

# Chatham-Kent Public Library – Interim Strategic Plan 2020-2021

## Strategic initiatives over the next 12 – 24 months of the Pandemic

The goal of the interim plan is to enhance and build on the 2016-2020 strategy making some modifications in light of the current world situation.

- CKPL will continue to improve and refine the current strategic plan
- Improve on reporting performance metrics
- Be prepared to pivot and adapt services as the situation demands
- Focus on increasing the value and impact of the library in the community
- Public libraries are critical to the continuing health, education and prosperity of the community we serve even when the buildings are unable to open

### 1. Library creates welcoming accessible space

- Declutter floor space to enable physical distancing
- Utilize displays to the fullest extent to facilitate **quick** browsing
- Digital content continues to be in demand and more expensive than physical materials. A balance will be needed to showcase and support each format

### 2. Library encourages Chatham-Kent residents to engage in the virtual world

- Train staff for skype & zoom meetings
- Increase strength of library wifi at all branches; recommendation from the Economic Recovery Committee and in collaboration with ITT
- Provide seating outside the library
- Provide more reference/readers advisory assistance thru email, phone, FB messenger and text
- Continue to market/promote and connect patrons to free virtual library resources
- Promote virtual cards
- Virtual programming
- Update Library Website to showcase services, collections and programs

### 3. Library proactively provides programming that informs, inspires and enriches lives of Chatham-Kent residents

The programming will be primarily virtual unless conditions change.

- More virtual programming, for example:
  - Crafts all ages connecting patrons to Creative Bug
  - Storytimes
  - Adult book clubs
  - Trivia nights
  - Promote Read A-likes
  - CKReads

- Coding
  - Seed Library
  - Increased promotion of online/digital platforms
    - Participation in Great Big Read
    - OverDrive Reads
    - Gale Courses skills development
  - Continued promotion of Library Services and Library Card Drives at High Schools
  - Diversity in collections and programming
    - Promote CKPL's diverse collections across age groups and formats
  - Partnerships
    - Partner with Culture to cross promote programs, activities
    - Work with Ontario Early Years to cross promote literacy and digital resources to families
    - Restock Little Free Libraries and food banks who deliver food to shut ins
    - Showcase library programs ie Read-alikes and LitBits on local cable channel
    - Increase partnerships with municipal and community agencies within library spaces – working towards community hubs
4. Library will be a socially inclusive space
- Reduce overdue fines
  - Automatic renewals of materials
  - Virtual Card registration
  - Promotion of Access cards, Home Service
  - Continue to review library policies with an eye to equitable access
  - Review on a yearly basis long overdue fines
  - Food for fines 2021
  - Increase promotion of services
5. Library is a gateway to culture and heritage
- Emphasis on digital collections
  - Partnerships with other Cultural partners with emphasis on cross promotion and virtual programming
  - Continue community wide reading program ckreads.ca
    - Explore licensing for multi user ebook
    - Explore partnership with local secondary schools for reading YA selection for CK Reads; author visit just for secondary schools (virtual)