

**Report To:** The Town of the Blue Mountains Council's Committee of the Whole  
**Report Name:** GOV.22.10 2022-2026 Strategic Plan of the BMPL  
**Presenters:** Laurey Gillies, Chair of the Board  
Dr. Sabrina Saunders, CEO  
Mary Dodge, Manager of Community Engagement  
**Date of Presentation:** May 10, 2022

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## A. Background

Early in 2021, the Blue Mountains Public Library Board and staff began a fourteen-month Strategic Plan Study. This included a [comprehensive website](#) which was updated regularly throughout the five-phase process for transparency with our community.

**Phase I: The Listening Phase** included planning, community awareness, and the Listening Stage which was grounded in The Harwood Institutes model of community consultation as an opportunity for the community to bring their desires and concerns forward, without directed focus questions by the researchers. This phase began in March 2021 with the study methodology approved in May 2021 and continued throughout the summer.

**Phase II: Formal Consultation** began in the Fall 2021 and included the types of surveys, focus groups and interviews most commonly associated with a Strategic Plan Study. Additionally, this phase included the Post-It Note Activity which occurred for 3 weeks at both locations of the BMPL.

**Phase III: Analysis and Synthesis** began in January 2022 and was an opportunity for the Working Group to synthesize the 1,328 participants comments into draft pillars and goals. These were presented to the Board for approval to release to the community for final feedback in February.

**Phase IV: Drafting of the Strategic Plan** occurred following the survey and was complete in April 2022 and solidified the 3 Pillars and 11 Goals, with two Under-pinning Themes.

**Phase V: Approval and Release of the 2022-2026 Strategic Plan** is now in progress. The Board approved the release of the plan at the April 21<sup>st</sup> Board Meeting and shortly thereafter released our [Strategic Plan document via the website](#). An Executive Summary is currently being printed and will be mailed to all households in the community. Additional copies of this Executive Summary will be available at both of the BMPL locations as well.



## B. 2022-2026 Strategic Plan

As part of the Study, the Mission, Vision and Values were tested. As a result, the mission and vision were both updated.

**Mission:** The BMPL is a dynamic centre of community engagement where everyone can connect, explore and create.

**Vision:** Our community hubs meet the evolving interests and needs of our diverse and growing population through thriving Gallery, Library, Archives & Museum (GLAM) services.

**Values:**



The strategic priorities were identified to be in three areas (pillars) and included 11 goals between them. These goals will then be further expanded upon through the Annual Action Plan which makes each goal SMART (strategic, measurable, achievable, realistic, and timely). This Action Plan will be approved by the Board at the May 19<sup>th</sup> Board Meeting and is typically approved at the first meeting of the year.

**Pillars & Goals:**

**Community Hubs**

- Foster social cohesion in a time of growth and challenges
- Develop multi-use spaces and provide outreach services.
- Provide technologically-connected spaces.

**Empowering Services**

- Provide diverse GLAM services, collections and programs.
- Support 21<sup>st</sup> century literacy through resources, opportunities and coaching.
- Expand the Virtual Branch.

**Organizational Excellence**

- Retain and recruit personnel as an employer of choice.
- Demonstrate stewardship through transparency and accountability.
- Increase BMPL financial opportunities.
- Be a Key Partner within the municipality.
- Provide inclusive and engaging communications with and to the community.

**Under-pinning Themes:**

- Truth and Reconciliation
- Diversity, Equity and Inclusion

## C. Major Legacy Document

According to BMPL By-Laws, the Board begins the Strategic Plan in the third year of the Board cycle and approves a document by the fourth year of the cycle. While this is a major component of the Legacy

package to the new Board, it is also a lived in document, with the current Board working within this 2022-2026 Strategic Plan for the duration of their term. This document will inform the organization and will be promoted by BMPL to those who have an interest in applying to join the Board during the next round of Council appointments.

## **D. Appendix**

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[BMPL Strategic Plan 2022-2026](#) [comprehensive plan]

[BMPL Strategic Plan 2022-2026 Executive Summary](#) (also available in print at BMPL locations)

[BMPL Strategic Plan 2022-2026 website](#)

On Behalf of the Blue Mountains Public Library Board  
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