

STRATEGIC PLAN 2024-2026



NEW BRUNSWICK
PUBLIC LIBRARIES

Where Communities Connect, Read, Learn, Play, and Create



Where Everyone Belongs

New Brunswick is a province rooted in its diverse communities and peoples.

We have a network of 63 public libraries, online services, and books-by-mail services. Each library reflects and celebrates the unique qualities of the communities they serve to offer services that meet their needs.

Through our varied services and programs, we keep people connected, learning, reading, playing, and creating in today's ever-changing world.

Our Strategic Plan

We have prepared a 3-year strategic plan that has been informed by survey responses from library staff, community partners, and the public.



Our Vision

Where communities connect, read, learn, play, and create.

Our Mission

Bringing people together by providing access to resources and experiences.

Our Values

Intellectual Freedom: Facilitating the free exchange of information and ideas in a democratic society while respecting individuals' rights to privacy and choice.

Community Oriented: Prioritizing community needs and interests.

Equitable Service: Being professional, respectful, and fair.

Innovation: Encouraging creativity and experimentation.

Inclusion: Providing accessible and welcoming services to all people in our communities.

Client Focus: Providing excellent service.

What We Will Do

1

Libraries are for Everyone



We are committed to equity, diversity, and inclusion through the planning and delivery of programs and services.

- Identify and work to reduce or remove barriers to underserved populations.
- Improve the flexibility and design of library spaces.
- Assist patrons in better navigating 24/7 library services.
- Investment in collections.

What We Will Do

2

Discover Your Library



The public is making use of library programs, services, events, partnerships, and collections.

- Promote library services through our networks and partner organizations.
- Establish dedicated support for public relations and marketing.
- Develop a provincial social media strategy.
- Promote new collections (objects to borrow, multilingual collections, etc.).

What We Will Do

3

Employee Experience



We champion productive and talented workers by fostering a positive work environment.

- Simplify policies and procedures to reduce staff time and effort on tasks.
- Offer ongoing staff training on emerging library services, trends, and issues.
- Develop ways for staff to share their experiences and best practices with others in our library system.
- Continue to foster a diverse workplace.

Our Measures

Note: Measures will be on a provincial scale, not by library.

GOAL	MEASURES
1. Libraries are for Everyone	<ul style="list-style-type: none">• Community partner satisfaction.• Patron satisfaction.
2. Discover Your Library	<ul style="list-style-type: none">• Usage statistics.• Increase in library memberships.
3. Employee Experience	<ul style="list-style-type: none">• Staff satisfaction.• Average years of service of NBPLS employees.

Acknowledgements

In New Brunswick, public library service is provided in partnership between the provincial government and participating municipalities. In the case of public-school libraries, participating school districts are a third partner. Public Libraries are regulated by the New Brunswick Public Libraries Act.

Contact Information

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New Brunswick
Public Library
Service

Service des
bibliothèques publiques
du Nouveau-Brunswick