

# 2012•2016 STRATEGIC PLAN



“The Innisfil Public Library Board is pleased to present the Library’s Strategic Plan for 2012-2016. Through the vision and actions that have been adopted, we anticipate that the Library will find a meaningful place in the lives of all residents and make a substantial contribution to their community satisfaction. The Plan identifies priorities and describes how we will work with our Council and Community to ensure the Library remains a vital and essential part of our ever changing community.”

A handwritten signature in teal ink that reads "Anne Kell". The signature is written in a cursive, flowing style.

Anne Kell, Chairperson  
Innisfil Public Library Board.



sparking ideas to ignite a creative and dynamic community.

Snake program - March break

SHARED COMMITMENT • INTREPID EXPLORATION • HUNGER FOR



make the library a hub for discovery and experience.

**Offer services and programs that are meaningful for all Innisfil residents.**

To realize this goal we will:

- Continuously invoke curiosity, stimulate the imagination, encourage lifelong learning and literacy
- Capture community memory
- Undertake a service and program review
- Position the library as a major community asset

The Library as performance  
space - Culture Days 2011



SHARED COMMITMENT • INTREPID EXPLORATION • HUNGER FOR



design and construct creative, collaborative space.

**Our goal is for people to experience and contribute to services in both virtual and physical spaces that are engaging and reflect the uniqueness of Innisfil's communities.**

To realize this goal we will:

- Expand virtual spaces to provide heightened and responsive, barrier free user experiences
- Build and modify physical spaces that accommodate human needs and desires

Connecting with our community

A young woman with blue eyes and a dark jacket is smiling warmly at the camera. She is standing in a grocery store, with shelves of produce and a cash register visible in the background. She is holding a large sign that has a cow print pattern. The sign features the text "LET US SURPRISE You!" in a mix of bold, light blue, sans-serif and elegant, white, cursive fonts.

LET US SURPRISE  
*You!*

SHARED COMMITMENT • INTREPID EXPLORATION • HUNGER FOR





develop a strong community presence.

**Be a resource to all community residents and play a central role in the affairs of the community.**

To realize this goal we will:

- Make collaboration a way of life
- Be a driving force for a creative economy
- Develop an event strategy
- Take the library to the community

Constructing our 3-D printer



SHARED COMMITMENT • INTREPID EXPLORATION • HUNGER FOR



## cultivate a “hacker ethic”.

**Enable residents to become comfortable with the tools that allow them to create, collaborate, innovate and pursue their personal and professional objectives.**

To realize this goal we will:

- Integrate technologies into our services, spaces and processes as natural elements
- Spur innovation through hands-on experiences
- Make use of other great minds and skills
- Build technology confidence, including an increased awareness of hacker culture, within the community

Library Board and staff, Spring 2012



SHARED COMMITMENT • INTREPID EXPLORATION • HUNGER FOR

# 5

foster a culture of innovation.

**Create an organizational structure with the staff, policies and procedures that ensure the implementation of this Strategic Plan.**

To realize this goal we will:

- Undertake an organizational review
- Enhance Board outreach, awareness and advocacy
- Expect to do better
- Develop a recruitment, retention and succession management strategy

**Innisfil Public Library**  
[www.innisfil.library.on.ca](http://www.innisfil.library.on.ca)

**Administration**

P.O. Box 7049  
Innisfil, ON L9S 1A1  
705.458.2021 Ext. 106

**Lakeshore Branch**

967 Innisfil Beach Road  
Innisfil, ON L9S 1V3  
705.431.7410

**Stroud Branch**

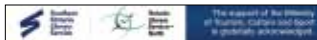
7883 Yonge Street  
Innisfil, ON L9S 1K8  
705.436.1681

**Cookstown Branch**

20 Church Street  
Cookstown, ON L0L 1L0  
705.458.1273

**Churchill Branch**

2282 - 4th line  
Churchill, ON L0L 1K0  
705.456.2671





*more* inside