



## Strategic Plan

**Legal References:** Public Libraries Act, R.S.O. 1990

**Policy References:** LB 01 Mission, Vision, Values  
LB 03 Board Job Description  
LB 04 CEO Job Description

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Strategic planning is the process organizations use to identify their priorities, plan to achieve them, and hold the Chief Executive Officer (CEO) accountable for results.

### 1. Planning Process

- 1.1. The Stratford Public Library will develop a new strategic plan every five years, and more often should changing circumstances demand it.

### 2. Community Consultation

- 2.1. When developing and reviewing the strategic plan, the CEO will ensure that consultation takes place with staff, customers, the CAO and Mayor and Council of the City of Stratford, and the broader community.

### 3. Periodic Review of the Plan

- 3.1. The Board will review the strategic plan on at least two occasions during its term – once at the beginning of the term, and again at the end of the term.
- 3.2. The Board will receive a report from the CEO at each regular meeting on the progress being made towards achieving elements of the plan.
- 3.3. The CEO shall provide the Board and the community with an annual summary report on the implementation of the strategic plan. This report shall include the progress made on each element of the plan, indicators of success, challenges to achieving outcomes, and next steps.

## Current Plan

The Strategic Goals of the Stratford Public Library Board, for the period 2019-2022, are:

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 space. 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.

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.

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.