

Uxbridge & Zephyr Public Libraries Strategic Plan | 2015-2018

VISION

We envision our library as a community hub that brings together people, information, and ideas.

MISSION

We are a modern library that provides universal access in a welcoming and supportive environment.

We foster literacy, lifelong learning and intellectual freedom.

We honour our past, value our present and embrace our future.

VALUES

We value intellectual freedom and protection of privacy.

We value our role as a community hub.

We value literacy and lifelong learning.

We value inclusive access to information and ideas.

We value courteous and helpful service.

We value our heritage as a foundation for our future.

We value partnerships that encourage the pursuit of educational, cultural and recreational interests.

We value the changing needs of our community.

We value fiscal responsibility and organizational excellence.



**Uxbridge
& Zephyr
Public Libraries**

GOALS

1

OPTIMIZE FACILITIES

- Assess Viability of an Atrium
- Enhance Facility at Uxbridge
- Enhance Facility at Zephyr

2

STEWARD THE FINANCIAL AFFAIRS

- Maintain Financial Integrity
- Boost Facility Income
- Pursue Fundraising Opportunities

3

EXPAND COMMUNITY HUB

- Continue to Foster Partnerships
- Increase Library Usage
- Boost Communications and Marketing

4

DEVELOP AND PROMOTE WITH TECHNOLOGY

- Redesign Website
- Promote Online Services and Resources
- Promote Digital Literacy

Details

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GOALS	1 OPTIMIZE FACILITIES	2 STEWARD THE FINANCIAL AFFAIRS	3 EXPAND COMMUNITY HUB	4 DEVELOP AND PROMOTE WITH TECHNOLOGY
DEFINITION	<i>Space, place, services</i>	<i>Responsibility and stability</i>	<i>Centre of the community</i>	<i>All things digital</i>
PRIORITY A	1.A Assess Viability of an Atrium	2.A Maintain Financial Integrity	3.A Continue to Foster Partnerships e.g. Seneca College	4.A Redesign Website
ACTION ITEMS	i. Establish committee ii. Committee to draft project plan	i. Establish Financial Controls ii. Take Action	i. Continue to grow partnerships to enhance delivery of programs and services ii. Offer creative and innovative programs	i. Redesign website - next generation service experience ii. Craft and draw attention to the Virtual Library
PRIORITY B	1.B Enhance Facility at Uxbridge	2.B Boost Facility Income	3.B Increase Library Usage	4.B Promote Online Services and Resources
ACTION ITEMS	i. Determine and prioritize needs ii. Take action	i. Compare rental space rates within Uxbridge Advertise rental space ii. Compare Fee Structure to other Durham Region Libraries	i. Continue to grow partnerships within the Township ii. Explore ways to better serve homebound and visually impaired	i. Create promotion plan ii. Take action
PRIORITY C	1.C Enhance Facility at Zephyr	2.C Pursue Fundraising Opportunities	3.C Boost Communications and Marketing	4.C Promote Digital Literacy e.g. Training
ACTION ITEMS	i. Determine and prioritize needs ii. Take action	i. Establish Committee ii. Take action	i. Create a Plan through the Community Outreach Committee ii. Take action	i. Attend Workshops taught by Youth Intern/SOLS ii. Training for staff

Footnote: The goals are not in a priority order.