

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