



2021 - 2025

A photograph of four people from the waist up, standing against a light-colored wall. They are holding books. The person on the far left is holding a red book. The person next to them is holding a blue book. The person next to them is holding a green book. The person on the far right is holding a blue book. A semi-transparent teal banner is overlaid across the middle of the image, containing the website address.

www.midlandlibrary.com

A MESSAGE FROM THE BOARD & CEO

Offering superior service in a welcoming, collaborative environment for the residents of Midland & neighbouring communities is the highest priority of the Midland Public Library and the Board. This Strategic Plan will guide us through the next 5 years, making the Library a learning and leisure hub that stimulates creativity and connections, as the Library continues to serve the changing needs of our community. Our community comprises various demographic groups, including children, teens, young adults, parents & seniors, as well as business, professional & cultural groups.

In developing this plan, we listened to the community and considered the changing environment in which libraries will operate in both physical and virtual spaces today and into the future. Excited by the opportunities, we have developed a plan to enhance our programs and services so that the Library will continue to be an essential and valued asset in the community.

Roberta Bald
MPL Board Chair

Crystal Bergstrom
CEO & Chief Librarian

VISION

The Midland Public Library will be a central part of what makes Midland and the surrounding areas a great place to live, work & play

MISSION

Provide engagement, inspiration & empowerment

OUR VALUES

INSPIRATION



INNOVATION



ENGAGEMENT



LITERACY



COLLABORATION





INSPIRATION

We will:

- Offer collections, programs, equipment and services that spark creativity and curiosity
- Build the Library reputation as innovators and trailblazers
- Promote intellectual freedom
- Provide professional development to staff and demonstrate lifelong learning by example



INNOVATION

We offer:

- Cutting edge technologies and resources
- An evolving virtual presence, programs, resources and services
- Technologies that improve library services
- Staff with access to tools that enable the best possible customer service



ENGAGEMENT

We strive to:

- Develop strong relationships and experiences that motivate our patrons, non-patrons and partners.
- Offer a welcoming, safe and vibrant physical library and virtual library presence
- Continue to grow as a community hub and key part of the foundation of our community
- Provide programming and services inside and outside of the library
- Effectively promote our collections, programs and services to the community at large
- Foster an encouraging working environment for staff



LITERACY

We offer:

- Help for all people to develop the basic and complex skills needed in today's world
- Inspiration for a love of reading and lifelong learning
- Encouragement and support for all forms of literacy including digital, media, visual and so much more

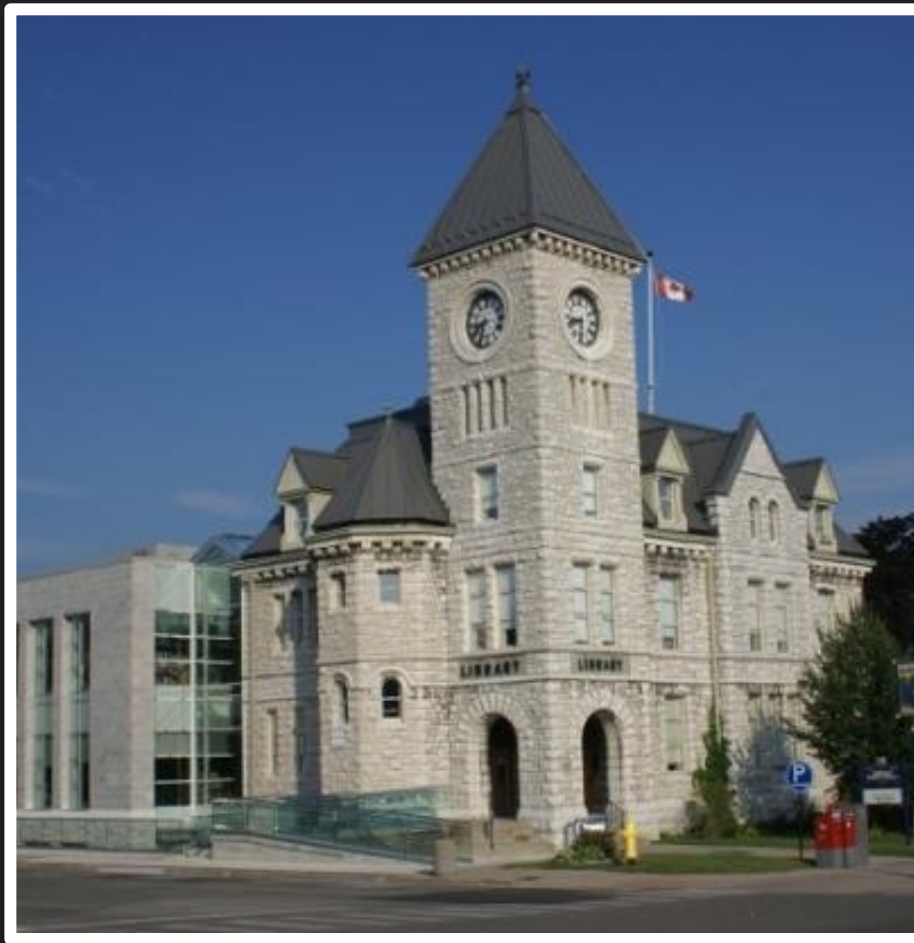


COLLABORATION

Together we can:

- Spark connections
- Work for the greater good
- Share knowledge & resources
- Enhance partnerships

THIS IS THE PLACE.





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