

2024-2027

# East Ferris Public Library Strategic Plan



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## East Ferris Public Library Strategic Plan





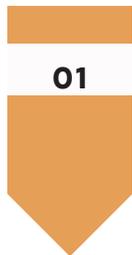
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East Ferris  
Public Library**

**Strategic Plan Summary  
2024-2027**

**Mission:** The East Ferris Public Library is committed to providing high quality services and resources to all community members. Through collaboration with the community and local groups, we offer collections, programs, recreational equipment, high speed internet and tech services all in a welcoming, non-commercial, safe and supportive environment.

Our vision is to create a sustainable, supportive, and collaborative environment that effectively meets the evolving needs of our growing and diverse community.

**Strategic Directions**



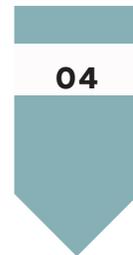
**Community  
Engagement**



**Library Spaces**



**Digital  
Infrastructure  
and Collections**



**Community  
Development**

**Guiding Principles**

**Fiscal Responsibility**

We responsibly manage the library, ensuring our budget aligns with community and library needs.

**Service Excellence**

We provide accessible, timely, knowledgeable, courteous, and fair service to our community, committed to meeting future needs.

**Inclusivity**

We prioritize a welcoming non-commercial, inclusive public space and valued community resources.

**Listening and  
Collaboration**

We cultivate opportunities for community engagement and collaboration.



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**Strategic Directions  
Goals and Objectives**

**01**

**Community  
Engagement**

We will enhance community engagement with the library to drive our future success.

We will foster library ownership through volunteerism, offering flexible opportunities with training and support to engage our community as co-creators.

We will increase opportunities for community collaboration by enhancing and improving feedback methods.

We will empower community advocates and leaders by providing space and resources for collaborative vision-building.

**02**

**Library  
Spaces**

We will create spaces that meet the ever-changing needs of our community.

We will ensure a welcoming, safe, and accessible space by promoting inclusivity, improving physical accessibility, and designing comfortable environments suitable for various activities.

In assessing the expansion of our space, we will collaborate with the Municipality to assess feasibility, design, secure funding, and engage community voices and stakeholders.





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**Strategic Directions  
Goals and Objectives**

**03**

**Digital  
Infrastructure  
and Collections**

We will serve diverse users with a robust collection and digital infrastructure.

We will enhance our digital infrastructure by assessing needs, gathering feedback, providing training, and allocating resources for maintenance and upgrades.

We will increase awareness of our digital resources through educational initiatives and active engagement.

We will ensure a balanced and inclusive collection by identifying gaps and broadening user feedback methods

**04**

**Community  
Development**

We will foster community development by offering resources, spaces and skills to support success and growth.

We will boost support for local entrepreneurs by strengthening staff and technology, promoting existing resources, identifying gaps, and understanding community needs.

We will support local artists, artisans, and craftspeople by establishing a dedicated space where they can exhibit their creations.

We will create opportunities to engage with people, and develop initiatives aimed at helping them learn about the area.

The East Ferris Public Library provides access to or arranges for the provision of access of accessible materials where they exist. We will provide information in accessible format or with appropriate communication supports upon request.



# Action Plan

Goals		Actions	Lead	Timing	Status
<b>Community Engagement</b>					
<b>CE1 Cultivate a sense of ownership of the library</b>	<b>CE1.1</b>	Review and modify volunteer onboarding process	CEO	Summer 2024	
	<b>CE1.2</b>	Create volunteer booking system	CEO	Fall 2024	
	<b>CE1.3</b>	Develop volunteer training plan	CEO	Fall 2024	
	<b>CE1.4</b>	Review recognition and appreciation methods for volunteers	CEO Board	Spring 2025	
	<b>CE1.5</b>	Review communication and recruitment methods for volunteers	CEO	Spring 2024	
	<b>CE1.6</b>	Establish and maintain a Friends of the Library	CEO Board	Summer 2025	
	<b>CE1.7</b>	Create donation recognition signage and page on website	CEO	Spring 2024	
	<b>CE1.8</b>	Assess feasibility of library branded merchandise	CEO	Summer 2025	



# Action Plan

Goals		Actions	Lead	Timing	Status
<b>CE2 Empower community leaders and advocates</b>	<b>CE2.1</b>	Establish and facilitate a youth forum	CEO	Summer 2025	
	<b>CE2.2</b>	Set up web page devoted to library FAQs	CEO	Winter 2024	
	<b>CE2.3</b>	Develop library welcome package for new members and residents	CEO	Spring 2026	
<b>CE3 Increase opportunities to collaborate with the community on services and programs</b>	<b>CE3.1</b>	Develop Board training plan	Library Board	Spring 2025	
	<b>CE3.2</b>	Inventory and diversify feedback methods	CEO	Summer 2024	
	<b>CE3.3</b>	Increase awareness about the various feedback channels available	CEO	Summer 2024	
	<b>CE3.4</b>	Facilitate community forums through town halls	CEO Board	Summer 2025	
	<b>CE3.5</b>	Create interactive mini-polls on socials, website and newsletter	CEO	Fall 2024	



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# Action Plan

Goals		Actions	Lead	Timing	Status
<b>Library Spaces</b>					
<b>LS1 Provide welcoming, safe and accessible spaces</b>	<b>LS1.1</b>	Review and update all policies to include inclusive language	CEO Board	Spring 2025	
	<b>LS1.2</b>	Conduct usage survey	CEO	Late summer 2025	
	<b>LS1.3</b>	Provide staff training to handle public interactions effectively	CEO	Spring 2025	
	<b>LS1.4</b>	Create a quiet space	CEO	Winter 2025	
	<b>LS1.5</b>	Improve physical accessibility	CEO	2026	
<b>LS2 Assess feasibility of an expansion</b>	<b>LS2.1</b>	Conduct feasibility study	CEO/CAO	TBD	
	<b>LS2.2</b>	Develop detailed design plans	CEO/CAO	TBD	
	<b>LS2.3</b>	Identify sources of funding	CEO Board	2027	



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# Action Plan

Goals	Actions	Lead	Timing	Status
<b>Digital Infrastructure and Collections</b>				
<b>DI1 Strengthen digital infrastructure</b>	<b>DI1.1</b>	Inventory and assess current digital infrastructure - hardware/software	CEO	Fall 2024
	<b>DI1.2</b>	Develop budget plan to support sustainable upgrades	CEO Board	Winter 2024
	<b>DI1.3</b>	Get staff trained and up-to-date with public facing digital infrastructure	CEO	Summer 2025
	<b>DI1.4</b>	Purchase Blue-tooth printer	CEO	Summer 2024
<b>DI2 Raise awareness and engage the community</b>	<b>DI2.1</b>	Educate users on how to navigate and use digital resources	CEO	Fall 2025
	<b>DI2.2</b>	Create how-to for the public	CEO	Summer 2025
	<b>DI2.3</b>	Promote digital hardware/software	CEO	Summer 2025



# Action Plan

Goals		Actions	Lead	Timing	Status
<b>DI3 Offer and promote a well balanced and inclusive collection</b>	<b>DI3.1</b>	Set up database fields to track genres easily	CEO	Spring 2026	
	<b>DI3.2</b>	Inventory and diversify user feedback methods	CEO	Fall 2024	
	<b>DI3.3</b>	Set up visual cues for patrons to identify genres quickly	CEO	Spring 2026	
	<b>DI3.4</b>	Inventory and promote our Library of Things	CEO	Spring 2025	
<b>Community Development</b>					
<b>ED1 Augment and promote support for local entrepreneurs</b>	<b>ED1.1</b>	Inventory and build technological capacity	CEO	Fall 2024	
	<b>ED1.2</b>	Build staff capacity by cross training staff to be able to assist patrons with our resources	CEO	Winter 2024	
	<b>ED1.3</b>	Encourage entrepreneurs to present seminars for the public at the library	CEO	Fall 2024	
	<b>ED1.4</b>	Create info pamphlet about existing tech resources for small business owners	CEO	Fall 2024	



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# Action Plan

Goals		Actions	Lead	Timing	Status
	ED1.5	Facilitate a networking group for small business owners	CEO	Fall 2024	
<b>ED2 Establish a dedicated exhibit space for local artists/artisans/craftspeople</b>	ED2.1	Create an art display policy	CEO Board	Summer 2024	
	ED2.2	Set up discovery portal on the website	CEO	Summer 2024	
	ED2.3	Evaluate and improve display area	CEO	Summer 2024	
<b>ED3 Create opportunities to learn about the area</b>	ED3.1	Set up info page about our area on the website	CEO	Fall 2024	
	ED3.2	Create a welcome package for people new to the area	CEO	Fall 2024	