



Clarington Library
Museums & Archives



Strategic Plan Update 2024

Message from the CEO & Board Chair

2024 marked the first year of our new strategic plan and we have accomplished so much! From community development to employee satisfaction and engagement strategies and preservation of Clarington's history to expanding services for the future, CLMA had a busy and rewarding year.

This year we strengthened partnerships with local organizations and our Municipal services, introduced new programs across the organization, and enhanced access to collections and resources. As we look ahead, we are excited to build on this momentum, continuously improving and adapting to better serve Clarington.

On behalf of the entire Clarington Library, Museums & Archives team, thank you for being a critical part of the success of our strategic plan. We look forward to what we will accomplish in 2025!

Kind regards,



Tenzin Shomar
Chair, Clarington
Public Library Board



Monika Machacek
Chief Executive Officer

CLMA Strategic Pillars, 2024 - 2027

**Knowledge-Rich
Organization**

**Community Destination
of Choice**

**Organizational
Excellence**

**Resource Utilization &
Sustainability**

2024 Strategic Deliverables by the Numbers

33



33 of 49 strategic deliverables completed
12 ongoing deliverables
4 deliverables carried forward

92%

Strategic deliverables fully or partially completed



6



New collections launched



2



Public art displays installed



10



Additional museum public
service hours

\$6,000

Book sale donations

\$1,400

Branded merchandise sales



20



Large community events attended



13



Grade 2 classes visited

58%

Increase in program
attendance, 2023 - 2024

550%

Increase in newcomer
programs, 2023 - 2024



79%



Overall employee satisfaction

Knowledge-Rich Organization

Highlights

- Telescopes, Kobos, Vinyl Records for borrowing
- Growing language collections
- Expanded Museum hours
- Archival collections sent for remediation



Satisfying Your Curiosity

Treasure trove of books & materials

4 new collections launched
Turnover rate analysis
New Library of Things storage
Creation of Display Committee

Uncover your past

Expanded Museum hours
Harmonization training for staff

Engaging and Supporting Newcomers

Expanding newcomer programs

Newcomer services introduced
550% increase in programs from
2023 to 2024

Multi-year program & events plan

Implementation of plan
58% increase in program
attendance from 2023 to 2024

Growing our language collection

Spanish Wonderbooks
French storytime kits

Expanding Digital Literacy

School & senior outreach

13 Grade 2 classes visited
New community outreach
partners established

Expand digital literacy and STEM programming

2 workshop programs a month
offered
Core programming established

Digitizing archival collections

Boys Training School/Camp 30
materials sent for remediation

Community Destination of Choice

Highlights

- Expanded community services
- Customer Satisfaction Survey
- Courtice History Day
- Increased community presence and partnerships



Supportive & Welcoming Spaces

Expanding community services

Welcoming Spaces report presented

Social services outreach expanded

Reflecting rainbow of cultures, identities, and beliefs

Operational DEI plan

Participation in 90% of Durham/York library collaborations

Customer service strategy & standards

Customer Satisfaction Survey launched

Service excellence model to launch Q1 2025

Preserve & Exhibit Cultural Heritage

Engaging and interpretive displays

Display cases at 3/4 library locations

Community use procedure developed

Develop and preserve local history materials

Launch of Courtice History Day

Development of strategy to highlight Courtice history

Expanding responsibility in Reconciliation

DEI training offered to all employees

Expansion to continue in 2025

Highly Valued Community Partner

Building relationships with local groups & committees

2 public art displays

20 large community events attended

7 "Meet Your Councillor" events held

Partnering with EcDev, CBOT & BIA's

Regular attendance at EcDev, CBOT, and BIA events

Corporate sponsorships increased by 2

Active participation on community round tables

Ongoing participation at round tables

4 new round tables joined

Organizational Excellence

Highlights

- Employee Engagement Survey
- Employee Recognition Program
- Quarterly staff newsletter
- Standard Operating Procedures



Employer of Choice

Embracing diversity of opinions & thoughts

Survey delivered

79% overall positive or neutral employee satisfaction

Improving Communication

Senior leadership attendance at 12 large community events

Quarterly staff newsletter launched

Customer service strategy & standards

Employee Recognition Program launched

Wellness Committee to launch Q1 2025

Bold Leaders in Service Design

Creating a destination of choice

Bowmanville renovation & centralization moved forward to 2025

Continuous improvement

Policy review schedule established

Standard operating procedures launched

Establishing a system of evaluation & feedback

System of program evaluations launched

Resource Utilization & Sustainability

Highlights

- New volunteer opportunities
- Parks, Recreation & Culture Master Plan
- Cost recovery strategies
- Sponsorship programs



Align with Municipal Strategies

Establishing key performance indicators

KPI tracking form established

Creating volunteer opportunities

Volunteer program launched, with volunteering opportunities available weekly

Environmental Soundness & Disaster Response

Promoting our role in the circular economy

eWaste bins to launch Q1 2025

Building partnerships

Resources available at CLMA locations by Region of Durham

Quarterly visits from community services

Sustainable Revenue Generation

Cost recovery strategies

Cost recovery for some fee-based programs

Implementation of meeting room rental rates

Multi-year sponsorship program

\$6,000 in book sales

Introduction of branded merchandise, \$1,400 in sales