



WATERLOO PUBLIC LIBRARY

TRANSFORMING UNDERSTANDING

STRATEGIC PLAN

2018 - 2021

Waterloo
PUBLIC LIBRARY

OUR AUDACIOUS GOAL

Our audacious goal is to be a transformational force in the development of Waterloo and its citizens.

OUR PURPOSE

Our purpose is to fulfill the multiple literacy needs of our community.

At the Waterloo Public Library, we are thrilled to embark on the next chapter of our Strategic Plan, **"Transforming Understanding"**. The 2013 - 2017 phase of this plan brought many innovative ideas to life as we embraced and celebrated our role as a driver of transformation within the city. We look forward to building on our successes and taking **"Transforming Understanding"** to the next level for 2018 - 2021.

As we look ahead to the future, we anticipate great things, including the opening of a new East Side Branch Library. This plan identifies more ways in which we can best serve our customers, providing not only the programs and services they have come to expect from WPL, but introducing new and exciting opportunities for exploration, creativity and growth.

The DIRECTIONS outlined in this plan showcase our focus that keeps the needs of our customers at the forefront and ensures that WPL continues to be an inclusive place for all. We know that the library plays many roles in our community - neighbourhood anchor, creative catalyst, opportunity provider - and we take great pride in the work that we do.

At WPL, the possibilities certainly are endless.

Laurie Clarke
CEO, Waterloo Public Library



DIRECTION ONE

LIBRARY AS SPACE AND PLACE

GOAL

The Waterloo Public Library will foster inclusion and understanding through the library's place in the public realm.

OBJECTIVES

- Build on the success of creating beautiful public spaces that attract a diverse population
- Contribute to social cohesion
- Recognize the library as a 'neighbourhood anchor' where people connect through formal and informal means
- Embrace our role as a place that welcomes and deepens the experience of life together in a community

EXAMPLE INITIATIVES

- Create an East Side Branch Library Strategy
- Develop a strategy in consultation with the Indigenous community to highlight Indigenous resources and relationships
- Create more opportunities for customer connections through a "board game lounge"
- Refresh community display areas at Main Library
- Add outdoor chess tables at Main Library
- Investigate creating a "quiet zone" at Main Library
- Implement "Book a Librarian" program where customers can receive one-on-one assistance with projects like: getting started on creating a family tree, applying for a passport, etc.
- Create more opportunities for adult social gatherings

DIRECTION TWO

LIBRARY AS A CATALYST

GOAL

The Waterloo Public Library will spark connection, inspire collaboration and take literacy to the next level.

OBJECTIVES

- Expand on the success of programming and outreach, continuing to bring people together in new ways
- Build on our innovative, award-winning literacy programs and provide amplified opportunities for learning and growth
- Expand on partner collaborations which enhance impact, optimize engagement and deepen connections

EXAMPLE INITIATIVES

- Create a middle childhood literacy strategy to build upon the successful EXPLORE PLAY LEARN program
- Continue to offer digital learning programs including incorporating digital resources (Lynda.com & Gale) in program offerings to create a group classroom experience
- Continue to expand partnerships with organizations focused on services for senior citizens
- Offer programs to support local writers
- Explore grant opportunities to host an "Expert in Residence"
- Work with guilds, artists and galleries to provide art and music programs
- Investigate partnership opportunities with UpTown Waterloo businesses & organizations
- Create a digital library card to provide quick access for customers solely using the Digital Library
- Launch 2-year pilot program to offer mobile Wifi hotspots for lending at the McCormick Branch

DIRECTION THREE

"OF COURSE, THE LIBRARY!"

GOAL

The Waterloo Public Library and its staff will foster delight, creating a community narrative that declares "of course, the library!"

OBJECTIVES

- Expand the ways in which we communicate and interact with library customers and link their interests to opportunities
- Build on the development of our staff as knowledgeable and ready to respond
- Celebrate our shared successes and embrace our role as a transformational force in Waterloo

EXAMPLE INITIATIVES

- Focus on the customer experience by employing user-centred design principles
- Implement a Customer Relationship Management (CRM) system to provide new customers with a Welcome Package and more targeted messaging for programs and resources
- Expand the Narrative of Tech staff training program, broadening the scope to further develop excellence in library services. This includes "outside the box" experiential training opportunities.
- Implement a staff intranet to further encourage information sharing & staff development
- Deploy a new, user-friendly events calendar
- Enhance marketing initiatives to further demonstrate the breadth of unique programs and services WPL offers

LIBRARY BOARD

Karen Covello | Board Chair

Dawn Charlton | Vice Chair

S.S. Ahmad | Rachel Harder

Kelly McManus | Frank Mensink | Idrisa Pandit

John Strong | Councillor Diane Freeman

Main Library
35 Albert St.
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John M. Harper Branch
500 Fischer-Hallman Rd. N
Waterloo ON
N2L 0B1

McCormick Branch
500 Parkside Dr.
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Waterloo
PUBLIC LIBRARY

Endless Possibilities