



Thunder Bay
Public Library

STRATEGIC PLAN 2024 - 2028



OUR MISSION

The Thunder Bay Public Library facilitates knowledge sharing and helps build a connected and healthy community by providing the space, collections, services and programs that residents need to learn, grow, create and be successful.



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MESSAGE FROM THE CEO AND BOARD CHAIR

Thunder Bay expects excellence and innovation from its public services and your Library has set some ambitious goals to achieve just that. We are embracing a dynamic new plan for our buildings that will revitalize and re-centre the Library at the heart of our community. Our buildings will be modern, accessible and safe spaces for everyone. Overhauling our infrastructure means we will be able to make more space for what people are demanding – more programs for children and seniors, more community space to serve the public, and the ability to integrate Indigeneity into the very fabric of our structures.



We are learning from what works and building innovation into our DNA. We're integrating data-based decision making into all of our processes and dedicating staff and dollars to experimenting with new programs, services and collections to drive community engagement and increase library membership. Cultivating a LOVE of Libraries is key to making our city strong. Research shows that Public Libraries contribute to a safer community, a more educated and skilled workforce, and are the single greatest community building institution a city can offer.



Our community has a wealth of knowledge, are born innovators and have a thirst to collaborate and work together to make our city the best in the country. The Library will be at the heart of our efforts and this strategic plan sets out the path for us to make a difference in the years to come.

Richard Togman, CEO

Carol Grieve, Board Chair

OUR VISION (our vision is our aspirational goal)

Thunder Bay Public Library provides the community with inspiring and vibrant gathering spaces where anyone can achieve a lifetime of learning, build community, grow as a person, and fulfill endless possibilities.



STRATEGIC OBJECTIVES

Facility Revitalization

TBPL will implement the vision of the TBPL Master Facilities Plan to achieve a modern, accessible, and impactful 21st century Public Library system that will provide social, economic, educational, and cultural spaces for all members of the community.

Innovative Service Culture

TBPL will develop and sustain a culture of innovation that supports creative thinking and advances efforts to generate new and improved customer service, products, and processes that are driven by research and data.

Knowledge Sharing

TBPL will foster an environment that encourages lifelong learning, advances literacy in all forms, and encourages the sharing of knowledge among community members and staff.

Indigenous Collaboration

TBPL will advance reconciliation and relationship building with the Indigenous community by integrating Indigeneity into all major aspects of the Library. We will collaborate, consult and partner with members in the Indigenous community to achieve authentic and meaningful outcomes.

Cultivate Library Membership

The Library will experiment with bold new ideas and methods to attract new members and improve the visitor experience overall.



OUR VALUES (our core beliefs)

Access & Sharing

The Library facilitates access to reliable information to empower everyone to engage in community life. Sharing knowledge and resources with one another makes us all richer.

Diversity & Inclusion

Everyone is welcome at the Library. Our community is beautifully diverse and Library services are for everyone. We respect one another and seek out opportunities to ensure that Library services meet the needs of all community members.

Innovation & Opportunity

The Library encourages innovation, creativity, fun, and experimentation. We try out new things and deliver Library experiences that capture the imagination. We provide exciting opportunities for learning, sharing, building community, and helping one another.

High Quality Service

Library staff deliver high quality and responsive customer service to all Library patrons with consistency and flexibility. Library staff are trusted to help community members navigate through vast channels of information to find the resources that they need to reach their goals.

Collaboration

The Library partners with local government, businesses, non-profits, and the community. We recognize that by collaborating and working together, we are stronger and more effective in achieving our collective goals.

Intellectual Freedom

The Library supports the free exchange of information and ideas which is so critical in a democratic society. We respect each individual's rights to privacy and choice. We preserve and promote universal access to a broad range of knowledge, experience, information, and ideas.

