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# Strategic Plan 2025-2028

**A Community in Bloom**

**St. Catharines Public Library**

# Our Strategic Goals

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## Strategic Goal 1

### **Experience in Bloom**

We want to be “top of mind” for our community—a destination for resources of all kinds, entertainment, or a place where anyone can escape to because it’s free, welcoming, and a safe refuge from daily life.

It means continuing to renew our facilities, finding new ways to show our customers how we can be part of their day, and making it even more convenient for them to visit or find us online.

Our focus is ensuring SCPL has something for everyone by offering creative programming, useful services, and resources that spark inspiration and joy in daily life.

## Strategic Goal 2

### **Community in Bloom**

SCPL will work further to engage with our customers beyond the walls of our library—perhaps at an event, another popular public space, or any place that makes it easier for our customers to access everything we offer.

We know our strengths and understand our limitations. Our focus will be identifying strategic partners who can help us deliver on our promise to connect customers of all ages with opportunities for learning and growth.

Over the next four years, SCPL will be even more visible, contributing to the vibrancy and well-being of our community.

## Strategic Goal 3

### **People in Bloom**

The only way we can meet our customers' needs is to listen and understand their challenges and aspirations. We will make no assumptions. Instead, we will use data and customer feedback to guide our planning.

For our customers and library teams, we will ensure all locations adopt a collaborative and supportive culture where everyone is welcome, seen, and heard. We want those who come to experience the library to feel a sense of belonging, and we want staff to feel empowered in contributing to the lifelong learning of others.

Our teams will always be encouraged to share feedback and bring ideas forward. We will make every effort to recognize and celebrate their efforts in providing an exceptional library experience for everyone in St. Catharines.

## Strategic Goal 4

### **Literacy in Bloom**

Literacy is the core of what we do, and it comes in many forms—reading and writing, learning digital skills, playing a musical instrument, creating budgets, mastering different ways of communicating, or making positive change in this world.

Every opportunity we offer our customers aims to support the growth of people at every stage of their lives. St. Catharines Public Library wants to be seen as a place to learn, connect, and experience literacy in the manner that suits them best.

Our goal is to offer a place where people are free to explore our collections and resources, experience something new, and try out a new skill, so we can help everyone in our community reach their full potential.

## 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.

### Contact us

[info@myscpl.ca](mailto:info@myscpl.ca)

905-688-6103

## 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 customers.

### Service

We believe every customer 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.

**Ideas in  
Bloom**

