

# STRATEGIC PLAN

2023 - 2027



Pembroke Public Library is committed to providing excellent Library service to Pembroke and Laurentian Valley residents. We offer a variety of materials in different formats, as well as many programs and services to meet the needs of all members of the community.



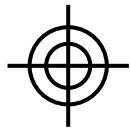
### **“Strategic Plan 2023-2027”**

Every five years, Pembroke Public Library undertakes a strategic planning process in partnership with the community. In 2022, the library heard from library patrons and the community in response to a survey and was able to reaffirm the community’s support of the library. Through this survey, the library developed insights into the aspirations and concerns of residents and discovered how we could best serve the community.

After careful analysis of the gathered data and reflecting on our library’s successes, challenges and the changing needs of the community, we developed this exciting and compelling vision for the future of the Library. With this in mind, we established these goals.



GOAL ONE: UPDATE AND ADVANCE  
GOAL TWO: BUILD COMMUNITY  
GOAL THREE: STAY CURRENT



## MISSION STATEMENT

Pembroke Public Library serves as a cultural focal point and community hub by empowering lifelong learning, inspiring education and enriching recreation for all members of the community.



## VISION STATEMENT

Shaping the future by honouring the past and empowering an educated, healthy, and enlightened community.



## VALUES

**INSPIRATION:** bringing a love of learning and connection to the community

**INNOVATION:** using new ideas to bring value to our community

**COLLABORATION:** working together with our community, both individuals and organizations







# UPDATE & ADVANCE

Pembroke Public Library seeks to update and advance by ensuring that procedures and policies used within the library are in line with our current needs. These updates will reflect the professionalism and positive work culture we strive to maintain.

- Review and update policies & operational procedures
- User data analysis for collection and improved service
- Receive recertification for provincial accreditation
- Facility updates







# BUILD COMMUNITY

Pembroke Public Library seeks to build community not only internally among patrons and staff, but also externally through strong relationships with community partners. These connections will help all patrons improve and maintain physical and mental health and social connections.

- Collaborate with municipal partners, schools and other organizations to provide services to community members
- Raise awareness of library and its resources in community through in-house programs, outreach programs and marketing
- Enrich and extend connections with local businesses
- Create a welcoming environment to newcomers to our community
- Connect and strengthen our community by offering a variety of programs geared towards different demographics and interests to foster relationships and a sense of belonging
- Continue to support and offer a safe and welcoming space for all members of the community





# STAY CURRENT

Pembroke Public Library seeks to stay current by looking at the needs of our community and offering programs and materials that meet the various needs of our community's diverse population. We will offer programs and materials that both celebrate our differences and find common ground through what we share.

- Promote STEAM - Science, Technology, Engineering, Arts and Math - through library programs
- Increase participation in teen programs
- Enrich collections and services that relate to our diverse population and ensure relevancy and currency of non-fiction
- Enhance technology support to patrons

