Community. Discovery. Engagement.

Winnipeg Public Library
Strategic Plan
2015-2020
Message from the Manager

We are excited to share Winnipeg Public Library’s 2015-2020 Strategic Plan with all of you who helped make it possible. Our Strategic Plan was shaped by over 5,200 voices from the community. It comes at an important point in our history where we find ourselves balanced between a world in which two of our branches are about to turn 100 years old and where the changes brought about by technological innovation are shaping our role in the community today.

This plan began with a review of the trends affecting public libraries across the world, and a series of interviews with community leaders to find out about the issues shaping Winnipeg and their impact on library services. We also surveyed our staff (and heard from 94% of them!) and their ideas, concerns and values are reflected in the Priorities and Goals we have set out in our Plan. We then hit the streets with our Library Ambassadors, gathering input and ideas.

When our Library Ambassadors talked to you, we heard about the need for improved hours, expanded online resources, more leisure and study space, and new collaborative learning spaces which will ensure libraries are vital hubs of community connection.

When you completed our online surveys you told us which collections were your priorities and this will help shape our collection development goals moving forward.

When we spoke with you at our Idea Fairs about programming, you told us to focus first on children and families as building blocks of a strong community, but to continue addressing the lifelong learning needs of adults and seniors. Newcomers and Indigenous peoples shared how the library could play a more important role in their lives. As technology continues to change the world around us, you also wanted the library to remain a leader in technological innovation and information access.

And when we asked you to tell us what community and social priorities should be our focus, you told us that creating a welcoming, safe and accessible environment within our communities was a high priority because the library is the heart of discovery and creativity.

This Strategic Plan will shape the future of Winnipeg Public Library for the next five years. Each new initiative we undertake, and the changes we make, will reflect our Strategic Priorities and Goals and what we heard from you. The actions we undertake in the years ahead will ensure Winnipeg Public Library remains a dynamic and vital library service for all Winnipeggers.

Rick Walker
Manager, Library Services
Inspiring Ideas

The Inspiring Ideas consultation process was designed to gather input and ideas from Winnipeggers, library staff and stakeholders to help Winnipeg Public Library (WPL) set the direction for a new five-year strategic plan. This process used an online survey, a public launch event, four public events (Ideas Fairs), and engagement activities (including children's activities) to reach over 5,200 Winnipeggers.

Launch Event
A Public Launch Event was held on April 28, 2014 at the Metropolitan Theatre in downtown Winnipeg. Approximately 200 guests were in attendance to kick-off the public consultation segment of the process.

Online Survey
An online survey was used to gather input from April 28 – July 15, 2014. 4,849 Winnipeggers took part in the online survey. The survey was available in English, French and an Accessible version (for those with visual impairments).

Library Survey Ambassadors
Library survey ambassadors helped gather community ideas and surveys at malls, street festivals, fairs, classrooms and other public venues.

Ideas Fairs
During the late spring and early summer of 2014, over 200 people, including children and youth, discussed the future of library services in Winnipeg at four public Ideas Fairs held at Millennium, Henderson, Pembina Trail and Sir William Stephenson branches.

Phases

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Engagement Themes & Results

Questions asked during the public consultation process fell under one of the four main engagement themes: Collections for All Ages; Programs for All Ages; Space + Service Delivery; and the Community + Social Role of the Library. These four themes encompass every facet of the Winnipeg Public Library’s service to the public.

- **Collections for All Ages**
  - Books + eBooks
  - CDs + DVD’s
  - Magazines + Newspapers
  - Online Information

- **Programs for All Ages**
  - Children + Families
  - Seniors
  - Technology + Computers
  - Literacy

- **Space + Service Delivery**
  - Customer Service
  - Library Hours + Locations
  - Online Catalogue + Website
  - Library Facilities

- **Community + Social Role of the Library**
  - Welcoming to All
  - Learning for Life
  - Early Literacy
  - Arts, Culture + Imagination
Collections for All Ages
Through our survey, we asked participants to tell us how WPL should allocate resources to collections. The resulting ranking was:

1. Print Books
2. eBooks
3. Online Information
4. Movies + Music (CDs, DVDs)
5. Magazines + Newspapers
6. Downloaded Movies + Music
7. Accessible Materials
8. Multilingual + EAL
9. Aboriginal Resources
10. eMagazines + eNewspapers

At Ideas Fairs, participants selected the following priorities:
1. Enhanced print book collections
2. Enhanced digital collections
3. Enhanced special collections (e.g. multilingual, accessible)

Space + Service Delivery
Through our survey, we asked participants which Space and Service Delivery priorities WPL should allocate resources to (staff, time, budget). The top 3 priorities were:

1. Expert Staff
2. Enhanced Hours of Operation
3. Improved Online Catalogue

Community + Social Role of the Library
Through our survey, we asked participants to tell us what community and social role should be the focus at WPL. The top 6 responses were:

1. Learning for Life
2. Early Literacy
3. Welcoming Space
4. Arts, Culture + Imagination
5. Community Building
6. Economic Development

At Ideas Fairs, participants were asked how the library can connect and serve their community. “Specific programming reflecting the social and cultural diversity of Winnipeg’s communities.”

“Additions to library collections that highlight the culture and history of Winnipeg’s communities.”

“Incorporating community assets such as the natural environment, local institutions and cultural organizations through programming and partnerships.”

Programs for All Ages
Through our survey, we asked participants to tell us what programs should be the focus at WPL. The top 6 responses were:

1. Children + Family Programs
2. Lifelong Learning for Adults (tie)
3. Seniors Programs (tie)
4. Technology + Computer Programming
5. Teens + Tweens Programming
6. Adult Literacy + Learning English

At the Ideas Fairs, participants proposed the following priorities:
1. Increased community programming throughout the branch system
2. Increased local partnerships - e.g. schools, art organizations
3. Targeted programming - e.g. Aboriginal, seniors, children
Strategic Priorities

Incorporating demographic trends, library best practices and everything we learned from the public, library staff, library board members and other library stakeholders, we have developed these strategic priorities:

To uniquely serve our community as:

The centre for information access
The heart of discovery and creativity
The hub of community connections
The place for literacy and lifelong learning

Moving Forward

Winnipeg Public Library will continually adapt and take action as new technologies and communities develop, and will report back on an ongoing basis. Visit us online at winnipeg.ca/library and inspiringideas.wpl.winnipeg.ca.
Strategic Goals

Our goals during the lifespan of this Strategic Plan:

• Provide **excellent customer service** as public needs evolve through continued investment in staff development and training

• **Enhance strategic partnerships** with organizations to better meet the unique needs of the community

• Invest in more programs and services that **advance digital literacy** so that customers use technology to enrich their lives

• Support the development of **early literacy skills** in young children through increased investment in materials, services and programs for families, childcare providers and educators

• Ensure all library branches are **welcoming and accessible destinations** to serve as vibrant community spaces for all residents

• **Adjust open hours** of library branches to encourage new library users to visit and to be more convenient for existing customers

• Select material that reflects the **diverse needs of the community** so that relevant print, digital and special collections are freely available

• Increase awareness of the library and its benefits through **expanded promotion of programs and services**

• Develop stronger relationships with **newcomers and Indigenous peoples** by providing responsive programs and services

• Provide opportunities for **older adults** to meet, learn and contribute so that we build strong connections within the community

• Expand the impact of the library **beyond physical branches** through community outreach and digital services