

# St. Catharines Public Library

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**STRATEGIC PLAN**  
2019 – 2022



# Our Strategic Goals



## STRATEGIC GOAL 1

### **Embrace innovation, creativity, and boldness in everything we do**

We have big ideas for the SCPL's future and to do that, we must step beyond our comfort zone. By thinking creatively and being bold, we can transform innovative ideas into reality. We are committed to embracing this new way of thinking at every level of the library's team and through everything we do. As a result, we will pursue new digital opportunities, tap into the expertise of the community, and re-imagine what is possible in our spaces.

## STRATEGIC GOAL 2

### **Build a recognized and valued brand**

We want the SCPL to be known and valued by every St. Catharines resident. As a cornerstone of the community, the SCPL has an opportunity to build a brand that strengthens our identity and increases public awareness about our purpose, services, and programs. Through clear messaging and intentional communications, the SCPL can rebrand itself to foster strong relationships with the community both now and in the future.

### STRATEGIC GOAL 3

## Foster more community connections

Enhancing and maintaining connections in the community is essential for the library's future. We are committed to working with and learning from diverse community partners to better serve the people of St. Catharines. Equally as important, we are dedicated to being thoughtful collaborators who look to the expertise and needs of the community to guide how we offer support.

### STRATEGIC GOAL 4

## Be a library for all

As our community continues to evolve, the need has never been greater for the SCPL to be a welcoming place. We believe everyone deserves access to opportunities and we are committed to creating an environment that is accessible and inclusive. We will reduce barriers by fostering diversity within our staff and encouraging ongoing community feedback. We will also work with others in response to the social challenges facing St. Catharines. At the end of the day, we strive to be a library providing services to our diverse population and playing an active role in the community.

### STRATEGIC GOAL 5

## Transform as we evolve

Mahatma Gandhi once said, "If you want to change the world, start with yourself."

We recognize that in order to achieve many of the innovative goals we have set for the SCPL, our internal systems and structures must also transform. We are dedicated to a thoughtful review and revamping of our organizational structure, our habits of adopting library trends, and our positioning within the tourism-based region of Niagara. By doing so, we will ensure we have the right systems and structures in place to carry us into the future.

**“Libraries store the energy that fuels the imagination. They open up windows to the world and inspire us to explore and achieve, and contribute to improving our quality of life.”**

SIDNEY SHELDON, WRITER

## OUR VISION

**A community enriched by life-long opportunities for learning and connection.**

## OUR MISSION

**The St. Catharines Public Library provides spaces, resources, and experiences for all citizens to learn, grow, and connect.**

## OUR VALUES

### Inclusion

We are committed to creating a space that is welcoming, accessible, and free of judgement.

### Change

We recognize that societal changes are occurring and we embrace our own evolution to keep up with the times and develop new ways of better serving the community.

### Community

We believe the community is for all people and we are committed to building a healthy and connected St. Catharines.

### Teamwork

We work collaboratively with the Board of Directors, staff, and community partners to provide the best possible service to our patrons.

### Service

We believe every patron deserves to be treated with kindness and we are dedicated to delivering outstanding customer service.

### Accountability

We understand the importance of being transparent and taking responsibility for our actions to foster a healthy organization and an engaged community.

**Want to learn more?**

Visit [stcatharines.library.on.ca](http://stcatharines.library.on.ca)

