

# **Winnipeg Public Library Board**

## **Strategic Plan 2010-2014**

### **Mission**

**To provide insightful and informed advice and recommendations to the City of Winnipeg and the Winnipeg Public Library system, and build community support**

## Strategic Plan 2010-2014

### Core Strategy: Engage citizens and raise awareness of the value of the Library

#### Strategic Goals

- Increase two-way consultation with designated groups
- Engage users and non-users in focused advocacy to support the Winnipeg Public Library
- Increase the demand for Library services
- Capitalize on opportunities for synergies and partnerships to promote the Library
- Monitor trends in usage and use this information to advocate for the Library

Analyze service gaps and identify public needs and areas for improvement.

#### Strategic Objective(s) - Measures

- Increased public attendance in library programs
- Increased library usage in all areas of service
- More Library cards are issued

**Core Strategy: Secure permanent increases to materials budget and provincial budget allocation**

**Strategic Goals**

- Increase per capita ranking of the Winnipeg Public Library nationally through increased materials funding.
- Provide a better understanding of Library expenditures and needs (to create a more compelling case for increased funding).

**Strategic Objective(s) - Measures**

- Winnipeggers will have equitable access to library materials in line with the national average of library materials spending per capita

**Core Strategy: Conduct reviews to support improvements in library service.**

**Strategic Goals**

- Conduct major studies as identified in consultation with the Manager of Library Services
- Increase understanding of issues impacting Library needs
- Ensure services are effective and efficient

**Strategic Objective(s) - Measures**

- Appropriate stakeholder support will be gained
- Increased role for Library Advisory Committees (LACs)