



MANAGEMENT REPORT

DATE: October 20, 2016
AUTHOR: Meghan Crowe – *Communications and Events Coordinator*
MEETING DATE: October 27, 2016
To: NVDPL Board
FROM: Jacqueline van Dyk – *Director, Library Services*
SUBJECT: **NVDPL STRATEGIC PLAN 2017-2019 – COMMUNICATIONS PLAN**

SUMMARY

The Strategic Plan 2017-2019 was endorsed by the Library Board in September of 2016. The Communications Plan provides a guideline and schedule for public distribution of the document to key stakeholders.

PURPOSE

This report is for information and discussion.

ATTACHMENTS

This report includes the following appendix:

A. Strategic Plan 2017-2019 – Communications Plan

Background

The Strategic Plan 2017-2019 was endorsed by the Library Board in September of 2016. There are three formats available for internal and public distribution:

- Comprehensive Strategic Plan
- Public Strategic Plan 2017-2019 (physical and digital)
- One-page Strategic Framework/Strategic Plan summary (physical and digital)

Initial print-run of 125 copies of the condensed public Strategic Plan 2017-2019, with more available upon request; one-page Strategic Framework handouts available anytime upon request.

Purpose

To effectively communicate to key stakeholders the implementation of the new Strategic Plan 2017-2019 for the North Vancouver District Public Library.

Communication Schedule

Key Stakeholders	Date	Format	Delivery Method	Owner	Date Complete
Mayor & Council	October 24	Physical copy	In-person presentation	Library Board	
DNV Mgmt	October 25	Physical copy	Mail-out	CMNS Coordinator	
Community Partners	October 25	Physical or digital copy	In-person or email through ongoing advocacy opportunities	Library Board	Ongoing
		Physical copy	Mail-out (see Appendix II for listings)	CMNS Coordinator	
NVDPL Staff	Ongoing	Digital copy	In-person conversations	SLT & Library Director	
			Staff Intranet and online	Library Director	
Public	Rollout Oct-Nov 2016, ongoing.	Digital copy	<ul style="list-style-type: none"> • E-news • Social media throughout November • Website header feature • Mission & Strategic Plan web page updated • Print newsletter • Press Release 	CMNS Coordinator	
Friends of the Library	November	1x print copy for files	In-person at next meeting, send digital link.	CMNS Coordinator	

Appendix I—Draft Letter from the Board



October 25, 2016

The North Vancouver District Public Library Board is pleased to announce the implementation of a new guiding document: the Strategic Plan 2017-2019. This new plan embraces NVDPL's guiding principles and focuses on three key priority areas to guide our actions over the next three years.

We look forward to connecting with you to share knowledge and inspire stories in our local community.

A comprehensive document is also available to view online. We invite you to learn more at www.nvdpl.ca/mission-strategic-plan.

Sincerely,

Board Chair, on behalf of the North Vancouver District Public Library Board



Appendix II—Mailing List

Federal Government

- Legal Deposit Division, Library and Archives Canada

Provincial Government

- Ralph Sultan, MLA West Vancouver-Capilano
- Jane Thornthwaite, MLA North Vancouver-Seymour
- BC Libraries Branch, Ministry of Education

Local Government (DNV Executives and Managers)

- Mayor and Council (in-person)
- Andy Wardell, CFO
- David Stuart, CAO
- Dan Milburn, Planning Dept
- Mairi Welman, Communications

Community Partners

- | | |
|---|---|
| • North Vancouver City Library | • North Shore Immigrant Inclusion Partnership |
| • West Vancouver Memorial Library | • Public Library InterLINK |
| • North Shore Community Resources | • North Vancouver RCMP |
| • NS Disability Resource Centre | • BC Libraries Coop |
| • NVSD # 44 | • NV Community Arts Council |
| • North Vancouver Recreation and Culture Commission | • BC Courthouse Library Society |
| • North Vancouver Museum and Archives | • Capilano University |
| • North Shore Neighbourhood House | • Reconciliation Canada |
| • North Shore Multicultural Society | • Training Innovations |
| • North Shore Community Foundation | |

Local Media

- North Shore News
- Deep Cove Crier