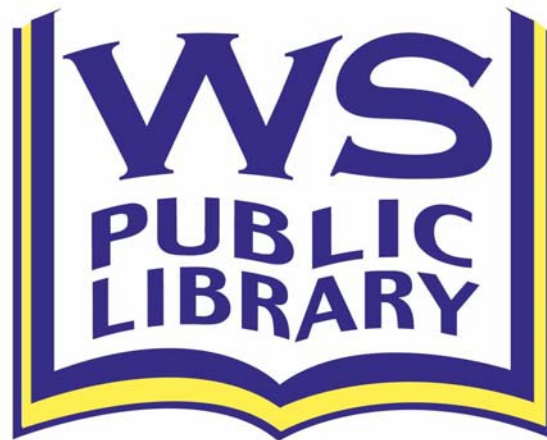


**WHITCHURCH-STOUFFVILLE
PUBLIC LIBRARY**

2010-2012 STRATEGIC PLAN



Introduction

Whitchurch-Stouffville has a proud heritage. In 1804 Abram Stouffer, a Pennsylvania Mennonite, became one of the area's first residents. Stouffville was an important lumber and agricultural centre within Whitchurch Township and became the home of many grist and saw mills, attracting commercial activity and small service industries. Stouffville Village was incorporated in 1877, shortly after the arrival of the Toronto and Nipissing Railway. Re-alignment by the Province of Ontario in 1971 created the new Municipality of Whitchurch-Stouffville.

Whitchurch-Stouffville Public Library

The Whitchurch-Stouffville Public Library dates back to 1877 when it was first established in Allan's Jewellery Store. The Library then became known as the Mechanic's Institute and for a time was located in the old Municipal Building at the clock tower. It became a free public library in 1899. The first permanent library was built in 1923 at 7 Main Street East, through a grant from the Carnegie Foundation. The Library moved to a storefront in 1974 and then to 6240 Main Street in 1977. The Library celebrated its 100th birthday on February 17, 1999. The Lebovic Leisure Centre was constructed in 2001 at 30 Burkholder Street, a facility now occupied jointly by the Department of Leisure Services and the Library.



Vision Statement

The Whitchurch-Stouffville Public Library strives to be a vibrant community place with services attuned and responsive to the needs of the population and with knowledgeable and friendly staff who work to enhance the lives of the residents of Whitchurch-Stouffville.

Mission Statement

The Whitchurch-Stouffville Public Library serves the members of the public in their leisure, informational, and cultural quests and provides a community place for the sharing of their creativity, their joy of reading, and their life-long learning interests.



Roles

1. As a popular materials centre

The library features current, high demand, high interest materials in a variety of formats for persons of all ages.

The library promotes and encourages the use of its collection.



2. As a pre-schooler's door to learning

The Library encourages young children to develop an interest in reading and learning through services for children, and for parents and children together.



STRATEGIC DIRECTION A

Enhance the library's programs and services

- Develop collections to meet the needs of our growing community.
 - Increase size and scope of multilingual collection
 - Increase size of multi-media collections
- Keep up-to-date with technology.
 - Phase in a library presence on social networking software (ie Facebook)
 - Add different formats –ie Playaway Audiobooks
 - Offer an online story time on the web site
- Offer programs consistent with our roles as a Popular Materials Library and a Pre-Schooler's Door to Learning.
 - Increase program offerings for ages 6 mos – 6 yrs
 - Maintain established adult programs
- Ensure that the Library keeps up-to-date with the current Accessibility for Ontarians with Disabilities Act (AODA)
 - Provide requisite staff, Board, and volunteer training
 - Keep abreast of communications requirements

STRATEGIC DIRECTION B

Strengthen the Library's profile in the community

- Implement a targeted marketing plan.
 - Develop “branding” for the Library
 - Reinstitute visits at local schools –target 1 grade
 - Promote class visits to the Library
 - Promote visits from daycares to the Library
 - Increase use of WhiStleRadio
 - Distribute 2010-2012 Strategic Plan
- Build strategic partnerships with other community organizations.
 - Increase use of school newsletters to promote programs
 - Make use of daycares to distribute program information
 - Promote Board networking to increase Library visibility in the community
- Participate in community events.
 - Continue participation in Inside W/S
- Engage the community as users and as a resource.
 - Encourage community members to implement and deliver programs

STRATEGIC DIRECTION C

Establish a long-term service plan

- Identify priorities to manage physical space.
Investigate space limitations for expansion of current location
Identify other possible locations
- Balance human resource levels with community priorities.
Explore personnel requirements for the long term
Survey other library organizational models

STRATEGIC DIRECTION D

Develop an on-going resource plan

- Develop a plan to secure appropriate funding for the long-term
Investigate funding in similar-sized communities
Propose a viable formula for WSPL
Promote and highlight CanadaHelps on current web site
- Explore fundraising/sponsorship possibilities.
Investigate local sponsorship for Summer Reading Program

STRATEGIC PLAN COMMITTEE MEMBERS

Deborah McNeely
Janet Reid
Maurice Smith
John Relph – Library Board Chair
Carolyn Nordheimer James – Library CEO

WHITCHURCH-STOUFFVILLE PUBLIC LIBRARY BOARD

John Relph – Chair
Linda Cundari – Vice Chair
Deborah McNeely
Janet Reid
Maurice Smith
Carol Morin
Susanne Hilton – Council Representative
Richard Bartley – Council Representative
Mayor Wayne Emmerson