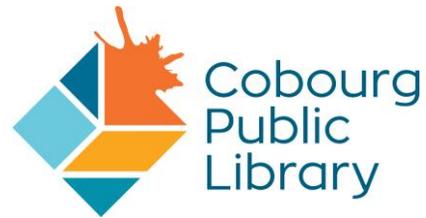


Find us online:

www.cobourg.library.on.ca

Facebook: CobourgPublicLibrary

Twitter & Instagram: @CobourgPL



The Cobourg Public Library (#CobourgPL) is all about community. As Cobourg and Hamilton Township grow and change, the Library aims to be supportive in flourishing along with those changes. Each facet of the strategic plan not only supports our community, but honours our mission: *Committed to being an exceptional community resource for information, exploration, inspiration and enjoyment.*

Strategic Direction 1: Community Space

We strive to continue to create spaces to enrich our community. We want the community space to be a positive one for our patrons, a space that will bring the community together for shared experiences.

Our first focus is to enhance the outdoor gathering space by creating a community garden, as well as providing a comfortable, accessible, place to commune with nature. To further enhance the space, we will provide programs for all ages based on the outdoor space and gardens. The enrichment of the mind and community will include a



particular focus on seniors and intergenerational programming.

Inside the building, the Library will continue to provide a welcoming and accessible space. We endeavour to improve the accessibility in terms of layout of the furniture and materials. We're planning to focus on showcasing our collections with an eye towards increasing circulation, and meeting the needs of our community.

In the Hamilton Township Branches we're hopeful to increase the space available for programs to host a greater number of patrons.



Strategic Direction 2: Community Services

In service to the community, the Library will have a collection which sustains the diversity of resource needs to include print, e-resources, accessible formats, and technology. We will evaluate the needs of the community on a yearly basis, and adjust the collection as necessary.

The Library will provide programs to entertain, educate and enrich patrons from all areas of our community.

We will continue to develop our volunteer program to provide a place for community members to support the Library in serving the community.



Marketing and promotion will be provided in a way that communicates the services of the Library to community members.

Strategic Direction 3: Community Collaboration

Our goal is to ensure that #CobourgPL has strong community partnerships. Partnerships that are focused on not only advancing the Library, but also the Town of Cobourg and Hamilton Township. We want to help our community meet its goals.

The Library will endeavour to work with municipalities to communicate the value that #CobourgPL provides. This will include demonstrating how Library funding is value added, and supports healthy, vibrant communities.



We will engage the community where they are by communicating about services and programs in a number of mediums, on various platforms. Patrons should not have to launch a quest for information about the Library.



Partnerships will be pursued that are mutually beneficial. These community partnerships will be ones in which all partners are working together to achieve identified, shared goals to benefit the community. Likewise, we will continue to cultivate current partnerships to maximize the Library's reach into the community.



We will strive to attend community events in the area to reach more Library members and non-members to spread the word about #CobourgPL.

The Library will not only continue providing its mobile service, but also investigate expanding the service into other locations and events.



Strategic Direction 4: Alternative Funding Sources & Support

As expenses keep rising and dollars are in shorter supply, funds are a consistent concern. The Library staff and board will be undertaking initiatives to mitigate concerns.

2020 marks the 25th Anniversary of the C. Gordon King Centre, and the not-so-new Library.

Capitalizing on this unique opportunity allows for fundraising and celebration. The community has changed greatly in the past 25 years, and the Library is hopeful to raise funds to help meet the changing needs.



As a non-profit organization, we will strive to continue to expand the donations programs to support the collections and capital of #CobourgPL.

Likewise, staff will continue to pursue alternative funding to augment current operational and capital funding. Alternative funding may include grants, sponsorships, and other like arrangements

Seeking sponsorship of programs and services is another goal, with the ultimate aim of providing enhanced programs and services to the community.

