



# **BRACEBRIDGE LIBRARY**

# **STRATEGIC PLAN**

**2023 - 2026**



**"ANYTHING BUT THE ORDINARY"**





# INTRODUCTION

*From our CEO & Board Chair*



The Bracebridge Library is a dynamic and unique resource for our community. We have the ability to engage, enrich, inspire and connect with all demographics and groups. It is my honour to work with such a magnificent team of staff, dedicated board members and support from the Town of Bracebridge staff and council to ensure that the Library continues to be a responsive and valued asset to Bracebridge and beyond. We are committed to listening to the community and responding to your needs and wants in the provision of library service. We thank each member of our community for your continued support and willingness to collaborate and provide feedback in our efforts. We are proud to work with you and for you.

This new strategic plan will guide us in the next phase of growth as the Library that Bracebridge deserves - Anything but the Ordinary.

The Bracebridge Library Board is an active and engaged group of individuals, and we have collectively worked on a number of key initiatives this term. Chief among them was assisting our newly arrived CEO Crystal and her staff in navigating the impact the pandemic has had (and continues to have) on our community and our library. An interim strategic plan in 2020 gave way to a longer view and included asking some key questions through a community survey. The results of that survey, (with a terrific return rate) coupled with the rebranding of our library and exciting plans for a new facility (expected to open in 2024), enabled us to distill our vision and mission to key pillars, each with concrete action plans. Accompanying work plans will have tangible and measurable deliverables that will enable our library to be... in short... Anything but the Ordinary. Watch for more exciting new initiatives amid the same reliable core service you've all come to love.

*Crystal Bergstrom*

**Crystal Bergstrom**  
CEO & Chief Librarian

*Barbara Hutchinson*

**Barbara Hutchinson**  
Board Chair

# Our Vision & Mission



## **Vision:**

An engaged, informed, inclusive and inspired community that is anything but the ordinary.

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## **Mission:**

To enrich, empower and inspire our community.

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# STRATEGIC PILLARS



## **Innovation**

Bridge the digital divide and support digital literacy in our community.

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## **Inclusivity & Equity**

Provide accessible, inclusive, and welcoming library service to all.

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## **Accountability**

Commitment to environmental sustainability, and financial stewardship.

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## **Partnerships & Collaboration**

Provide key social infrastructure and become an integral community partner.

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## **Excellence in Service**

Identifying health and safety, accessibility, collections, and feedback.

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## **Lifelong Learning & Inspiration**

Commit to evolving, innovating and improving.



# Innovation

- 1 Bridge the digital divide and support digital literacy in our community.
- 2 Provide access to modern and changing technology for the entire community.
- 3 Implement technologies that improve Library services.

# Inclusivity & Equity

- 1 Provide accessible, inclusive, and welcoming Library service to all.
- 2 Represent the diversity of our community, serving remote, rural and urban residents of Bracebridge and beyond.
- 3 Forge paths of understanding by listening to, learning from, and building relationships with diverse communities and cultures.

# Accountability

- 01** Share and advance Bracebridge's commitment to environmental sustainability.
- 02** Commit to responsible financial stewardship.
- 03** Board commitment to the regular review and maintenance of all policies and procedures.



# Partnerships & Collaboration

**01**

Become an integral partner within the economic engine of our community.

**02**

Collaborate and partner to make a positive difference in our community.

**03**

Provide key social infrastructure and public sphere, where people can connect to ideas, community resources, and each other.

**04**

Share knowledge and resources.

# Excellence in Service

- 1 Commit to the health and safety of staff and patrons.
- 2 Provide access points to information and knowledge in multiple formats.
- 3 Deliver seamless customer service in physical and virtual environments.
- 4 Provide a collection that is relevant, well maintained, and responsive to community needs and interests.
- 5 Gather and be responsive to feedback from all members of the community.

## Lifelong Learning & Inspiration

- 1 Commit to evolving, innovating, and improving in response to shifting cultural, technological, and economic landscapes.
- 2 Foster professional development for Library staff and board members.
- 3 Develop a culture of lifelong learning in the community by offering programs and services for all demographics.
- 4 Promote intellectual freedom.



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