



# Clarence-Rockland Public Library Strategic Plan 2021-2025



The Clarence-Rockland Public Library is pleased to present our new Strategic Plan, which will help guide the Library Board and staff over the next four years. Each new initiative we undertake, and the changes we make, will reflect our Strategic Goals.

This plan is based on extensive data collection, including input from staff planning sessions and surveys, client feedback and surveys, demographic information from the 2016 Census, the Library's own statistical data, the City of Clarence-Rockland's Strategic Plan, and the review of other libraries' strategic plans.

Use of the CRPL continues to grow. The continuing need for libraries is reinforced by the fact that few people can afford to pay for all their information needs. Libraries are busy places where people of all ages and backgrounds come to read, study, borrow materials, attend programs and use Wi-Fi and public computers with Internet access. They are neighbourhood hubs, offering safe and welcoming places in the community for all ages, but especially for children, youth and seniors.

The world is changing, and the Library must evolve with it in order to meet the needs of its residents. We will respond to social, technological and economic challenges while remaining grounded in the enduring values of community, inclusivity, literacy and service excellence. The actions we undertake in the years ahead will ensure the CRPL remains a dynamic and vital library service for the community of C-R. We look forward to enriching people, inspiring opportunities and transforming our community in the coming years.

Catherina Rouse  
CEO

## MISSION

Your community  
destination to learn,  
discover, imagine and  
play.

## VISION

To inspire and enrich  
our community

## Our Values





# BY THE NUMBERS - 2019

Population

24,512

Circulation

93,419

Card Holders

9,328

38% of Pop.

Program  
Attendance

8,964

Library Visits

83,143

Volunteers

19

2021-2025



# Strategic Goals 2021-2025

1

## Connect with the community

- Actively partner with community agencies and participate in public events
- Form closer relationships with schools to support student education through outreach activities
- Expand the impact of the Library beyond physical branches through community outreach and digital services
- Connect the Library with cultural events in the City

2

## Enhance service delivery

- Deliver consistently excellent client service
- Address accessible parking spaces
- Increase relevant staff training
- Update website with legislated accessibility standards

3

## Support lifelong learning

- Develop enriched social, informative and creative programs for all ages
- Create opportunities for clients to experience and experiment with new technology
- Enhance computer training for seniors
- Respond to the needs of older adults in maintaining support for quality of life.



# 4

## Encourage and support youth

- Actively participate in youth inclusion initiatives
- Continue to increase children's programs
- Evolve our physical and virtual spaces, as needed, to ensure appeal, ease of use and safety for children and youth
- Expand on programming for youth

# 5

## Increase Library awareness

- Develop an effective marketing and communications plan
- Increase Library awareness through effective marketing initiatives
- Increase awareness of the Library's benefits through expanded promotion of programs and services



# Imagine Explore Inspire



## Rockland Branch

2-1525 du Parc Avenue  
Rockland, ON K4K 1C3  
613-446-5680

## Bourget Branch

2240 Dollard Street  
Bourget, ON K0A 1E0  
613-487-9488



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