SELWYN PUBLIC LIBRARY STRATEGIC PLAN 2026 - 2030

LIBRARY BOARD MEMBERS

Andy Mitchell - Chair
Sherry Senis - Mayor
Barb Jinkerson
Cathy Praamsma
Lisa Yonemitsu
Donna Hayes
Lane Vance - Secretary/Treasurer

EMERGING CHALLENGES IDENTIFIED FOR THE NEXT PLANNING PERIOD

- A reduction in volunteer engagement has placed additional pressure on paid staff resources, affecting the organization's ability to meet administrative, regulatory, collection, and programming needs
- The cost of new print and digital books is escalating significantly beyond the rate of inflation
- The current physical space within our branches is insufficient to meet the service, programming, and collection demands of projected population growth and demographic changes
- Maximizing the relevance, effectiveness, and return on investment of existing partnerships
- Ensuring our public library remains affordable and accessible

KEY THEMES OF STAKEHOLDER ENGAGEMENT

Quiet and Work-Friendly Environments	Respondents requested more dedicated quiet zones within our branches and the provision of meeting rooms
Stronger Community Engagement	Respondents encouraged the library to be more visible and connected in the community
Staff and Customer Service Experience	Respondents identified a need for more staff, well supported volunteers better equipped to provide technological guidance
Makerspace Awareness and Expansion	Respondents expressed a desire for more programs, workshops, and equipment

OUR MISSION

SELWYN PUBLIC LIBRARY EMPOWERS THE COMMUNITY TO READ, LEARN, CONNECT, AND BE ENGAGED

OUR VISION

SELWYN PUBLIC LIBRARY IS A WELCOMING, INCLUSIVE, SAFE PLACE THAT FOSTERS A LOVE OF READING AND LIFE-LONG LEARNING

OUR VALUES

The Selwyn Public Library values all patrons, volunteers, and staff by adhering to the following values:

- Service excellence
- inclusive and equitable access
- Public stewardship including fiscal, ethical and environmental
- Intellectual freedom of thought, belief, and expression
- Community well-being and social connections
- Innovation and a focus on the future

STRATEGIC DIRECTIONS

ENSURE ADEQUATE FUNDING TO SUSTAIN ONGOING OPERATIONAL FUNCTIONS

- Review current use of facilities and consider measures that optimize the use of space, providing access to collections and programming
- Review best practices in Makerspace with the objective to increase revenue
- Under the direct leadership of the Board continue to expand fundraising targeted towards specific projects
- Use capital investments to reduce ongoing operating costs

DEVELOP AND STRENGTHEN THE LIBRARY'S HUMAN RESOURCES

- Modify the current volunteer model to better reflect the patterns in which people engage
- Create a paid staff position responsible to recruit, train, and administer volunteers
- Provide additional specific training for volunteers and staff who service the Makerspace
- Provide ongoing learning opportunities that enhance Board competencies
- Work closely with Township staff and Council to address human resource challenges

EXPAND ACCESS TO PROGRAMS, SERVICES, AND COLLECTIONS

- Using the services of an experienced consultant develop a list of best practices designed to enhance services and programming provided at the Makerspace
- Expand the use of digital collections while maintaining sufficient physical material to service client demand
- Maintain and expand our special collection portfolio
- Prepare an annual work plan to measure strategic direction priorities, activities, and anticipated outcomes
- Identify and secure third-party funding to sustain and enhance priority programming for children and seniors

PROVIDE SUFFICIENT VERSATILE, WELCOMING, AND SAFE LIBRARY SPACES

- Utilize space saved from the increase in digital collections to increase the number of workstations for use by clients
- Prepare a conceptual plan for the expansion of the Lakefield Branch to take advantage of any government infrastructure program that may be announced
- Rationalize space utilization within and between our four current locations
- Focus a portion of future capital investments on creating additional quiet work areas within our branches

ENGAGE THE COMMUNITY IN DEVELOPING AND PROMOTING RESOURCES AND PARTNERSHOP OPPORTUNITIES

- Expand our marketing and communication strategy to more fully inform Selwyn residents about our services and programming
- Review all current partnerships to ensure they provide optimal benefits
- Lobby the Provincial government to provide additional funding support to the community library
- Commit to protecting intellectual freedom and fostering an environment that encourages diverse perspectives