



Strategic Plan 2025-2028



Message from the Woodstock Public Library

The City of Woodstock is experiencing a time of significant growth and development. As our community grows and changes, so do the needs and expectations of community services.

As your public library, we embrace these changes and rise to the challenge of meeting new and evolving community needs and will embed these into our programming, collections, spaces, and services.

The Library's Strategic Planning Committee, comprised of Library Management, Staff, and Board Members, engaged in extensive community consultation through outreach, surveys, and focus groups during 2024. We heard time and again how loved the Library is in our community. Your messages about the need for more and dedicated space rang loud and clear as did the need for additional resources and programming for newcomers, teens, and adults – in times and places that work for you.

The 2025-2028 Strategic Plan is anchored in the needs and desires of our growing community and allows the Library to continuously evolve along the way. Thank you to the hundreds of community members, partners, and stakeholders that took the time to share your hopes and dreams for the future of our library through conversations and surveys. We invite you to join us on our journey of growth and innovation as we strive to embrace the opportunities of tomorrow.

Lindsay Harris, Chief Executive Officer
Mary Anne Silverthorn, Library Board Chair



A Brief History of the Woodstock Public Library

Woodstock Public Library's beginnings can be traced back to a cold day in February of 1835 when the Woodstock Reading Society was formed. Seventy years later, in 1905, plans were approved for an Andrew Carnegie Library, and a grant of \$24,000 was received for the construction of a library building that opened in January 1909.

While the library's physical location has remained constant since 1909, Woodstock Public Library has changed and adapted over the decades to meet the growing needs and demands of our community.



Indigenous Acknowledgement

In the spirit of reconciliation and from a place of learning, we wish to acknowledge that the land on which we gather is the traditional territory of the Haudenosaunee, Lanape, and Anishinaabek people. Its boundaries fall within the Upper Canada Treaties. We thank all generations of people who have and continue to take care of this land.

To honour the suffering of Indigenous people and the love and wisdom they have carried for thousands of years, we pledge to work in community and harmony with each other, to learn, grow, and work towards Truth and Reconciliation.

Landmark dates in the Library's organizational history

The creation of the children's department; later moved to a dedicated room on the ground floor.

1926

The addition of an audio-visual department.

1972

The adoption of digital technology including installation of public computer terminals.

1982 - 1990

The demand for Library Services in the City of Woodstock is growing.



During the Library's last Strategic Plan (2018-2023), 8 361 new patrons joined the library. In 2024, an additional 2 188 new patrons received their first library card, bringing the total number of new library users over the past seven years to 10 549.

Vision

Woodstock Public Library ignites curiosity and connects our community to a world of ideas, resources, and enriching experiences.

Mission

Growing with our community, embracing the opportunities of tomorrow.

Values



Literacy and Lifelong Learning

We empower our community by offering programs and services that foster literacy development and promote lifelong learning.



Diversity, Equity, Inclusion and Accessibility

We believe that embracing these principles enriches our community, drives innovation, and creates a culture where everyone can contribute their best.



Community Engagement and Collaboration

We are committed to engaging with our community and collaborating with partners to provide the highest quality of service.



Intellectual Freedom

We uphold the free exchange of information and ideas, respecting everyone's right to privacy and choice.

Priorities, Goals, and Objectives

1. Library Space

4. Customer Service

**2. Community
Connections and
Partnerships**

**5. Marketing and
Communications**

**3. Programs and
Collections**



1. Library Space

1.1 Optimize current space

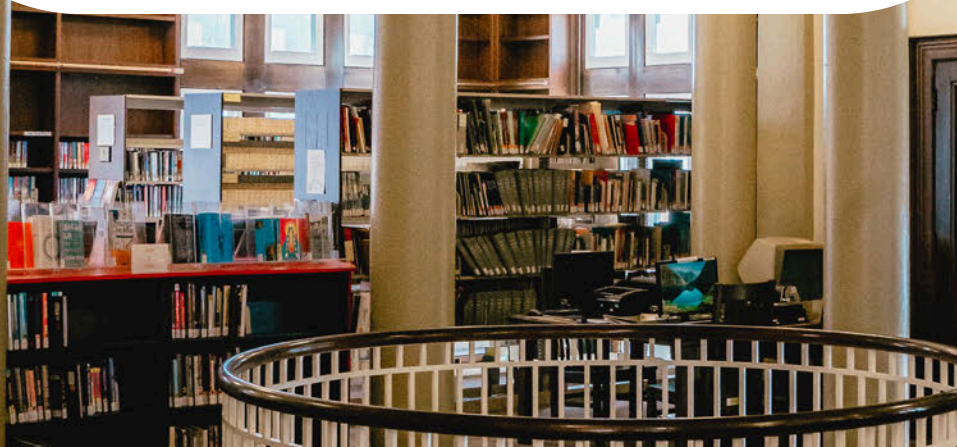
- Create quiet study zones.
- Establish a makerspace.
- Improve the utilization of the Library's multi-purpose spaces.

1.2 Enhance the Library's facilities resources

- Hire additional staff for the facilities department.
- Ensure proper equipment and training for staff.
- Implement maintenance best practices to continue providing a safe and clean environment for staff and the community.

1.3 Explore Library expansion opportunities

- Advocate and plan for a second library location.
- Expand the Library's Homebound Service.
- Research other alternative library service delivery options and partnerships.



2. Community Connections and Partnerships

2.1 Build and cultivate partnerships

- Engage with local high schools to enhance the Library's relationships and support students.
- Engage with post-secondary schools to provide value-added programming and services.

2.2 Reinforce existing partnerships

- Strengthen relationships with existing partners such as Oxford EarlyON, Community Employment Services, Woodstock Art Gallery, local school boards, the Woodstock BIA, and the City of Woodstock.
- Establish the Library Settlement Partnership in collaboration with Community Employment Services.
- Continue to explore new opportunities with Community Employment Services and other agencies to support newcomers in our community.

2.3 Invest in inclusive library services and experiences

- Align Library policies and procedures with Diversity, Equity, Inclusion, and Accessibility practices to ensure representation in library programs, collections, and services.

3. Programs and Collections

3.1 Review and adapt programming

- Increase the number of author visits, lectures, and technology programs for adults.
- Expand program offerings for adults to include more evenings and weekends.
- Design and implement regular program feedback methods.
- Implement a program review cycle.

3.2 Assess current collections and practices for print and digital collections

- Build a collections development plan.
- Continue to update procedures and guidelines for collections maintenance.
- Expand the Library's digital book collections to include titles for children and teens.

3.3 Support technology and innovation in collections, programs, and service development

- Expand the Library's makerspace programming and services.
- Implement collections software solutions.



4. Customer Service

4.1 Provide courteous and efficient library customer service

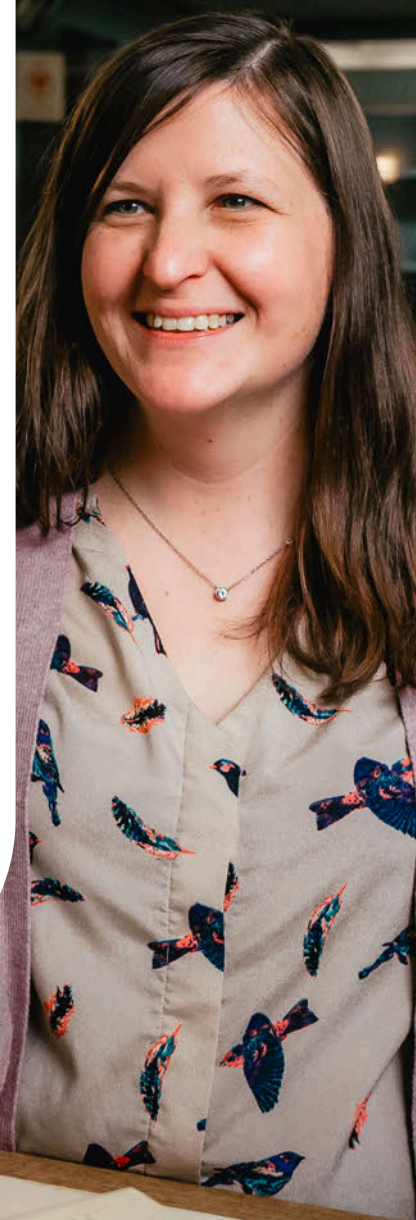
- Update technology to provide reliable mobile and in-house printing services.
- Create and implement a new patron onboarding experience.

4.2 Foster respectful relationships

- Enhance newcomer support.
- Implement policy and technology updates to address language barriers in accessing library services.

4.3 Create a community space for all

- Review membership options to ensure access, dignity, and respect for all Woodstock community members.
- Perform an accessibility audit on the library's physical space and implement recommendations.



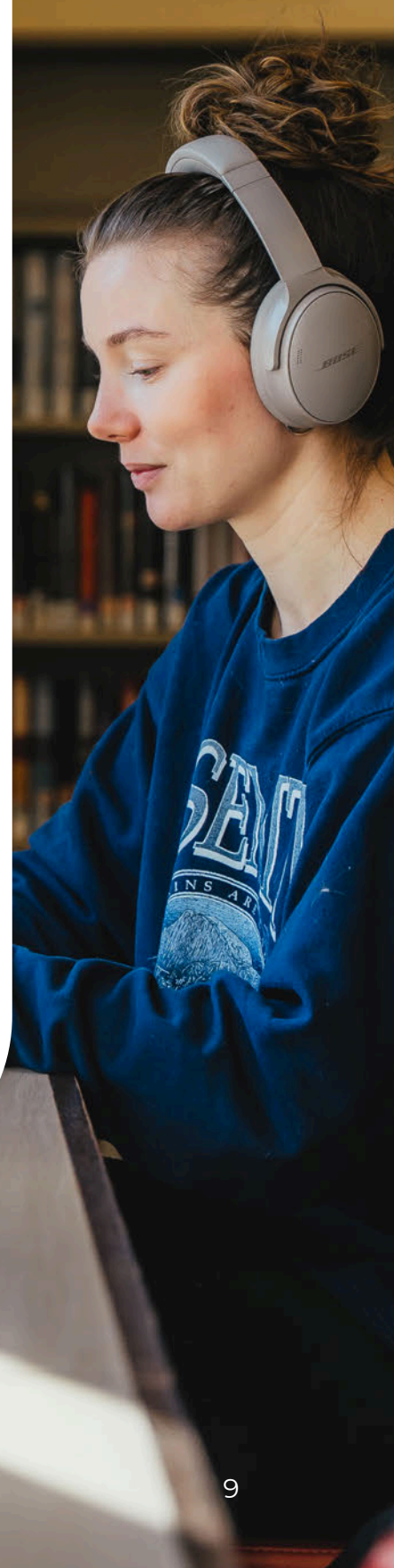
5. Marketing and Communications

5.1 Develop and implement a marketing and media relations framework

- Create standardized branding, signage, and wayfinding.
- Expand the Library's visibility and engagement with the community.
- Design targeted marketing campaigns to reach and engage new users.

5.2 Enhance communications with the community

- Develop and implement personalized communications with patrons.
- Create and implement a new patron onboarding experience.
- Explore new promotional opportunities such as local radio and television.



Customer Service Commitment

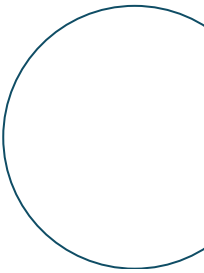
The Woodstock Public Library is committed to providing service excellence with every interaction.

We will achieve this by:

**Providing
Courteous and
Efficient
Customer
Service**

**Fostering
Respectful
Relationships**

**Creating a
Community
Space for All**



“

*The library is the heart
of the community.*

“

*Everyone in the community
deserves access to information.*

”

*My library card is very precious to
me. Thank you for being such a
great community asset.*

2025-2028 Library Strategic Plan Committee Members

Library Staff:

Noelle Carr Rivard

Megan Cook

Katie Cuthbert

Gillian Green

Lindsay Harris

Kaeleigh MacPhail

Lori Peixoto

Library Board:

Kate Leatherbarrow

Ken Whiteford

With Assistance from OLS Staff

