2024-2027

East Ferris Public Library Strategic Plan
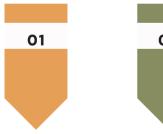
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Strategic Plan Summary 2024-2027

Mission: The East Ferris Public Library is committed to providing high quality services and resources to all community members. Through collaboration with the community and local groups, we offer collections, programs, recreational equipment, high speed internet and tech services all in a welcoming, non- commercial, safe and supportive environment.

Our vision is to create a sustainable, supportive, and collaborative environment that effectively meets the evolving needs of our growing and diverse community.

Strategic Directions

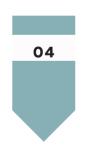**01** Community Engagement

02 Library Spaces

03 Digital Infrastructure and Collections

04 Community Development

Guiding Principles

Fiscal Responsibility

We responsibly manage the library, ensuring our budget aligns with community and library needs.

Service Excellence

We provide accessible, timely, knowledgeable, courteous, and fair service to our community, committed to meeting future needs.

Inclusivity

We prioritize a welcoming non-commercial, inclusive public space and valued community resources.

Listening and Collaboration

We cultivate opportunities for community engagement and collaboration.

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**Strategic Directions
Goals and Objectives**

01 Community Engagement

We will enhance community engagement with the library to drive our future success.

We will foster library ownership through volunteerism, offering flexible opportunities with training and support to engage our community as co-creators.

We will increase opportunities for community collaboration by enhancing and improving feedback methods.

We will empower community advocates and leaders by providing space and resources for collaborative vision-building.

02 Library Spaces

We will create spaces that meet the ever-changing needs of our community.

We will ensure a welcoming, safe, and accessible space by promoting inclusivity, improving physical accessibility, and designing comfortable environments suitable for various activities.

In assessing the expansion of our space, we will collaborate with the Municipality to assess feasibility, design, secure funding, and engage community voices and stakeholders.

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**Strategic Directions
Goals and Objectives**

03

Digital Infrastructure and Collections

We will serve diverse users with a robust collection and digital infrastructure.

04

Community Development

We will foster community development by offering resources, spaces and skills to support success and growth.

We will enhance our digital infrastructure by assessing needs, gathering feedback, providing training, and allocating resources for maintenance and upgrades.

We will boost support for local entrepreneurs by strengthening staff and technology, promoting existing resources, identifying gaps, and understanding community needs.

We will increase awareness of our digital resources through educational initiatives and active engagement.

We will support local artists, artisans, and craftspeople by establishing a dedicated space where they can exhibit their creations.

We will ensure a balanced and inclusive collection by identifying gaps and broadening user feedback methods

We will create opportunities to engage with people, and develop initiatives aimed at helping them learn about the area.
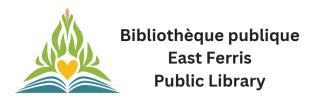
The East Ferris Public Library provides access to or arranges for the provision of access of accessible materials where they exist. We will provide information in accessible format or with appropriate communication supports upon request.

Action Plan

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Goals		Actions	Lead	Timing	Status
Community Engagement					
CE1 Cultivate a sense of ownership of the library	**CE1.1**	Review and modify volunteer onboarding process	CEO	Summer 2024	
	CE1.2	Create volunteer booking system	CEO	Fall 2024	
	CE1.3	Develop volunteer training plan	CEO	Fall 2024	
	CE1.4	Review recognition and appreciation methods for volunteers	CEO Board	Spring 2025	
	CE1.5	Review communication and recruitment methods for volunteers	CEO	Spring 2024	
	CE1.6	Establish and maintain a Friends of the Library	CEO Board	Summer 2025	
	CE1.7	Create donation recognition signage and page on website	CEO	Spring 2024	
	CE1.8	Assess feasibility of library branded merchandise	CEO	Summer 2025	

Action Plan

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Goals		Actions	Lead	Timing	Status
CE2 Empower community leaders and advocates	CE2.1	Establish and facilitate a youth forum	CEO	Summer 2025	
	CE2.2	Set up web page devoted to library FAQS	CEO	Winter 2024	
	CE2.3	Develop library welcome package for new members and residents	CEO	Spring 2026	
CE3 Increase opportunities to collaborate with the community on services and programs	CE3.1	Develop Board training plan	Library Board	Spring 2025	
	CE3.2	Inventory and diversify feedback methods	CEO	Summer 2024	
	CE3.3	Increase awareness about the various feedback channels available	CEO	Summer 2024	
	CE3.4	Facilitate community forums through town halls	CEO Board	Summer 2025	
	CE3.5	Create interactive mini-polls on socials, website and newsletter	CEO	Fall 2024	

Action Plan

Goals		Actions	Lead	Timing	Status
Library Spaces					
LS1 Provide welcoming, safe and accessible spaces	LS1.1	Review and update all policies to include inclusive language	CEO Board	Sping 2025	
	LS1.2	Conduct usage survey	CEO	Late summer 2025	
	LS1.3	Provide staff training to handle public interactions effectively	CEO	Spring 2025	
	LS1.4	Create a quiet space	CEO	Winter 2025	
	LS1.5	Improve physical accessibility	CEO	2026	
LS2 Assess feasibility of an expansion	LS2.1	Conduct feasibility study	CEO/CAO	TBD	
	LS2.2	Develop detailed design plans	CEO/CAO	TBD	
	LS2.3	Identify sources of funding	CEO Board	2027	

Action Plan

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Goals	Actions		Lead	Timing	Status
Digital Infrastructure and Collections					
DI1 Strengthen digital infrastructure	DI1.1	Inventory and assess current digital infrastructure - hardware/software	CEO	Fall 2024	
	DI1.2	Develop budget plan to support sustainable upgrades	CEO Board	Winter 2024	
	DI1.3	Get staff trained and up-to-date with public facing digital infrastructure	CEO	Summer 2025	
	DI1.4	Purchase Blue-tooth printer	CEO	Summer 2024	
DI2 Raise awareness and engage the community	DI2.1	Educate users on how to navigate and use digital resources	CEO	Fall 2025	
	DI2.2	Create how-to for the public	CEO	Summer 2025	
	DI2.3	Promote digital hardware/software	CEO	Summer 2025	

Action Plan

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Goals		Actions	Lead	Timing	Status
DI3 Offer and promote a well balanced and inclusive collection	DI3.1	Set up database fields to track genres easily	CEO	Spring 2026	
	DI3.2	Inventory and diversify user feedback methods	CEO	Fall 2024	
	DI3.3	Set up visual cues for patrons to identify genres quickly	CEO	Spring 2026	
	DI3.4	Inventory and promote our Library of Things	CEO	Spring 2025	
Community Development					
ED1 Augment and promote support for local entrepreneurs	ED1.1	Inventory and build technological capacity	CEO	Fall 2024	
	ED1.2	Build staff capacity	CEO	Winter 2024	
	ED1.3	Assess feasibility of a dedicated resource area	CEO	Summer 2025	
	ED1.4	Develop training opportunities for entrepreneurs	CEO	Fall 2024	

Action Plan

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Goals		Actions	Lead	Timing	Status
	ED1.5	Create info pamphlet for business owners	CEO	Fall 2024	
	ED1.6	Inventory and develop new ways to promote services to businesses	CEO	Summer 2025	
	ED1.7	Establish and facilitate a networking group for small business owners	CEO	Fall 2024	
	ED1.8	Create small business toolkit	CEO	2026	
ED2 Establish a dedicated exhibit space for local artists/artisans/craftspeople	ED2.1	Create an art display policy	CEO Board	Summer 2024	
	ED2.2	Set up discovery portal on the website	CEO	Summer 2024	
	ED2.3	Evaluate and improve display area	CEO	Summer 2024	
ED3 Create opportunities to learn about the area	ED3.1	Set up info page about our area on the website	CEO	Fall 2024	
	ED3.2	Create a welcome package for people new to the area	CEO	Fall 2024	