

## A MESSAGE FROM THE CHAIR & CEO

Offering superior service in a welcoming, collaborative environment for the residents of Midland & neighbouring communities is the highest priority of the Midland Public Library and the Board. This Strategic Plan will guide us through the next 5 years, making the Library a learning and leisure hub that stimulates creativity and connections, as the Library continues to serve the changing needs of our community. Our community comprises various demographic groups, including children, teens, young adults, parents & seniors, as well as business, professional & cultural groups.

In developing this plan, we listened to the community and considered the changing environment in which libraries will operate in the future. Excited by the opportunities, we have developed a plan to enhance our programs and services so that the Library will continue to be an essential and valued asset in the community.

Sincerely,

Roberta Bald, Chair  
Midland Public Library Board

Crystal Bergstrom, CEO & Chief Librarian  
Midland Public Library Public Library

## OUR MISSION & VISION

**VISION:** Fostering lifelong learning & creativity in Midland & its neighbouring communities

**MISSION:** The Library will become the learning & leisure hub of the community, providing knowledge, ideas & technology in a collaborative space that sparks connections between people.

## OUR STRATEGIC GOALS

### Foster lifelong learning & creativity in the community

- Deliver a balanced range of programs & services for all age groups that spark community learning & curiosity
- Develop a culture of learning among Library staff to foster creative thinking

### Create collaborative & relevant spaces within the library for people to access programs & services & connect with one another

- Organize physical spaces for effective delivery of programs & services
- Create new collaborative spaces to foster creativity & connections between people, such as the MakerPlace
- Advance the Library as the Central Community learning & leisure hub

### Increase the use of technology to expand the library's programs, services & efficiency of operations

- Facilitate access to technology for the community to interact with the Library online
- Upgrade technology
- Provide equipment & training to support digital services

### Provide knowledge & ideas through collections & programs in innovative ways

- Present information, collections & programs that engage the community
- Build physical & digital collections
- Promote reference & research materials

### Engage & serve the entire community

- Promote the Library as the central community learning & leisure hub
- Broaden the membership base
- Build & expand partnerships & explore sharing of resources
- Increase community awareness of, and interaction with the Library
- Recruit & train volunteers for new significant roles