



# **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,

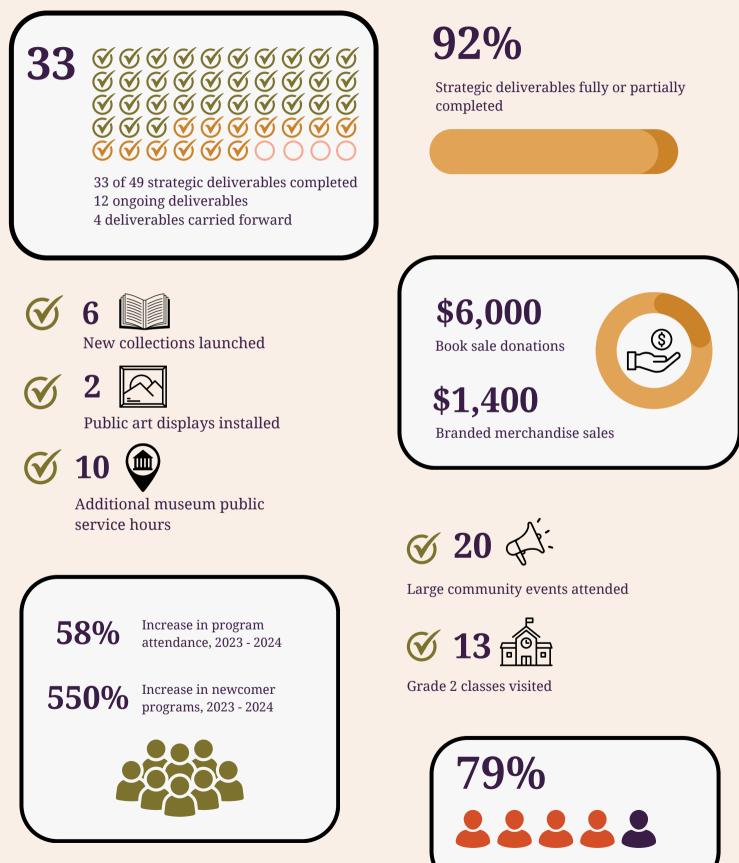
Tenzin Shomar Chair, Clarington Public Library Board

Anita

Monika Machacek Chief Executive Officer

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## 2024 Strategic Deliverables by the Numbers



Overall employee satisfaction

# **Knowledge-Rich Organization**

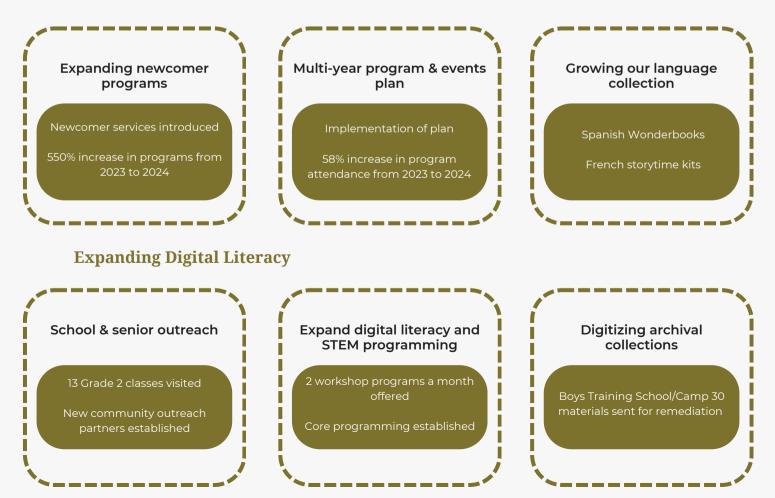
#### Highlights

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

#### **Satisfying Your Curiousity**



#### **Engaging and Supporting Newcomers**

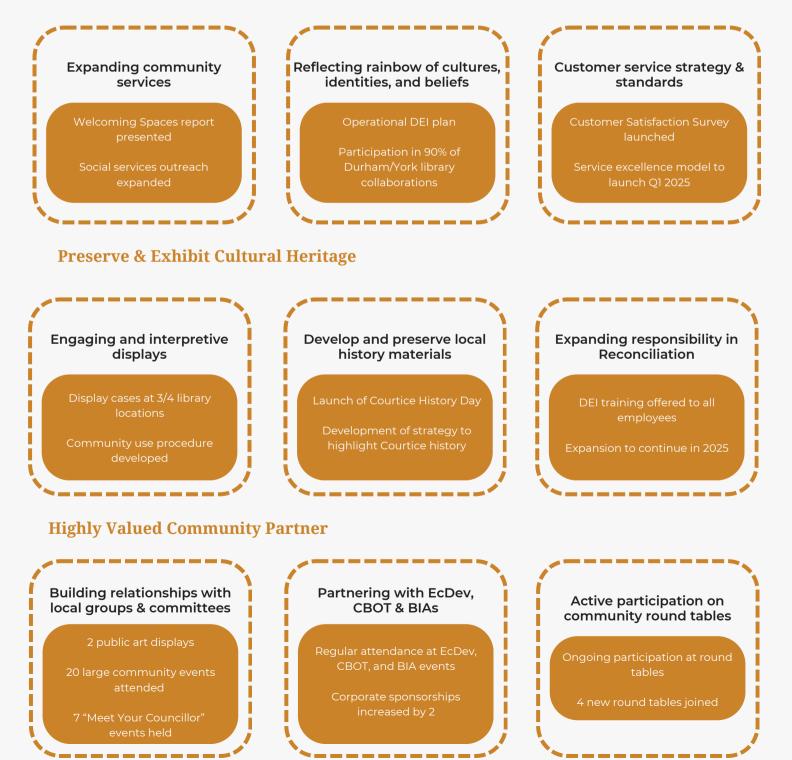


# **Community Destination of Choice**

#### Highlights

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

#### Supportive & Welcoming Spaces



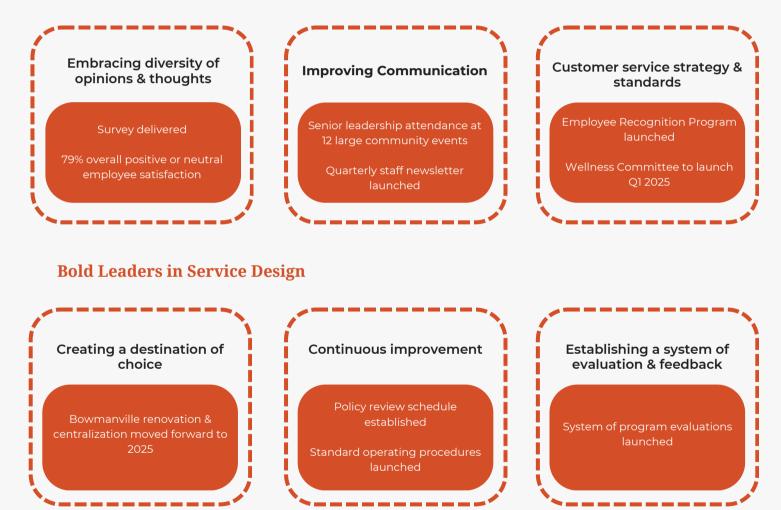
# **Organizational Excellence**

#### Highlights

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



#### **Employer of Choice**

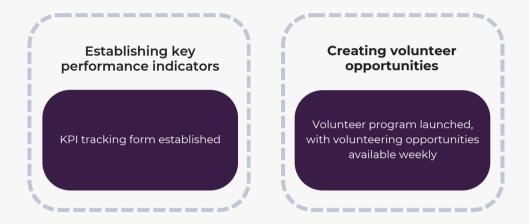


# **Resource Utilization & Sustainability**

#### Highlights

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

#### Align with Municipal Strategies



#### **Environmental Soundness & Disaster Response**

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