



Vision

A vibrant community catalyst for culture, discovery and connections.

Mission

A welcoming, resourceful environment open for everyone to explore, learn, create and share.

Values

Accessibility | Collaboration | Diversity | Innovation | Intellectual Freedom

Engage: We are connected to our community and it is connected to us.

Evolve: We break away from our stereotypes and embrace change.

Experience: We are the place to be. People are excited to return and recommend us to others.

Strategic Priorities at your Library:

- √ **Transform your library spaces**
accessibility, functionality, aesthetics
- √ **Expand your access to services**
business hours, fees, parking, kiosk, technology, resources
- √ **Connect with our community**
customer service, marketing, outreach, partnerships, City relations
- √ **Enhance our service delivery**
staffing levels, professional development, work flows, communication

Anticipated Outcomes

Welcoming, attractive, safe and inclusive.
 An awesome atmosphere and environment.
 You told us what you wanted your library to be.
 We listened, we are responding.
 People come in to the Library.
 The Library goes out to the people.
 Excellence, efficiency and economy...
 the best City service we can deliver.

Finding the balance...

Resource allocation
 Technology advancements
 Facility Renovation
 Collections: print | eResources
 Space: collection | seating | meeting

Measures of Our Success

- Library use and memberships
- Items taken home
- Visits to the physical Library
- Visits to the virtual Library
- Business hours
- Computer stations
- Use of technology
- Attendance at programs
- Customer satisfaction
- Partnerships and collaborations
- Revenue sources
- Staff levels and training
- Marketing plan
- Accessibility features
- Fees review

Brockville Public Library

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Linking to the City of Brockville's Strategic Plan ...

City of Brockville Priorities	Brockville Public Library Priorities
People	Spaces
Economy	Services
Amenities	Community
Sustainability	Delivery

Engage | Evolve | Experience