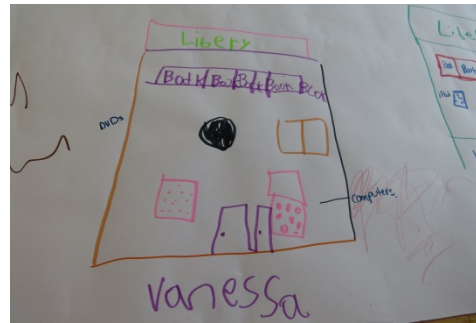


CASE STUDY: BURLINGTON PUBLIC LIBRARY STRATEGIC PLAN CONSULTATION

Client: Burlington Public Library, Burlington, Ontario, Canada

OVERVIEW

The Burlington Public Library (BPL) decided to take a forward-thinking, staff-led approach to developing its new strategic plan. BPL also recognized the need for their efforts to be guided by community members and stakeholders who use the library or may do so in the future.



SERVICES

In December 2015, Lura was retained by BPL to conduct in-depth engagement to inform the strategic planning process. Lura designed and facilitated focus groups with:

- Residents;
- Youth;
- Partner organizations;
- Library staff and volunteers;
- Library senior management;
- Library board members;
- Senior city staff; and
- City Council members.

Feedback and ideas from the focus groups provided the foundation for a full-day strategic planning symposium, designed and facilitated by Lura, in which board members crafted a new vision, mission, values and objectives for BPL's new strategic plan, 'Where Ideas Thrive'.

RESULTS

The new strategic plan was approved by the BPL board in June 2016, and many of the priorities highlighted within are reflective of the ideas emerging from the engagement process.