

Port Hope Public Library: Strategic Plan 2018 – 2022
Strategic Priorities

Strategic Priority	Initiatives
2021 Priorities/Initiatives	
Design a Comprehensive IT Blueprint	
Assess the current status/life cycle of hardware, software, peripherals and related furniture and equipment and the future cost of same; review the state of the Integrated Library System (ILS), and if required, implement a new ILS system	
Initiate an IT risk management review	
Create and Implement an Innovative Service Delivery Model	
Review and plan current and new services that expect technological support (e.g. e-readers; bookable laptops; website improvements; genealogy research; upgraded software packages, etc.)	
Complete a comprehensive internal staff and organizational review	
Review the use of space at MJB to ensure opportunities for creative use of space and inspiring programs.	
Develop a Sustainable Four Year Financial Strategy	
Develop a new Friends of the Library group to assist with fundraising and community advocacy	
Ongoing Priorities/Initiatives	
Formulate an All-inclusive Communications and Marketing Program	
Continue to solicit feedback from public on Library services and programs	
Create and Implement an Innovative Service Delivery Model	
Prepare a strategy to reverse the Library's downward usage trends (programs; circulation) with a special emphasis on technology	
Assess the use of volunteers in program delivery (individuals, service clubs, etc.)	
Expand programming partnerships with various community organizations and services	
Investigate potential outreach programs with schools, home school community and older adult centres	

Develop a Sustainable Four Year Financial Strategy
Devise a four year plan for both operating and capital funding projections in collaboration with the Municipality of Port Hope
Design and implement a strategic fundraising plan that includes sponsorships; government grants; foundations; businesses; service clubs and individuals
Design a Comprehensive IT Blueprint
Address the future management of the Library website
Formulate an All-inclusive Communications and Marketing Program
Develop a comprehensive Board Orientation document for Board members
Prepare a new Communications and Marketing Plan including: <ul style="list-style-type: none"> A. Library branding (new tag line, etc.) B. Produce and circulate the Library’s Annual Report to local media; general public; funding and program partners; Council C. Create and present annual Library update to Council D. Prepare a bi-weekly update to Council on library programs
Improve Library visibility and profile (special events, Farm Market, “pop-up” library, etc.)
Initiate Process Towards Library Accreditation
Commence the process through Ontario Public Library Guidelines 7 th edition over a four year timeframe
Download the audit form and complete an informal review of the standards and guidelines as a self-assessment
Conduct a formal preliminary assessment, comparing PHPL operations with the requirements of the guidelines, concluding in a report that summarizes where PHPL does not meet the Guidelines
Complete a work plan to address critical/outstanding items and proceed to complete them
Proceed with the accreditation audit process.

Completed Priorities/Initiatives

Create and Implement an Innovative Service Delivery Model

Develop an imaginative design for the renovations at Canton to ensure opportunities for creative use of space and inspiring programs for Port Hope residents.

Explore the potential of Sunday hours at Mary J. Benson branch

Develop a Sustainable Four Year Financial Strategy

Use funds generated by the 150/150 campaign and the Becker bequest by the end of 2018, and report to Board as to their final use