

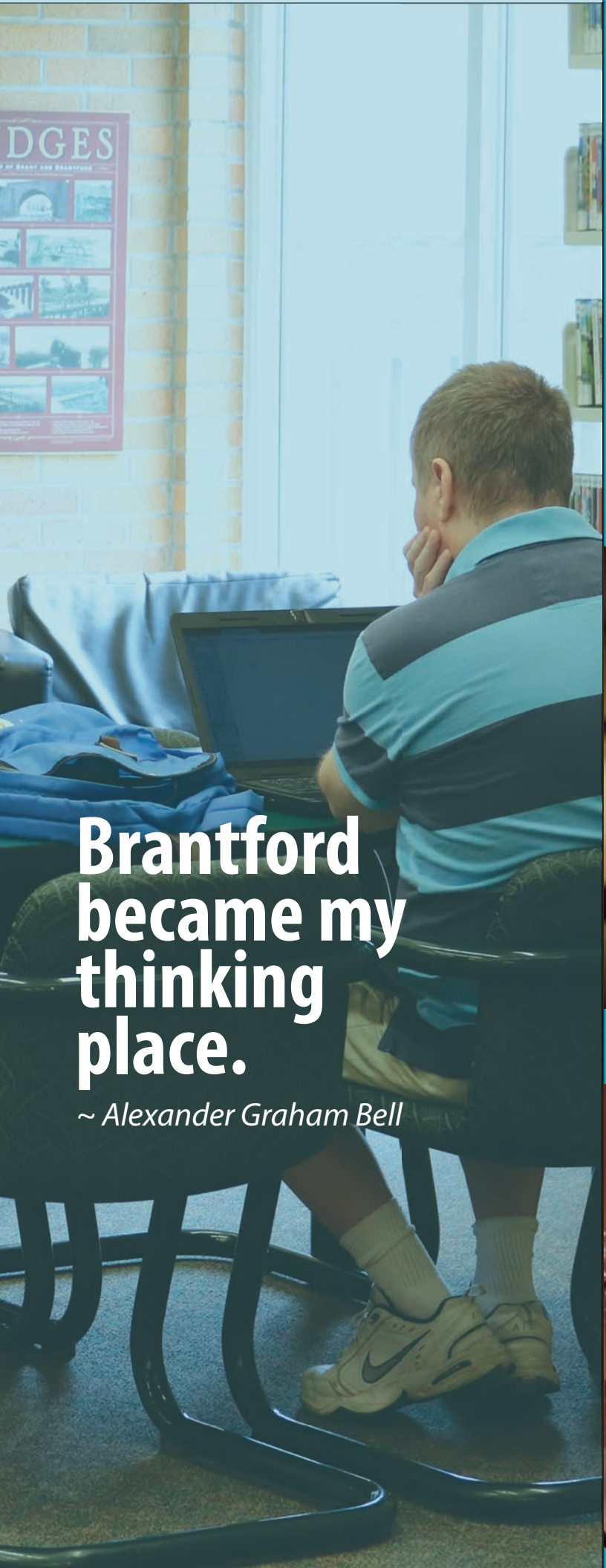
**BRANTFORD  
PUBLIC LIBRARY**

# **STRATEGIC PLAN**

**2018/2020**



BRANTFORD PUBLIC LIBRARY



**Brantford  
became my  
thinking  
place.**

*~ Alexander Graham Bell*



**With the 2018-2020 Strategic Plan, the Brantford Public Library continues to establish itself as one of Brantford's most important cultural organizations and a key driver in our City's success.**



# Listening to the Community

In the Summer of 2016, the Brantford Public Library spoke to more than 900 residents and community partners to discover what the community needs and wants from the Library.

To summarize, the community said:

“Keep me connected to my past, my present & my future”

“Tell me about things that are interesting”

“Give me access and equity”

“Build a vision for who we can be together”

## The Result

The Library Board created four strategic directions based on feedback from the residents of Brantford and Brantford Public Library staff. The result of the Board’s discussions is a Strategic Plan with the following directions:

**Engage Our Community**  
**Create a Culture of Innovation**  
**Tell Our Story**  
**Build a Foundation for Growth**

Thank you to all community members who contributed to the Strategic Planning process and who continue to support the Brantford Public Library. The strategic directions tie closely with many City of Brantford initiatives that aspire to create a community of safe, healthy and educated citizens.





## **VISION:**

**A community connected through innovation, discovery and creativity.**

## **MISSION:**

**Brantford Public Library provides free access to information, ideas and opportunities for discovery, and spaces in which to use and share them. Our expertise and services are accessible and help empower the citizens of Brantford.**

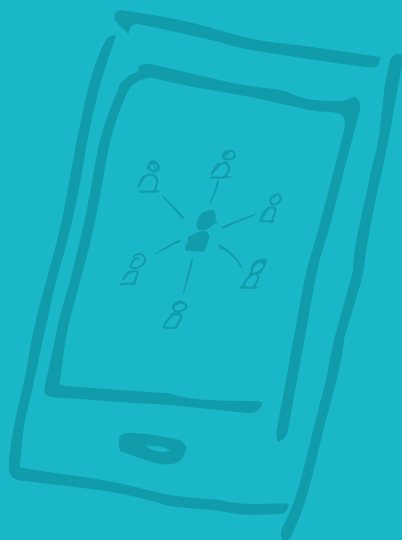


# STRATEGIC DIRECTION:

## Engage Our Community.

### OBJECTIVES:

- Build purposeful partnerships.
- Enhance access.
- Create experiences for all.



## “GIVE ME ACCESS & EQUITY”

# STRATEGIC DIRECTION:

Create a Culture  
of Innovation.

## OBJECTIVES:

- Foster Innovative thinking.
- Facilitate opportunities for discovery.
- Use and share technologies to enhance experiences.

**“KEEP ME  
CONNECTED  
TO MY PAST,  
MY PRESENT  
& MY FUTURE”**

# STRATEGIC DIRECTION: Tell our Story.

## OBJECTIVES:

- Inform the community about what we do.
- Show the community how the Library is indispensable.
- Position the Library as a driver for economic development & culture.

**“TELL ME  
ABOUT THINGS  
THAT ARE  
INTERESTING”**

2016 Community Needs Assessment



# STRATEGIC DIRECTION: Build a Foundation for Growth.

## OBJECTIVES:

- Engage and empower staff to deliver exceptional customer service.
- Leverage resources to create new access points.



**“BUILD A  
VISION FOR  
WHO WE CAN  
BE TOGETHER”**

# PRINCIPLES & VALUES:

- We believe in intellectual freedom.
- We believe in access for all.
- We will treat everyone with courtesy and fairness.
- We will be efficient and effective in all we do to provide quality service in a welcoming environment.
- We will be innovative and timely in our response to technology and the information needs in our community.
- We will work in partnership with other organizations to further the Library's mission.





# STRATEGIC PLAN

2018/2020



**BRANTFORD PUBLIC LIBRARY**

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