

Stratford Public Library

STRATEGIC PLAN
2019 – 2022



INTRODUCTION

Libraries are changing rapidly to meet the evolving challenges of the information economy, and SPL is no different.

The Library is proud of the work that's been done over the course of the last Strategic Plan 2013-2018, including the refresh of the interior spaces, the creation of the MakerSpace, a new philosophy of services, and re-energized staff.

We have been thrilled by the enthusiastic response; the community is using the services more than ever before.

We continue to be amazed at the wonderful range of outcomes – everything from success in new jobs and businesses to the forging of new friendships. And the importance of public libraries in creating these community connections is something that's only just beginning to be explored.

In 2018, the Library Board has recognized the need for a new, adaptable, flexible plan that is responsive to social and economic changes. During this strategic planning process, the Board has been very deliberate about developing strategies based on an in-depth community consultation, review of the external factors, and a forecasting process to test its goals against possible challenges that may arise in our disrupted world.

The Library is confident that the redefined goals in this plan will be pivotal in ensuring that our community's needs continue to be met. In the spirit of the original Mechanics' Institute of 1846, we hope that the Library will continue to be a place where people go to make their lives better, and where hope drives connections between people, education, and prosperity.

On behalf of the Stratford Public Library, welcome to the future!

Julia Merritt
CEO | Stratford Public Library

OUR MISSION

We are an equitable, safe, and welcoming community where everyone can explore, learn, create, connect, and be inspired.

OUR VISION

We are a place where hope and wonder fly.

We envision a library which connects people;
inspires learning, literacy, and curiosity;
and sparks change for a better community.

Ever. Wonder.



“ This is very socially minded. Stratford has some big challenges that are easy not to think about, but it feels like there is a lot of alignment around the Library as having a role in solving that. That’s a differentiator from other communities.”

PARTICIPANT IN STRATEGIC PLANNING SESSION

Our Strategic Goals

In the next four years,
Stratford Public Library will...

"I love the ease with which I can have access to books that thrill, entice, inform and entertain. When I moved to Stratford three years ago the Library was my first stop."

COMMUNITY MEMBER IN ONLINE SURVEY

STRATEGIC GOAL 1

Enhance User Experience with Empowering and Inclusive Programs

The Library will experiment with bold new ideas and methods to attract new visitors and improve visitors' experiences within existing and potential new Library spaces. The Library will continue to provide programs and services which empower users to build the inspiring and inclusive community in which they want to live.

STRATEGIC GOAL 2

Lead Global Change with the Local Community

The Library will continue to maintain a strong, positive connection to all members of the community and recognize each individual's influence on the Library. The Library will also proudly wear its role as a leader of change and convener of change makers. This will help to strengthen the Library's assertiveness in developing new connections with the community—to collaborate with local and global leaders and influence change within the community and beyond.

STRATEGIC GOAL 3

Firm Our Foundation of Resources and Staff

The Library will strengthen its physical resources and personnel in order to move forward and succeed with everyday projects. In particular, the Library will support and train a team of knowledgeable and highly skilled staff, which will position the Library as the community's first choice for learning, expertise, enjoyment of reading, and customer service. This will impact the Library's standing as a leader in the library and information services industry.

**This Strategic Plan has been developed collaboratively
with Stratford Public Library and Overlap Associates**

OVERLAP ASSOCIATES INC.

305 King Street West, Suite 1002,
Kitchener, Ontario N2G 1B9

**Better is
absolutely
possible.**

overlapassociates.com