

**Subject:** Library and Latcham Strategic Plan Accomplishments 2024

**Staff Report No.** PL-001-25

**Department/  
Commission:** Stouffville Library

**Date:** April 2, 2025

**Recommendation:**

- 1) That Council receive Report No. PL-001-25 for information.

<p><b>Report Highlights</b></p> <ul style="list-style-type: none"> <li>• This report highlights the accomplishments of the Library and Latcham Art Centre for the final year of its 2020 – 2024 Strategic Plan.</li> </ul>
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**1. Purpose:**

The purpose of this report is to provide Council with an update on the Stouffville Library’s annual Strategic Plan accomplishments.

**2. Background:**

In 2024, Stouffville Library (SL) continued into its final year of its five-year Strategic Plan with objectives to advance the SL’s Vision of “Inspiring Curiosity, Embracing Innovation, Engaging the Community.” This report outlines the 2024 results of the SL Strategic Plan.

**3. Analysis:**

<b>1. Be known as the most innovative, accessible, and inclusive learning environment.</b>	
<b>a. Provide high-quality, innovative, forward-looking and</b>	<ul style="list-style-type: none"> <li>• Latcham Art Centre continued our popular March, Summer, and Winter Break Art Camps, P.A. Day Art Camps, Birthday Parties, Adult Life-Drawing,</li> </ul>

<p><b>creative programs for all ages</b></p>	<p>Exploring Watercolour, and Wine and Paint Nights.</p> <ul style="list-style-type: none"> <li>• Latcham Art Centre was recognized for our excellence and innovation with four (4) awards for 2024:             <ul style="list-style-type: none"> <li>○ <b>2024 Galleries Ontario Award</b> - Exhibition of the Year, Budget under \$10,000 for <i>Continuous Memory - Max Lupo and José Andrés Mora, 2023</i></li> <li style="text-align: center;">Curator - Tyler Durbano</li> <li>○ <b>2024 Hermes Creative Award</b> (Documentary) - GOLD - SASS, <i>Street Art Seniors of Stouffville</i></li> <li>○ <b>2024 Viddy Award</b> - GOLD – SASS, <i>Street Art Seniors of Stouffville</i></li> <li>○ <b>2024 MarCom Award</b> (Social Media Marketing Campaign) - GOLD- <i>45th Anniversary Campaign</i></li> </ul> </li> <li>• Expanded the reach of the Adventure Zone, with 493 visits and 360 circulated items, which showcased the popularity of our sports lending equipment.</li> <li>• Partnered with the Stouffville 55+ Club on a <i>New Horizons for Seniors Grant</i> that encouraged newcomer seniors to tell their stories of immigration.</li> <li>• Partnered with the Stouffville Spirit Jr. A hockey team to offer the Skate and Discover program in November 2024. Participants connected with both the team members and Library staff through interactive activities such as skating, a door prize draw, and trivia.</li> </ul>
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	<ul style="list-style-type: none"> <li>• Introduced live music in the courtyard for the first “Courtyard Concert”.</li> <li>• Installed a <i>Vox Interactive Games Table</i>, which offered an exciting new space for children to participate in interactive play.</li> <li>• Introduced a <b>Decodable Book Collection</b> to enhance early literacy resources in our Library. This new collection was funded by a successful application for the Dyslexia Grant.</li> <li>• Launched a <b>Summer Music Series</b>, with 52 participants of all ages learning play music using our donated ukuleles.</li> <li>• Expanded our electronic resources by adding the following valuable tools that enhance our digital offerings and support the needs of our community:             <ul style="list-style-type: none"> <li>○ <i>Fiero Code</i> – A coding resource to support skill development</li> <li>○ <i>Canadian Points of View</i> – A collection offering diverse Canadian perspectives on key social and political issues</li> <li>○ <i>Consumer Health Complete</i> – A comprehensive database providing trusted health information for users</li> </ul> </li> </ul>
<p><b>b. Rebalance Programming to ensure alignment with community needs and target audiences</b></p>	<ul style="list-style-type: none"> <li>• Provided daily visits across Stouffville at numerous parks daily during July and August 2024.</li> <li>• Offered Jane’s Walks which provided thought-provoking tours on topics throughout town. 2024 showcased the changing nature of Main Street in one walk, and how Stouffville history is celebrated through street names in the other.</li> <li>• Offered a free P.A. Day skating event with the Stouffville Spirit at the Stouffville Arena that welcomed 70 participants.</li> </ul>

	<ul style="list-style-type: none"> <li>• Provided Bollywood-style dance programs from instructor Karishma to celebrate special East Indian holidays such as Lohri, Holi, and Diwali.</li> </ul>
<p><b>c. Actively utilize partnerships to increase program offerings that align with our mission and vision</b></p>	<ul style="list-style-type: none"> <li>• Partnered with the Town to bring Beyond Craft 2024 to life during the Stouffville Holiday Market, showcasing 31 artisans from across Ontario and welcoming close to 4,000 visitors from across the GTA.</li> <li>• Maintained partnerships with the following groups to increase program offerings:             <ul style="list-style-type: none"> <li>○ Autism in Mind (AIM)</li> <li>○ EarlyON</li> <li>○ Idea Lab Kids</li> <li>○ Job Skills</li> <li>○ Mathnasium</li> <li>○ Sustainable Stouffville</li> <li>○ Town of Stouffville</li> <li>○ Whitchurch-Stouffville Fire and Emergency Services</li> <li>○ York Regional Police</li> </ul> </li> <li>• Developed a new partnership with Service Canada to offer in-Library appointments for residents requiring assistance with the following programs and services: Canada Pension Plan (CPP), CDCCP (Canadian Dental Care Plan), Employment Insurance (EI), My Service Canada Accounts (MSCA), and Old Age Security (OAS).</li> <li>• Collaborated with the Town to deliver a robust program of Truth and Reconciliation programming</li> </ul>

	<p>in September 2024 that included workshops, talks, and a tour of the Jean-Baptiste Lainé site.</p> <ul style="list-style-type: none"> <li>• Collaborated with Latcham Art Centre and other community organizations to promote joint initiatives:             <ul style="list-style-type: none"> <li>○ Beyond Craft</li> <li>○ Fill a Purse for a Sister Campaign</li> <li>○ Skate &amp; Discover with the Stouffville Spirit</li> <li>○ YRP Storytime</li> </ul> </li> </ul>
<p><b>d. Increase community outreach through programming in off-site locations.</b></p>	<ul style="list-style-type: none"> <li>• Continued to connect with teens through outreach to SDSS monthly.</li> <li>• Provided community garden (Generations Growing program) to showcase sustainable food production and donated harvested food to the Stouffville Food Bank.</li> <li>• Ensured that outreach was provided to the community at the following locations:             <ul style="list-style-type: none"> <li>○ Markham Fair (180<sup>th</sup> fair was held in October 2024)</li> <li>○ Stouffville daycares</li> <li>○ Stouffville 55+ Club (tech help and Makerspace programs for seniors offered)</li> <li>○ Town of Stouffville events including Easter in the Village, Halloween in the Village, and the Museum’s annual Antique and Classic Car show</li> </ul> </li> </ul>
<p><b>2. Increase marketing and social media capacity to achieve optimal connection to our community.</b></p>	
<p><b>a. Strengthen our brand to ensure that Stouffville Library</b></p>	<ul style="list-style-type: none"> <li>• Increased video-centric content to expand social media engagement and education including an award winning 45<sup>th</sup> Anniversary campaign that</li> </ul>

<p><b>remains top-of-mind as a place to go for innovative learning, creativity, reading, and fun.</b></p>	<p>highlighted the organization’s contributions, successes, and diversity.</p> <ul style="list-style-type: none"> <li>Completed a Library rebranding initiative, including unveiling a new logo (October 2024), updating all marketing materials, and ensuring consistent brand identity across platforms.</li> <li>Through support of the Legacy Fund, partnered with Latcham to create a branded library card, designed to support and promote Truth and Reconciliation within the community.</li> </ul>
<p><b>b. Enhance our website and our social media channels as priority digital communication tools</b></p>	<ul style="list-style-type: none"> <li>Implemented BiblioCommons (BiblioCore, BiblioWeb, BiblioEvents) to provide Library customers a seamless experience for discovery and search experience across all Library platforms.</li> </ul>
<p><b>c. Investigate and implement additional marketing tools, such as podcasts and video.</b></p>	<ul style="list-style-type: none"> <li>Increased video content and engaging educational content earned us a MarCom award for our 45<sup>th</sup> Anniversary social media campaign.</li> <li>Launched four (4) digital screens inside the Library for advertising and communicating to patrons.</li> </ul>
<p><b>3. Adapt to the many changes in our evolving global environment to prepare Whitchurch-Stouffville Public Library and our community to be ready for the future.</b></p>	
<p><b>a. Offer a wide variety of technology training and online learning initiatives.</b></p>	<ul style="list-style-type: none"> <li>Offered a website basics course for small businesses during Small Business Month (October 2024).</li> <li>Offered, in partnership with Latcham Art Centre, Introduction to Digital Art programs.</li> <li>Streamlined one-on-one tech help through the drop-in Tech Help service and through a partnership with the 55+ Club.</li> </ul>
<p><b>b. Expand credentialed program offerings.</b></p>	<ul style="list-style-type: none"> <li>Introduced a Certificate of Completion for ancestry/genealogy programs.</li> </ul>

<p><b>c. Expand our program portfolio to support all ages of formal and life-long learning.</b></p>	<ul style="list-style-type: none"> <li>• Participated in the 55+ Club’s inaugural <i>Healthy Living Fair</i> in October 2024.</li> <li>• Highlighted learning opportunities for all ages through marketing campaigns, ensuring inclusive messaging in all materials.</li> <li>• Redesigned the 2025 program guide to highlight new, can’t miss programs.</li> <li>• Debuted new programming for children and youth including an <i>ASL Baby</i> program, <i>Financial Literacy for Tweens</i>, and <i>Introduction to Canva</i>.</li> <li>• Introduced programming in the Makerspace specifically for our 55+ community members including:             <ul style="list-style-type: none"> <li>▪ <i>Introduction to 3D Printing</i></li> <li>▪ <i>Introduction to Cricut</i></li> <li>▪ <i>Cricut Creations: Beginner Heat Transfer Vinyl</i></li> </ul> </li> </ul>
<p><b>d. Create a focused series of programs and services to support small and medium-sized enterprises, homeworkers, and entrepreneurs in Whitchurch-Stouffville</b></p>	<ul style="list-style-type: none"> <li>• Created a series of programs for Financial Literacy Month in November 2024 for both businesses and individuals in the community.</li> <li>• Promoted events like the Skilled Trades Expo, and invited smaller businesses alongside bigger organizations, connecting community members with career-focused opportunities.</li> </ul>
<p><b>e. Strategically expand our partnerships with schools and daycares</b></p>	<ul style="list-style-type: none"> <li>• Connected with daycares for inaugural York Region Police Storytime in November 2024.</li> <li>• Worked with local schools and daycares through:             <ul style="list-style-type: none"> <li>▪ Battle of the Books</li> <li>▪ Welcome to Kindergarten events</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>▪ Literacy nights</li> <li>• Provided Storytime to 7 daycares weekly throughout 2024.</li> </ul>
<b>4. Enhance our operational and fiscal effectiveness.</b>	
<p><b>a. Improve our use of data collection and key performance indicator monitoring in order to assess and improve our operations.</b></p>	<ul style="list-style-type: none"> <li>• Launched a Teen Survey (November-December 2024); data received will inform 2025 program planning.</li> <li>• Launched staff training modules through Niche Academy, offering online learning for essential skills development for staff.</li> </ul>
<p><b>b. Communicate the high social and economic return on investment of WSPL to our community.</b></p>	<ul style="list-style-type: none"> <li>• Latcham’s 45<sup>th</sup> Anniversary Social Media Campaign showcased the resilience of the institution, as well as our impact on the community over decades.</li> <li>• Created social media content to emphasize the community impact of library programs such as behind-the-scenes stories for events on social media.</li> </ul>
<p><b>c. Use metrics as a foundation to set goals for seeking additional operational funding, more open hours, etc.</b></p>	<ul style="list-style-type: none"> <li>• Conducted a comprehensive Asset Management Exercise to evaluate and organize our resources effectively.</li> </ul>
<p><b>d. Increase our financial reserves for strategic initiatives in the future.</b></p>	<ul style="list-style-type: none"> <li>• Library Board created a new Investment Policy for Library Reserve Funds.</li> </ul>
<p><b>e. Support staff in ongoing development and training to meet the</b></p>	<ul style="list-style-type: none"> <li>• Manager and Curator toured Varley Gallery in Markham</li> </ul>



<p><b>priorities and goals of the strategic plan.</b></p>	<ul style="list-style-type: none"> <li>• Assisted staff with navigating rebranding changes.</li> <li>• Provided training in BiblioCore, BiblioWeb, Princh printing, and other essential tools through our Niche Academy.</li> <li>• Our staff attended the annual Ontario Library Association Superconference and Public Library Association Conference, the 2024 Child and Youth Expo, and Customer Service Training gaining valuable insights and professional development opportunities.</li> <li>• We hosted a successful Staff Development Day, focusing on team building, skill enhancement, and fostering a positive work environment.</li> <li>• We facilitated team training focused on the book <i>Getting Things Done</i>, empowering staff to manage their tasks more efficiently and increase productivity.</li> <li>• Additionally, we engaged in training on <i>Crucial Conversations</i>, helping staff build skills for effective communication and handling challenging discussions in the workplace.</li> <li>• Training on Homelessness was also offered to front-line staff.</li> </ul>
<p><b>f. Review Facility and Staff models for enhancements and improvements.</b></p>	<ul style="list-style-type: none"> <li>• Collaborated with staff to refine program logistics, such as improving promotional layouts for program guides.</li> <li>• Created a dedicated Virtual Hub Room to enhance our virtual conference experience, providing a seamless and interactive space for meetings.</li> <li>• Updated our facility procedures to enhance the safety and well-being of children in the event they become separated from their guardians. These new protocols ensured a swift, organized response, providing a secure environment for</li> </ul>

	<p>children while quickly reconnecting them with their families. (Code ADAM)</p>
<p><b>g. Technology Updates</b></p>	<ul style="list-style-type: none"> <li>• Upgraded desktops at Latcham Art Centre.</li> <li>• Upgraded public computers at the Stouffville Library.</li> <li>• Successfully updated and streamlined the equipment inventory, ensuring accurate records and improved tracking processes.</li> <li>• Upgraded mobile hotspots to provide our customers with enhanced connectivity, ensuring faster, more reliable internet access.</li> <li>• Upgraded our Integrated Library System (Polaris) to version 7.5, improving functionality and performance for both staff and customers.</li> </ul>

**5. Financial Implications:**

None.

**6. Broader Intergovernmental Impacts and/or Considerations:**

None.

**7. Communication:**

None.

**8. Alignment with Strategic Plan:**

1. A Town that Grows  
A Town that grows in support of complete communities
2. A Healthy and Greener Town  
Increase Offerings and Opportunities for Active Living

3. An Engaging Town  
Increase Community Engagement & Outreach
4. Good Governance  
Provide Good Governance
5. Organizational Effectiveness  
To Elevate our Organizational Effectiveness

## 9. Attachments:

None.

## 10. Related Reports:

1. November 19, 2019 – WSPL-002-19 Whitchurch-Stouffville Public Library Strategic Plan
2. April 6, 2021 – WSPL-001-21 WSPL Strategic Plan Accomplishments 2020
3. February 16, 2022 – WSPL-001-22 WSPL Strategic Plan Accomplishments 2021
4. February 15, 2023 – WSPL-001-23 WSPL Strategic Plan Accomplishments 2022
5. February 7, 2024 - PL-001-24 WSPL Strategic Plan Accomplishments 2023

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