CEO Workplan for 2024

The following objectives and actions are scheduled to be undertaken by the CEO and the senior management team in 2024.

STRATEGIC DIRECTION 1 ALIGN SPACE WITH DEMAND			
OBJECTIVE	ACTION ITEM	TIMELINE	STATUS
Develop solutions to address current space concerns	Staff Restroom Renovation project	Q3	
	Finalize and Implement 2024-2026 MakerSpace plan	Q1	
Investigate Future Space Options, both long and short term	Commitment or not on the Grand Trunk Community Hub	Q2	
	Investigate short term space solution	Q3	
	Hire, onboard, and coach a fundraiser / advocacy specialist	Q4	

STRATEGIC DIRECTION 2 REACH OUT AND BRING IN			
OBJECTIVE	ACTION ITEM	TIMELINE	STATUS
Raise Profile of SPL	Library Card Campaign to engage non-users	Q4	
	Creation and implementation of a Marketing Plan	Q2	
	Provide presentations to municipal council and other stakeholders	Q4	
	Determine economic impact of SPL with the Valuing of Ontario Libraries Toolkit	Q2	
	Reevaluate goals of the PLOW Van outreach program	Q4	
Welcome Newcomers to the Community	Partner in the Welcome to Stratford initiative	Q2	
	Outreach and Investigate partnerships with area newcomer groups	Q4	

DRAFT

STRATEGIC DIRECTION 3 LEAD GROUNDED PRACTICE			
OBJECTIVE	ACTION ITEM	TIMELINE	STATUS
Develop Diversity, Equity and Inclusion Strategies	Create a Diversity and Inclusion Policy	Q4	
	Provide staff training in diversity, equity and inclusion • Diversity & Inclusion database • Ryan Dowd • Indigenous Canada	Q4	
	Update SPL's Land Acknowledgement	Q2	
	Moccasin Identifier Installation	Q2	
Ensure all in the community feel welcome in the Library	Assess library space to ensure it is welcoming and inclusive	Q4	
	Assess library space for accessibility	Q4	
	Conduct a Diversity Audit on the collection	Q4	
	Implement Cognitive Care Kits	Q3	
Support the Municipality	Support priorities in the Stratford Climate Action Plan • Create SPL focused Action Plan	Q4	
	Support priorities in the Stratford Cultural Action Plan • Community Art • Lights On participation • Grow Wonder Pass collection	Q4	

STRATEGIC DIRECTION 4 BUILD SUSTAINABLE PARTNERSHIPS TO EXPAND CAPACTIY			
OBJECTIVE	ACTION ITEM	TIMELINE	STATUS
Leverage PCIN partnership for joint benefit of all partners	Investigate new ways to partner with PCIN partners to further our reach • Perth County wide reading program • Pilot database subscriptions with PCIN partners	Q4	
	Support the creation of the PCIN Strategic Plan	Q3	
Inspire collaboration with the community	Build community connections to expand outreach, programming, and service opportunities • Investigate opportunities for youth programing with SPCC	Q4	

Investigate sustainable funding	Seek sustainable funding sources for Snack Stop and Period Poverty initiatives	Q4	
	Creation of Donation and Fundraising Policies	Q4	
	Marketing Strategy for Donations	Q4	

STRATEGIC DIRECTION 5 INTENTIONALLY SUPPORT OUR TEAM			
OBJECTIVE	ACTION ITEM	TIMELINE	STATUS
Ensure Health and Safety of Staff	Revise the Customer Code of Conduct	Q1	
	Provide staff training • Mental Health First Aid	Q4	
	Conduct a Safety Audit	Q3	
Support work and learning by providing staff with appropriate resources	Update staff workstations and network equipment	Q4	
	Improve digital comfort levels among staff	Q4	
	Implement a new information services standard	Q4	

OTHER
TASKS
New Policies: • Video Surveillance Policy • Diversity and Inclusion Policy • Donation Policy • Fundraising and Gift Acceptance Policy • Annual Board Assessment