



# Markham Library's Future

Markham Public Library Board  
General Committee  
November 16 2020



# BUILDING MARKHAM'S FUTURE TOGETHER

## 2020 – 2023 Strategic Plan



All Branches  
Closed March 13<sup>th</sup>



Curbside Service  
Launched July 6<sup>th</sup>



Open for Limited  
Services October  
13<sup>th</sup>





news. MPL is opening four branches to serve you starting on Oct. 13! Curbside service will be discontinued on Oct. 10 as holds can be picked up from inside of the branch once we reopen. Please visit our [Reopening page](#) for more

## Highlighted Content



Visitor Self-  
Assessment Form



Markham Public  
Library (MPL)  
Introduces Grab &  
Go Bags



We're Open



Why Small Business  
Month Matters

EXPLORE EBOOKS

ATTEND A WORKSHOP

READ BLOGS



CELEBRATE  
SMALL  
BUSINESS  
MONTH

Learn More



## Online Events

OCT

20

Magic Milk Experiment

Oct 20, 4:15pm  
Online event

OCT

20

MPL Virtual: Get  
Ready for French

Oct 20, 6:00pm  
Online event

OCT

20

Zooming Towards  
Higher Education

Oct 20, 7:00pm  
Online event

[View more](#)







“

Originally, the virtual story time was used to build a routine for my two kids during these odd times. But as we continue to watch them, I noticed the kids are truly enjoy them. From the different songs and books, I have watched my year old learn to sing different tunes while the year old is picking up basic words. I would like to thank MPL for putting together such a wonderful program and to all the facilitators that are dedicating their time and energy in putting together such an educational and interactive live stream for our children.

~ Kat

”





**PANDEMIC 1**  
**COVID**



**PANDEMIC 2**  
**SOCIAL INEQUITIES**





# Strategic Planning in the Age of COVID

A Year Like No Other





## Board's Decision Criteria

The Library Strategic Goals must:

- Directly support the City's strategies and priorities.
- Be relevant for the Library:
  - The Library must be the right organization to address community needs – we can do the best job.
  - The Library is deeply passionate about meeting those needs
  - The Library's stakeholders (Council) view our role and our goals as important to the City's priorities.
- Fill a gap in the community that is not, and in all probability will not, be filled by another organization.
- Leverage our strengths and opportunities.
- Be based on current evidence and research,
- Advance our Mission and move the Library towards realizing our Vision



Wheelhouse is the organization's key strength or area of expertise.



The Hedgehog Concept





# Values

- We value reading and learning to support literacies of all kinds.
- We are committed to offering excellent customer service.
- We create a welcoming environment that recognizes and celebrates the diversity of our community.
- We provide library spaces and resources that are free, convenient and easy to use.
- We are innovative and collaborative, anticipating and meeting community needs in a changing world.
- We are accountable for the responsible use of public funds.





# Vision

You spoke, Markham. We listened. Our Vision is based on what you told us about your aspirations for your future in this City.

- At your library, Markham comes together to imagine, create, learn and grow as individuals, neighbourhoods and a City.
- Everyone in Markham benefits from exceptional library experiences and intellectual pursuits through reading, studying, exploring ideas, solving problems, gaining knowledge, engaging in civic discourse, and connecting with others to build social cohesion and create Markham's shared future.
- The library is a place where no one is left behind.
- Those living and working in the City are inspired and transformed as they experience library services, spaces and curated resources in ways that are uniquely meaningful for them.

# At the End of 2026

- Our physical and virtual spaces, services and curated resources are seamlessly integrated.
- Markham residents and businesses have the literacies required to fully participate in a digital society and economy.
- As our City and communities changed, we changed. Through a unique blend of service, collections and technologies, we continuously deliver new ideas that inspire and promote innovation.
- With our data competencies and community knowledge, we have worked hand-in-hand with City colleagues and partners. Together we deepened our collective understanding of Markham residents' and businesses' preferences, behaviours, challenges and aspirations – and we responded collaboratively with exceptional, impactful and action-ready services.

# At the End of 2026

People are building the lives they  
desire in a thriving city, and  
we are an essential catalyst.



# Mission

You spoke, Markham. We listened. Our Mission is based on what you told us about how the library can best serve you and support your life in Markham.

- We are your library, connecting you to lifelong learning, the world's knowledge, cultural experiences, community building, personal growth and greater opportunities.
- We champion the transformational power of reading.
- We are a force for inclusivity, ensuring equity of access to welcoming spaces, resources and opportunities, and upholding democratic values that empower you for success as engaged global citizens.
- We enhance the educational experience, focusing on the development of key literacies in reading, digital skills, mathematics and sciences, so that you can be resilient in an increasingly complex and dynamic world.





# Strategic Goals



## Goal 1. Reading to Transform



# Goal 1. Reading to Transform

- We are the reading organization, celebrating reading, and its power to transform lives and engage residents in building an inclusive, livable, caring and culturally vibrant community.
- We engage individuals and families in transformative reading experiences.
- The Library promotes reading as a means to literacy, critical thinking, creativity, and empathy.



## Goal 1. Reading to Transform

Objective 1.1 Leverage our unique reading-related assets (collections, expertise, services and programs) to engage families with the Library's literacy programs, collections and services in both digital and in-person formats.





## Goal 1. Reading to Transform

Objective 1.2 Promote Library content that supports formal and informal learning opportunities for lifelong learners, as well as the academic success of students.



wavebreakmedia



## Goal 1. Reading to Transform

Objective 1.3 Reduce barriers to membership and Library use.



## Goal 1. Reading to Transform

Objective 1.4 Provide resources in a range of formats and languages to ensure collections are balanced, inclusive and accessible.



## Goal 1. Reading to Transform

Objective 1.5 Promote the value of reading for pleasure as something that supports strong educational outcomes, increased empathy, improved relationships with others, better mental health and overall wellbeing.







## How Reading Transforms

***“One thing you can never overstate is the importance of learning. As a teenager, I spent hundreds of hours at the Thornhill Library, reading up on whatever interested me that day.*”**

***“It opened up the whole world to me and now I feel as if the whole world is my home.”***

***Cameron Bailey***



## Goal 2. Limitless Learning



## Goal 2. Limitless Learning

- The Library complements formal education and extends learning beyond the academic experience.
- The Library facilitates curiosity, self-directed learning and personal growth through all stages of life.
- We concentrate on readying children for school, providing opportunities for individual development, preparing people for employment and citizenship, and helping people build skills they need for the digital environment.
- We grow a community of learners through all phases and stages of life.



## Goal 2. Limitless Learning

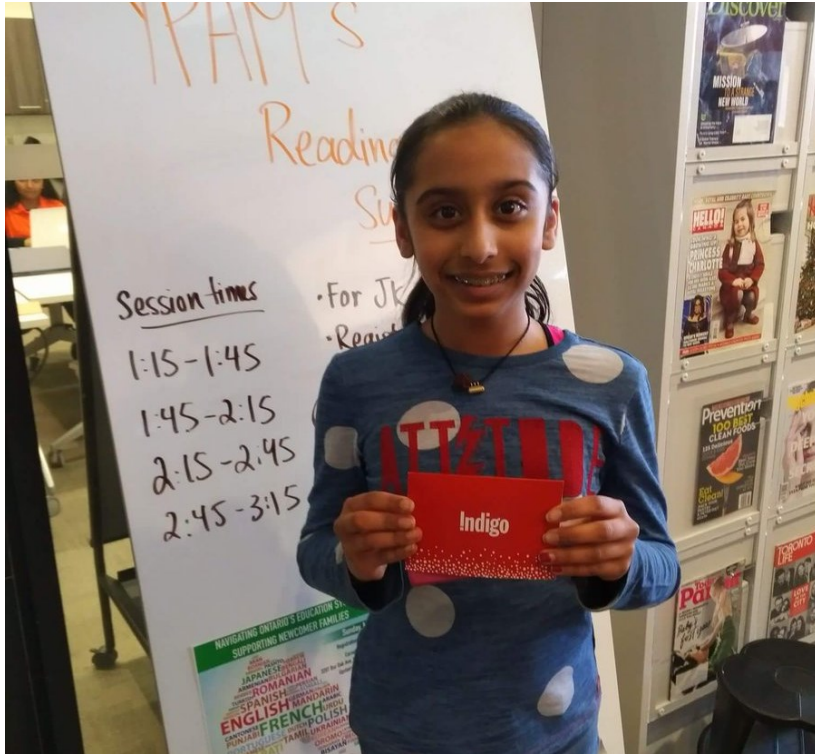
Objective 2.1 Provide tools and resources that support individual learning goals throughout every stage of life.





## Goal 2. Limitless Learning

Objective 2.2 Deliver a multi-faceted, inclusive and equitable lifelong learning strategy to address barriers to success in formal education.







## Goal 2. Limitless Learning

Objective 2.3 Provide Markham residents and entrepreneurs with skills and literacies to build their confidence and resiliency to participate fully in the economy, including the local job market.





## Goal 2. Limitless Learning

Objective 2.4 Equip community members with digital literacy skills to enable them to learn, connect, engage and work online.



## Goal 3. Community Social Cohesion

# Goal 3. Community Social Cohesion

- Markham is economically and socially connected. People in all circumstances and at all stages of their lives benefit from the information, ideas, relationships and resources shared at the library.
- People contribute to their local government and to their community because they know that they are respected and that their City thrives on everyone's rich diversity, equity, opportunity and digital readiness.
- We close the digital divide and build social cohesion.
- Markham is the best place to live, invest, and work.



## Goal 3. Community Social Cohesion

Objective 3.1 Achieve an inclusive, equitable and accessible workplace and library service through a policy and procedures review and through engagement with the City's Diversity and Inclusivity Action Plan Update.





## Goal 3. Community Social Cohesion

Objective 3.2 Leverage partnerships and the knowledge and expertise of local organizations to deliver social capital initiatives and contribute to the community's social well-being.



## Goal 3. Community Social Cohesion

Objective 3.3 Reduce social isolation and bridge social divides by providing physical and virtual spaces that instill a sense of welcome and belonging for all community members.



## **Goal 3. Community Social Cohesion**

Objective 3.4 Enhance knowledge of the community through data and research, and facilitation of community engagement initiatives.



## Goal 3. Community Social Cohesion

Objective 3.5 Champion civic discourse to advance social cohesion and broaden community understanding of global and local issues.





## Goal 3. Community Social Cohesion

Objective 3.6 Address the digital divide by providing equitable access to technology and resources for success in the digital world.

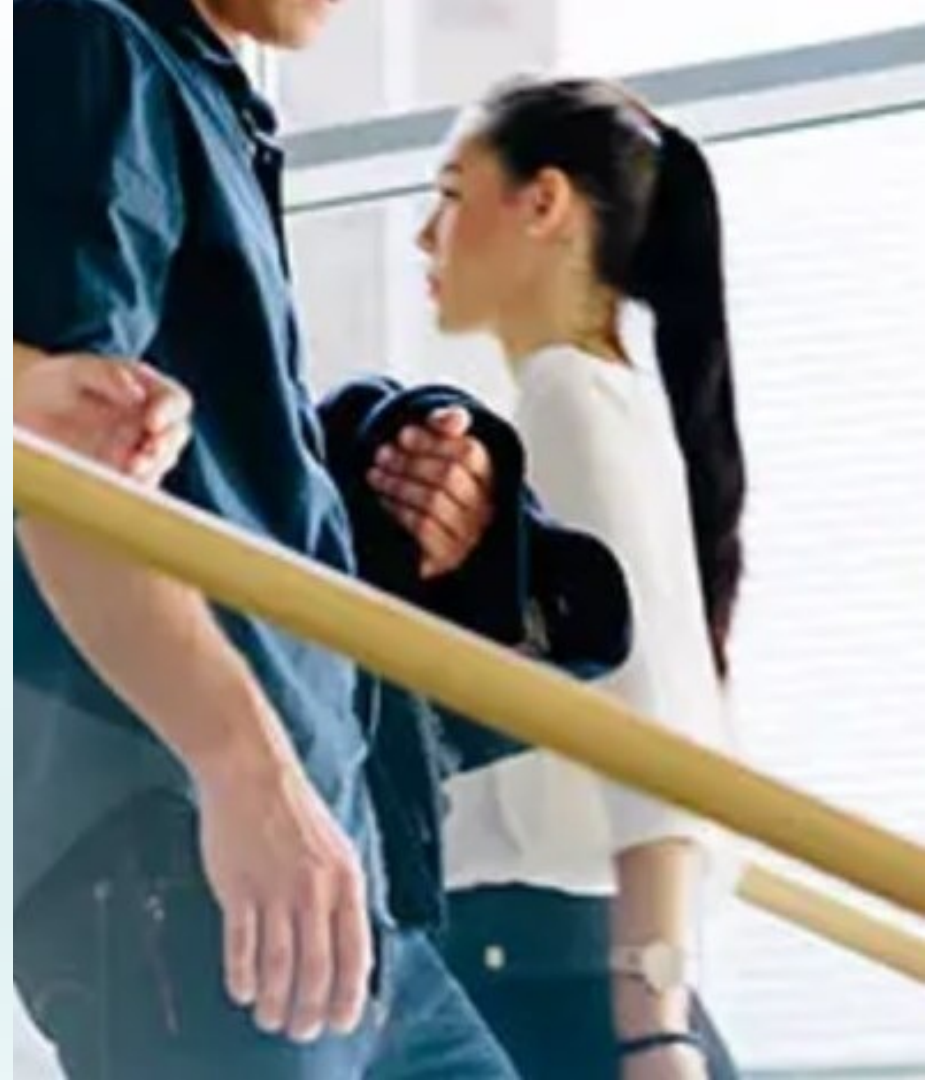


# How Libraries Build Social Cohesion

***“Libraries are anchors in their neighbourhoods where people can access quality information, get connected to local services, and meet people from different cultures and economic demographics.***

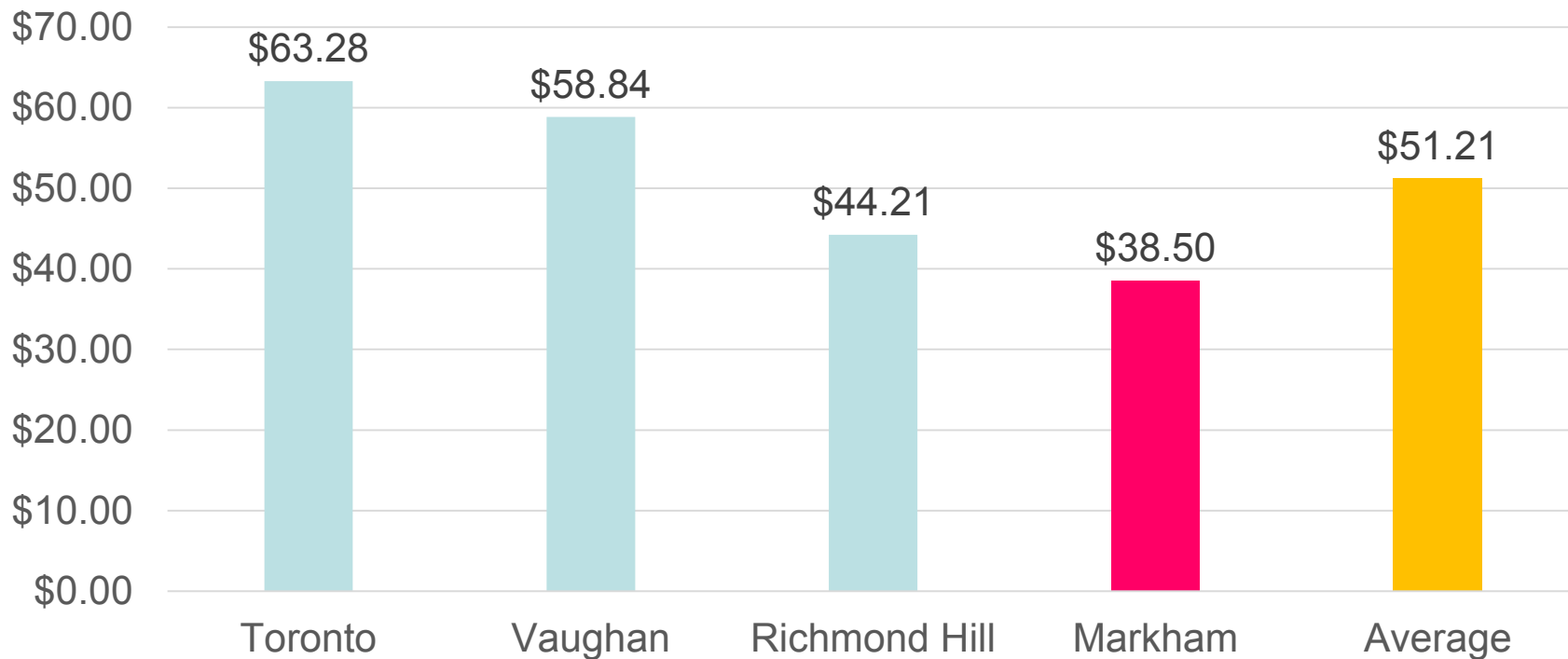
***“So much of our lives is segmented, where we are with people who are much like ourselves. But the dynamism of cities is that ideas and cultural manifestations come out of connections of people of different backgrounds. That’s what happens within libraries.”***

***Mary Rowe  
Canadian Urban Institute***



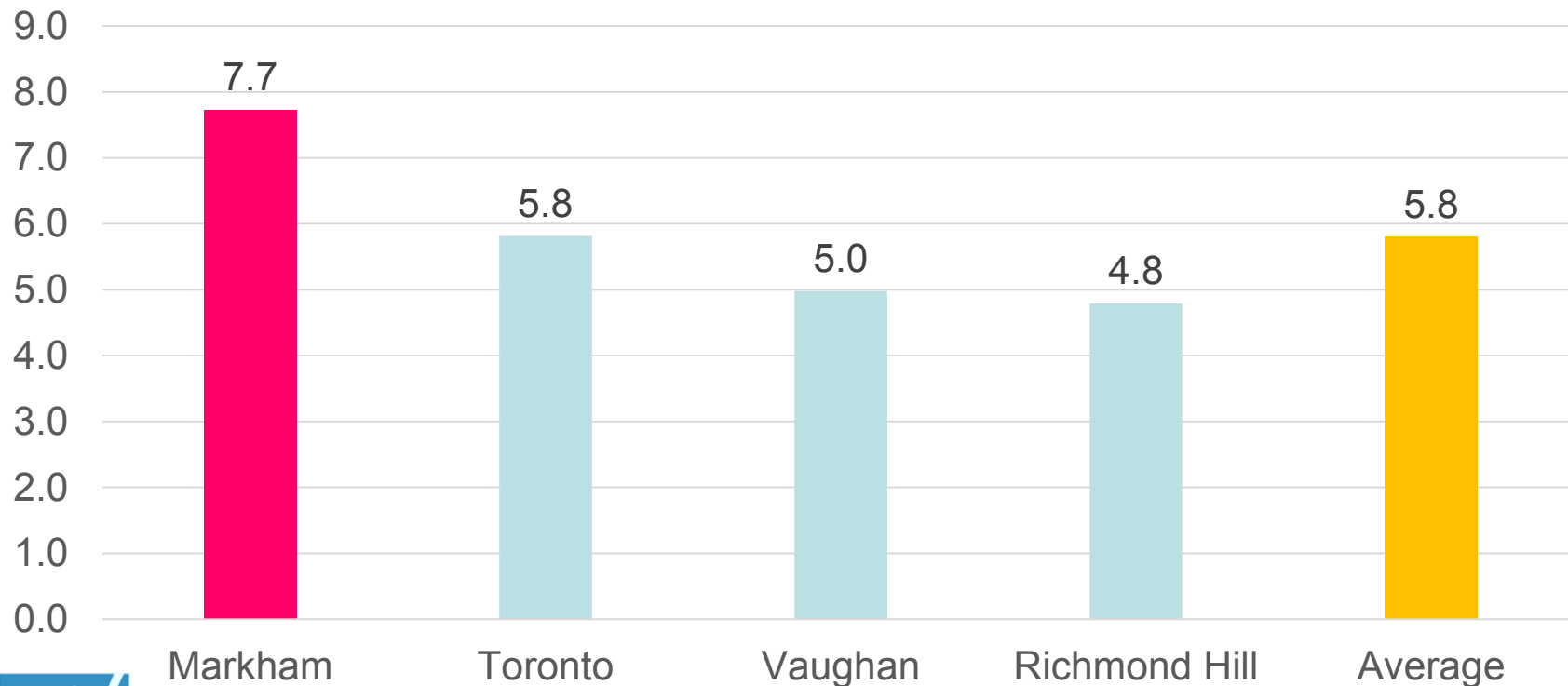


## Operating Budget Per Capita 2019



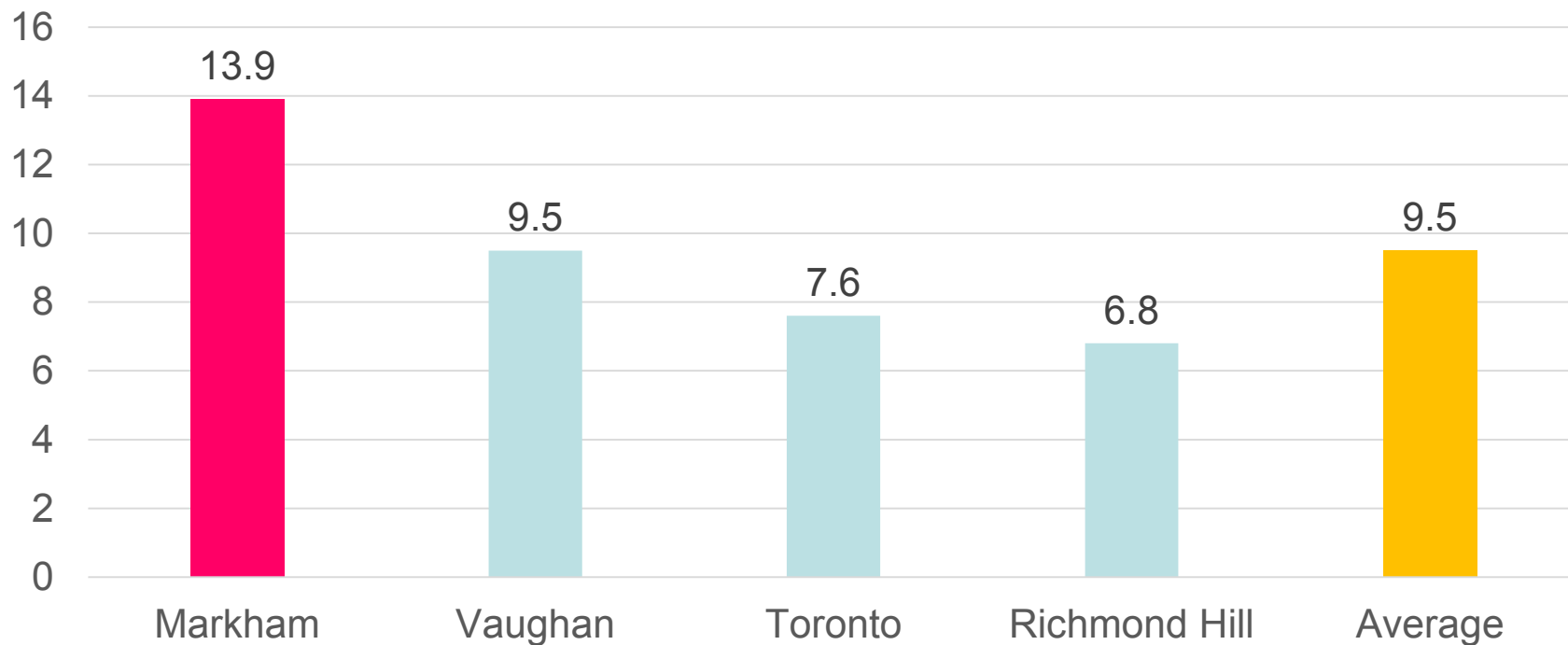


## Visits per Capita 2019





## Borrowing per Capita 2019





# Questions?