



Pickering Public Library



STRATEGIC PLAN
2019-2023



“Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has.”

MARGARET MEAD

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INTRODUCTION

Every four years, the Library Board undertakes a strategic planning process in partnership with the community. In 2018, the Board heard from over 800 stakeholders and residents and was able to reaffirm the community's support of the Library's mission which is to support lifelong learning for all.

Through this consultation, the Board developed insights into the aspirations and concerns of residents and discovered how Library service could best serve the community. While the Pickering Public Library is very successful in meeting the lifelong learning needs of residents, public consultation revealed four **major priorities**, which represent opportunities to expand and improve on its mission:

1. The Library could improve and expand opportunities to learn, primarily by focusing on its learning spaces, both physical and virtual, and on the client experience within these spaces.
2. Many residents would like to improve their finances. The Library can assist residents with their financial and employment goals by providing financial learning tools and programs, and by providing opportunities for entrepreneurs to learn from and collaborate with each other.

3. Residents expressed a desire for the Library to take a leadership role in celebrating the community's diversity and representing a culture of inclusion through the provision of its programs and services.

4. Finally, residents expressed a desire for a better state of health – both physical and mental. The Board felt that there was a role for the Library in providing services, programs, and collections which support the community's well-being goals.

The staff of the Pickering Public Library are creative, innovative, and dedicated to the public good. The Library Board is looking forward to discovering what new programs, services, and collections will arise over the next four years as they strive to achieve these priorities.

Sincerely,

John Sabean

John Sabean, Chair
Pickering Public Library Board

VISION

Pickering is a city where learning is promoted in all its forms and promoted as a force for improved personal, social, civic, and economic change.

The Library is the heart of the learning city.

MISSION

To provide equitable access to the resources and ideas that inspire lifelong learning and well-being.

OUR GUIDING PRINCIPLES

ACCOUNTABILITY

The Library is responsible to its citizens and stakeholders for actions taken and decisions made.

COLLABORATION

We facilitate collaboration and community partnerships which lead to increased community capacity and effective problem solving.

EQUITY

Equity of access means that all people have the Library resources they need—regardless of age, education, ethnicity, language, income, physical limitations, or geographic barriers; they are able to obtain information in a variety of formats and are free to exercise their right to know without fear of censorship or reprisal.

FUN

We provide service with a positive spirit and sense of fun.

COMMUNITY ENGAGEMENT

Our Library service is developed with community feedback, and active participation in decision making and service development.

INNOVATION

We encourage creativity, experimentation, and the generation of new ideas.

SERVICE EXCELLENCE

We provide trusted professional service that exceeds clients' expectations.

INCLUSION AND DIVERSITY

The Library has a responsibility to contribute to a culture that celebrates diversity and fosters social inclusion.

Our Strategic Goals

The following section maps out our goals for the next 5 years.

These priorities respond to the changing needs of Pickering residents and our visitors, and serve to improve the lifelong learning services that we offer the community.



STRATEGIC GOAL 1

Improve the Library Experience

The Library is an important gateway to learning and well-being and the community's experience of using the Library should be consistently excellent.

The Library is committed to ensure that the community is presented with an open, welcoming, and inspiring learning experience, whether inside the building, outside in the community, or online.

This means that the community will have the experience of feeling safe, respected and valued; Library services will be easy to use with transparent and fair policies; the community will be provided with helpful assistance and support; and, will be inspired by Library spaces

STRATEGIC GOAL 2

Support Financial Success

Financial literacy is imperative across all stages of life.

The Library is committed to being an educational hub, where people from the Pickering community can learn how to manage their personal finances. The Library also intends to be a space that supports a remote working lifestyle.

This means that the community will have access to programs, content, and resources free of charge or at minimal cost; will have access to experts and programming that will improve their financial literacy and knowledge; and will have support for their teleworking and entrepreneurial activities.

STRATEGIC GOAL 3

Lead Inclusion and Belonging

The City of Pickering is home to a variety of individuals, each of whom have perspectives, ideas, and contributions that are highly valued.

We will deliver Library service which celebrates and includes all cultures and includes all community members without discrimination based on race, national or ethnic origin, colour, religion, sex, age, or mental or physical disability.

This means that the Library will provide collections and services that actively celebrate and share our differences while exploring and sharing those issues that unite us.

STRATEGIC GOAL 4

Empower Community Well-being

Healthy bodies, minds, and families are essential to our ability to learn and grow.

The Library will deliver services aimed at improving our health literacy, and promoting our physical, emotional, and social health.

This means that the Library will provide quality collections, services, and programs which are designed to help all clients improve and maintain their physical health, their mental health, and their social connections.



**“ [The Library is] a
place for one, but
also for all.”**

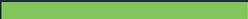
STAFF ONLINE SURVEY PARTICIPANT



A photograph of two elderly women laughing together. The woman on the left has short, light-colored hair and is wearing a light blue shirt under a white lace cardigan. She is holding a white teacup and saucer. The woman on the right has short, curly, light-colored hair and is wearing a floral patterned top. They are both smiling broadly and looking at each other. The background shows large windows with a view of greenery outside. The entire image has a blue tint.

**“We’re evolving into
a City and Library as
one unified unit.”**

KEY INFORMANT INTERVIEW PARTICIPANT



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**Better is
absolutely
possible.**

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