



New Tecumseth
Public Library

STRATEGIC PLAN

2027

-

2032

Welcome to NTPL's New Strategic Plan

The NTPL Board, CEO, and staff are pleased to share with you our Strategic Plan for 2027 - 2032. This Plan is the foundation of our continued mission to be an invaluable community hub for those who live, work, and play in New Tecumseth. We have gathered feedback from staff, stakeholders, and community members to deliver a Plan that reflects what our community wants to see. Thank you to all who helped make this Strategic Plan become a reality. We look forward to continuing to serve our community for many more years to come.

Truth and Reconciliation Land Acknowledgement

The New Tecumseth Public Library is on land within the area of Treaty 18, also known as the Lake Simcoe-Nottawasaga Treaty, signed on Oct. 17, 1818 between the Government of Upper Canada and the Anishinaabeg. The Anishinaabeg include the Ojibwe / Chippewa, Odawa, and Pottawatomi nations, collectively known as the Three Fires Confederacy. NTPL recognizes we are all connected through the land we live, and we are committed to a continuous learning journey in ally-ship. We seek to elevate Indigenous voices and lived experience to help to cultivate Truth and Reconciliation in New Tecumseth.

Our Vision

The New Tecumseth Public Library will be recognized as a vibrant and inclusive community hub that serves as a center for lifelong learning, exploration, innovation, and engagement.

Our Mission

As a cornerstone of our community, we embrace diversity and inclusivity, and dedicate ourselves to fostering an environment that promotes growth, intellectual freedom, and innovation. NTPL advocates for equitable access and promotes literacy for lifelong learning.

Our Values

- Navigating intellectual freedom and innovation
- Teaching through service excellence
- Participating with equitable access and belonging
- Learning as a lifelong journey

Strategic Priority 1

Expand and Upgrade Services

Goals for Strategic Priority 1

- Expand and enhance library spaces by working closely with the Town through the Recreation, Culture, and Library Action Plan (RCLAP) to build a new Alliston branch and upgrade the spaces in Beeton and Tottenham.
- Grow and maintain improved technology in all three branches.
- Further diversify our programs and services to continue to represent the community we serve.

Strategic Priority 2

Deepen Community Engagement

Goals for Strategic Priority 2

- Increase the community's knowledge of their library and provide more feedback opportunities through marketing and promotions.
- Continue to address and remove barriers in all of our spaces.
- Focus on increasing partnerships with community members, stakeholders, and the Town (such as the RCLAP initiative).

Strategic Priority 3

Evolve and Enrich Public Service

Goals for Strategic Priority 3

- Continue to improve our ability to provide professional and informed services to the public by ensuring staff are trained, skilled, and confident in the workplace so that they may grow with and adapt to the community they serve.
- Continue to focus on safety and security within our spaces.

2022-2026 Strategic Accomplishments

As the Board's 2022 - 2027 Strategic Plan has been updated along with our vision and mission statements, below are high-level strategic goals we accomplished from 2022 - 2026.

2022: Installed high visibility signage for the Tottenham branch and held an official grand opening ceremony; improved hours to meet community demand; received new technology in the Alliston branch and purchased equipment for the CRIC IdeaLab; improved website usability; expanded the digital collection to include magazines and virtual education / learning platforms.

2023: Formed NTPL Friends group; increased access to professional development resources for staff; completed renovations at the Beeton branch for accessible washrooms; began review of all NTPL policies; went fine-free to remove barriers to patrons; upgraded two part-time positions to full-time.

2024: Made all programming free to remove barriers to patrons; added an adult programmer and upgraded another position to full-time; made programming more inclusive; won Fierté Simcoe Pride's Organization of the Year award; revamped the Alliston branch by moving the child/youth section upstairs and installing cameras.

2025 & 2026: Added new Marketing and Promotions position; performed a market review of organization staffing; collected feedback for a new Strategic Plan, partnered with Town RCLAP study to review high-level library needs; continued to expand partnerships with community organizations; created new Marketing and Promotions, Technology, Collection Development, Accessibility, and Staffing Plans for 2027-2032.

Measuring Our Success

NTPL is committed to highly transparent processes that clearly communicate the results of community investment in NTPL's services. Success will be measured with key performance indicators such as the foot traffic in our branches, program attendance, membership, website visits, circulation statistics (electronic and physical), as well as database usage for all of the Library's resources.

A yearly report will be reviewed by the Board tracking the degree to which Strategic Goals have been achieved for their respective target dates. An Annual Report will also be released to the community communicating key Strategic Plan achievements.

Navigate

Teach

Participate

Learn

Your Library

Your

Community Hub

Our Services



Contact Us Today!

Memorial Branch

17 Victoria Street East
Alliston
705-435-5651
alliston@ntpl.ca

Monday 10 AM - 6 PM
Tuesday - Thursday 10 AM - 8 PM
Friday & Saturday 10 AM - 5 PM
Sunday CLOSED

D.A. Jones Branch

42 Main Street West
Beeton
905-729-3726
beeton@ntpl.ca

Monday CLOSED
Tuesday - Thursday 10 AM - 8 PM
Friday & Saturday 10 AM - 5 PM
Sunday CLOSED

Pam Kirkpatrick Branch

139 Queen Street North
Tottenham
905-936-2291
tottenham@ntpl.ca

Monday CLOSED
Tuesday - Thursday 10 AM - 8 PM
Friday & Saturday 10 AM - 5 PM
Sunday 10 AM - 3 PM

***Hours may be subject to change during
the lifespan of this Strategic Plan**

www.ntpl.ca

