



Strategic Plan 2012 -2015: 2014 Work Plan

March 24, 2014

Presentation to the Toronto Public Library Board





Read. Learn. Create. Deliver.

Toronto Public Library Strategic Plan 2012-2015



- Strategic Plan 2012 -2015 approved by the Board in 2012
- Strategic plan guides development and delivery of library services over a four year period
- Annual work plan approved by the Board each year
- Objectives and tactics from the Annual Work Plan are integrated into service planning and individual performance plans
- 2013 Work Plan Achievements and 2013 Performance Measures will be presented at an upcoming Board meeting

- Four Priority Areas:
 - Create a City of Readers
 - Develop a City of Learners
 - Catalyze and Connect a City of Innovators, Entrepreneurs and Creators
 - Deliver Excellent Library Service to Torontonians Efficiently and Effectively
- Fifteen goals associated with these four priority areas
- 2014 work plan details objectives, tactics and metrics to support achievement of these goals

2014 Work Plan

Priority Area: Create a City of Readers

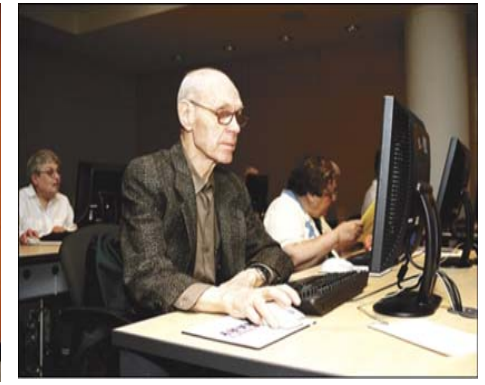
- Expand access to e-content and continue advocacy efforts for improved access
- Help readers with e-reading technology
- Grow membership and use through targeted registration drives
- Implement the 2014 priorities in Middle Childhood Framework
- Redesign the website for children (0-5) and parents/ caregivers and plan for website for children (6-12)
- Recognize WorldPride2014 and WW1 Centenary through reading lists, events and promotions and plan for PanAm/ParaPan games, 2015



2014 Work Plan

Priority Area: Develop a City of Learners

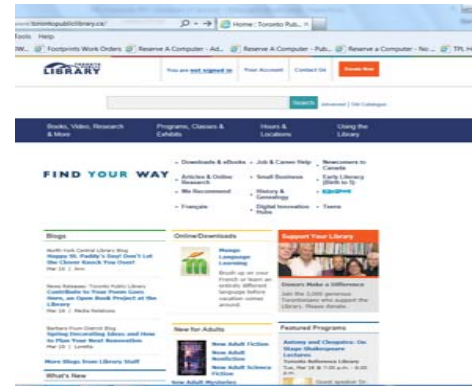
- Provide new e-content for self-directed learning and skills development including subscriptions to online resources and video tutorials
- Investigate establishing a music library
- Continue to develop new technology programs such as hacker labs, coding clubs, repair cafes and maker fairs with community partners
- Introduce a new “Big Ideas” programming series
- Support Toronto’s aging population in developing digital skills



2014 Work Plan

Priority Area: Catalyze and Connect a City of Innovators, Entrepreneurs and Creators

- Open the 99th and 100th branches: Fort York in 2014 and Scarborough Civic Centre in fall of 2014 or early 2015
- Introduce Digital Innovation Hubs and related programming at TRL and Fort York branch and plan for one at Scarborough Civic Centre branch
- Introduce an Artist in Library program at five branches
- Develop a responsive website design to address the needs of mobile users beginning with Your Account
- Continue to enhance self-service options, including introducing online payment



2014 Work Plan

Priority Area: Deliver Excellent Library Service to Torontonians Efficiently and Effectively

- Implement new approved revenue streams e.g. Print on Demand
- Study of priorities and objectives for up to 5 years for the operating budget and 10 years for the capital budget
- Implement expanded open hours at seven district branches and Toronto Reference Library
- Standardize and fully automate the process of counting library visits
- Enhance staff training to include innovation and technology based training
- Support the Foundation in developing new sponsorship opportunities





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Strategic Plan - 2012-2015 Vision

Toronto Public Library will be recognized as the world's leading library by informing and inspiring Toronto and its communities, making us all more resilient, more knowledgeable, more connected and more successful