

# STRATEGIC PLAN



2022 - 2025

 Trent Hills  
Public Library

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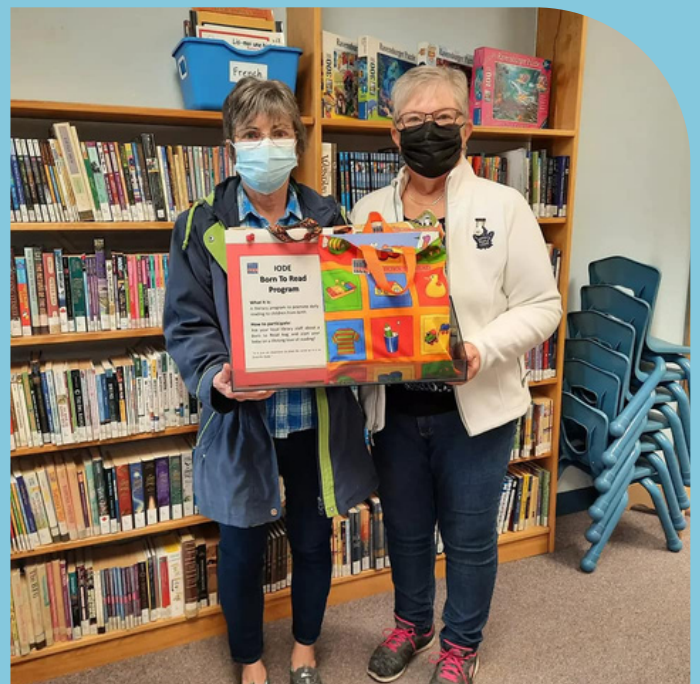


# Mission Statement

The purpose of our local public libraries is to serve all of the citizens of Trent Hills Municipality by offering services, resources and facilities to meet their informational, educational, cultural, recreational and technological needs at a reasonable and effective cost. Optimum access to library materials and resources will allow individuals and groups of every age, education, philosophy, occupation, economic level, ethnic origin and human condition to pursue their self-defined aims.

# Vision Statement

The Trent Hills Public Library offers an attractive, inviting and accessible environment where patrons come to be informed and engaged in their community. Trent Hills Public Library excels at enhancing patron service innovatively, through technology, outreach and social media.



# Values

Intellectual Freedom, Learning, Community, Innovation, Accessibility, Service.

**Intellectual Freedom:** We believe in a person's fundamental right to freedom of thought, beliefs, opinion and expression. We have a responsibility to promote, support and defend this principle.

**Learning:** We encourage personal development and support pre-literacy and literacy skills through programming.

**Community:** We nurture civic engagement as a community hub where connections are made.

**Innovation:** We meet the evolving needs of the community by exploring new ideas and services.

**Accessibility:** We create inviting, inclusive and safe environments within THPL branches for all citizens to enjoy. Our branches reflect the varied needs of our patrons – from vibrant and collaborative to quiet and individual.

**Service:** Our goal is outstanding service delivery as we refine and enhance THPL services.



# Goal 1: Bridging the Digital Divide Through Learning, Discovery, and Creation

THPL will inspire learning, discovery and creation by providing collective access to tools, emerging technology and support services designed to help people develop digital literacies.

**Action 1:** Offer group and one-on-one technology help, training, and expertise programs to promote digital literacy and inclusion.

**Action 2:** Introduce media lab equipment, with associated programs and training.

**Action 3:** Introduce makerspace equipment, with associated programs and training.



**Action 4:** Launch a Wi-Fi hotspot lending program for patrons without home internet access.

**Action 5:** Have charging stations available at each branch.



# Goal 2: Building A Resilient Community Through Connection

**Foster a community of informed, engaged lifelong learners by providing opportunities that support social inclusion, personal development, employability, and civic engagement through innovative programs, partnerships, and enhanced collections.**

**Action 1:** Develop and expand innovative partnerships that support the lifelong-learning interests of patrons; prioritize community partnerships when planning programs.

**Action 2:** Offer innovative programming based on the evolving needs of the community; expand access by offering a combination of in-person and virtual events.



**Action 3:** Offer new and diverse collections, including non-traditional circulating items (i.e. 'the Library of Things'); connect collections to programming initiatives.

**Action 4:** Offer cognitive care kits to help individuals with varying levels of cognitive decline; associated programs and training will help family and caregivers to offer support.

## Goal 3: Building Awareness and Engagement

**Raise the awareness of THPL and the resources available to the community through new and evolving technology and marketing tools.**

**Action 1:** Enhance website usability, incorporating feedback from patrons and Library staff; streamline the user experience by making it easier for patrons to access the catalogue, digital resources, and registration for programs and events.

**Action 2:** Launch and promote the new THPL Solus BLUEcloud Mobile app.

**Action 3:** Launch and promote the new patron-facing BiblioCommons catalogue.

**Action 4:** Expand the use of video as a marketing tool; integrate with media lab equipment.

**Action 5:** Launch an E-newsletter with information on THPL programs and services.





**[trenthillslibrary.ca](http://trenthillslibrary.ca)**

