



Powassan
and District Union
Public Library

2024-2026 Strategic Plan

PDUPL
09-04-2025

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VISION

The Powassan and District Union Public Library (PDUPL) provides access to knowledge through traditional and current formats, including access to the internet and current technology, cultural and heritage exposure, and entertainment. Guided by knowledgeable staff, our library is a venue for social interaction, in a welcoming, comfortable, and inclusive environment.

MISSION

Serving our community.

VALUES

The Library's values guide its operations and express what the board holds to be of prime importance to our staff, patrons and community as a whole. We are committed to the following:

- **Equity:** accessibility, respect and fairness
- **Diversity:** valuing individual needs, experiences and differences
- **Inclusion:** welcoming participation in decision making and service development by residents and communities
- **Integrity:** open, transparent and honest in all our dealings
- **Intellectual Freedom:** guaranteeing and facilitating the free exchange of information and ideas in a democratic society, protecting intellectual freedom and respecting individuals' rights to privacy and choice
- **Innovation:** encouraging creativity, experimentation and the generation of ideas
- **Accountability:** taking responsibility for our actions and the services we provide
- **Service Orientation:** providing excellent, responsive services
- **Heritage:** preserving the communities' heritage
- **Partnerships:** cooperation and partnership with other organizations in and beyond our communities

STRATEGIC PRIORITIES

1. Physical Environment

Objectives & Action Plans:

1.1 Optimize the space within the PDUPL

- a) Periodically review the organization and efficiency of the Library's furniture, and layout, and modify as required, using grants whenever possible.
- b) Contribute yearly to a maintenance reserve.

1.2 Improve Sustainability of the Library

- a) Investigate and adopt methods of reducing the PDUPL's carbon footprint.
- b) Investigate grants to achieve 1.2 a)
- c) Investigate expanding outdoor activities and pursuing the Wildflower/Bee initiative.

1.3 Fundraise for the PDUPL Future Capital Needs

- a) Explore new fundraising opportunities.
- b) Sustain and expand existing fundraising and donation programs.

1.4 Ensure Public and Staff Safety

- a) Ensure all staff have necessary safety requirements.
- b) Review safety policies, requirements, and procedures yearly with staff and Board members.
- c) Provide training when required.

2. Services

Objectives & Action Plans:

2.1 Regularly assess existing and proposed services and programming for value, benefit, and necessity.

- a) Current priorities are as follows:
 - Programming focusing on literacy and wellness,
 - The promotion of historical information and activities,
 - Indigenous awareness and promotion,
 - The art gallery and supporting the artistic community,
 - Maintaining inclusiveness in all our programming.
- b) Base assessments on trends, demographics, and cost/benefits using a formatted assessing tool.
- c) Periodically review the Accreditation Process as per the OPL Guidelines to look for and implement achievable improvements.

2.2 Fundraise to increase library services offered to the community.

- a) Explore grants and new fundraising opportunities.
- b) Sustain and expand existing fundraising and donation programs.

3. Resources

Objectives & Action Plans:

3.1 Maintain and expand Outreach Services to the public.

- a) Review hours of operation periodically to optimize open hours.
- b) Schedule bi-yearly feedback from the public through surveys (OLS Questionnaire Tools)
- c) Periodically review servicing patrons through micro-library services in remote locations or institutions and/or home-bound patrons.

3.2 Develop Staff Retention Strategies

- a) Develop and implement a staff orientation & training program.
- b) Offer mentoring opportunities.
- c) Promote a positive and open work environment.
- d) Plan for Board recruitment and employee succession.
- e) Ensure staff wages are competitive with other local libraries and are well over the living wage threshold.

4. Technology

Objectives & Action Plans:

4.1 Rationalize and optimize computer and technology budgets.

- a) Identify and apply for available grants to keep updating the current technology.
- b) Investigate different options, leasing versus buying to cover cost.
- c) Contribute yearly to a technology reserve.
- d) Review periodically the technology spaces in the library, making improvements as necessary.

5. Community Relations

Objectives & Action Plans:

5.1 Effectively communicate the role and activities of the Library throughout the community.

- a) Use all available media to promote the library, its activities, and its value.
- b) Make presentations to Councils and other public forums to do the same as 5.1 a).
- c) Complete the VOLT (Value of Library Tool) for up-to-date return on investment figures and the Annual Report yearly. Publish and share both with stakeholders.
- d) Offer programming and services for marginalized populations such as LGBTQ+2, and incorporate recommendation #69 from the Truth and Reconciliation.

5.2 Increase the Library's usage and membership base.

- a) Identify initiatives and opportunities to expand the membership base.
- b) Offer new members a Welcome Package, consisting of a library bag, information pamphlets, and other sustainable branded items.
- c) Make the Welcome Packages available to the three Union Members and Restoule for them to offer to new residents.
- d) Survey the business community to determine their needs from the library (e.g. business "think tank").
- e) Pursue the "I support the PDUPL" front yard signage program.
- f) Continue with the Library's current strong branding program, tweaking it when necessary.
- g) Promote the online book catalogue and Interlibrary Loan program to the public.

5.3 Maintain and develop Partnerships.

- a) Explore and expand volunteer opportunities, while maintaining a healthy relationship with existing volunteer groups, such as the Friends of the Library, recognizing their many contributions.
- b) Attend community events (e.g. 250 Clark Street; Nipissing Museum; Powassan Farmers Market; South Shore Education Centre; Restoule Legion; Restoule Provincial Park).
- c) Develop partnerships with the business community.
- d) Maintain a welcoming and accommodating Library environment.
- e) Continue positive interactions with the school community, as well as the homeschooling community.
- f) Maintain local interLibrary relationships (e.g. Blue Sky Consortium; Almaguin Highlands Library Group).
- g) Maintain working relationships with local non-profit organizations (e.g. Women's Own Resource Centre; Almaguin Learning Centre; Literacy Nipissing).

PARTNERS

Organizations, within and outside the community, that the Library currently works with to achieve its goals and for the benefit of the community:

- 250 Clark
- Almaguin Highland Chamber of Commerce
- Area churches
- Area schools
- Art Club
- District of Nipissing Social Services Administration Board (DNSSAB)
- Eastholme Home for the Aged
- Federal Government – Industry Canada
- Friends of the Library
- Greening Nipissing
- Harris Learning Library (Nipissing University/Canadore College) (PALS)
- Horticultural Society
- Local businesses
- Local Schools
- Municipalities (Powassan, Nipissing, Chisholm, Restoule LSB)
- Museums (Powassan, Nipissing, Commanda)
- North Bay & Parry Sound District Health Unit
- Northern Ontario Heritage Fund Corporation (NOHFC)
- Ontario Library Services
- Ontario Parks
- Ontario Trillium Foundation
- Other public libraries in the area
- Powassan Padula's Rug Hooking Club
- Powassan Purls Knitting Club
- Powassan Voodoos
- Provincial Government
- Service clubs (Legion, Lions)
- Sports Associations
- The Retired Teachers of Ontario Unit 6-1 East Parry Sound
- TD Canada Trust (Summer Reading Program)
- United Way/Centraide Sudbury and/et District
- Women's Own Resource Centre (WORC)

THE STRATEGIC PLAN COMMITTEE

PDUPL Board Members and Employees

Bernadette Kerr
Leo Patey

Laurie Forth
Marty Schreiter
Marie Rosset

PDUPL Chief Executive Officer

Marie Rosset

THE BOARD OF TRUSTEES (2025)

Tina Martin – Chair (Powassan)
Debbie Piper – Vice-chair (Powassan)
Laurie Forth (Powassan)
Randy Hall (Powassan Councillor)
Bernadette Kerr (Chisholm Councillor)
Steven Kirkey (Nipissing Councillor)
Brenda Lennon (Nipissing)
Valerie Morgan (Restoule)
Pat Stephens (Powassan)