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Strategic Plan 2016-2019

Lincoln Public Library

Mission Statement

The Lincoln Public Library is a community hub ensuring equal access to resources and opportunities for thinking, playing, learning and growing.

Vision Statement

The Lincoln Public Library is a vibrant community destination. Residents are well informed about the library's offerings and access relevant and evolving library services wherever they are in whatever way they choose. Services include current collections, local history resources, cultural offerings, dynamic spaces, and up-to-date technology. Library staff is personable, knowledgeable, technologically competent and skilled at collaboration and community engagement. The library is committed to community partnerships and continuous improvement.



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Strategic Direction 1. Engage our Community

The Lincoln Public Library promotes its programs and services to the community through various channels such as social media and print. The library reaches out to the community for its opinion on library service and works together with other agencies through partnerships.

1.1 Marketing

1.1.1 Marketing Plan	Annual – Spring
1.1.2 Social Media Strategy	Fall 2016
1.1.3 Website Redesign	Fall 2016

1.2 Partnerships

1.2.1 Programming	Annual – Spring
1.2.2 Fundraising	Fall 2016

1.3 Community Outreach

1.3.1 Schools	Summer Reading Visits - Annual – Late Spring School Visits – Ongoing throughout the school year
1.3.2 Community Groups	Ongoing

1.4 Community Feedback

1.4.1 Key Stakeholders	Annual – Spring or Fall
1.4.2 Community Comment	Spring 2017; Spring 2019



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Strategic Direction 2 Empower our Community

The Lincoln Public Library provides training and programming for our community's life-long learning, new technologies and small business support. The library serves as a community meeting place and community information centre.

2.1 Community Hub

2.1.1 Community Information	Ongoing
2.1.2 Community Meeting Place	Ongoing

2.2 Small Business Economic Development

2.2.1 Service Ontario Training	Winter 2017
2.2.2 Online Resources	Annual
2.2.3 Town of Lincoln Small Business Information Portal	Spring 2017

2.3 Life-long Learning

2.3.1 Life-long Learning for Adults	
2.3.1.1 Continuing Speakers' Series	Spring 2017
2.3.1.2 Technology Training	Ongoing
2.3.1.3 Seed Library	Spring 2016
2.3.2 Life-long Learning for Children	
2.3.2.1 Summer Programs	Annual - Summer
2.3.2.2 March Break Programs	Annual - March
2.3.2.3 School year Themed Programs	Ongoing



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Strategic Direction 3 - Enrich our Community

The Lincoln Public Library is a Cultural Hub by offering art displays, literature and cultural programs to the residents of Lincoln. The Library partners with the Town of Lincoln to expand the offerings available.

3.1 Cultural Hub

3.1.1 Art Shows	Ongoing
3.1.2 Live Cultural Programming	Fall 2017
3.1.3 Local History Talks	Annual - Spring

3.2 Cultural Planning

3.2.1 Town of Lincoln Culture Plan	Spring 2017
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Strategic Direction 4 -Enhance our Community's Experience

The Lincoln Public Library provides its community with a quality library experience through well-trained staff, vibrant spaces, collections reflective of its community and continuous monitoring and improvement.

4.1 Customer Service

4.1.1 Town Customer Service Points	Spring 2018
4.1.2 'Community Services Centre' Model Staff Customer Service Training	Spring 2017

4.2 Vibrant Spaces

4.2.1 Moses F. Rittenhouse Library	Fall 2017
4.2.1.1 Renovate Children's Area	
4.2.1.2 Adult and Non-Fiction Shelving Aisle Width Adjustment	Spring 2018
4.2.2 Fleming Library	
4.2.2.1 Teen Area	Fall 2018
4.2.2.2 Review Usage Flow	Spring 2019

4.3 Responsive Collections

4.3.1 Print Collections	Ongoing
4.3.2 Audio/Visual Collections	Ongoing
4.3.3 E-resources	Ongoing

4.4 Technology

4.4.1 Current Equipment	Annual – June
4.4.2 Maker Space	Fall 2017

4.5 Staff Competencies and Training

4.5.1 Training Budget	Annual – Fall
4.5.2 Staff Training	Ongoing



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4.5.2 Staff Competencies

Spring-Summer 2017

4.6 Continuous Monitoring and Improvement

4.6.1 Strategic Plan

Semi-Annual –
June/December

4.6.2 Service Plan

Semi-Annual –
May/November

4.6.3. Community Engagement

Annual – Fall