the community to come together, explore and discover.

## Lifelong Learning

We foster a love of literacy in all its forms to advance awareness and build skills.

## Intellectual Freedom

We provide access to diverse expressions of knowledge and ideas that inspire freedom of thought.

## Trust

We act with integrity, accountability and transparency in our delivery of excellent service.



## Our Strategic Directions



### Connect

Create opportunities to build community through partnerships, championing inclusivity and equitable access for all.



### Discover

Ignite curiosity and boost discovery through life-long learning with books, technology, programs and dynamic spaces.



### Soar

Inspire our team to live our values and create memorable customer experiences so everyone can reach new heights.



**Orangeville**  
**Public Library**



# Connect

with people, ideas,  
and information



The library is a place to gather and make connections. We connect people to their community, to information and ideas, and to each other. Through diverse and collaborative partnerships, we will reflect the voices and evolving needs of our community. Our aim is to create an inviting, safe, and enjoyable space where everyone feels welcome.

## Goals

- Build community by connecting people to inspire learning and personal growth
- Uphold equitable access to information and services in a safe and welcoming environment

## Ways we will reach our goals

1. Champion inclusivity and promote community cultural expression
2. Enhance existing partnerships and develop new alliances
3. Expand opportunities for social interactions
4. Offer collections, programs and services that are responsive to community needs and interests
5. Support formal and informal learning and literacy development in all its forms
6. Encourage civic engagement and create pathways for access to community services

## Inclusivity

## Intellectual freedom

## You Spoke, We Listened

- Commit to retain and refresh 1 Mill Street as a library
- Additional programs, services and partnerships





# Discover

new ideas, new talents,  
new interests



The library will invest in new tools and equipment for hands-on projects, digital media creation, and learning new technology. Our aim is to provide endless opportunities for imagination, creativity, and fun.

## Goals

- Ignite curiosity with innovative technology
- Design welcoming and accessible spaces to inspire discovery

## Curiosity

## Ways we will reach our goals

1. Invest in tools and technology for hands-on learning
2. Create programming to teach digital literacy, spark creativity and encourage experimentation
3. Design a makerspace with a digital media lab
4. Modernize spaces to be flexible for group and individual learning
5. Plan for future library expansion in alignment with community growth
6. Provide an opportunity to borrow a greater variety of items including technology

## Lifelong Learning

## Survey Says...

Top four programs, services and resources important to you in the future:

- Online and digital offerings
- More passes and things
- Programming for school-age children
- Makerspace





# Soar to new heights



## Goals

- Cultivate a workplace culture that fosters creativity and innovation
- Promote awareness and visibility of the library and its role in the community

Stories are like wings; they help us soar into the experiences and ideas of others. But books are just the beginning. We want you to soar to new heights. We will empower our staff with the tools and skills needed to lift you up. Our aim is to offer opportunities for everyone to learn and grow.

## Ways we will reach our goals

1. Support continuous learning and implement a training strategy to develop skills
2. Create a plan to promote library services and their power to enrich and transform lives
3. Explore new service delivery options to bring the library into neighbourhoods
4. Seek opportunities to connect with the community where they are
5. Strong, effective governance will guide our actions with an emphasis on fiscal accountability and environmental sustainability

## Trust



## Survey says...

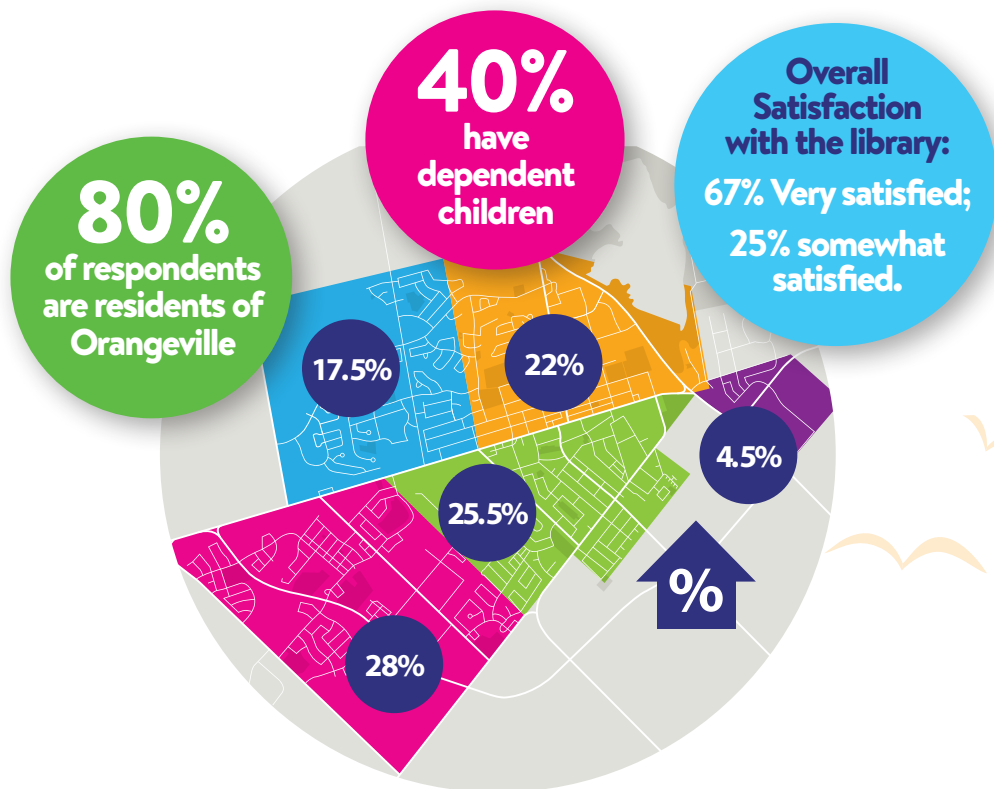
- Many people are not aware of the vast array of programs and services available at the library
- The main reason for infrequent or non-use of the library was that you are too busy and don't have enough time



# Your voice, Our future...

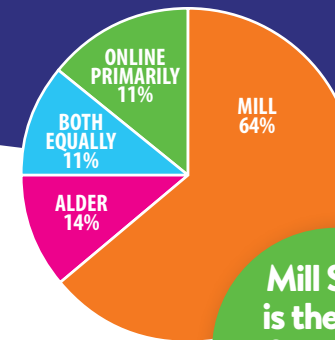
A community survey was undertaken in the summer of 2021 which garnered a response from **1,541 individuals**.

## Percentage of Respondents Within the Town Boundaries

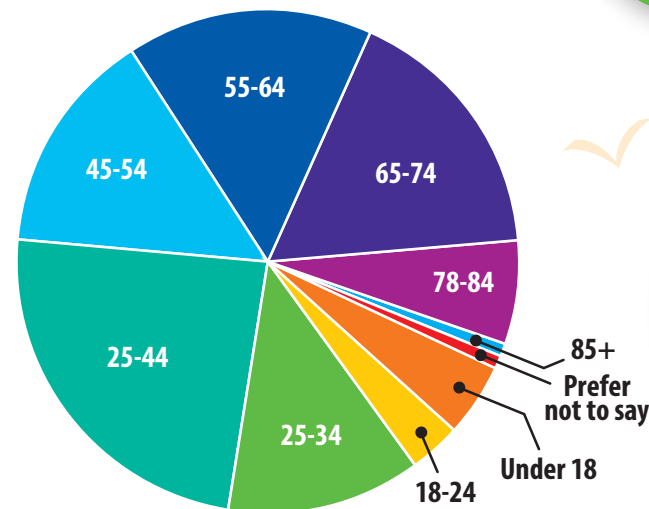


Top three actions that could increase your use of the library...

- 1 Offer new collections
- 2 Offer new programs
- 3 Improve the facilities



## Age of Respondents



Top five ways you get information about Library services

- 1 Library website
- 2 Library staff
- 3 Word of mouth/friends/family
- 4 Email newsletters
- 5 Local Newspaper

## Sliding Scale Survey Questions

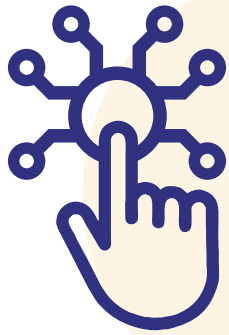
**50%**  
ALL ABOUT  
EVERYTHING

The community rated us right on the border of being all about everything vs all about books

**50%**  
ALL ABOUT  
BOOKS

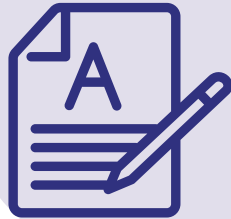


# Forms of Literacy



## Digital

Knowing how to use electronic technology and how to assess and apply knowledge gained from the digital world.



## Foundational

Knowing how to read, write, speak, listen, do math, and use reason and logic to make judgments.



## Environmental

Understanding our natural world and knowing the conditions that affect it.



## Financial

Understanding how finances work and applying them to your life; "having the knowledge, skills and confidence to make responsible financial decisions" (Government of Canada).



## Visual

Understanding how ideas and information are expressed and experienced through the arts; visually & musically.



## Informational

Knowing how to find, understand, evaluate, and share information.



## Intercultural

Know how to communicate and collaborate across cultures. The ability to understand and appreciate the parallels and differences between customs, values, and beliefs.



## Emotional

Knowing how to share your emotions effectively and build positive relationships with others.



## Civic

Knowledge of how to actively participate and effect change in the local community and society.



## Media

Knowing how to adapt to new communication formats - instant messaging, push notifications, wikis, online community, blog, or vlogs - and know how to choose the most effective medium for communication in any given situation.



### **Mill St. Library**

1 Mill Street  
Orangeville, ON  
L9W 2M2

### **Alder St. Library**

275 Alder Street  
Orangeville, ON  
L9W 5H6

Tel: 519-941-0610 | [orangevillelibrary.ca](http://orangevillelibrary.ca)



## **LIBRARY BOARD**

2019-2022 Term

Front Row: Sheri Marks, Patrick Neely, Shelley Bergant

Back Row: Councillor Grant Peters, Councillor Lisa Post (Vice-Chair), Bill Rea (Chair)



**Orangeville**  
**Public Library**