



Action Plan for 2020-Proposed

The Blue Mountains Public Library Board, Museum Advisory Council, CEO & Management Team

Goals	Outcomes	Lead Party	Expected Timing	Status
Communications	<i>Establish communications and market BMPL as a valued community resource.</i>			
C1 Provide accessible and inclusive communications to raise awareness of our many offerings.				
	C1.1 Increase the e-newsletter subscription to 25% of active patrons	CEO	December	
	C1.2 Increase Twitter fans to 650 combined users	CEO	December	
	C1.3 Increase Facebook followers to 1200 combined users	CEO	December	
	C1.4 Establish an Instagram account	CEO	Spring	
	C1.5 Publish an annual direct mail newsletter to promote the GLAM to the community	C-SP Cmt, MAC & CEO	Summer	
	C1.6 Install one TV screen promoting BMPL offerings in the BVCC	CEO	Spring	
	C1.7 Develop Social Media training sessions for staff	CEO	June	
	C1.8 Provide ongoing communication on the CHD facilities, services, collections and operations	Board, MAC & CEO	December	

Goals	Outcomes	Lead Party	Expected Timing	Status
C2	Develop a Communication and Marketing Plan.			
	C2.1 Expand staffing capacity to oversee and implement a comprehensive communications plan	Board & CEO	March	
	C2.2 Provide Monthly Key Messages from Board	Board	Monthly	
	C2.3 Identify key supporters and develop a communication plan with priority groups	Board	June	
	C2.4 Provide updates to Council through Committee of Whole meetings.	Board, MAC & CEO	Quarterly	
	C2.5 Hold quarterly meetings with TBM	Chair & CEO	Quarterly	
	C2.6 Hold quarterly meetings between Town CAO and Library CEO re MOU.	CEO	Quarterly	
	C2.7 Hold at least 3 Town Hall Style Mtgs in locations around Town	C-SP Cmt & MAC	Spring Fall Winter	
	C2.8 Hold a minimum of two (2) joint meetings with MAC to plan GLAM advocacy	C-SP & MAC	May November	
	C2.9 Participate in the TBM Community Communications Advisory Committee	CEO	Monthly	
	C2.10 Prepare Board Corner for monthly newsletter	C-SP Cmt & CEO	Monthly	
	C2.11 Publish a series of articles on the 21 st century GLAM	C-SP Cmt & CEO	December	
	C2.12 Promote 25th anniversary celebrations	Board, MAC, ACC & CEO	December	
	C2.13 Produce marketing ready collection of BMPL images	CEO	March	
	C2.14 Investigate Lawn Sign campaign for potential 2021 implementation	C-SP Cmt & CEO	December	

Goals	Outcomes	Lead Party	Expected Timing	Status
C3	Establish consistent branding across all communications and signage.			
	C3.1 Assess branding needs of BMPL as a GLAM	CEO	October	
	C3.2 Install temporary new signage for CHD	CEO	Summer	
	C3.3 Install interim gallery signage	CEO	May	
	C3.4 Share consistent & targeted branded messaging	CEO	May	
C4	Ensure transparency and accountability to all stakeholders.			
	C4.1 Publish 2019 Annual Report and present to the community in an information session.	Board & CEO	Summer	
	C4.2 Publish regular updates on fundraising	CEO	December	
	C4.3 Publish staff, volunteer, Board and Council members' bios and photos on the website	Board, MAC, ACC, & CEO	February	
	C4.4 Publish ROI and Social Value Report	Board & CEO	Spring	

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Organizational Capacity	<i>Build Board and staff capacity to lead a 21st century library, museum and gallery system.</i>			
OC1 Build Board competencies to excel in governance and advocacy.				
	OC1.1 Finalize 2020 Board training plan	Board	April	
	OC1.2 Develop 2021 Board training plan	Board	December	
	OC1.3 Attend Spring Regional Trustee Mtgs	Board	April	
	OC1.4 Attend Fall Regional Trustee Mtgs	Board	October	
	OC1.5 Attend OLBA Bootcamp Feb 2020	Board	February	
	OC1.6 Schedule rep(s) to OLBA Bootcamp Feb 2021	Board	October	
	OC1.7 Complete annual Board evaluation	Board with OC-BLG	November	
	OC1.8 Complete MAC evaluation	MAC	November	
	OC1.9 Complete ACC evaluation	CEO & ACC	November	
	OC1.10 Complete annual policy review [HR, AODA, H&S]	Board with OC-BLG	May	
	OC1.11 Complete fundraising and campaign training with Board, Sr Staff, and members of MAC and ACC.	Board, MAC, ACC, & CEO	June	

Goals	Outcomes	Lead Party	Expected Timing	Status
OC2 Work with the Town to secure annual funding which realizes the BMPL vision.				
	OC2.1 Present 2020 Budget	CEO with Board	February	
	OC2.2 Prepare 2021 Budget	CEO with Board	September	
OC3 Become an employer of choice to retain and recruit staff.				
	OC3.1 Complete annual performance appraisals for all staff	CEO	November	
	OC3.2 Complete CEO annual performance appraisal	Board	February	On Agenda
	OC3.3 Review the CEO Job Fact Sheet	Board	January	COMPLETE 1-16-20
	OC3.4 Update Job Fact Sheets to include any Job Hazards	CEO	March	
	OC3.5 Complete the Annual Respectful Compliance Report	CEO	January	COMPLETE 1-16-20
	OC3.6 Provide a healthy workplace	Board & CEO	December	
	OC3.7 Approve Health & Safety Continuous Improvement Goals 2020	Board with JHSC	January	COMPLETE 1-16-20
	OC3.8 Endorse the Charter for Canadian Employers: Supporting Workplace Mental Health	Board & CEO	January	COMPLETE 1-16-20
OC4 Develop a sustainable human asset management plan which addresses branch expansion and future system needs.				
	OC4.1 Cooperate with the Town on implementing any new HRMS	CEO	December	
	OC4.2 Identify any MOU Schedule A: Human Resources Support needs pertaining to HRMS	CEO	December	

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OC5 Build upon staff competencies to excel in their job responsibilities.				
	OC5.1 Implement annual Job Training & Job Shadow program for all 2020 staff	CEO	February	
	OC5.2 Implement annual Individual Goal and Competency Plan for all staff	CEO	February	

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Vibrant Spaces	<i>Create versatile spaces that meet the ever-changing interests and needs of our diverse and growing population.</i>			
VS1 Provide spaces to gather, learn, explore, work and connect.				
	VS1.1 Update Gallery Seating	CEO & ACC	May	
	VS1.2 Update LES Seating	CEO	May	
	VS1.3 Update LES Stacks	CEO	May	
	VS1.4 Redesign the Children’s Area	CEO	June	
	VS1.5 Provide Café Option at LES	CEO	May	
	VS1.6 Install water refill station at LES	CEO with Town	December	
	VS1.7 Install CHD water tap suitable for refill station	CEO with Town	May	
	VS1.8 Install a baby changing station at the CHD	CEO with Town	May	
VS2 Provide technologically-connected spaces.				
	VS2.1 Implement the 2020 Technology Plan	CEO	December	
	VS2.2 Analyze technology needs and develop 2021 Technology Plan for 2021 budget	CEO	September	
	VS2.3 Expand onsite Digital Lab Computer Access	CEO with Creator Lab	June	
	VS2.4 Expand computer stations for youth access	CEO	June	
VS3 Implement the recommendations of				

Goals	Outcomes	Lead Party	Expected Timing	Status
the Feasibility Study & Space Plan(s).				
	VS3.1	Liaise with TBM to determine implementation plan for achieving LES Building Condition Assessment Report and Gap Analysis and Building Report recommendations	VS-CC & CEO	December
	VS3.2	Liaise with TBM to determine implementation plan for achieving CHD Building Condition Assessment Report and Gap Analysis and Building Report recommendations	VS-CC, MAC & CEO	December
	VS3.3	Liaise with Town SMT and Council regarding Master Facilities Plan	Board & CEO	December
	VS3.4	Liaise with Town SMT and Council regarding Leisure & Activities Plan as it pertains to BMPL services and facilities as Community Hub(s).	Board & CEO	December
	VS3.5	Standardize Gallery lighting, with gallery standard fixtures.	ACC & CEO	December
	VS3.6	Replace The Gallery walls	CEO	December
	VS3.7	Purchase new glasses and serving items for kitchenet	CEO	December
	VS3.8	Purchase uniform linens for events	CEO	December
	VS3.9	Install Kitchenette equipment and storage to qualify for Liquor Venue Licensure through the AGCO	CEO	June
VS4 Implement a successful capital campaign.				
	VS4.1	Investigate Fundraising approaches and develop Capital Campaign Plan	VS-CC, MAC & CEO	May
	VS4.2	Plan and Implement 2020 fundraising plan	Board, MAC & CEO	December

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	VS4.3 Implement the CHD fundraising plan	Board, MAC & CEO	December	
	VS4.4 Plan and implement the 25 th Anniversary Gala	VS-CC with CEO	December	
	VS4.5 Cultivate Library supporters to participate in the 25 th Anniversary Program	Board, MAC & CEO	December	
	VS4.6 Identify Board & Council(s) member networks to expand supporter base	Board, MAC, ACC	December	
	VS4.7 Develop <i>REEL History</i> & Artifact Fundraising Plan 2021	MAC & CEO	November	
	VS4.8 Hold a minimum of two (2) joint meetings a year with MAC to plan GLAM fundraising	VS-CC, MAC & CEO	May November	

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Service Excellence	<i>Enrich opportunities to learn, explore, create, connect with others, develop careers, grow businesses, engage with new technologies, pursue healthy lifestyles, and have fun.</i>			
SE1 Leverage partnerships to achieve shared goals.				
	SE1.1 Develop Teen Advisory Group (TAG)	CEO	January	COMPLETE 1-6-20
	SE1.2 Develop Tween Advisory Group (TwAG)	CEO	October	
	SE1.3 Act as lead partner to the Blue Mountains Creator Arts Space Digital Lab	CEO	December	
	SE1.4 Investigate maker options with community partners	CEO	December	
SE2 Create a service model that reaches all communities of The Town of The Blue Mountains.				
	SE2.1 Prepare and Implement Pop-Up Library and Outreach Plan 2020	CEO	October	
	SE2.2 Work with TAG to develop Teen and Tween improvements to programs and services	CEO	December	
	SE2.3 Develop and implement an outreach plan to take museum/archive services and collections into the community	Board, MAC & CEO	March	
	SE2.4 Develop and implement an outreach plan to provide library services to the Craigleith community during the time of remediation	Board, MAC & CEO	March	

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SE3 Provide diverse collections and programs in the library, museum and gallery.				
	SE3.1 Produce the <i>REEL History</i> series film 6 & 7 on Natural History	CEO	December	
	SE3.2 Implement Museum Collection Development Plan 2019-2022	CEO	December	
	SE3.3 Generate an updated storage plan to support growth based on new remediation driven SOPs, inventory and Collection Development Plan.	CEO	December	
	SE3.4 Finalize and implement the CHD Remediation Plan	Board, MAC & CEO	May	
	SE3.5 Implement Exhibition Plan 2019-2021	CEO	December	
	SE3.6 Develop and implement a 2020 Matrix for programs, services, and needs achievement	CEO	December	
	SE3.7 Develop 2021 Program Plan	CEO	October	
	SE3.8 Develop The Gallery Schedule for 2021	CEO with ACC	September	
	SE3.9 Establish VR gaming programs and collections at both branches	CEO	June	
SE4 Offer resources, opportunities and coaching to engage in 21st century literacies.				
	SE4.1 Expand Wired Wednesday Series	CEO	June	
	SE4.2 Build YouTube Channel and website tutorials	CEO	December	
SE5 Develop a virtual branch.				
	SE5.1 Update Marketing Plan for Virtual Branch holdings	CEO	December	
	SE5.2 Achieve 2,500 visits to Virtual Branch landing	CEO	December	

Goals	Outcomes	Lead Party	Expected Timing	Status
SE6 Achieve GLAM standards.	pages			
	SE6.1 Update all CHD policies and procedures for MHSTCI best practices	MAC & CEO	May	
	SE6.2 Review new OPLG Accreditation criteria for compliance	CEO	March	
	SE6.3 Investigate Gallery best practices and standards for improvement planning	ACC & CEO	August	