

**2020 Board Work Plan**

**Strategic Statement:** By 2023, we will increase the number of active cardholders by 25 percent by improving OPL's community relevance.

Strategic Direction	Corporate Strategic Priority	Board item
<p><b>1. Redesign the Library Experience</b></p>	<p>a. Conduct a programming review</p> <p>b. Define the ideal experience across physical and virtual channels</p> <p>c. Create the destination experience for the OPL component of the Ottawa Public Library - Library and Archives Canada Joint Facility.</p> <p>d. Assess the impact of barriers to service</p> <p>e. Develop the physical space experience</p>	<p>i. Approve a revised Collection Management Framework <b>(complete)</b></p> <p>ii. Serve on Ad-Hoc to guide development of revised Alternative Services Framework <b>(on hold)</b></p> <p>iii. Serve on Ad-Hoc to guide development of Facilities Master Plan * <b>(in progress - delayed)</b></p> <p>iv. Approve a revised Technology Plan <b>(on hold)</b></p> <p>v. Approve a revised Creation Roadmap: Innovation Model <b>(on hold)</b></p>

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\* Multi-year item

		<p><b>New:</b></p> <ul style="list-style-type: none"> <li>i. Serve on Ad-Hoc to guide development of COVID-19 Framework</li> </ul>
<p><b>2. Build Organizational Capacity</b></p>	<ul style="list-style-type: none"> <li>a. Redesign the employee experience</li> <li>b. Renew leadership accountability</li> <li>c. Develop data-driven decision-making</li> </ul>	<ul style="list-style-type: none"> <li>i. Engage in a governance review process <b>(in progress – delayed)</b></li> <li>ii. Serve on Ad-Hoc to guide development of financial framework <b>(in progress – delayed)</b></li> </ul>
<p><b>3. Promote OPL's value</b></p>	<ul style="list-style-type: none"> <li>a. Develop and implement a brand strategy</li> <li>b. Develop and implement a fundraising plan</li> <li>c. Strengthen stakeholder relationships and advocacy</li> <li>d. Strengthen the Intellectual Freedom program</li> </ul>	<ul style="list-style-type: none"> <li>i. Approve visual identity standards <b>(on hold)</b></li> <li>ii. Serve on Ad-Hoc to guide development of a fundraising strategy <b>(in progress)</b></li> <li>iii. Serve on Ad-Hoc to guide development of revised Intellectual Freedom Framework and related policy recommendations * <b>(in progress - delayed)</b></li> </ul>

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