



STAFF REPORT INFORMATION ONLY

14.

2010 Strategic Plan Work Plan

Date:	March 22, 2010
To:	Toronto Public Library Board
From:	City Librarian

SUMMARY

The purpose of this report is to present the 2010 Strategic Plan Work Plan for information. Initiatives in the plan support achievement of the goals of the 2008 – 2011 strategic plan: *Our Shared Stories: Writing the Future of Toronto's Library*.

FINANCIAL IMPACT

Most initiatives included in the 2010 Strategic Plan Work Plan can be funded through the Library's 2010 operating and capital budgets. Alternate funding to enrich and enhance the scope of work plan initiatives may be achieved through funds raised by the Toronto Public Library Foundation or through grant funding. Some programs may be impacted by the approval of the 2010 operating budget.

The Director, Finance and Treasurer has reviewed this financial impact statement and is in agreement with it.

DECISION HISTORY

The Library Board receives a Strategic Plan Work Plan annually.

COMMENTS

Each year a work plan is developed to advance the themes and goals of the strategic plan. The 2010 work plan outlines major activities by theme and goal. Achievements related to the work plan are reported to the Board annually. The 2009 strategic plan achievements and annual performance measures will be reported to the Board in spring, 2010.

KEY INITIATIVES FOR 2010

The Toronto Public Library 2010 Strategic Plan Work Plan is included as Attachment 1. Major areas of focus are highlighted below under strategic theme.

Theme One: Engaging Diverse Communities – In the City and Our Neighbourhoods

Membership Promotion

- Develop strategies to engage residents in library services through the promotion of membership; strategies include the introduction of online registration, library card sign-on for wireless service, an enhanced online presence, a registration campaign reaching targeted audiences including newcomers and at risk populations, promoting library card registration at events and outreach with community partners.

Barrier Free Services

- Implement the Toronto Public Library Accessibility for People with Disabilities Policy in support of the Accessibility for Ontarians with Disabilities Act, 2005 (“AODA”) and the Accessibility Standards for Customer Service regulation (Ontario Regulation 429/07) (“Customer Service Standard”); enhance access to collections and services for people of all ages by assessing and building collections in alternate formats, building programs through partnerships and engaging in outreach and consultation on future standards.

Theme Two: Addressing the Growing Income Gap

Support for vulnerable residents

- Develop strategies to remove barriers to access and encourage participation in literacy and reading support programs;
- Participate in city initiatives that support vulnerable neighbourhoods, communities and residents including Toronto Helps, Neighbourhood Action Teams and the Community Partnership Strategy; enhance library supports for residents including information on financial literacy, health promotion, nutrition, and housing and rent supports in response to needs identified by local residents and community partners.

Theme Three: Expanding Access to Technology and Online Services

Building the virtual library; expanded access to technology in library branches

- Launch the new website with a highly effective search engine promoting access to library collections, e-resources, and programs and events; ensure refreshed content; investigate access to the website on a variety of mobile devices;
- Build relationships with online communities through the use of social media;
- Conduct a comprehensive review of in-branch technology including bandwidth, access to software applications, distribution of content and e-content offered; and expand the availability of laptops for use in branch.

Theme Four: Supporting Creativity and Culture

Enhance access to cultural programming; literary, visual and the performing arts

- Build the Library's profile as a cultural destination in the City through partnerships at the city and neighbourhood level; focus on literary events including Keep Toronto Reading, One City One Book; plan and deliver diverse cultural events including opportunities for young artists and musicians; expand access to the visual arts in neighbourhoods through exhibits and partnerships with local arts groups;
- Develop the programs and the profile of the Bram and Bluma Appel Salon.

Theme Five: Supporting A Sustainable Library

Sustainability of services and programs

- Advance the capital program including projects at Brentwood, Cedarbrae, Malvern, Thorncliffe, Toronto Reference Library, and York Woods; conduct public consultation on Mount Dennis, Fairview, Scarborough Centre, West Waterfront and the Malvern projects;
- Advance the federal infrastructure projects at Agincourt, Fairview, Northern District, and Richview branches and North York Central Library;
- Continue to implement the Library's green strategy to address buildings and systems, waste diversion, reduced use of resources, and recycling;
- Ensure the sustainability of staff resources through a diversity plan, career paths and succession planning;

- Advocate for public library service and funding in partnership with the Canadian Urban Libraries Council, the Federation of Ontario Public Libraries and the Toronto Public Library Foundation.

CONTACT

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SIGNATURE

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Attachment 1: 2010 Strategic Plan Work Plan