



**LINCOLN
PUBLIC
LIBRARY**

STRATEGIC PLAN

2007 – 2010

Approved by the Lincoln Public Library Board in October, 2007



**LINCOLN
PUBLIC
LIBRARY**

Mission and Vision Statements 2007

MISSION STATEMENT

The Lincoln Public Library is dedicated to offering a full range of programs, services and materials that advance the personal growth, life-long learning, and meet the recreational interests of its community.

VISION STATEMENT

The Lincoln Public Library is a key partner in the development of the economic and cultural well being of its community.

STRATEGIC PLAN - 2007-2010

PRIORITIES, STRATEGIC DIRECTIONS AND OBJECTIVES

PRIORITY # 1: COMMUNICATIONS (See pages 5 - 8)

STRATEGIC DIRECTION

1.1 Community Engagement Plan

Objective: 1.1.1 To develop a Community Engagement Plan to encourage on-going involvement by the general public in the activities of the Library

1.2 Marketing Plan

Objective: 1.2.1 To develop a cohesive marketing, communication, and publication plan to better inform the general public of Library services/activities

1.3 Linkages to Information Providers

Objective: 1.3.1 To develop linkages to other information providers

PRIORITY # 2: FACILITIES (See pages 9 - 11)

STRATEGIC DIRECTION

2.1 Existing Building

Objective: 2.1.1 To ensure existing library facilities in Beamsville and Vineland function as smoothly as possible until decision and planning on new facility in Beamsville are complete

2.2 New Building

Objective: 2.2.1 To undertake the planning and design of a new library facility in Beamsville

PRIORITY # 3: FUNDRAISING (See pages 12 – 16)

STRATEGIC DIRECTION

3.1 Fundraising Strategy

Objective: 3.1.1 To develop a fundraising strategy for the four year strategic plan term

3.2 Fundraising Project/Event

Objective: 3.2.1 To plan a small fundraising project/event for a current capital project

3.3 Promotion Strategy

Objective: 3.3.1 To develop effective promotional tools which will inform the public and, in particular, potential donors, on the Library

PRIORITY # 4: GOVERNANCE (See pages 17 – 20)

STRATEGIC DIRECTION

4.1 Technology

Objective: 4.1.1 To create and maintain cost-effective technology initiatives meeting current and future needs of public and staff

4.2 Staffing Review

Objective: 4.2.1 To undertake a staffing review acquainting new Board with Budgetary requirements

4.3 Performance Management

Objective: 4.3.1 To undertake performance management review/accountability review: the Library collects a variety of statistics, some required by the Provincial Government. The Library also needs to undertake an annual accountability review

4.4 Annual Strategic Plan and Review

Objective: 4.4.1 To ensure that the Strategic Plan is implemented and updated each year

PRIORITY # 5: ENVIRONMENTAL RESPONSIBILITY (See page 21)

STRATEGIC DIRECTION

5.1 Green Plan

Objective: 5.1.1 To develop a creative socially responsible plan which will translate a “buzz word” into a real example how a public institution can be environmentally conscious

PRIORITY # 6: LIBRARY SERVICES (See pages 22 – 26)

STRATEGIC DIRECTION

6.1 Service Delivery Plan

Objective: 6.1.1 To ensure that the Lincoln Public Library maintain a current service plan which reflects the needs of the community

6.2 Specialized Information Services

Objective: 6.2.1 To study and develop a series of specialized information services to further meet the needs of the community

6.3 Town Program Partnership

Objective: 6.3.1 To partner with the Town to refocus current and planned programs on Lincoln residents with a focus on family and youth based segments of our population

LINCOLN PUBLIC LIBRARY BOARD – 2007 – 2010 STRATEGIC PLAN

PRIORITY 1: COMMUNICATIONS

STRATEGIC DIRECTION 1.1: Community Engagement Plan

OBJECTIVE(S)	SPECIFIC ACTIONS	BOARD ROLE	CEO/STAFF ROLE	TIME LINE	OUTPUT	IMPACT
1.1.1 To develop a Community Engagement Plan to encourage on-going involvement by the general public in the activities of the Library	To create the Plan that is comprised of a variety of possible actions including: -increased use of the website and blogs for public comment -scheduled use of opinion surveys enhanced public awareness in work of the Board -institute public forums -creation of a community advisory committee -development of a community outreach program -ensure link to other strategic priorities	To approve in principle the plan and its component parts. Monitor Plan and components once implemented Lead Committee – Library Services	To develop/ implement components of the Plan	May 2007	Various, depending on components	Measurable increase in public involvement in activities of Library

LINCOLN PUBLIC LIBRARY BOARD – 2007 – 2010 STRATEGIC PLAN

PRIORITY 1: COMMUNICATIONS

STRATEGIC DIRECTION 1.2: Marketing Plan

OBJECTIVE(S)	SPECIFIC ACTIONS	BOARD ROLE	CEO/STAFF ROLE	TIME LINE	OUTPUT	IMPACT
1.2.1 To develop a cohesive marketing, communication, and publication plan to better inform the general public of Library services/activities	To create a consistent communications format which 'brands' the Lincoln Public Library	To provide input and approve the final format Lead Committee – Library Services	To develop and implement the communications format	December 2007	Plan includes key communication approaches	Increased community awareness and increase library usage
	To develop an effective Annual Report for the community	To re-evaluate the content and distribution of the Annual Report. Approve report Lead Committee – Library Services	To prepare and format the Annual Report	January 2008	Annual Report distributed to key stakeholders in a timely manner in various formats	Key stakeholders are informed of the library's key accomplishments
	To distribute a monthly newsletter which highlights the current activities of the library	To provide content on board activities To re-evaluate content and distribution	To ensure that the content is current and reflects new and special activities To distribute the	June 2007	The newsletter is distributed to key stakeholders and the public on a regular basis in various formats	Key stakeholders and the public are informed of the library's programs and activities

LINCOLN PUBLIC LIBRARY BOARD – 2007 – 2010 STRATEGIC PLAN

PRIORITY 1: COMMUNICATIONS

STRATEGIC DIRECTION 1.2: Marketing Plan

OBJECTIVE(S)	SPECIFIC ACTIONS	BOARD ROLE	CEO/STAFF ROLE	TIME LINE	OUTPUT	IMPACT
		Lead Committee – Library Services	newsletter to key stakeholders such as Council, Chamber of Commerce members, community groups			
	To utilize the local newspapers as a communication tool	To review monthly the library's articles in the local newspapers Lead Committee – Library Services	To continue the monthly columns in the West Niagara News and to begin a column in the Grimsby-Lincoln News To develop and maintain a good relationship with newspaper personnel	Sept. 2007	Regular Library articles and public service announcements are published in both newspapers	Materials circulation and program attendance increase due to the additional newspaper exposure

LINCOLN PUBLIC LIBRARY BOARD – 2007 – 2010 STRATEGIC PLAN

PRIORITY 1: COMMUNICATIONS

STRATEGIC DIRECTION 1.3: Linkages to Information Providers

OBJECTIVE(S)	SPECIFIC ACTIONS	BOARD ROLE	CEO/STAFF ROLE	TIME LINE	OUTPUT	IMPACT
1.3.1 To develop linkages to other information providers	To evaluate possibilities for mutually advantageous cooperation	To participate in discussions with staff in exploring possibilities; approval Lead Committee - Executive	To define possibilities; any resultant implementation	On-going	Dependent on nature of linkage	Dependent on nature of linkage

LINCOLN PUBLIC LIBRARY BOARD – 2007 – 2010 STRATEGIC PLAN

PRIORITY 2: FACILITIES

STRATEGIC DIRECTION: 2. 1 Existing Building

OBJECTIVE(S)	SPECIFIC ACTIONS	BOARD ROLE	CEO/STAFF ROLE	TIME LINE	OUTPUT	IMPACT
2.1.1 To ensure existing library facilities in Beamsville and Vineland function as smoothly as possible until decision and planning on new facility in Beamsville are complete	To review the existing problems regarding functionality and work with the Town and others to plan continued services. Lead Committee - Facilities	To review existing problems as defined by staff and create a plan to continue services in existing facilities, including budgeting for possible solutions	To provide committee with details of existing problems as well as review potential solutions	September 2007	Report and plan to provide existing or improved service in existing facilities. Budget requests	All possible solutions to existing problems in Fleming and MFR are resolved, and service continues until further decisions on new building for Fleming are completed.
	To provide plans for provision of continued service for Board approval Lead Committee - Facilities	To approve plans created in conjunction with staff and Town	To take part in the planning and budgeting process and assist as needed	October 2007	Plan to modify facilities to provide continued or improved service	Libraries are able to provide improved services in existing facilities
	To ensure that Council is notified of the plans for continued service in existing facilities Lead Committee - Facilities	To prepare and deliver a presentation to Council that outlines a plan	To assist as needed in the preparation and delivery of the plan	December 2007	Presentation has been delivered	Council recognizes the effort made to continue service in existing library facilities and supports the plan

LINCOLN PUBLIC LIBRARY BOARD – 2007 – 2010 STRATEGIC PLAN

PRIORITY 2: FACILITIES

STRATEGIC DIRECTION 2. 2: New Building

OBJECTIVE(S)	SPECIFIC ACTIONS	BOARD ROLE	CEO/STAFF ROLE	TIME LINE	OUTPUT	IMPACT
2.2.1 To undertake the planning and design of a new library facility in Beamsville	To review the Structural Analysis report on the existing library building to assess its potential for increased space	To review the structural analysis Contact outside firm if necessary to answer any questions regarding the update Lead Committee – Facilities	To ensure that the report is complete and presented to the Board	October 2007	Structural Analysis is completed and report is given	Structural Analysis is Detailed and Precise enough for the Board to begin to make an informed decision about future plans
	To review the Needs Assessment Study – Update 2006 and other research available, including demographic studies, to identify the Library’s future Service needs	To review the documents and determine accuracy based on any new knowledge To seek input from community with respect to services and facility needs Lead Committee - Facilities	To take part in the confirmation process and assist as needed	October 2007	Needs Assessment is up-to-date	Needs Assessment makes the Present and Future space needs of the Beamsville library clear and suggests a concrete direction to proceed in

LINCOLN PUBLIC LIBRARY BOARD – 2007 – 2010 STRATEGIC PLAN

PRIORITY 2: FACILITIES

STRATEGIC DIRECTION 2. 2: New Building

OBJECTIVE(S)	SPECIFIC ACTIONS	BOARD ROLE	CEO/STAFF ROLE	TIME LINE	OUTPUT	IMPACT
	To evaluate alternative facility options and costing, with a preferred option identified	To prepare and deliver presentations to Council to seek support/approval in proceeding to the next stage Lead Committee - Facilities	To assist as needed in the preparation and delivery of the new building plan	January 2008	Presentation has been delivered	Council recognized the need for a new library facility in Beamsville and supports the project
	To develop a construction ready plan in conjunction with Town staff in order to exploit new capital funding possibilities as these are announced	To review and approve design plans Lead Committee - Facilities	To take part in the confirmation process and assist as needed	Spring 2009	Approved library design prepared and waiting for final approval/funding	Final library building design completed

LINCOLN PUBLIC LIBRARY BOARD – 2007 – 2010 STRATEGIC PLAN

PRIORITY 3: FUNDRAISING

STRATEGIC DIRECTION 3.1: Fundraising Strategy

OBJECTIVE(S)	SPECIFIC ACTIONS	BOARD ROLE	CEO/STAFF ROLE	TIME LINE	OUTPUT	IMPACT
3.1.1. To develop a fundraising strategy for the four year strategic plan term	To conduct a review of current best fundraising practices at other Canadian libraries	To identify the fundraising information needed for the Fleming building project Lead Committee – Fundraising	To research the library fundraising literature on best practices To contact libraries which conducted fundraising initiatives that best reflect Lincoln Public Library's situation	Spring 2008	Best practices evaluated and chosen	Identified best practices incorporated into fundraising strategy Effective fundraising initiatives implemented with success
	To review the Moses F. Rittenhouse Building project fundraising initiatives	To identify and compile the necessary information from current and former Board and Council members Lead Committee- Fundraising	To provide research support	Spring 2008	Best practices from the Moses F. Rittenhouse building project evaluated and chosen	Identified best practices incorporated into fundraising strategy Effective fundraising initiatives implemented with success

LINCOLN PUBLIC LIBRARY BOARD – 2007 – 2010 STRATEGIC PLAN

PRIORITY 3: FUNDRAISING

STRATEGIC DIRECTION 3.1: Fundraising Strategy

OBJECTIVE(S)	SPECIFIC ACTIONS	BOARD ROLE	CEO/STAFF ROLE	TIME LINE	OUTPUT	IMPACT
	To develop a fundraising plan timeline for the next four years	To identify the key fundraising milestones Lead Committee-Fundraising	To provide background information	Fall 2008	Timeline developed within deadlines Timeline includes all key activities and events	Timeline realistic and workable to meet targets

LINCOLN PUBLIC LIBRARY BOARD – 2007 – 2010 STRATEGIC PLAN

PRIORITY 3: FUNDRAISING

STRATEGIC DIRECTION 3.1: Fundraising Strategy

OBJECTIVE(S)	SPECIFIC ACTIONS	BOARD ROLE	CEO/STAFF ROLE	TIME LINE	OUTPUT	IMPACT
	To create a list of key stakeholders, potential donors and potential fundraising volunteers	To suggest names and organizations for the list To contact community members to confirm interest and/or suggest other candidates Lead Committee - Fundraising	To suggest names and organizations for the list	Fall 2008	List created to deadlines Donors and stakeholders represent a cross-section	List members are committed volunteers Board and staff develop rapport to start fundraising process

LINCOLN PUBLIC LIBRARY BOARD – 2007 – 2010 STRATEGIC PLAN

PRIORITY 3: FUNDRAISING

STRATEGIC DIRECTION 3.2: Fundraising Project/Event

OBJECTIVE(S)	SPECIFIC ACTIONS	BOARD ROLE	CEO/STAFF ROLE	TIME LINE	OUTPUT	IMPACT
3.2.1 To plan a small fundraising project/event for a current capital project	To identify the capital project To develop the fundraising event plan including budget, timelines, etc. To oversee and conduct the event	To approve the capital project To approve the specific fundraising initiative To approve the event plan To conduct the fundraising event	To identify the capital project To provide logistical and publicity support	Fall 2007	Event organized and implemented to deadlines Marketing plan implemented	Fundraising targets met Event raises profile of the library and its future building project Event provides a positive experience for board, staff and public

LINCOLN PUBLIC LIBRARY BOARD – 2007 – 2010 STRATEGIC PLAN

PRIORITY 3: FUNDRAISING

STRATEGIC DIRECTION 3.3: Promotion Strategy

OBJECTIVE(S)	SPECIFIC ACTIONS	BOARD ROLE	CEO/STAFF ROLE	TIME LINE	OUTPUT	IMPACT
3.3.1 To develop effective promotional tools which will inform the public and, in particular, potential donors, on the Library	To create a dynamic Powerpoint presentation which will highlight the Library's activities	To review and revise the content of the current Powerpoint Presentation Lead Committee – Library Services	To create an attractive presentation based on the revised content Organize presentation schedule	March 2009	Key stakeholders identified for presentation viewing Presentation is of high quality and reflects messages to be conveyed	Increased awareness of the library's activities Library gains a more positive profile in the community Foundation for fundraising campaign started

LINCOLN PUBLIC LIBRARY BOARD – 2007 – 2010 STRATEGIC PLAN

PRIORITY 4: GOVERNANCE

STRATEGIC DIRECTION 4.1: Technology

OBJECTIVE(S)	SPECIFIC ACTIONS	BOARD ROLE	CEO/STAFF ROLE	TIME LINE	OUTPUT	IMPACT
4.1.1 To create and maintain cost-effective technology initiatives meeting current and future needs of public and staff	To develop a comprehensive technology plan	To review, approve and monitor the Plan To ensure appropriate funding to enable Plan components Lead Committee - Executive	To prepare annual plan for Board approval	November – December 2007	Plan in place approved by Board and understandable to potential funders and Town Council	Funding, technology up-to-date Measurable evidence of patron satisfaction

LINCOLN PUBLIC LIBRARY BOARD – 2007 – 2010 STRATEGIC PLAN

PRIORITY 4: GOVERNANCE

STRATEGIC DIRECTION 4.2: Staffing Review

OBJECTIVE(S)	SPECIFIC ACTIONS	BOARD ROLE	CEO/STAFF ROLE	TIME LINE	OUTPUT	IMPACT
4.2.1 To undertake a staffing review acquainting new Board with Budgetary requirements	To review previous Board and Town staffing measures Board orientation re: Library staff organization/duties Board understanding of unmet staffing needs	To remove staffing budget holdback by Board and approval of CEO staffing recommendations Review of staffing needs preparatory to Budget 2008 Lead Committee - Executive	To review staffing paper and recommendations; implementation	September 2007	Staffing needs met sufficient to demand based on CEO evaluation	Continued measured positive public evaluation of staffing assistance

LINCOLN PUBLIC LIBRARY BOARD – 2007 – 2010 STRATEGIC PLAN

PRIORITY 4: GOVERNANCE

STRATEGIC DIRECTION 4.3: Performance Management

OBJECTIVE(S)	SPECIFIC ACTIONS	BOARD ROLE	CEO/STAFF ROLE	TIME LINE	OUTPUT	IMPACT
4.3.1 To undertake Performance Management review/accountability review: the Library collects a variety of statistics, some required by the Provincial Government. The Library also needs to undertake an annual accountability review	To review of statistics currently collected/not collected. Fill gaps. Develop meaningful user-friendly analysis of library statistics	To review and approve annual statistical plan; review annual accountability report (for Annual Report and Town Council) Lead Committee – Executive	To undertake statistical gathering, reporting, analysis	December 2007	Coherent set of statistics assisting Board and Town to measure performance of the Library	Understandable statistics relevant to the program/services of the Library and of interest to the public and Town Council

LINCOLN PUBLIC LIBRARY BOARD – 2007 – 2010 STRATEGIC PLAN

PRIORITY 4: GOVERNANCE

STRATEGIC DIRECTION 4.4: Annual Strategic Plan and Review

OBJECTIVE(S)	SPECIFIC ACTIONS	BOARD ROLE	CEO/STAFF ROLE	TIME LINE	OUTPUT	IMPACT
4.4.1 To ensure that the Strategic Plan is implemented and updated each year	To ensure that monthly reports indicate progress; each year, the prior year's Strategic Plan is reviewed to see which actions have been completed or deferred	To schedule Board meeting time for strategic plan review & updating Lead Committee- Library Services	To provide monthly reports to Board regarding implementation of objectives; ensure that Board has info to update plan as necessary	Ongoing; prior year's plan reviewed every November; updates approved by December Board meeting	Monthly reports are tied to strategic plan objectives; annual review is part of Board agenda in November of each year	Board can see areas of strength and weakness re plan on an ongoing basis; each year, strategic plan is vital and alive

LINCOLN PUBLIC LIBRARY BOARD – 2007 – 2010 STRATEGIC PLAN

PRIORITY 5: ENVIRONMENTAL RESPONSIBILITY

STRATEGIC DIRECTION 5.1: Green Plan

OBJECTIVE(S)	SPECIFIC ACTIONS	BOARD ROLE	CEO/STAFF ROLE	TIME LINE	OUTPUT	IMPACT
5.1.1 To develop a creative socially responsible plan which will translate a “buzz word” into a real example how a public institution can be environmentally conscious	To develop a “green plan” for the Library consisting of a variety of possible activities. This could include everything from links to pertinent web resources, to having a speakers series to replacing styrofoam with washable mugs	To develop the guidelines for ‘Green’ library services Approve the ‘Green’ library plan To contribute to staff brain storming for cost effective “green ideas” approve any plan and component parts as necessary Lead Committee – Library Services	To develop a ‘Green’ collection plan which reflects the town’s mandate and current societal awareness To develop a variety of ‘Green’ programs for all ages Seek and incorporate input from key town staff and community green experts	Spring 2008	Implementation of “green plan” Collection, programming and practice reflects community ‘green’ needs and values	Green programs and collection utilized by the community Library materials allow citizens to develop environment friendly activities Library board and staff understand responsible green practices in its work Library part of Town ‘green’ focus Measurable impact re: public response as appropriate Annual mid-year review

LINCOLN PUBLIC LIBRARY BOARD – 2007 – 2010 STRATEGIC PLAN
PRIORITY 6: LIBRARY SERVICES

STRATEGIC DIRECTION 6.1: Service Delivery Plan

OBJECTIVE(S)	SPECIFIC ACTIONS	BOARD ROLE	CEO/STAFF ROLE	TIME LINE	OUTPUT	IMPACT
6.1.1 To ensure that the Lincoln Public Library maintain a current service plan which reflects the needs of the community	To ensure that a service plan is completed annually and that appropriate actions are in place	<p>To review, discuss and approve the annual staff Service Plan</p> <p>To receive and discuss regular progress reports</p> <p>To monitor and evaluate the Service Plan through CEO evaluation process</p> <p>To ensure that the CEO is performing regular evaluations of staff members in regard to their role in the current Service Plan</p> <p>Lead Committee- Library Services</p>	<p>To create the Service Plan for the current year</p> <p>To present to the Board and justify the choices made for this year</p> <p>To carry out the Service Plan</p> <p>To report on going progress to Board on a regular basis at Board meetings</p> <p>To provide written summary of progress when requested for evaluation purposes</p>	<p>Yearly Service Plan in place by March.</p> <p>On-going implementation</p>	<p>Board has reviewed that plan and approved it</p> <p>Progress is monitored regularly through staff reports to the Board and documented in Board minutes</p>	<p>Staff provides the board with concrete evidence of community use and satisfaction with services and programs offered during the year, e.g. statistics, user feedback</p>

LINCOLN PUBLIC LIBRARY BOARD – 2007 – 2010 STRATEGIC PLAN

PRIORITY 6: LIBRARY SERVICES

STRATEGIC DIRECTION 6.2: Specialized Information Services

OBJECTIVE(S)	SPECIFIC ACTIONS	BOARD ROLE	CEO/STAFF ROLE	TIME LINE	OUTPUT	IMPACT
<p>6.2.1 To study and develop a series of specialized information services to further meet the needs of the community</p>	<p>To provide “layman’s” oenology materials and programming which reflect the unique industry of the Niagara Region</p>	<p>To review and approve the oenology collection plan</p> <p>To make local residents, industry representatives and visitors aware of the collection and then use it</p> <p>Lead Committee – Library Services</p>	<p>To prepare and implement the oenology plan</p> <p>To develop collection development criteria</p> <p>To develop programming criteria</p> <p>To consult with local winery personnel for input on collections and programs</p> <p>To develop marketing plan for collection</p>	<p>January 2008</p>	<p>Collection reflects unique industry with input of key winemakers</p> <p>Successful marketing campaign</p>	<p>Local residents, industry representatives and visitors are aware of and use the collection</p>

LINCOLN PUBLIC LIBRARY BOARD – 2007 – 2010 STRATEGIC PLAN
PRIORITY 6: LIBRARY SERVICES

STRATEGIC DIRECTION 6.2: Specialized Information Services

OBJECTIVE(S)	SPECIFIC ACTIONS	BOARD ROLE	CEO/STAFF ROLE	TIME LINE	OUTPUT	IMPACT
	To develop a small business portal of online and print resources	To review and approve the small business plan Lead Committee - Library Services	To prepare and implement the small business plan To develop the portal design and content To consult with local small business people, the BIAs and the Chamber for plan ideas and review To develop marketing plan for collection	December 2007	Portal content reflects community needs as indicated by local business people's input Portal use	Small Business owners and potential owners are aware of the information New businesses are created Current businesses are enhanced
	To develop a tourism information portal in conjunction with the Twenty Valley Tourist Association	To review and approve the tourism information plan	To develop linkages with the Twenty Valley Tourist Association, wineries, Jordan Association, etc.	June 2007- June 2008	Information collection that features key attractions	Library is a key partner in the Lincoln tourism information system

**LINCOLN PUBLIC LIBRARY BOARD – 2007 – 2010 STRATEGIC PLAN
PRIORITY 6: LIBRARY SERVICES**

STRATEGIC DIRECTION 6.2: Specialized Information Services

OBJECTIVE(S)	SPECIFIC ACTIONS	BOARD ROLE	CEO/STAFF ROLE	TIME LINE	OUTPUT	IMPACT
		Lead Committee – Library Services	<p>To review possible information options within staffing and budget limits</p> <p>To develop the tourism information plan</p> <p>To train staff to develop knowledge of current tourist attractions and events</p>	June 2007- June 2008	Staff are knowledgeable and able to make tourist information referrals.	More tourist visits to attractions

LINCOLN PUBLIC LIBRARY BOARD – 2007 – 2010 STRATEGIC PLAN

PRIORITY 6: LIBRARY SERVICES

STRATEGIC DIRECTION 6.3: Town Program Partnership

OBJECTIVE(S)	SPECIFIC ACTIONS	BOARD ROLE	CEO/STAFF ROLE	TIME LINE	OUTPUT	IMPACT
6.3.1 To partner with the Town to refocus current and planned programs on Lincoln residents with a focus on family and youth based segments of our population	To meet with Town officials and other public sector program partners to create a new programming vision for Lincoln	To review and approve the Library's refocused program direction Lead Committee – Library Services	To prepare the refocused program direction after consultation with Town staff and other public sector partners Develop an enhanced rapport with Town staff and public sector partners	September 2008	Programming attendance increases Programming reflects current and future demographic profile	Refocused programming plan reflects new Town vision Programming initiative creates new community partnerships



FOR MORE INFORMATION ABOUT THIS STRATEGIC PLAN,
OR ANY OF OUR PROGRAMS AND SERVICES, PLEASE CONTACT:

LINCOLN PUBLIC LIBRARY
FLEMING LIBRARY
4996 BEAM STREET
BEAMSVILLE, ON L0R 1B0

PHONE: (905) 563-7014
EMAIL: info@lincoln.library.on.ca
WEB SITE: www.lincoln.library.on.ca