



Winnipeg Public Library Board Strategic Plan 2020-2025

Guiding Principles

- The Winnipeg Public Library Board (WPLB) Strategic Plan for the period of 2020-2025 will focus on the advisory role and the advocacy role of the Board.
- Responsibility for the Board Strategic Plan will fall to the Vice-Chair, who will provide quarterly updates and progress reviews. In addition, the Vice-Chair will conduct an annual review of the Strategic Plan with the Board and submit a progress report each year. At this review, the Board will determine goals to be undertaken in the upcoming year in support of the current advisory and advocacy activities within the Strategic Plan.
- Strategic Plan Goals will be chosen annually, in response to the current landscape at Winnipeg Public Library (WPL) and Winnipeg City Council. Any projects arising from chosen goals will:
 - Fall within the purview of the Winnipeg Public Library Board By-Laws and Regulations
 - Be reasonable considering Board and Library Advisory Committee (LAC) member capacity
 - Be achievable, clear, focused, and streamlined
 - Be limited in number (likely 1-3 goals a year)
 - Project teams comprised of Board members (and LAC members, if appropriate) will set timelines and progress checkpoints to ensure that goals are moving forward
- The Board will leverage the capacity and abilities of LAC members when appropriate, to make progress on Strategic Plan Goals (for example, inviting LAC members to join Strategic Plan project teams or requesting LAC support in advocacy situations).
- Whenever possible, the Board will be forward-facing, not reactionary, in order to address issues that affect WPL.
- The Board will determine the best course of action for advising the Manager of Library Services and advocating for WPL based on the Strategic Plan Goals chosen each year.

Overview of Advisory Plan

- In this context, advising means providing advice and recommendations to WPL regarding library related topics, either generated from the public, the Manager of Library Services, or the Board. The Board will complete value added work to fulfill its mandate to advise the Manager of Library Services. The Manager of Library Services will inform the Board (whenever possible, with as much advance notice as possible) of what issues WPL is facing.
- The Manager of Library Services will arrange for regular presentations to the Board on the issues WPL faces so the Board can consider them in the annual Strategic Planning process. The Board solicits topics from the Manager of Library Services annually (targeting February/March) and ad hoc as new or pressing issues arise.
- The Board reviews topics and discusses, in order to choose priorities for the upcoming year of the Strategic Plan.
- The Board develops plans and tactics relevant to the chosen issue(s) in order to provide advice to the Manager of Library Services. Some means may include creating project teams, attending conferences/workshops to learn more about topics and issues, hiring consultants to assist in recommendations or responses, soliciting community feedback, writing a Board position paper or elevator speech, or generating a report.
- The Board will communicate WPLB activities and progress widely to stakeholders, including the public, WPL staff, and City Council.

Overview of Advocacy Plan

- Advocacy is defined here to mean gaining or increasing public support for something OR promoting/recommending a cause or policy. Advocacy implies activism.
- Advocacy will naturally flow out of the advisory process as topics are addressed that require advocacy. The Board will need to determine, considering resources, authority, and relevant City of Winnipeg By-Laws, what battles can be fought on behalf of WPL and how to best focus Board efforts.
- Some methods of advocacy the Board may use include advocating to City Councillors, sponsoring ad campaigns, creating informational or advocacy pieces for Councillor community newsletters, funding and conducting reviews and studies of library services, advocating to the public with Board approved messaging, advocating on behalf of the public to WPL or City Council, presenting at City Council meetings, or presenting to WPL staff on the role of WPLB.
- The Board will communicate to the public and WPL staff on an annual basis in order to share WPLB activities and progress toward annual goals.

Strategic Plan Annual Timelines

- February – new Board members start and the Board reviews and affirms the annual goals set at the end of the previous year. Board members begin planning to complete goals, including striking project teams and recruiting volunteers.
- February-December – Board and project teams work toward the completion of Strategic Plan Goals. Vice-Chair facilitates quarterly reports and review of progress to the Board. Project teams involve LAC members, when appropriate, in projects and on project teams.
- July (or earlier)-December – the Manager of Library Services arranges for senior library staff to present to WPLB each month on hot topic issues that WPL would like the Board to support, advocate for, or advise on.
- November/December – the Board reviews progress on annual Strategic Plan Goals and determines whether goals are complete. Vice-Chair prepares a summary report on annual Strategic Plan progress. The Board sets new goals for the following year, considering any incomplete goals from the current year that are still relevant as well as requests and presentations from WPL and the Manager of Library Services.

2020 Strategic Plan Goals

1. Complete WPLB Strategic Planning Document.
2. Determine how WPLB can incorporate and adhere to the TRC Recommendations for Libraries.
3. Advocate to Winnipeg City Council for the permanent removal of all library fines.
4. Support WPL with funding and Board involvement as they work with a consultant to explore the possibilities around changing or removing the Millennium Library security screening process.

2021 Potential Goals

1. Determine how WPLB can best communicate with the public and vice versa to keep all involved apprised of WPLB projects, advocacy, and progress. Possible avenues of communication to be explored may include WPLB website, WPL website, WPL social media, LAC meetings, WPL newsletter, public meetings, etc. The Manager of Library Services will arrange for a presentation from WPL marketing staff including website statistics in Fall 2020 to assist in assessing this goal.