

2014 - 2017 Strategic Plan





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WHISTLER PUBLIC LIBRARY 2014-2017 STRATEGIC PLAN

We wouldn't take a journey without a map...

Whistler is a community unique from so many others in the region, with its dramatic geography, the robust diversity of an international resort destination, and a local population of creative and independent thinkers. As a mountain community we celebrate and embrace the opportunity to be a place like no other. It goes without saying that a place as special as this deserves a special library.

Nine months ago the Whistler Public Library embarked on a journey to learn how our community felt about the library. We started on an important day, April 14th, 2013, when the community celebrated the reopening of the library on Sundays. The engagement exercise was simple, but in the end it left us with a stunning visual reminder of how the library made people feel and the things they valued most. "The Flag Project" as it was called, showed us that when it came to the future that the physical environment and collections were the library's most valuable assets.

The exercise that followed was a formal closed-ended survey which added a layer of subjective structure to the more free-formed flag project. 225 people contributed to the survey that showed us that 99% of our patrons valued our collections, closely followed by our programs for youth. In addition, we learned that 56% of our patrons were seeking our advice on what to read next.

With community input in hand, the individual groups that make up our library "family" met to review the community's feedback and lend their voices to the strategic process. The library Staff, Board of Trustees and Senior Managers of the RMOW looked at the library's current program, resource, and collaborative assets to assess what could be improved, what we could leave behind, and what was missing while looking through the lens of our users and non-users.

On a beautiful day in September the three groups came together to begin building the framework that would map our journey for the next three years. In our coming together we reexamined our Vision, Mission and Values. We looked at what innovators are doing to meet their community's need in unexpected ways. We laid the ground work for strategic direction in each of our core service areas. In the end each of us understood that change for libraries is going to be inevitable and we agreed that having this map would be necessary for continuing to adapt to that change while reminding us that we exist to serve Whistler.

With this in hand we celebrate a journey that started in 1985 in the basement of Municipal Hall and appreciate each step as we continue on our way. On behalf of the library Staff, Trustees and RMOW, I am delighted to share the 2014-2017 Strategic Plan.

Thank you to everyone who participated!



WHISTLER PUBLIC LIBRARY OUR VISION, MISSION & VALUES

VISION

Inspire wonder

MISSION

A free place that enriches this community with relationships, resources, and engagement while providing library service that is unique to Whistler

VALUES

Barrier-free

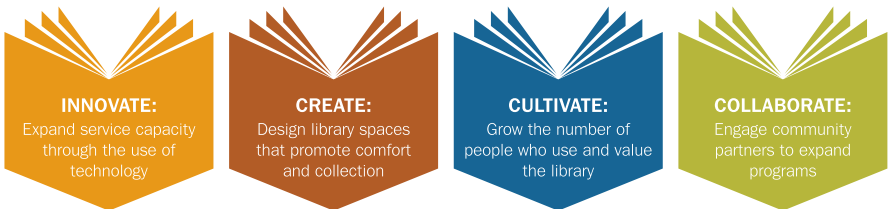
Service-oriented

Responsible

Community-driven

Responsive

WHISTLER PUBLIC LIBRARY STRATEGIC PRIORITIES 2014-2017





INNOVAT

INNOVATE: EXPAND SERVICE CAPACITY THROUGH THE USE OF TECHNOLOGY

SERVICE:

Improve our community's ability to self-serve so time or constraints of the building no longer pose a barrier to service.

PROGRAMMING:

Expand opportunities for both formal and informal learning through the use of technology.

TECHNOLOGY:

Put in place library infrastructure to support increasing technology needs of the community.

HOW?

Upgrade our current systems to utilize eCommerce enabling patrons to pay online or through self-check.

Identify vending technology that would offer resources at an alternate location.

Automate systems that typically need staff intervention.

HOW?

Partner to offer in-person and online learning opportunities.

Offer access to resources that might otherwise be inaccessible to most patrons.

HOW?

Employ dedicated library IT staff to support design and implement library technology resources.

Improve staff training on existing resources.

Improve existing technology capabilities.



IN



INNOVATE: EXPAND SERVICE CAPACITY THROUGH THE USE OF TECHNOLOGY

FACILITY:

Adapt current spaces to correspond with the way technology is being used by our patrons.

COLLECTIONS:

Create accessibility across our community by circulating technology tools and resources.

HOW?

Move away from desktop computing to technology that is mobile and allows for collaborative work or more private individual work.

HOW?

Circulate eReaders, iPads, and other mobile devices that will encourage patrons to use our online resource.

Seek value-added resources and software for circulation.

NOVATE





CREAT

CREATE: DESIGN LIBRARY SPACES THAT PROMOTE COMFORT AND COLLECTION

SERVICE:

Reinvent our service areas to mirror library values: Barrier-free, engaged, efficient, responsible.

PROGRAMMING:

Meet people where they are, create a library without walls.

TECHNOLOGY:

Rethink and repurpose the way we integrate technology into the library space to improve accessibility.

HOW?

Install new service desks that are easier to move around and engage with the patrons.

Improve back of house operations to offer faster turn-around and more efficient service.

HOW?

Grow existing outreach to be present at more community events.

Offer service in unexpected convenient places.

Animate and take advantage of our outside spaces.

HOW?

Move technology from the periphery into the library space.

Expand wireless capabilities.

E

CREATE: DESIGN LIBRARY SPACES THAT PROMOTE COMFORT AND COLLECTION



FACILITY:

Create spaces with comfort, collection, purpose and patrons in mind.

COLLECTIONS:

Grow our current practice of the community driven collection while keeping in mind their desire to know what to read next.

HOW?

Redefine spaces with a sense of purpose in terms of quiet vs. vibrant.

Open additional library access points.

Improve signage and way finding guides.

Observe how people are using spaces and build from there.

HOW?

Refine and build the collection based on active circulation and community needs.

Increase collection budget to support the ageing collection and electronic resources.

Plan to actively market the collection both virtually and in person.

Spread collections to the places where they would most likely be used.







CULTIVAT

CULTIVATE: GROW THE NUMBER OF PEOPLE WHO USE AND VALUE THE LIBRARY

SERVICE:

Identify the places where we can connect with non-library, or new library patrons.

PROGRAMMING:

Think outside of the library programming box as a method of connecting to future patrons, or supporters.

TECHNOLOGY:

Support value-added eResources and circulating technology that “surprise” people and connects them to the library.

HOW?

Enable people to register at other municipal facilities.

HOW?

Further develop “keynote” events that expose the library to a broader audience.

Expand services to area groups with special interests: book clubs, music, politics, teens.

HOW?

Allocate collection funds to purchase resources similar to Zinio, Mango, Overdrive Advantage and circulating software.

E

CU

CULTIVATE: GROW THE NUMBER OF PEOPLE WHO USE AND VALUE THE LIBRARY

FACILITY:

Improve the “face” of the library to welcome new visitors.

COLLECTIONS:

Create a physical environment that people don’t typically expect from a library.



HOW?

Explore opportunities to animate our outdoor spaces.

Work with the RMOW to have flowers in the summer and lights during the holidays.

Promote the plaza as a collaborative venue.

HOW?

Design a service space that showcases the best that our library has to offer and suggestions on what to read next.

Purchase electronic resources that operate with the efficiency and seamlessness of subscriber-based services.



CULTIVATE





COLLABORATE

COLLABORATE: ENGAGE COMMUNITY PARTNERS TO EXPAND PROGRAMS

SERVICE:

Develop a method for assessing the success of our programs and identify community needs.

PROGRAMMING:

Identify other organizations for potential partnership outside of our current group of collaborators.

TECHNOLOGY:

Promote the library as a place to showcase emerging technologies and resources.

HOW?

Create an outcome-based system for evaluating programs and program needs.

Survey program participants and non-participants.

Develop a phased plan to increase value of existing programs and/or to expand offerings.

HOW?

Identify organizations, businesses, and skilled individuals who would like to share their expertise with the broader community.

HOW?

Explore partnerships with technology and software suppliers for whom showcasing their resources to a high-traffic, diverse library environment might be appealing

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COLLABORATE: ENGAGE COMMUNITY PARTNERS TO EXPAND PROGRAMS

FACILITY:

Partner with outside content and event producers to use the library as a venue.

COLLECTIONS:

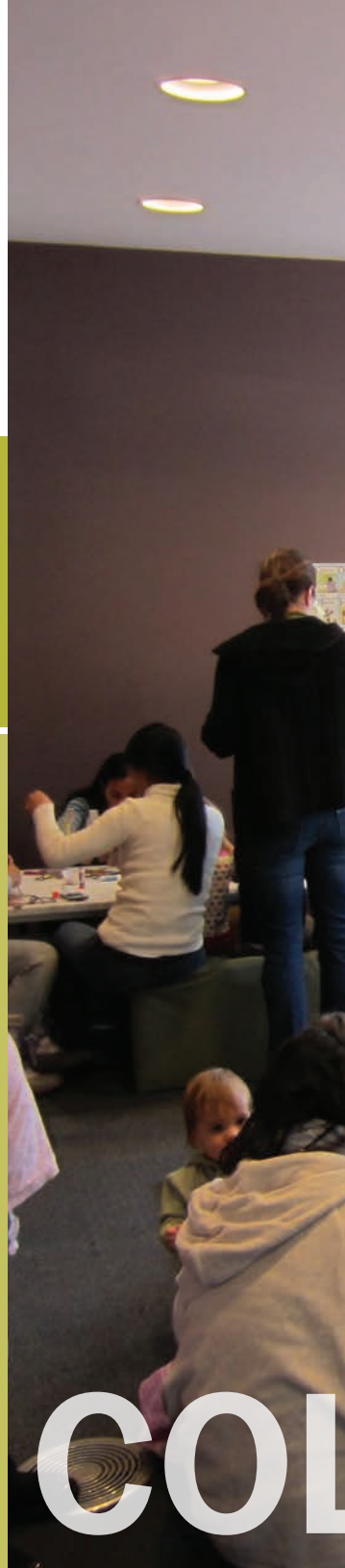
Take the collection beyond the ordinary in support of shared resources.

HOW?

Work with other organizations to offer free programs related to festivals and events to encourage local support and cultivate interest.

HOW?

Develop collections that support hands-on learning and augment programming by circulating uncommon materials like toys, tools, games etc.



COL



LABORATE



Central Europe

Prague
VIENNA

INDIA
MAKE THE MOST OF YOUR TIME IN INDIA

Spain

Rome

Florence & Venice



WHISTLER PUBLIC LIBRARY STRATEGIC PLAN 2014-2017 CONTRIBUTORS THANK YOU!

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