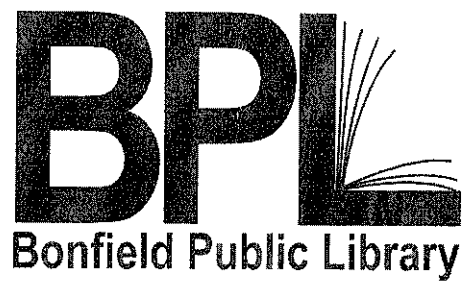


**BONFIELD PUBLIC LIBRARY  
STRATEGIC PLAN  
2009 – 2012**



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**Bonfield Public Library Board of Trustees**

**Greg Boxwell**

**Robert Dugard**

**Christina Kerr**

**Storme Van Rassel**

**Leslie Larocque**

## **INTRODUCTION**

The *Bonfield Public Library Strategic Plan 2009-2012* is the combined effort of the Library Board, staff and community members. It reflects the creativity, needs and interests of the Bonfield community.

In developing this plan, the Library used data from the following sources:

- Bonfield demographics;
- Library use statistics;
- Focus group input (parents, children, seniors and baby boomers); and
- Staff concerns and vision.

Librarian, Jeannette Shields participated in planning meetings to identify and discuss issues of concern and potential solutions. Her ideas and efforts helped frame the planning discussion.

The Bonfield Public Library considered the Library's services, programs and facilities in light of community needs and resources. Planning participants, who included Board, staff, and community members, evaluated the strengths and weaknesses of the Library as well as the opportunities and threats in the Library's environment. They also identified the strategic directions and goals the library should or may undertake. The planning team then created this Strategic Plan for providing the resources and direction for the appropriate library services for this community over the next three years.

The Bonfield Public Library is positioned to build upon its strengths:

- The Library has an excellent relationship with the Bonfield community. Residents think of the library as a place to feel a sense of community, get away from the barrage of everyday stresses, and enjoy family activity. They are pleased with the friendly and individualized service they receive.
- The location of the Library in the center of the community strengthens its importance, and the warmth and comfort of the building surrounded by attractive grounds are strong assets.
- The Library has a very good collection and excellent resources. In addition, the Bonfield Public Library belongs to a consortium of 10 libraries from which additional materials are readily available. The Library also participates in a strong library system that further multiplies resources that can be provided to the community.
- The excellence of the Library staff is well known. Staff members at all levels are committed to providing excellent customer service, finding the resources that individuals need, teaching patrons how to use resources and customizing services. They are consistently responsive to the needs of patrons.
- The Library introduces and utilizes technology wisely and productively.
- The residents of Bonfield are willing to volunteer time, energy and knowledge to the Library. This is particularly demonstrated by their interest in serving on the Library Board and active participation in the successful programs of the Friends of the Library.
- Funding for the Bonfield Public Library is presently sufficient and stable to meet the community's needs.

The Bonfield Public Library is ready to address the following issues:

- An increasingly aging population.
- The need to reach out to newcomers and those who work from their homes.
- Using technology to reach out to young people.
- The need to partner more comprehensively with other community organizations and agencies.

The Library Strategic Planning Committee has developed four Strategic Directions:

- Further developing the Library as a Community Commons.
- Enhancing the availability of current topics and titles.
- Making general information available.
- Providing life-long learning.

Based on these strategic directions, the planning team developed eight goals that establish priorities for service during the next three years.

#### **MEMBERS OF THE LIBRARY BOARD STRATEGIC PLANNING COMMITTEE:**

Robert Dugard

Leslie Larocque

Jeannette Shields, Librarian/CEO

#### **LIBRARY MISSION**

The mission of the Bonfield Public Library is to provide individual learners with access to the resources of information or experiences which they find relevant to the changes, choices and decisions of their lives. We believe that our library must meet the cultural, informational, educational and recreational needs of our community. We attempt to do this by providing access to an organized collection incorporating both print and non-print materials.

We recognize the need to co-operate with other libraries in networks, now and in the future, to share resources to provide the best possible service to our patrons.

We also intend to carry on an active role in making the community aware of resources, and the services we have to offer.

#### **STRATEGIC DIRECTIONS**

**The Library as a Community Commons:** The Library helps address the needs of residents to maintain a "small town" environment and a sense of community. In a rapidly changing world, individuals need to stay connected, to meet and interact with others in their community, and to participate in public discourse about community issues.

**Examples:** The library provides a physical and symbolic community space, a public space for meeting and gathering that is recognized as inviting, neutral, and safe by all individuals and groups in the community. The library provides group and individual experiences that make people feel connected to each other and their community, whether they are provided in the library building or offered in alternative community facilities appropriate to the specific activity.

**Current Topics and Titles:** The Library helps to fulfill community residents' appetite for information about popular cultural and social trends and their desire for satisfying recreational experiences.

**Examples:** The library provides a current collection with sufficient copies of titles in high demand to ensure customer requests are met quickly. Materials are offered in the formats that people want and are selected primarily on the basis of local demand. The library's collections are organized in ways that make items easy to find. Staff knowledgeable of the content of best selling titles and the style of popular authors offer expert guidance to the public. The library monitors pre-publication review sources and publisher advertising campaigns to anticipate public demand. The library offers programs such as book talks, story time, performances and summer reading clubs.

**General Information:** The Library helps meet the need for information and answers to questions on a broad array of topics related to work, school, and personal life.

**Examples:** The Library offers print, non-print and electronic reference resources that cover a broad variety of topics. The library provides staff skillful in determining users' needs and in locating relevant information that satisfies those needs. Internet access is provided for staff and public use. The library provides telephone information service and accepts and answers questions via fax and e-mail. The library locates, organizes, and provides access to general information resources on its website, [www.ontera.net/~bpl/](http://www.ontera.net/~bpl/)

**Lifelong Learning:** The Library helps address the desire for self-directed personal growth and development opportunities.

**Examples:** The library provides and maintains circulating materials on a wide variety of topics in which the general public has a sustained interest. Collections are easily accessible and organized to encourage public browsing by subject area. The staff is knowledgeable in subjects and topics of interest to the general public provide expert assistance in locating materials of all types and in all formats. The Library develops search tools and learning guides to assist Library users in learning about subjects for which there are frequent requests. The library identifies and includes on its website relevant websites on topics of high interest to the public. The library is also a member of the P.A.L.S. (Public and Academic Libraries Sharing) initiative where library members may use the Education Centre Library free of Nipissing University/Canadore College of charge.

## **GOALS**

Under the service directions selected, the Bonfield Public Library has developed the following goals:

1. The Library will work to serve as a community commons by continuing to explore ways to maximize meeting space through various upcoming government funding programs.

### **Sample Activities:**

Adhere to the upcoming Disability Act.  
Reallocate existing space to increase group space.  
Research reconfiguring/expanding building.  
Consider reconfiguration of collections.

2. The Library will serve as a resource for popular cultural and social trends and recreational experiences by developing excellent collections and programs that respond to all segments of the community.

**Sample Activities:**

Maintain excellent current collections for all ages.

Provide educational and entertaining programmes for local children on Professional Development Days with library hours expanding to four Fridays per year opening 12-4PM.

Sponsor a few programs with well-known authors or performers.

Provide cultural programs for children and Young Adults, such as classical music concerts

3. The Library will serve the broadest possible range of residents through innovative materials, services, programming and activities. In addition, the Library will make Bonfield residents aware of the full range of materials, programs, and services available through the Library.

**Sample Activities:**

Inserts with tax bills;

Encourage activities and programs that provide for active participation;

Provide outreach to individuals who are homebound;

Provide programming and services at satellite locations;

Provide affordable programming;

Serve those who work from their homes;

Partner children of various ages;

Provide multigenerational programming; and

Bring seniors/disabled to library – coordinate with other agencies and services.

4. The Library will help patrons meet the need for information and answers to questions on a broad array of topics related to work, school, and personal life through maintaining an excellent reference service and by providing both in-library and remote access to a full range of electronic databases.

**Sample Activities:**

Continue with the P.A.L.S. initiative

5. The Library will lead the community in providing state of the art technology and enabling individuals to use that technology by taking the lead in providing wireless access in the vicinity of the library (surrounding), optimizing technology in library operations, and training community members individually in the use of technology.

**Sample activities:**

Increase staff.

Collaborate with village officials and staff on planning committees

6. The Library will effectively partner with other community agencies and resources to establish new or more effective programs and services.

**Sample Activities:**

Maintain a strong, well-informed Board of Trustees.

Partner with other community organizations for the sharing of resources, such as space for programs.

Maintain the alignment of the Friends of the Library's efforts with the Library's needs.

Cooperate with village religious organizations and their libraries.

7. The Library will maintain and retain an excellent staff with strong leadership

**Sample Activities:**

Increase tools to improve internal communication among staff members and departments.

Continue to promote continuous learning environment.

Increase administration hours to lessen the volunteer work load of the CEO.

8. The library will accommodate new technology to serve patrons and aid staff in a better service model.

**Sample activities:**

Replace the current desk built (1993) before the age of information technology to accommodate slip printers, barcode readers and computers.

Add extra storage shelving behind the desk to hide essential library supplies (tape, labels etc.)

Replace the aging book drop that is rotting from salt use in the winter.

**A role in community partnerships:**

- Blue Sky Region Community Network Portal:  
Interactive Website will offer direct communication as requested by library users such as notification of reserved materials, advance warning to renew materials, weekly library news, new materials and an online catalogue making the library available 24/7.
- Electronic databases made available 24/7: Knowledge Ontario, Genealogy database (Ancestry Library Edition), online newspapers, downloadable audio books, OverDrive (direct transfer to iPod, Zune and other MP3 Players), French Language e-resources, tools and training for the Resource-Ontario e-Resources provided by the Ontario government.
- Leadership by Design:  
The Ontario Library Boards Association: Networking with our Peers regional workshops organized by Ontario Library Services – North.
- Ontario Ministry of Culture: \$15 921.00  
Learning and Literacy: Special area development such as early literacy stations – furniture and materials  
Collections: Acquire new library collections suitable to meet the needs of the community.  
Training: Software and training.  
Accessibility for Ontarians with Disabilities Act, 2005 (AODA Compliance): Adaptive technology, furniture for an aging population.  
Automation: Our system is old and outdated. Inclusion of the Blue Sky Region Community Network Portal - \$1000.00  
Township of Bonfield: Realizes that libraries are not businesses, libraries are the custodians of our cultural history and vital to the literate citizenship needed to prosper and develop.  
Ongoing funding is vital to the library.

**Library card holders: 680 – 33% of residents**  
**Library sponsored programs/attendance: 1965**

**Materials owned: 12053**  
**Materials loaned/annually: 9282**

**Computer usage: 2378 visits**

**Facilities improvements:** Annual Health & Safety inspection, replace worn doors, windows and lighting for cost effective energy.

MOVED BY: Stonme

DATE: June 01 / 09

SECONDED BY: Bob

MOTION # 09-63

That the Donfield Public Library Board  
accept the ~~proposed~~ Donfield Public  
Library Strategic Plan 2009-2012  
as presented

CARRIED: 