

EPL MISSION, VISION AND STRATEGIC GOALS 2014-2018

MISSION

We share. EPL shares expertise, information, technologies and spaces with Edmontonians for learning, connecting, creating, discovering, enjoying and enriching our communities.

VISION

EPL is the gathering place for people and ideas, enabling a lifetime of learning, engagement and possibility for every Edmontonian.

To realize our Vision by 2018 we will:

- ❖ Transform communities.
- ❖ Evolve our digital environment.
- ❖ Act as a catalyst for learning, discovering and creating.
- ❖ Transition the way we do business.



STRATEGIC GOALS

2014 - 2018

Transform communities.

Our goal is to grow literacies and life skills for an active, engaged community to enhance their health and success. The input and ideas of our diverse communities will drive our services.

We will know we have achieved this strategy when:

- We contribute to increased literacies of all types, growth of life skills, and an increase in high school completion rates.
- We are an essential partner in community safety initiatives and efforts to eliminate homelessness.
- We identify and meet community needs.
- Together, with our community, we provide successful, meaningful services that are highly rated and heavily used.
- Our libraries reflect the diversity of our communities through staffing, services and resources.
- We reduce barriers to accessing library services.

Evolve our digital environment.

Our goal is to create a digital environment that fuels Edmontonians' experimentation, discovery and wonder. We will delight and engage our customers with incredible content, and rich, collaboratively-created and nurtured digital public spaces.

We will know we have achieved this strategy when:

- EPL has defined and created a digital public space in collaboration with community and partners.
- We are reaching, engaging and connecting to new communities.
- The ease of use and integration of content is praised by customers.
- Online services are highly used and valued.

Act as a catalyst for learning, discovering and creating.

Our goal is to be an integral part of the daily lives of Edmontonians. We will enable personal discovery through informal and formal learning, and inspire life-long learning through connections, resources and expertise.

We will know we have achieved this strategy when:

- We have flexible, multimedia, study, meeting and creation spaces.
- We have sustainable partnerships and services with schools, higher education, continuing education and others.
- Customers are in both the physical and virtual library – learning, discovering and creating.
- EPL is a staff of learners confident in their abilities to assist customers.
- Edmontonians view EPL as integral to their lifelong formal and informal learning.
- EPL is the home for Edmonton's City of Learners.

Transition the way we do business.

Our goal is to change the way we do business, enabling us to lead in our changing environment. Our advocacy, partnerships, service delivery, funding models and budget allocations will reflect our progressiveness and passion.

We will know we have achieved this strategy when:

- We have transformed our approach to service delivery and use of physical spaces.
- There is an increase in services delivered collaboratively.
- There is an increase in meaningful volunteer numbers and contributions.
- There are established partnerships to support programs and services.
- We have a vibrant fund development program with:
 - Increased donor diversity, and
 - Increased value of grants, donations and sponsorships.
- We have a fully developed and implemented advocacy plan.