

## **Draft Priority Areas for Consultation**

### **Vision: What we aspire to achieve**

Words for consideration:

- resilient, successful, responsive

Ideas to respond to:

- Toronto Public Library will be recognized as the world's leading public library
- Toronto Public Library will make Torontonians smarter

Draft statement:

- Toronto Public Library will be recognized as the world's leading public library, helping make Torontonians smarter, successful and resilient through excellent and responsive service

### **Mission: Our Role**

Toronto Public Library provides free and equitable access to a broad range of human knowledge, experience, information and ideas in a welcoming and supportive environment to meet the changing needs of the people of Toronto.

### **Core Values: How we deliver excellent customer service**

- **Accountability**  
Responsible for our actions
- **Creativity**  
Encouraging innovation and planning for the future
- **Equity**  
Accessibility, diversity and fairness in the treatment of all individuals
- **Integrity**  
Open and honest in all our dealings
- **Participatory**  
Inclusive and involving in decision-making
- **Respect**  
Valuing individual needs, experiences and differences

- **Service Orientation**

Providing quality customer-driven services

- **Intellectual Freedom**

Encouraging the free exchange of information and ideas in a democratic society

## **Priorities to achieve our vision**

### **Grow a City of readers: Foster literacy and a love of reading as a first priority helping residents overcome the barrier of low literacy levels**

Support readers of all ages, especially children at critical stages in their development in building print literacy skills, in discovering great stories and books and in connecting with authors, creators and other readers

Champion the value of reading as a strong foundation for life success through campaigns, outreach strategies and programs

Lead the drive for access to ebooks and econtent for public library users

### **Develop a City of learners: Support lifelong learning as fundamental to economic prosperity, social cohesion, and civic engagement**

Provide easy access to the world's knowledge through collections in a range of accessible formats including unique material about Toronto's economy, its diverse history, communities and culture

Respond to the emerging demand for self directed learning and skills development to help users prepare, learn and grow through life's transitions- from home to school, school to work, work to second careers, and retirement to support a better quality of life

Help learners of all ages to build information and digital literacy skills to access and use technology and information effectively

### **Catalyze a City of innovators, entrepreneurs, creators of all ages: Spark experimentation positioning Torontonians to succeed in a global knowledge economy**

Build and evolve comprehensive virtual library services available anytime/anywhere integrating new and emerging technologies for better service

Animate library branches to encourage collaboration through inspired design linking the community and library, technology enabled, wired workspaces, with

hours and service models to support work, study, planned and casual programs, events and conversation

**Deliver excellent library service to Torontonians efficiently and effectively**

Support the Toronto Public Library Foundation, the Library's most valued partner, in achieving ambitious fundraising goals to enhance service

Engage in a range of partnership models to support service delivery and diversify revenue streams

Provide easy access to helpful, expert staff who understand how residents want to access and use information

Equip staff with access to the technology and skills to support users and to innovate and evolve services efficiently in the digital age

Develop targets and performance measures and engage in service evaluation and benchmarking to increase operating efficiency