

2024 - 2025 Cobourg Public Library Board Strategic Plan

The Cobourg Public Library Board has developed a simple strategic plan for the next two years – recalibrate, reevaluate, and reenergize services and programs provided to the community.

The Library has worked in a reactive fashion throughout the height of the pandemic through to the middle of 2023. This has allowed responsive service to flourish, but at the expense of perhaps losing sight of the Library’s core services. In returning to many of the pre-pandemic services, the Library and its staffing complement have found a world changed – one that requires consideration of the changes in attitude, needs, and expectations of the community.

The Library staff and board members are taking the opportunity to ask hard questions about service delivery. Are each of the services provided by the Library necessary for the community? Is there another organization in the community providing the same or similar service? How do the changed demographics of our community factor into the current complement of services? These are just a few of the questions the Board and staff intend to answer by the end of this strategic plan.

At the end of 2025, the Board intends to have a thorough picture of the community the Library serves, as well as an in-depth definition of core services to the Library. Only then can expansion of service be considered.

The results of this Strategic Plan are intended to act as the compass on the Library’s map to continue to serve the community far into the future.

Strategic Direction # 1: Determine Current Capacity in order to create increased stability.

Goal #1: Undertake a Service Delivery Review

- Evaluate Programming to determine level of service required.
- Evaluate Collections to determine service delivery.
- Evaluate Online & Virtual Services to determine best deployment of these services.
- Evaluate technology equipment, services and infrastructure to determine efficiency and longevity of services and equipment.
- Evaluate staffing levels to determine appropriate deployment of staff members to provide Library services.

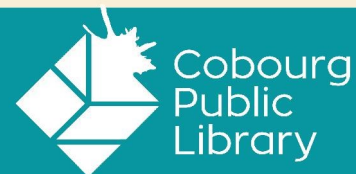
Goal #2: Determine core services in conjunction with core funding

- Using information gathered from Goal #1, determine what services should be considered core to Library operations. Once core services have been determined, evaluate against funding to direct the allocation of funding to services.

Goal #3: Secure current funding sources, while researching alternative sources of funding to secure the future of the Library

- Evaluate methods to secure current funding sources at levels required to support efficient and appropriate service provision.

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Strategic Direction # 1: Con't.

Goal #4: Ensure the Library is a part of strategic partnerships with agreements and measurables in place

- Evaluate the process of creating partnerships to ensure the partnerships are mutually beneficial, and address the Library's goals and strategic directions.

Strategic Direction # 2: Current and future spaces for Library services and programs.

Goal #1: Evaluate current space for Library services and programs considering efficient and effective use

- Create a definition of the spaces to be evaluated, as well as recording mechanism for how the space is being used at each location (Bewdley, Cobourg, Gores Landing).
- With information gathered ensure efficient, accessible, and practical use of space in relation to services.
- Define flexible spaces within each location (Bewdley, Cobourg, Gores Landing), and formalize procedures around these spaces.
- Create additional shade in the garden where seating has been placed.
- Determine the need for space for teens/young adults and explore the possibilities within the footprint of the Cobourg location.

Goal #2: Evaluate future space for Library services and programs

- Analyse projected growth in communities served in conjunction with impact on Library services – with the intention of growing services in the future to match a growing community.
- Continue to work with the Town of Cobourg in relation to the space within the C. Gordon King Centre currently occupied by the Northumberland County Archives. Where appropriate, provide information and support to the Town of Cobourg in creating a space where opportunities for the community are realized.
- Work with Township of Hamilton to create locations in Baltimore and Cold Springs as a pilot project to determine need in those areas (as per 2023 Parks & Rec workplan – Hamilton Township)

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