



# **Building a Better Library**

**2018 – 2021  
STRATEGIC PLAN**

**SMITHERS PUBLIC LIBRARY  
STRATEGIC PLAN 2018 – 2021**

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**Introduction**

The Smithers Public Library and the Smithers Public Library Board seek to provide high quality, effective and efficient services to the residents of Smithers and the Bulkley Valley. The Library staff and the Library Board have prepared this Strategic Plan to identify priority actions and tasks to assist in focusing efforts, time and resources to satisfy client expectations and demands. It is anticipated this plan will ensure the Library meets the ever-changing interests and roles of our Library in today's modern world.

This Plan consists of Vision and Mission statements which provide broad, concept-level direction for advancement of the Library. These are followed by five goal statements with identified action and task statements that enable and empower the delivery of quality, in-demand services.

**MISSION**

The Smithers Public Library is an inclusive community gathering place dedicated to literacy, lifelong learning, inspiration, and discovery.

**VISION**

The Smithers Public Library improves the human experience within our community.

**GOAL: New Library**

**Goal:** To continue to advocate and lay the ground work for a new library.

**Action:** Confirm Partners and work on sharing agreements.

- **Task:** Solidify who will partner around the new library.
- **Who:** Building committee      **When:** Ongoing

**Action:** Actively participate in concept design.

- **Task:** Be proactive in engaging with design process.
  - **Who\*:** Building committee      **When:** Ongoing
- \*Staff provide input

**Action:** Ascertain costs and obtain funding

- **Task:** Cultivate relationship with potential funders.
- **Who:** Board      **When:** Ongoing

**Action:** Gather community support for new library.

- **Task:** Promote new library with community members.
- **Who:** Board, Director, Staff      **When:** Ongoing

## **GOAL: Diversity and Inclusivity**

**Goal:** To increase diversity of our board, staff and patrons.

**Action:** Explore creating new policies and/or positions to further diversify board and staff.

- **Task:** Initiate discussion with Town of Smithers.
- **Who:** Chair of Board, Director      **When:** Fall 2018

**Action:** Outreach to under-represented groups.

- **Task:** Contact Gender Sexuality Alliance at Smithers High School.
- **Who:** Staff      **When:** March 2018
  
- **Task:** Investigate pathways to provide programs such as sensory story times.
- **Who:** Staff      **When:** Summer 2018

## **GOAL: Staff Capacity**

**Goal:** To optimize staff capacities.

**Action:** Prioritize staff activities by analyzing current workload realities.

- **Task:** Complete analysis (one-on-one interview; staff meetings) and report to board.
- **Who:** Director, Staff      **When:** By Fall 2018

**Action:** Seek funding or re-allocate funds to meet priorities.

- **Task:** Make decisions based on strategic priorities and analysis.
- **Who:** Board and Director      **When:** Early 2019

## **GOAL IV: Underserved Groups**

**Goal:** Increase service delivery to underserved groups.

**Action:** Continue to develop programs for teens and seniors.

- **Task:** Continue seeking funding for teens.
- **Who:** Director, Board and Friends of Library      **When:** Immediate priority

**Action:** Identify which groups of people we are not serving.

- **Task:** Consult with library patrons.
- **Who:** Director, Staff, Board      **When:** Summer 2018 + ongoing
  
- **Task:** Consult with non-users via community outreach events and service org. interviews
- **Who:** Director      **When:** Ongoing
  
- **Task:** Explore re-allocation of resources to serve identified group.
- **Who:** Director, Board      **When:** Fall 2018

## **GOAL: Technology**

**Goal:** To increase efficiencies with technology.

**Action:** Organize technological priorities.

- **Task:** Create a ticket program.
- **Who:** Staff, Director      **When:** Spring 2018

**Action:** Increase staff skill and confidence in use of technology.

- **Task:** Incorporate tech training session within staff meetings
- **Who:** Director, Staff      **When:** Summer 2018

**Action:** Increase the ease of use of technology.

- **Task:** Provide board with cost analysis for upgrading equipment.
- **Who:** Director, Staff      **When:** Fall 2018
  
- **Task:** Continue to investigate funding for more computer tutor hours.
- **Who:** Director, Board      **When:** Summer 2018

## **CONCLUSION**

The Smithers Public Library Strategic Plan is intended to assist in focusing time, effort and resources to ensure the best possible delivery of services. The Plan will be reviewed periodically to ensure that tasks are being completed in a timely manner and to accommodate any unique circumstances that may arise. It is anticipated that this Plan has a three-year term and will be reviewed and renewed in early 2021. In summary, it is anticipated that with a sense of focus,

timing and priority the Smithers Public Library can satisfy the many diverse interests of its patrons.