



Canadian Association of Public Libraries

Mission

Working together to build a vibrant future for Canadian Public Libraries

Strategic Directions and Goals Summary 2009-2010

The CAPL Strategic Directions for 2009-2010 provide a comprehensive plan of activities for carrying out the CAPL mission statement. The Strategic Directions are oriented towards four major strategies: Communicate, Advocate, Participate and Lead. Each of these strategies outlines the vision of the CAPL Executive to make CAPL a division that makes a difference and one that helps each member be the difference. The strategic activities reflect the feedback heard from members at Town Halls and Annual General Meetings.

André Gagnon
CAPL President
September 2009

Strategic Directions and Goals Summary

Strategic Direction: Communicate

Ensure that CAPL is a member-driven organization

- C.i Members are informed
- C.ii Provide access to the expertise of Canadian public libraries on an international level

Strategic Direction: Advocate

Advocate on behalf of the Canadian public library community and all Canadians to ensure effective access to public library services

- A.i Issues affecting Canadian public libraries are taken to appropriate stakeholders
- A.ii The role, value, and achievements of the public library community are clear to all Canadians

Strategic Direction: Participate

Grow the membership base

- P.i CAPL has a strong, active, and visible membership
- P.ii Membership in CAPL is accessible and relevant
- P.iii Members are engaged

Strategic Direction: Lead

Provide and facilitate access to information through collaboration to support the Canadian public library community

- L.i Professional development opportunities to meet the needs of the public library community are explored through collaboration with other groups and through CAPL initiatives

L.ii Research, position papers, and other information are made accessible to the public library community to support the development of public library service in Canada

Strategic Direction: Communicate*Ensure that CAPL is a member-driven organization*

C.i Members are informed

Objective	Responsibility	Action	Status
Use of communications tools is maximized to encourage interactive discussions	CAPL Executive/Communications Committee	<ul style="list-style-type: none"> a. President produces a monthly message b. Generate discussion & provide information c. Maximize use of blog (invite guest bloggers; add RSS feed) 	
Ensure that the information on the CAPL website is current	Communications Committee	<ul style="list-style-type: none"> a. Establish relationship with relevant CLA staff b. Do regular scan of CAPL website pages 	
Hold annual regional town halls	CAPL Executive	a. Implement plan for town halls in 2010 (B.C., Alberta, teleconference)	<ul style="list-style-type: none"> a.i Teleconference town hall Feb 2010 a.ii Town Hall at BCLA in April a.iii Town Hall at CLA in June
Welcome new members	CAPL President	<ul style="list-style-type: none"> a. E-mail welcoming new members along with CAPL postcard b. Introductory letter 	<ul style="list-style-type: none"> a. Review welcoming letter and confirm distribution b.

C.ii Provide access to the expertise of Canadian public libraries on an international level

Objective	Responsibility	Action	Status
Be point of contact for inquiries from outside the country regarding Canadian public library best practices	CAPL President		

Strategic Direction: Advocate*Advocate on behalf of the Canadian public library community and all Canadians to ensure effective access to public library services*

A.i Issues affecting Canadian public libraries are taken to appropriate stakeholders

Objective	Responsibility	Action	Status
The concerns of public libraries are heard by CLA Council	CAPL President	President puts issues and concerns on the CLA Council agenda	Ongoing
Address issues of national concern	CAPL Executive	<ul style="list-style-type: none"> a. Initiate discussions of national relevance using appropriate communication tools b. Maintain membership in the Coalition on Community Safety, Health, and Wellbeing c. Ensure letter is sent by CLA on the National Early Literacy Strategy 	<ul style="list-style-type: none"> a. b. Ongoing dissemination of information of relevance to public libraries c. Motion made to CLA for letter to be written

A.ii The role, value, and achievements of the public library community are clear to all Canadians

Objective	Responsibility	Action	Status
Collaborate/partner with other organizations	CAPL Executive	<ul style="list-style-type: none"> a. Participate in the Coalition on Community Safety, Health and Wellbeing b. Contact CULC and PTPDC c. Work with and profile the public library in the CLA conference city 	<ul style="list-style-type: none"> a. Ongoing monitoring of Coalition activities and information b. Exploring opportunities
Revitalize and increase the profile of the Book Awards	CACL President	Evaluate the current situation and develop an action plan	In progress
Award the CAPL/Brodart Outstanding Public Library Service Award	CAPL Vice-President	<ul style="list-style-type: none"> a. Establish committee b. Select and announce the winner by April 30, 2010 	

Strategic Direction: Participate*Grow the membership base*

P.i CAPL has a strong, active, and visible membership

Objective	Responsibility	Action	Status
Ensure a full slate of candidates for the election	Nominations Committee & CAPL Executive	Recruit and identify potential candidates	
Ensure geographic representation on the executive and committees	CAPL Executive	a. Criteria for selection of candidates includes geographic representation b. Wording to be included in calls for volunteers and on the volunteer opportunities section of the website	
Townhalls held at provincial library conferences	CAPL Executive	a. BCLA Conference 2010 b. CLA Conference 2010	
Identify opportunities for increased visibility of CAPL Executive	CAPL Executive	Involve CAPL executive members in town halls	

P.ii Membership in CAPL is accessible and relevant

Objective	Responsibility	Action	Status
Advocate for the reinstatement of a monthly payment plan for membership fees	CAPL President	Take issue to CLA Council	i. Issue has been brought forward to Council ii. CAPL President on CLA Membership committee
Communicate benefits of CAPL membership	CAPL Executive	Develop promotional package	i. Postcard in production ii. National distribution of postcard - plan in development iii. Produce CAPL pin

P.iii Members are engaged

Objective	Responsibility	Action	Status
Develop communications plan	Communications Committee	a. Establish committee b. Develop a plan	
All committees are relevant and active	Committee Chairs	a. Review committee mandates b. Recruit committee members	

Strategic Direction: Lead*Provide and facilitate access to information through collaboration to support the Canadian public library community*

- L.i Professional development opportunities to meet the needs of the public library community are explored through collaboration with other groups and through CAPL initiatives

Objective	Responsibility	Action	Status
Develop CAPL content for the CLA conference program and/or the Education Institute	Maureen Sawa	Represent CAPL on the conference planning committee	Submissions pending review by CAPL Executive
Award CAPL bursaries	Petra Mauerhoff	a. Establish committee b. Call for applications c. Increase profile of bursaries	
Provide networking opportunities	CAPL Executive	a. Manage CAPL/Brodart reception b. Administer communication tools to facilitate networking c. Sponsor provincial conference workshops d. Provide bursaries to attend professional/networking events	

- L.ii Research, position papers, and other information are made accessible to the public library community to support the development of public library service in Canada

Objective	Responsibility	Action	Status
Further develop the Public Libraries Building Capacity resource	PLBC Committee	Redesign resource to improve facility of use	i. Resource person contracted for redesign ii.