

OPL Strategic Plan

VISION:

What we want to be

To build community and transform lives

MISSION:

Why we exist

We inspire learning, spark curiosity, and connect people

VALUES: What we believe in

Community

Inclusion

Integrity

Intellectual
Freedom

Literacy

**STRATEGIC
STATEMENT:**
What we want
to achieve

**By 2023, we will increase the number of active card holders by 25%
by improving OPL's community relevance.**

**STRATEGIC
DIRECTIONS:**
Where we focus
resources

**Redesign the
Library Experience**

- Conduct programming review
- Define the ideal experience across physical and virtual channels
- Create the destination experience for the Ottawa Central Library
- Assess the impact of barriers to service
- Develop the physical space experience

**Build Organizational
Capacity**

- Redesign the employee experience
- Renew leadership accountability
- Develop data-driven decision-making

**Promote OPL's
Value**

- Develop and implement a brand strategy
- Develop and implement a fundraising plan
- Strengthen stakeholder relationships and advocacy
- Strengthen the Intellectual Freedom program

**STRATEGIC
PRIORITIES:**
How we
guide our
operations