



# Strategic Plan

(Draft - Not for distribution)

## 2025-2028

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Enrich



Engage



Evolve

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# A Message from The Board

Dear Muskoka Lakes,

Developing a strategic plan is an exciting endeavor for the MLPL Board, as it provides an opportunity to be inspired and dream about the future of our library. As we reflect on the years gone by, we analyze past plans and celebrate the pillars that have shaped our identity. While we honour the work of those who came before us, we also look forward with the goal of continuous improvement, ensuring that we evolve to meet the changing needs of our community.

The process of creating this new strategic plan has been shaped by feedback from the community, staff, and board members, all of whom play an integral role in guiding our direction. This collaborative effort has allowed us to ensure that our vision and mission align with the needs and aspirations of those we serve. We remain committed to not only creating a clear vision for the future but also to ensuring the most effective ways of fulfilling it.

We would like to extend our heartfelt appreciation to past members of the Board, retired CEO Cathy Duck, and retired long-term employee Lorna McFarlane for their tireless efforts and masterful stewardship during years of significant change.

As we look ahead, we are thrilled to introduce the new direction for MLPL with our Strategic Plan for 2025-2028.

At the core of this plan are three guiding pillars: Engage, Enrich, and Evolve. These pillars will continue to shape our work, and we are excited to have new CEO, and Chief Librarian Andrew Whitfield at the helm. Andrew's leadership, combined with his curiosity, ingenuity, and vision, will propel us forward as we work together to bring these pillars to life.

Thank you for your ongoing support as we begin this new chapter in the life of Muskoka Lakes Public Library.

Sincerely,  
The MLPL Board



Heidi Berninger, Vice-Chair



Barb Bridgeman



Margaret Buddo



Doug Crichton



Valerie Duke, Board Chair



Mary Ellen McIntyre  
TML Councillor



Deborah Stokes

# A Message from Library Staff

Dear Muskoka Lakes,

We're excited to share what's coming next at the Muskoka Lakes Public Library as we work hard everyday to Enrich, Engage and Evolve.

## Enriching Your World

Exploring ways to expand our programs and services for all ages, from after-hours events to new online tools. Plus, continuing our effort to preserve and promote Muskoka's history and natural resources through exciting community initiatives.

## Engaging with You

We want the library to be a place for everyone! We're looking to boost outreach and connect with more local groups in their communities, while making sure we're always listening to your ideas and needs.

## Evolving for the Future

Innovation is key! We're adding more digital resources, exploring new services, and working to keep the library a forward-thinking hub for years to come.

Thank you for being a part of our library family. Together, we'll keep building a community space that's fun, inclusive, and always evolving!

We hope to see you soon,

Andrew, Nancy, Maggie, Lindsay, Eva and Candice



Andrew Whitfield  
CEO/Chief Librarian



Nancy Doran  
Library Assistant



Maggie Curry  
Library Clerk



Lindsay MacFarlane  
Library Clerk



Eva Moore  
Circulation Clerk



Candice Sheriff  
Library Clerk



# THE TOWNSHIP OF MUSKOKA LAKES AT A GLANCE...

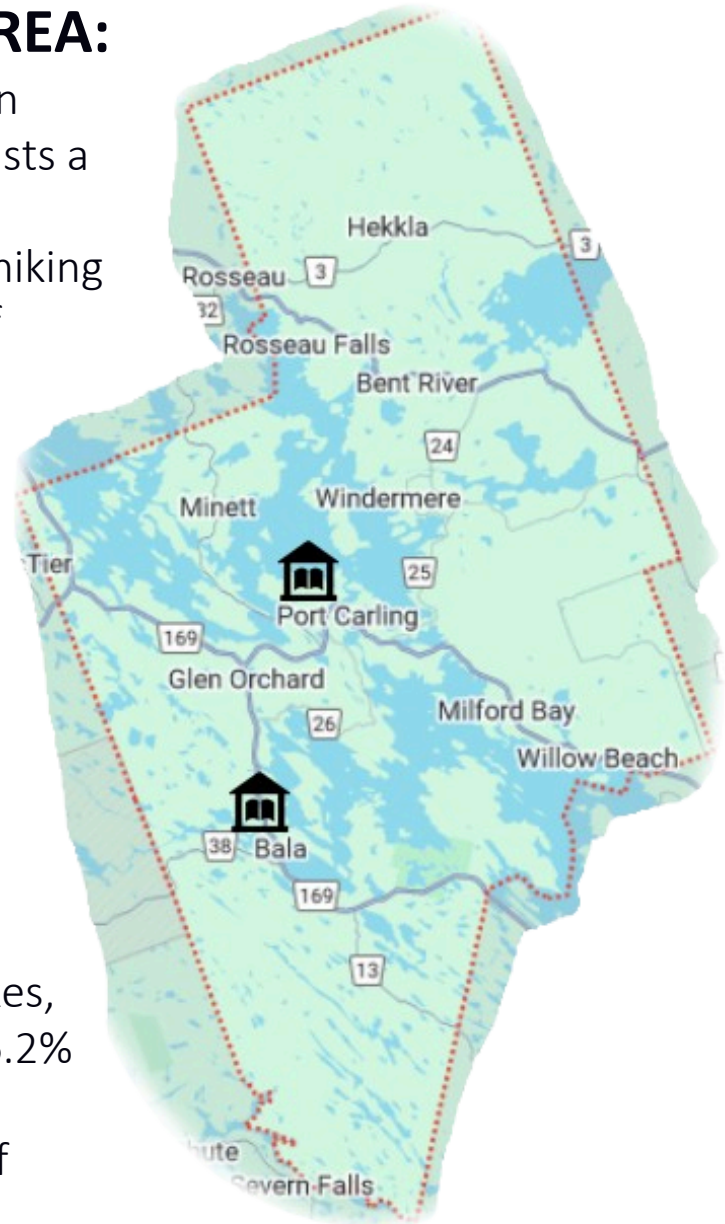
## LARGE GEOGRAPHICAL LAND AREA:

Situated on the southern tip of the Canadian Shield, The Township of Muskoka Lakes boasts a geographic land area of approx. 774 sq. km featuring 80 pristine lakes, scenic rock and hiking trails, and a natural wildlife habitat for all of Muskoka residents and visitors to enjoy!

## POPULATION:

Permanent Population: 7,652  
Estimated Seasonal Population: 26,992  
Population Density per sq. km: 9.9  
Average Age of the Population: 50.6

**We're growing!** In 2021, the enumerated population of the Township of Muskoka Lakes, was 7,652, which represents a change of 16.2% from 2016. This compares to the provincial average of 5.8% and the national average of 5.2%.



## AGE DEMOGRAPHICS:

0-14	- 10%
15-29	- 12%
30-64	- 46%
65-84	- 29%
85+	- 3%

### DID YOU KNOW?

It would take well over 2.5 hours to drive around the large 3 lakes to visit the various local communities within the Township of Muskoka Lakes!

# SERVICES SNAPSHOT 2024



Over 5,000 people attended, interacted, or engaged in a MLPL program or outreach service.



1,800+ Wireless Network Sign Ons.



Over 20,000 in person visits at the the Port Carling and Bala Branches.



Over 6,900 e-books, e-magazines, and e-audiobooks checked out from our digital collection.



Over 25,000 physical items checked out from the Bala and Port Carling branches.



Over 675 movies and TV shows streamed through Kanopy.

## DID YOU KNOW?

In 2023 the MLPL generated a Social Return on Investment of 296%? Meaning for every \$1.00 spent on the library it created \$2.96 worth of Social Benefit!\*



# KEY PARTNERS

## MLPL Board & Staff

The hardworking and dedicated Staff and Governance Board fit together to form a community space that is welcoming and inclusive to residents and visitors.



## Township of Muskoka Lakes

A strong working relationship providing exceptional guidance, facility, financial, and administrative support which allows MLPL to continue to offer the excellent level of service to our library users and community.



Friends of the Library  
MUSKOKA LAKES TOWNSHIP

## Friends of the Library

Working hand-in-hand with the CEO and staff at the Library, The Friends of the Library direct their generous time, advocacy, and support for programming and other special endeavours through various fundraising initiatives throughout the year.

## Community Members

The growing engagement and generosity from our community members and local organizations are a key piece in the success of delivering the diverse collection and programming offerings for our users and visitors.



**Each piece represents an important relationship that the Board values and would like to acknowledge. All pieces work together to create a beautiful picture of a community hub for all to enjoy.**

# VISION & MISSION



## Vision

To encourage the growth of minds, community, and enjoyment, now and for future generations.



## Mission

Promote access to a diverse and sustainable collection of library services that evolve with the changing needs of the people of Muskoka Lakes.



# VALUES



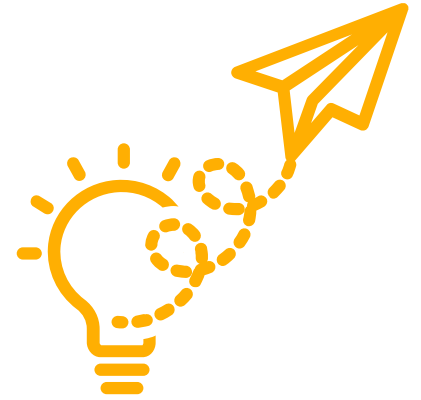
## FREEDOM

We welcome everyone to share the love of literacy and learning while embracing freedom of thought, beliefs, and expression.



## SERVICE EXCELLENCE

We act with integrity to ensure confidentiality and accountability in providing library services to each other and to the community.



## INNOVATIVE LEADERSHIP

We celebrate imagination and curiosity to build innovation in our Library and in our work with community partners.

**Muskoka Lakes Public Library is an open, friendly, respectful, safe and welcoming environment.**

# Strategic Priority #1

## Enrich Muskoka's Cultural Life

### OBJECTIVES:

#### **A. Develop and diversify library services to inspire enjoyment of learning for all**

- Support and promote continuous learning for all ages through diverse programming, collections and resources
- Expand activities and after-hours programming to reach wider demographics such as teens and working adults

#### **B. Ensure the library is a healthy place of belonging and friendships**

- Focus on more accessible library services, including improved hours and online tools and services
- Commit to an inclusive library with resources, programs and collections open to everyone, regardless of background or circumstance
- Be a welcoming community hub and a positive environment for the exchange of knowledge and ideas

#### **C. Preserve and promote Muskoka's rich heritage, diversity, culture, and vibrant way of life**

- Conserve archives and heritage collections by converting into an engaging and accessible digital resource
- Cultivate partnerships with Muskoka's diverse peoples to integrate and amplify their talent and expertise into programming and resources



# Strategic Priority #2

## Engage and Build Community

### OBJECTIVES:

#### **A. Expand outreach and communications to improve awareness of library services and broaden the audience**

- Explore ways to reach individuals who are not regular library users to encourage new membership
- Improve visibility of collections through in-house displays, enhanced social media presence
- Meet the community where they are through proactive participation in Muskoka events, activities, and organizations

#### **B. Strengthen ties with The Township of Muskoka Lakes, donors, and community organizations through collaborative partnerships**

- Partner with local organizations, individuals, and volunteers to enhance services and impact and encourage community involvement
- Reinforce alliances with Muskoka Township staff, who have expertise and resources to optimize and improve library operations
- Alignment of MLPL goals with TML goals and future planning objectives
- Grow donor support and initiatives to strengthen library services and financial stability

#### **C. Respond to changing community needs with relevant collections, programs, and services**

- Focus on engagement initiatives to gather feedback on library services and insight into community needs and preferences
- Prioritize the unique needs of the Muskoka community, ensuring services are relevant and responsive

# Strategic Priority #3

## Evolve For A Sustainable Future

### OBJECTIVES:

#### **A. Embrace growth through new ideas and innovative approaches to evolve library services and be a vital community resource**

- Support efforts to maintain library accreditation that will improve access to funding, elevate services and enhance the library's standing in the community
- Explore innovations in library services and tools, and grow the 'library of things' and digital resources

#### **B. Promote and support the library team to deliver excellent service, accountability, and community leadership**

- Provide professional development and training to the library team and opportunities to learn from the broader library community
- Empower the library team to develop and create services and be a knowledgeable resource in the community

#### **C. Ensure a library for future generations through strong financial management, environmental stewardship, and technology advances**

- Support initiatives to promote and preserve Muskoka Lakes' natural environment
- Provide accessible digital tools and resources for the community to learn, connect, and be productive
- Develop revenue initiatives and strong financial practices to ensure a healthy and sustainable library

# Strategic Plan on a Page 2025-2028

## Vision

To encourage the growth of minds, community, and enjoyment, now and for future generations.



## Mission

Promote access to a diverse and sustainable collection of library services that evolve with the changing needs of the people of Muskoka Lakes.

### FREEDOM

We welcome everyone to share the love of literacy and learning while embracing freedom of thought, beliefs, and expression.

### Values

#### SERVICE EXCELLENCE

We act with integrity to ensure confidentiality and accountability in providing library services to each other and the community.

#### INNOVATIVE LEADERSHIP

We celebrate imagination and curiosity to build innovation in our Library and in our work with community partners.

## Strategic Priorities

### Enrich Muskoka's Cultural Life

- Develop and diversify library services to inspire enjoyment of learning for all.
- Ensure the library is a healthy place of belonging and friendships.
- Preserve and promote Muskoka's rich heritage, diversity, culture and vibrant way of life.

### Engage And Build Community

- Expand outreach and communications to build broader awareness of library services.
- Strengthen ties with Muskoka Township, donors and community organizations through partnerships.
- Respond to changing community needs with relevant collections, programs and services.

### Evolve For A Sustainable Future

- Embrace growth through new ideas and innovative library services to be a vital community resource.
- Promote and support the library team to deliver excellent service, with accountability and integrity.
- Ensure a library for the future through strong financial management, environmental stewardship and technology advances.



# Thank You For Your Support!



**Port Carling Branch**  
69 Joseph St.  
Port Carling, ON  
705-765-5650



**Bala Branch**  
1008 Maple Ave.  
Bala, ON  
705-762-1086



info@mlpl.ca



www.mlpl.ca



Muskoka Lakes Public Library



@muskokalakespl

