

Township of Leeds and the Thousand Islands Public Library

Strategic Priority - Actions and Timelines

Objective	Actions	2015	2016	2017	2018
1. Maintain strong working relationship with Council					
	Align library Strategic Plan with Township Strategic Plan		2	3	4
2. Facilities					
a) Address space issues at the central Branch					
	Strike redevelopment team	1 ✓	✓	✓	✓
	Develop redevelopment plan	✓	✓	✓	✓
	Approve recommendation to go forward to Township	✓	✓	✓	✓
	Submit redevelopment plan to Township for action	✓	✓	✓	✓
	Explore potential funding sources for new facility		2	3	4
b) Direct involvement with Facilities Master Plan					
	Partner with Township to be part of community hub initiative	✓	✓	✓	✓
	Participate in Focus group re: facilities master plan	✓	✓	✓	✓
	Create inviting space in all branches	✓	✓	✓	✓
3. Explore Marketing Plan Opportunities					
	Explore potential partnerships with local college to create marketing plan		✓		
	Investigate overall signage in all branches	✓	✓	✓	✓
	Implement free Wi-Fi signage at all branches	✓			✓
	Identify beneficial relationships and partner with small businesses				
	Investigate new branding		✓		✓
4. Technology and supports					
a) Social media					
	Update website regularly	✓	✓	✓	✓
	Utilize strong and creative social media presence	✓	2	3	✓

	Create a big video wall	✓			
5. Programming and Outreach					
a) Expand clients use of resources, services and programs.	Promote car pooling to branch activities		✓		
	Engage youth focus groups to solicit input		✓	✓	✓
	Promote library initiatives non-users		✓	✓	✓
	Write and submit regular newspaper articles		2		
	Approach local artists to participate in library projects		2		
	Out reach to Islands and Seasonal/ Wendy Merckley	1	2	3	4
	Launch a campaign 1000 stories for the 1000 islands	1	✓	✓	✓
	Active Participation on Age friendly		✓	✓	✓
b) Achieve a reputation as strong storytellers	Obtain testimonials from library users regarding library services		✓	✓	✓
c) Support development of staff through education and conferences	Active participation in OLA events, SOLS programming, EXCEL workshops				✓