

Building Markham's Future Together
Journey to Excellence

Library Strategic Plan

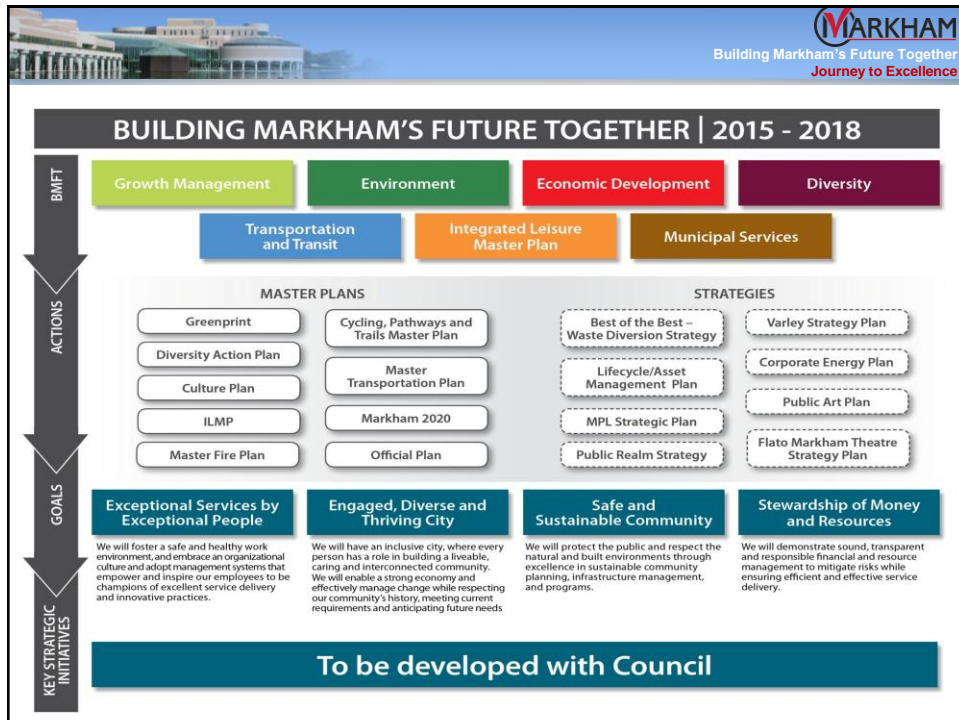
Special General Committee Meeting

Friday October 9, 2015
10 a.m. to 12:30 p.m.
Council Chamber



DRAFT MARKHAM PUBLIC LIBRARY STRATEGIC PLAN

2015 to
2019



COMMUNITY-LED PLANNING



Community consultation to discover

- Residents' needs and priorities
- How the library can support them

ONLINE SURVEY

**1,034
Respondents**



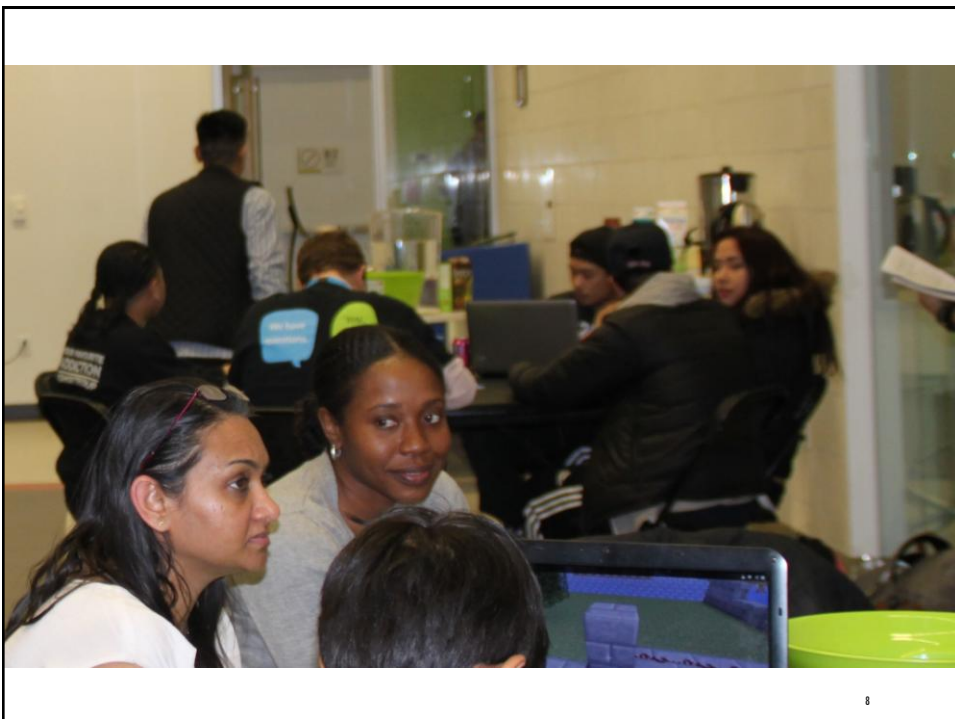
5

COMMUNITY MEETINGS ACROSS THE CITY

We heard
from a
wide cross-
section of
the
community



6







11

WHAT WE ASKED

What are your hopes and aspirations for yourself, your family and your community?

And how can the library help achieve these?

12

+ THE JOURNEY INTO CHANGE

Transforming Lives

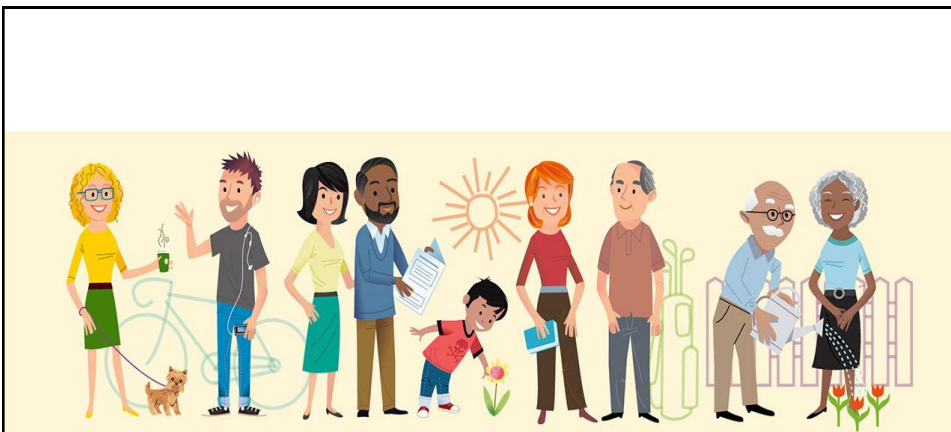
Libraries have
always been
about
transforming lives

Enabling each
individual's
journey of
discovery and
transformation



READING BUDDIES

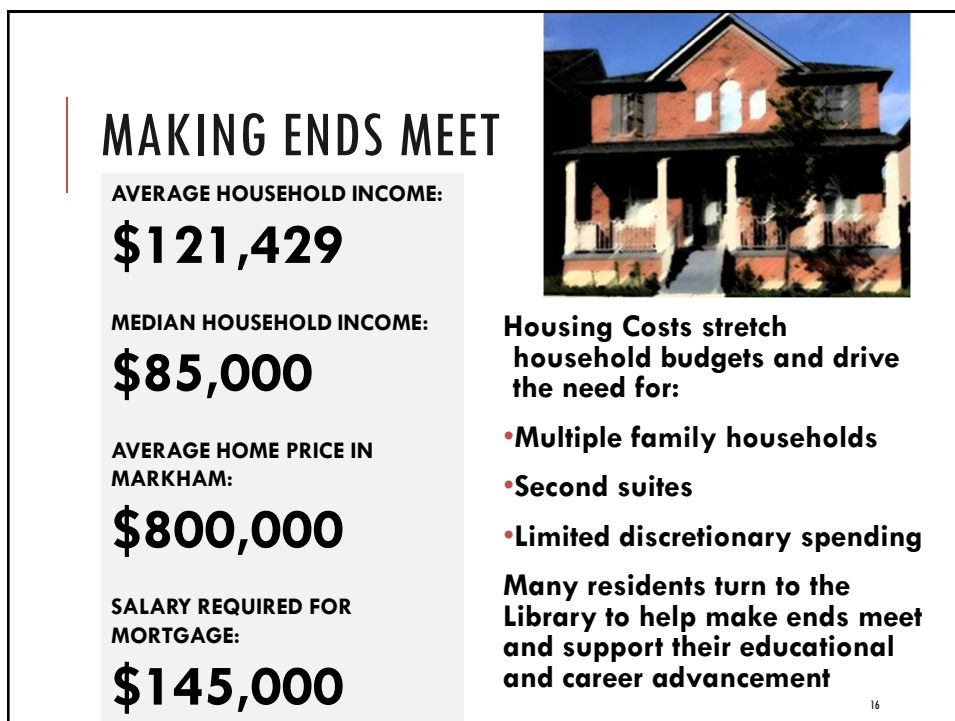
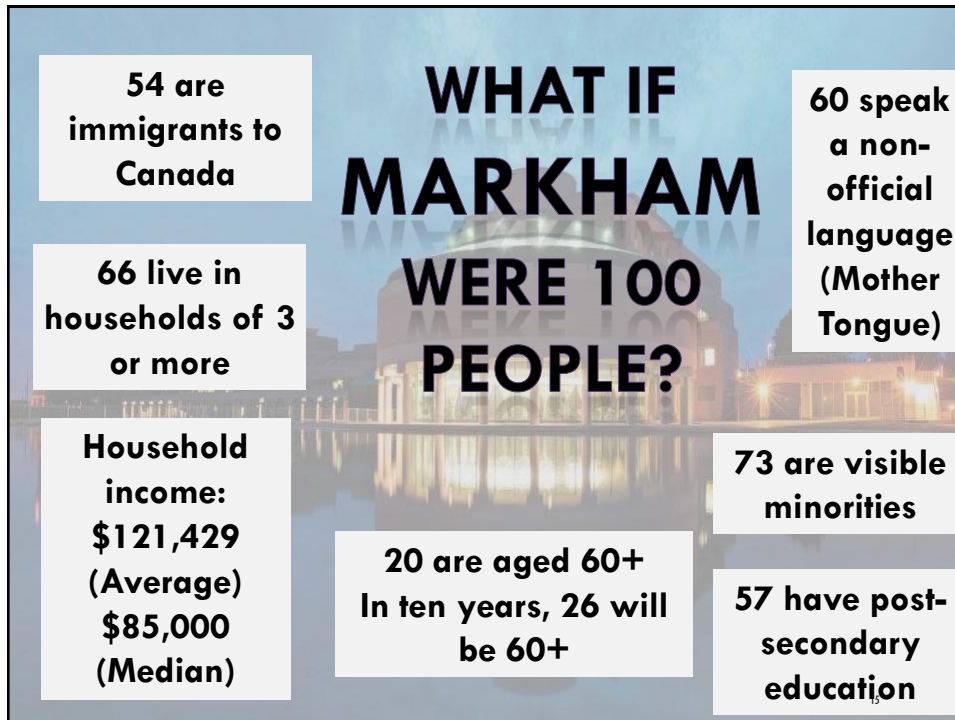
13



COMMUNITY DEMOGRAPHICS

We looked at
demographic data to
make sure we
understand who lives in
Markham

14





TRENDS AND FUTURE FORECASTS

17

ECONOMIC TRENDS & HOW LIBRARIES CAN HELP

The Knowledge Economy

- Be key participants in city economic strategies in the new knowledge economy

Competing Globally

- Develop workforce skills and talent locally to attract business investment

Fiscal Sustainability

- Develop innovative & creative strategies to support government fiscal sustainability

Changing Economy

- Help residents re-skill

Financial Anxiety

- Help residents make ends meet

18

DIGITAL WORLD TRENDS & HOW LIBRARIES CAN HELP

Digital Innovation
Key to Economic
Success

- Support digital creativity, innovation and content production

Digital Literacy is an
Essential Job Skill

- Provide digital education programs

Always Connected
Always Mobile

- Connect with users where they live – online and on the move

Digital Disruption

- Provide opportunities to utilize new innovative technologies

19

LEARNING TRENDS & HOW LIBRARIES CAN HELP

Shift to
Collaboration

- Provide collaborative learning space and technology

Changing /
Differentiated
Learning Styles

- Design learning programs to support individual learning needs

Community
Values
Education

- Develop library branches as learning hubs, with spaces and IT for all learning stages and styles

20

LIFESTYLE TRENDS & HOW LIBRARIES CAN HELP

Time-Crunched Lifestyles

- Provide convenient online service options

A Community with High Aspirations

- Provide programs and collections to help everyone achieve their goals for family, health, education, careers and life

Social Capital in Decline

- Provide community space for programs, meetings and informal discussion.

21

CONTENT TRENDS & HOW LIBRARIES CAN HELP

Rise of the ebook

- Provide convenient online reading options

E vs Paper Debate

- Follow the customers' lead and keep pace with the format that residents prefer.

The Power of Reading

- Champion the power of reading to change lives for the better

22

PLACE TRENDS & HOW LIBRARIES CAN HELP

Places to Grow

- Provide space that compensates for more compact housing units.
- Develop innovative new service models.

Place Making & a Resilient City

- Meet public expectations for library space as a key element of a community's quality of life & public realm.

Community Learning Hubs

- Form partnerships to create community learning hubs.

23



THREE SHIFTS IN LIBRARY'S DRAFT STRATEGY

This draft Strategic Plan expresses three big shifts in our strategic thinking

Adding "create" to the Vision

- From "imagine learn grow" to "imagine **create** learn grow"

Outcomes Focus

- More than transactions – moving to the concept of life-transforming outcomes and changing lives for the better

Turning outward

- Turning outward toward the community and going to where they are

24



+ CONNECTING PEOPLE AND COMMUNITIES

OBJECTIVES

- 1. Connect people and communities to enriching opportunities for engagement and learning**
- 2. Create partnerships that build community capacity**
- 3. Take the library experience out into the community**
- 4. Develop programming that supports community aspirations to changes lives for the better**

27



**1. CONNECTING PEOPLE
AND COMMUNITIES**

28





4. PROGRAMMING THAT CHANGES LIVES FOR THE BETTER

Developing and implementing a programming strategy that meets community needs.



DIGITAL INCLUSION

Strategic Theme Two is about including everyone in our Digital World

+ DIGITAL INCLUSION

OBJECTIVES

- 1. Develop a multi-year technology roadmap.**
- 2. Provide IT that meets the community's learning, creative and business needs.**
- 3. Leverage technology for responsive and efficient library services.**

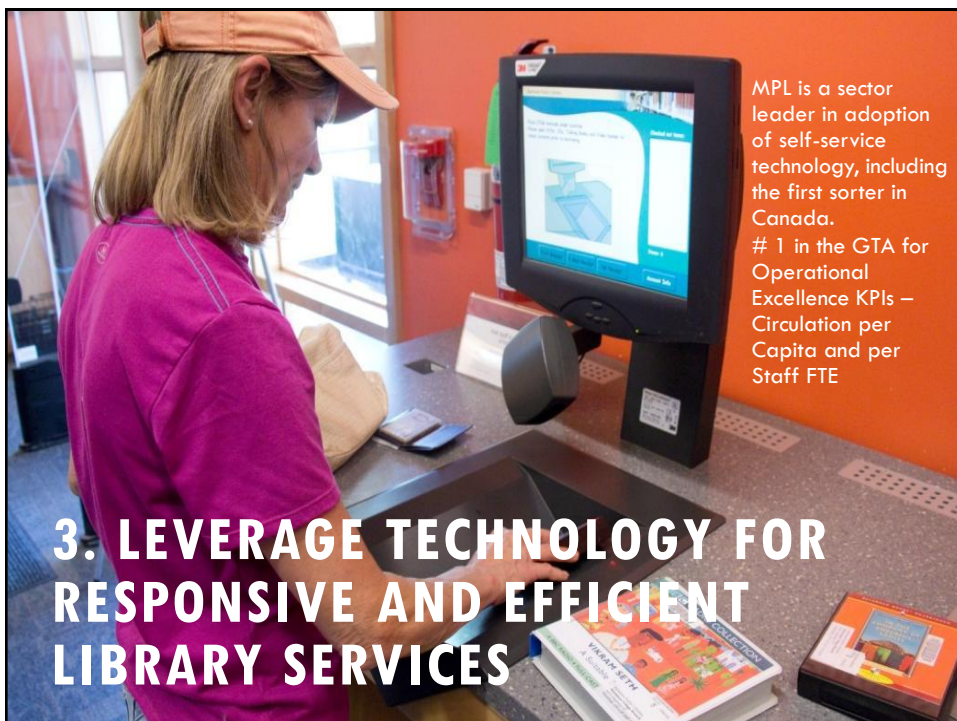
33



1. TECHNOLOGY ROADMAP

Redeveloping skills in the retirement years

34






CONTENT THAT TRANSFORMS LIVES

Strategic Theme Three

37



“ One thing you can never overstate is the importance of learning. As a teenager, I spent hundreds of hours at the **Thornhill Community 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

- Artistic Director, Toronto International Film Festival (TIFF)

+ CONTENT THAT TRANSFORMS LIVES

OBJECTIVES

1. Community - led library content

2. Grow digital and non-traditional content

3. Promote content and its power to transform lives

39

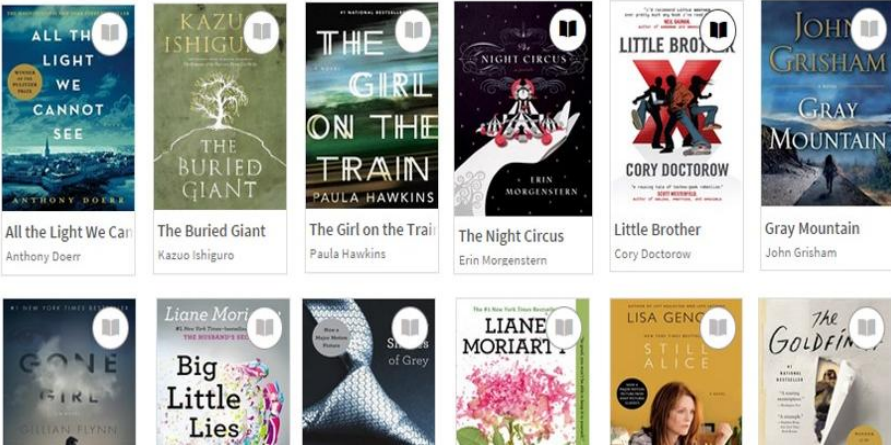


1. COMMUNITY-LED CONTENT

Developing a community-led collections strategy i.e. collections co-developed with community members through focus groups, surveys, etc.

40

eBooks View more...



The grid displays 12 e-book covers arranged in two rows of six. Each cover includes the title and author's name. The books shown are: 'All the Light We Cannot See' by Anthony Doerr, 'The Buried Giant' by Kazuo Ishiguro, 'The Girl on the Train' by Paula Hawkins, 'The Night Circus' by Erin Morgenstern, 'Little Brother' by Cory Doctorow, 'Gray Mountain' by John Grisham, 'Gone Girl' by Gillian Flynn, 'Big Little Lies' by Liane Moriarty, 'The Girl on the Train' by Paula Hawkins (repeated), 'The Night Circus' by Erin Morgenstern (repeated), 'Little Brother' by Cory Doctorow (repeated), and 'Gray Mountain' by John Grisham (repeated).

2. GROW DIGITAL & NON-TRADITIONAL CONTENT

41

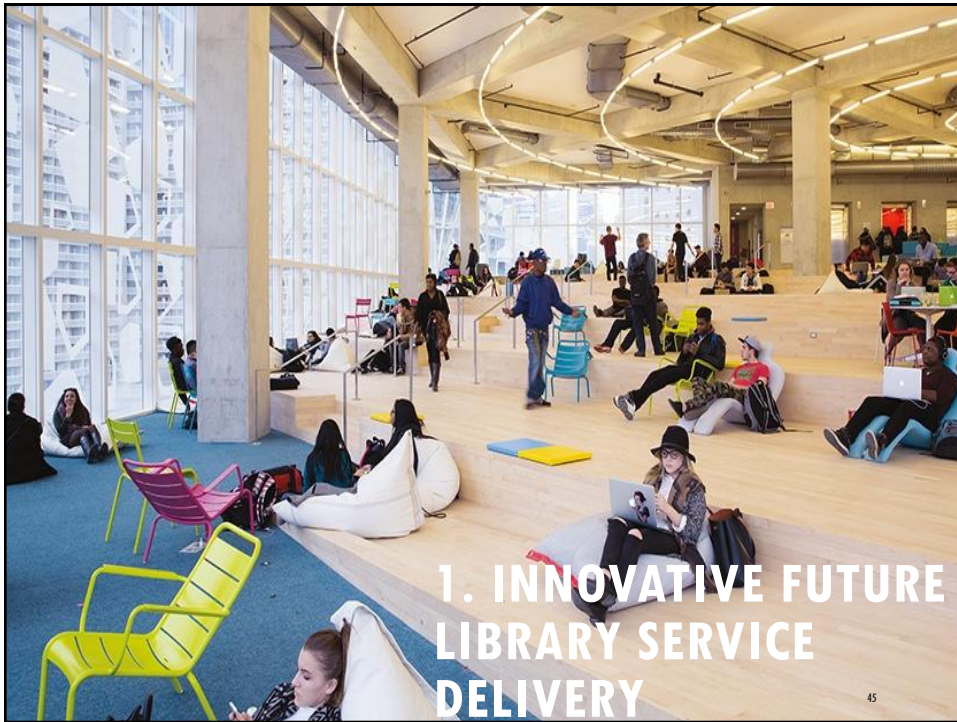


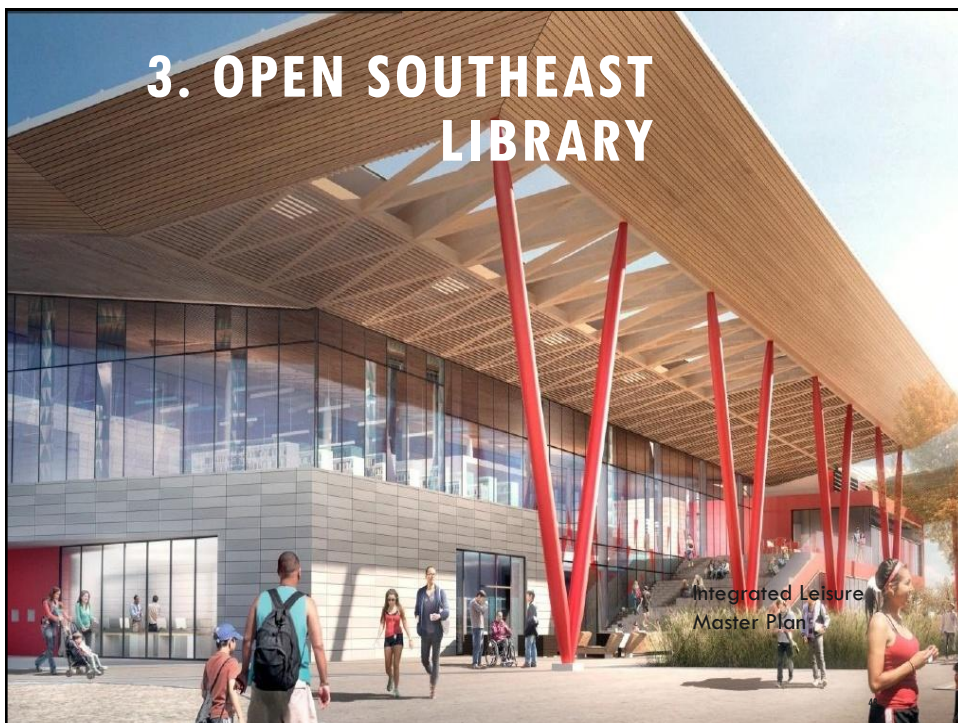


+ COMMUNITY LEARNING HUBS

OBJECTIVES

- 1. Plan for future innovative library service delivery.**
- 2. Update existing facilities**
- 3. Open Southeast Library**
- 4. Improve the experience**
- 5. Improve virtual spaces**





4. IMPROVE THE EXPERIENCE FOR FAMILIES



IMPROVE THE EXPERIENCE WITH MORE OPEN HOURS



Recreation, Culture & Library Markham Public Library

RECREATION, CULTURE & LIBRARY

- Markham Public Library
- Using the Library
- Find Books, Movies & Music
- Programs
- Research & Resources
- About the Library
- Pan Am Games

mpl MARKHAM PUBLIC LIBRARY
The Place where Markham's communities come together to **imagine, learn and grow.**

Catalogue Online Databases My Account

WHAT'S NEW

Meet the Markham-Stouffville Riding Candidates for the 2015 Canadian Federal Election

YOUR OPINION COUNTS

Customer Satisfaction Survey

QUICK LINKS

5. IMPROVE VIRTUAL SPACES

51



IMAGINE CREATE LEARN GROW

Markham Public Library

52



QUESTIONS TO DISCUSS AT TABLES:

1. For this Strategic Theme and its Objectives, what do you believe is the most critical action to be accomplished?
2. Describe what success looks like from your perspective.
3. Anything else you would like to comment on?