



Oxford County Library

*connect. discover. share. become.*

# STRATEGIC PLAN

2024-2028



# Our new Strategic Plan

## *A message from the Board Chair and CEO/Chief Librarian*

“OCL’s Strategic Plan  
is not just a vision  
for the future;  
it is a call to action.”

Oxford County Library (OCL) recognizes that community needs are constantly changing in response to new technology, new desires and new ways of life. Libraries must adapt by embracing change through new and dynamic programming and collections, along with reimagined library spaces.

This Strategic Plan has been collaboratively built with input from the community, library partners, staff and board members. The plan is a blueprint for adapting to the changing needs and expectations of library customers. In putting this plan together, we dedicated hours of time with our partner organizations, library staff and community members from around the County. We would like to extend our thanks to everyone who took the time to share their ideas with us.

Oxford County Library’s Strategic Plan is not just a vision for the future; it is a call to action. It is an invitation for **YOU** to join us on this exciting journey. Together, we can explore new ways of providing services to ensure that OCL empowers, educates and inspires generations to come.

With excitement,



**Julia Harris**  
Chair, Oxford County  
Library Board



**Lisa Marie Williams**  
CEO / Chief Librarian  
Oxford County Library

# OCL's commitment to Truth and Reconciliation

Oxford County Library seeks to provide welcoming and inclusive spaces, services and collections to Indigenous Peoples. The Library will be mindful of the needs of Indigenous communities and individuals with respect to the goal of reconciliation when writing policies, developing procedures and planning programs and services.

The Library recognizes the unique knowledge, teachings, languages and cultures that have always existed on Turtle Island and the debt that Canadian settlers have to Indigenous Peoples. We express our gratitude to Indigenous Peoples as fellow knowledge keepers and storytellers; and we commit to do the work involved in reconciliation.

Oxford County Library will seek to implement practices and policies that lead to understanding and inclusion. By doing so, the Library aims to show respect to Indigenous Peoples and their cultural protocols. The Library strives to decolonize library collections and services and to further the goal of reconciliation as outlined in the Truth and Reconciliation Commission's Calls to Action.

The Library reviews the Indigenous Awareness and Reconciliation Statement, including the Land Acknowledgment each year. For more information, please visit our Library's [Discover Diverse Perspectives](https://www.ocl.net/en/library/discover_diverse_perspectives.aspx) webpage at [https://www.ocl.net/en/library/discover\\_diverse\\_perspectives.aspx](https://www.ocl.net/en/library/discover_diverse_perspectives.aspx).





# We are Oxford County Library

Oxford County Library serves seven of the area municipalities that make up Oxford County by providing access to reading, culture, technology, trusted information and creative learning opportunities. A welcoming space at the heart of our communities, OCL Branches encourage connection, support wellbeing and foster a love for reading.

As a community-focused 14-branch library system, Oxford County Library caters to the diverse needs and interests of the County's residents by offering a wide range of services and programs.



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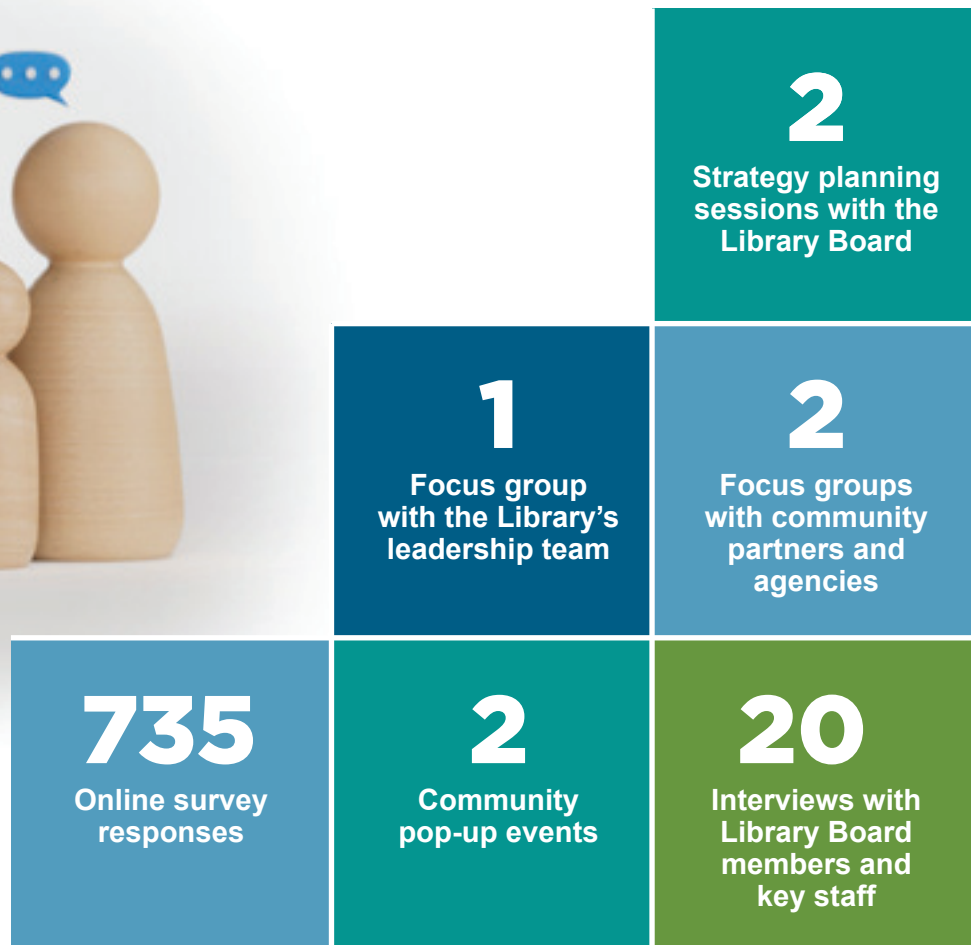
# Our strategy reflects broad perspectives



This Strategic Plan has been informed by a comprehensive process of research, collaboration, and staff and stakeholder engagement. A literature review, a scan of policy and context, independent deliberative research with users and non-users, and a series of staff and stakeholder workshops have helped to shape the aims and identify the key priorities that will see Oxford County Library thrive over the next four years.

Mapping the strategy against local priorities allows Oxford County Library to create and deliver innovative library service plans that are responsive to local needs.

Our Vision establishes our long-term direction. Our Mission and Values outline what we believe and why we exist. The Strategic Plan identifies our areas of focus for the next five years, aligning with community needs and areas where we can deliver value.





## MISSION

Promote and provide the community with universal access to information, ideas and engaging experiences in welcoming spaces.

## VISION



Connect, discover, share, and become.



## VALUES

### We Believe In:

#### Integrity

We take pride in our stewardship of resources, acting with professionalism and contributing to the greater good of our communities and residents.

#### Intellectual Freedom

We actively support each person's freedom of expression and pursuit of their own interests through access to trusted, high-quality information and resources.

#### Universal Access

We foster inclusive and equitable access to library services, programs and resources.

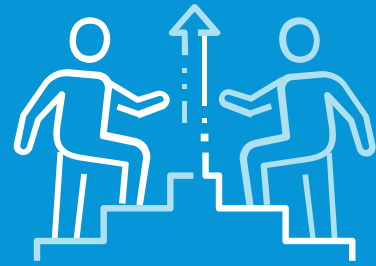
#### Belonging

We provide a welcoming, friendly and inclusive environment where customers feel they belong.

#### Responsiveness

We care about what we do and who we serve by listening and tailoring each library branch to local needs.

## GOAL ONE



### Sustain service excellence

Enable an empowering and collaborative work environment for our staff and enhance our facilities to continue to deliver outstanding working and visiting experiences.

#### Strategies:

- 1.1** Develop and implement a long-term facilities plan to meet changing demands and create enjoyable and dynamic spaces for our communities.
- 1.2** Develop and implement a referral framework to ensure that customers with diverse needs are referred to program and service supports provided by the most appropriate community organizations.
- 1.3** Develop and implement a strategic approach to attract, retain and develop employees and volunteers to enhance and sustain OCL service excellence.



## GOAL TWO



# Grow engagement and member relationships

Increase resident awareness of OCL's programs and services and deepen relationships with existing and new members.

### Strategies:

- 2.1 Create and implement a Communications Strategy to build OCL's brand awareness and service offerings in the community.
- 2.2 Develop and implement a Patron Management and Growth Plan to increase usership and community engagement with library programs, services and spaces.
- 2.3 Plan and implement the expansion of non-traditional services to include more digital resources, access to technology and unique collections.





## GOAL THREE



# Innovate access to service

Purposefully innovate programs and services to enhance access, drive engagement, and improve members' experiences.

### Strategies:

- 3.1 Plan, design, and implement a Programs and Services Accessibility Strategy to make OCL inclusive and accessible to all residents.**
- 3.2 Expand the availability of self-service options and introduce more technology to increase access.**
- 3.3 Expand the Ox on the Run program to increase library access in communities without branches and to meet residents where they are to drive engagement.**





## The Path Forward

Oxford County Library's 2024-2028 Strategic Plan is designed to ignite a sense of excitement and inspiration within our community.

In order to ensure the success of the plan, library staff will align the yearly Business and Budget Plan with a Strategic Initiatives Report that outlines the projects to be undertaken in the year, as well as the outcomes and timelines for completion of the projects. Strategic performance will be monitored by the Library Board through regular staff reports, including quarterly and annual reporting of key performance indicators.

As we look to the future of Oxford County Library, we are committed to collaboration with our customers, partners and communities. Together we will connect, discover, share, and become a vibrant hub of knowledge, creativity, and growth for all.





# Oxford County Library

*connect. discover. share. **become.***

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