

ENRICHING OUR COMMUNITY.

Hanover Public Library
Strategic Action Plan
2024 - 2029



**Hanover
Public
Library**

MUCH MORE THAN BOOKS!

A MESSAGE FROM YOUR LIBRARY BOARD CHAIR AND LIBRARY CEO

It is our pleasure to present our Strategic Action Plan. While we are proud of our long-standing tradition of providing excellent service, valuable resources and interesting programs, we are always striving to find better ways to meet the changing needs of people in our community.

Since 1906, the Hanover Public Library has been an integral part of our community. However, the need for local public libraries has never been as important as it is today. Our library board and staff team are working hard together to provide exceptional library experiences to everyone who uses our services. That is what this Strategic Action Plan is all about.

Delivering exceptional experiences depends on us understanding the needs and preferences of our community. That is why we kicked off this project with a Public Questionnaire. The input we received

was extremely valuable. You told us how important the library is to you and your family and how much you appreciate our free lending services. You let us know how satisfied you are with our hours and what features you want to see in a future library. You also told us to continue to improve how we communicate, and you offered suggestions on how we can make your library experience even better.

On behalf of the board and staff team, we are committed to working together to make our library the very best it can be!

Sincerely,



Kathi Maskell
Library Board Chair



Agnes Rivers-Moore
Library CEO

KNOW * GR

WHAT YOU TOLD US

This project began with an invitation to our community to tell us about what the Hanover Public Library means to them and what we can do to make it even better. Between May 22 - June 26, 2023, the public had the opportunity to provide their responses to this Library Community Questionnaire. We thank the 452 people who provided valuable input that helped shape this Plan.

We asked you which library programs and services you are most likely to use. You told us:

FREE
LENDING

80%

STAFF
ASSISTANCE

42%

EVENTS/PROGRAMS
FOR ADULTS

37%

EBOOKS AND
AUDIOBOOKS

32%

OUR GOALS

WELCOMING AND
INSPIRATIONAL SPACE



VALUED
COMMUNITY PARTNER



ENRICHING LIVES



EFFICIENT OPERATIONS
AND GREAT PLACE TO WORK





WELCOMING AND INSPIRATIONAL PLACE

GOAL: Provide a safe and comfortable atmosphere encouraging curiosity, learning, and connection.

STRATEGIC PRIORITIES AND ACTIONS

1.1 Optimizing existing space options to provide great experiences.

- Establish an agreement with the Town for use of Town-owned facilities for programs and events. (Spring 2024)
- Work with the Town and other organizations to find additional storage and archives/overflow space. (Fall 2026)
- Refresh the current library space to update the look and feel. (Winter 2024/25)

1.2 Planning our future space to better serve our growing community.

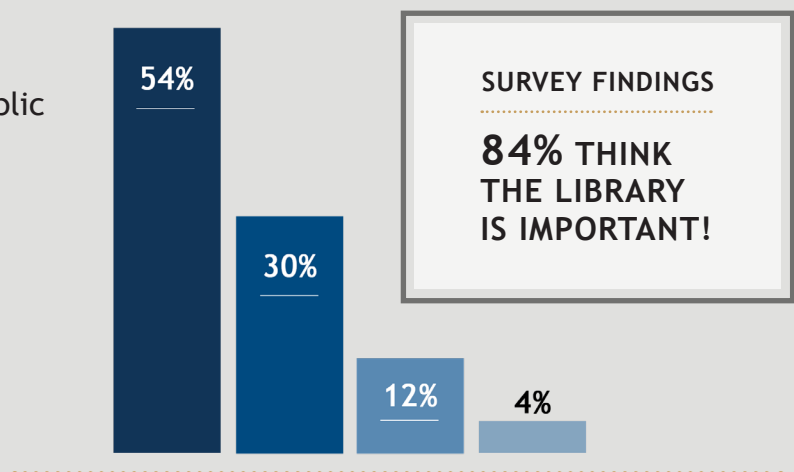
- Achieve consensus with the Town on the size of the population served by the Hanover Public Library. (Winter 2023/24)
- Refresh the 2015 Service Model and Space Needs Study based on this agreed-upon population number. (Fall 2024)
- Collaborate with the Municipality to engage a design/engineering firm to work with Library Board and staff to produce future-state library design concepts and options based on mutually acceptable locations, including estimating costs. The outcome of this process will be a costed-out Preferred Option. (Fall 2025)
- Initiate a Community Engagement and Sponsorship Initiative to generate sponsorship/funding opportunities for local businesses and organizations towards the Preferred Option. (Spring 2025)

WE ASKED YOU:

How important is the Hanover Public Library to you and your family?

YOU TOLD US >>

- Very Important
- Important
- Somewhat Important
- Not Important at all





VALUED COMMUNITY PARTNER

GOAL: Continue to work with others to contribute to a vibrant, healthy, and progressive community.

STRATEGIC PRIORITIES AND ACTIONS

2.1 Strengthening our community partnerships.

- a. Engage local groups and organizations to identify opportunities to co-host community events providing opportunities to promote Library programs and services. (Spring 2025)
- b. Participate in local events to showcase Library programs and services. (Winter 2024/25)
- c. Explore a partnership with the Launch Pad Youth Skills and Technology Centre. (Spring 2025)
- d. Initiate a semi-annual Council Update to strengthen relationships with community leaders and communicate the value of the Hanover Public Library to the community. (Spring 2024)

2.2 Enhancing the effectiveness of our fundraising and sponsorship efforts.

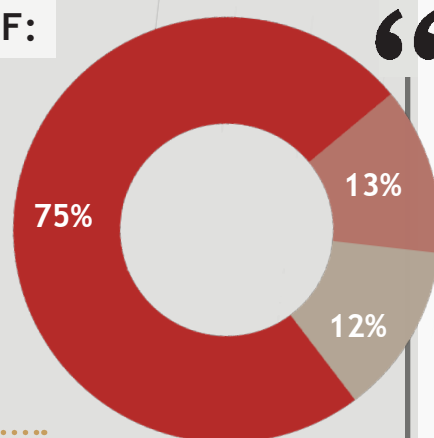
- a. Work with the Hanover Chamber of Commerce and the Downtown Improvement Area to establish a viable library sponsorship program that will encourage more local businesses to become long-term library supporters and ongoing partners in fundraising efforts. (Summer 2024)
- b. Initiate a volunteer drive with the support of community partners to enhance the capacity of the library to host fundraising events. (Fall 2024)

WE ASKED OUR LIBRARY STAFF:

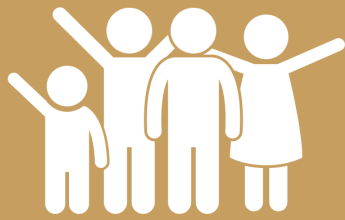
How would you rate the current reputation of the Hanover Public Library within the community?

THEY TOLD US >>>

● Exceptional ● Good ● Fair



“ The library is an important part of the community. Great place to just read a book or learn something new! ”



ENRICHING LIVES

GOAL: Offer a compelling variety of programs and services.

STRATEGIC PRIORITIES AND ACTIONS

3.1 Engaging more people by enhancing communication and customer service.

- a. Engage external expertise to refresh the Hanover Public Library brand and produce appealing marketing materials. (Summer 2025)
- b. Update the website to refresh the look and feel; simplify navigation; and enhance searchability. (Spring 2026)
- c. Explore ways to optimize social media to connect with a younger demographic. (Summer 2024)

3.2 Adapting and improving our programs and services to meet changing needs of our community.

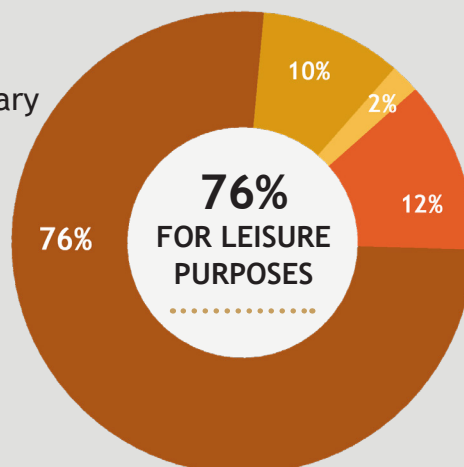
- a. Initiate an annual Customer Satisfaction Survey to gauge and track level of customer satisfaction and gauge level of interest in various program options. (Spring 2024)
- b. Leverage the public's preference with direct email correspondence by expanding the current email marketing. (Winter 2023/24)
- c. Expand practical life skills programming. (Spring 2024)
- d. Embrace diverse backgrounds, identities and perspectives in all programming and services (ongoing).

WE ASKED YOU:

Why do you use the Library and its services?

YOU TOLD US >>>

- Leisure
- Other
- Study/Education
- Work Related



95%
of questionnaire responses told us they were satisfied with our Library's opening hours.



EFFICIENT OPERATIONS AND GREAT PLACE TO WORK

GOAL: Provide a positive working environment for our employees.

STRATEGIC PRIORITIES AND ACTIONS

4.1 Demonstrating financial accountability.

- a. Establish key performance indicators to be incorporated into funding/budget requests. (Spring 2024)

4.2 Improving internal practices and optimizing the use of technology.

- a. Refresh job descriptions to clarify who is accountable for what and improve staff productivity. (Summer 2025)
- b. Explore digital collaboration tools to improve internal communication. (Fall 2024)
- c. Establish a plan and budget to update computers, software, and applications. (ongoing)

4.3 Providing a positive working environment while recognizing excellence among our employees.

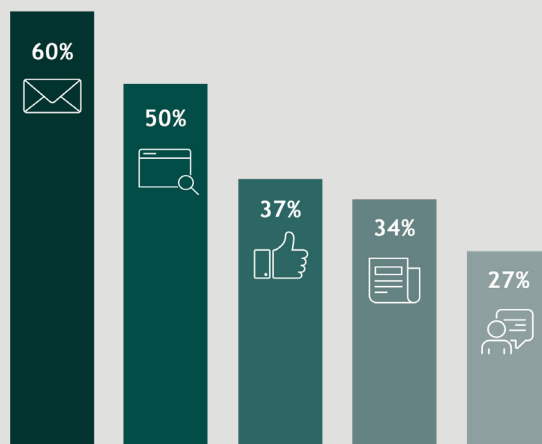
- a. Create a staff committee to plan annual professional development and team building events. (Fall 2023)
- b. Introduce monthly staff team meetings to improve internal teamwork and collaboration. (Winter 2023/24)

WE ASKED YOU:

How would you prefer to learn about Hanover Public Library issues, events, and initiatives?

YOU TOLD US >>

- Email Newsletter
- Library Website
- Social Media
- Newspaper
- In-person Promotion by Staff



MUCH MORE THAN BOOKS!



HANOVER LIBRARY CEO AND 2023 - 2026 LIBRARY BOARD

Library Board Chair, Kathi Maskell
kgmaskell@wightman.ca

Library CEO, Agnes Rivers-Moore
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Board Member Brenda Booth

Board Member Ruth Linnen

Board Member Laurel Douma

Board Member Edwin Haas

Board Member Jeannette Wilken

Board Member Carol Hudson

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