

2021 Board Work Plan

Strategic Statement: By 2023, we will increase the number of active cardholders by 25 percent by improving OPL's community relevance.

Strategic Direction	Corporate Strategic Priority	Board item
1. Redesign the Library Experience	<ul style="list-style-type: none"> a. Conduct a programming review b. Define the ideal experience across physical and virtual channels c. Create the destination experience for the OPL component of the Ottawa Public Library - Library and Archives Canada Joint Facility. d. Assess the impact of barriers to service e. Develop the physical space experience 	<ul style="list-style-type: none"> i. Approve Service Delivery Framework (new) ii. Serve on Ad-Hoc to guide development of revised Alternative Services Framework (on hold) iii. Serve on Ad-Hoc to guide development of Facilities Master Plan * (in progress) iv. Approve a revised Technology Plan (in progress) v. Approve a revised Creation Roadmap: Innovation Model (on hold) vi. Serve on Ad-Hoc to guide OPL's COVID-19 Response (including any updates relating to "COVID Current" and "Post-Pandemic" periods) (in progress)

* Multi-year item

2. Build Organizational Capacity	<ul style="list-style-type: none"> a. Redesign the employee experience b. Renew leadership accountability c. Develop data-driven decision-making 	<ul style="list-style-type: none"> i. Serve on Ad-Hoc to guide the governance review process * (in progress) ii. Serve on Ad-Hoc to guide development of financial framework (complete)
3. Promote OPL's value	<ul style="list-style-type: none"> a. Develop and implement a brand strategy b. Develop and implement a fundraising plan c. Strengthen stakeholder relationships and advocacy d. Strengthen the Intellectual Freedom program 	<ul style="list-style-type: none"> i. Approve visual identity standards (on hold) ii. Serve on Ad-Hoc to guide development of a fundraising strategy * (in progress) iii. Serve on Ad-Hoc to guide development of revised Intellectual Freedom Framework (in progress)