



# **Building a Better Library**

**2018 – 2021  
STRATEGIC PLAN**

*Amended January 15, 2020*

**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: 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

## **GOAL: Global Warming Response**

**Goal:** To become an excellent source of information to our community regarding Global Warming.

**Action:** To identify and deliver a variety of public learning opportunities that informs patrons how to mitigate and adapt to Global Warming in an effort to reduce its negative impacts.

- Task: To continue seeking opportunities for programs and events which educate the public about aspects of Global Warming and mitigation strategies.
- **Who:** Staff **When:** Ongoing

**Action:** To maintain a topical and current collection of material regarding Global Warming.

- Task: To evaluate and update the collection regarding Global Warming to ensure that it is relevant and current.
- **Who:** Library Director, Staff **When:** Ongoing

## **GOALS: Advancing Truth and Reconciliation**

**Goal:** To provide information to help facilitate reconciliation in our community.

**Action:** To maintain a current collection of information regarding all aspects of Truth and Reconciliation and provide opportunities to raise awareness.

- Task: To actively collect a variety of non-fiction and fiction materials in various formats for all ages representing the history, perspectives and cultures of Indigenous people.
- Task: To create opportunities for information-sharing regarding historical injustices and Truth and Reconciliation to build understanding, respect and dignity among community members.
- **Who:** Library Director, Staff, suggestions from patrons and Indigenous people.  
**When:** Ongoing

**Goal:** To increase awareness on the part of Library staff and Library Board regarding the principles of Truth and Reconciliation and Indigenous history and culture.

**Action:** To provide training regarding Truth and Reconciliation in a timely manner.

- Task: To investigate, identify and implement training opportunities.
- **Who:** Library Director, Staff, Board. **When:** As soon as is practicable and ongoing

**Goal:** To maintain a Library that is welcoming to Indigenous community members.

Action: To consider opportunities to reflect Indigenous culture in the Library.

- Task: Ongoing
- **Who:** Library Director, staff

## **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.