

Canadian Children's Book Centre
Strategic Ends and Operational Initiatives
January to December 2018

Vision:

That all Canadians be given the opportunity to read books created by Canadian authors and illustrators.

Mission:

CCBC exists to bring Canadian books (in various media) and young readers together to foster a lifelong love of reading.

Goals:

Strategic End 1:

To support and encourage the creation, production, and distribution of Canadian children's books.

Programs and Services: 1. Book Giveaway

2. Book Week

3. Awards

4. Exhibitions

5. Canadian Children's Book News

6. Best Books for Kids & Teens

7. Book collections

8 Website/On-line Resources

2018 Operational Initiatives	Task/ Activity	Target
Partner with industry professionals	Develop professional development webinars	Target aspiring and established authors and illustrators while raising funds for the CCBC

Strategic End 2:

To provide educators, librarians, parents, and children themselves with information about and access to the full range of Canadian reading opportunities.

- Programs and Services:
1. Book Giveaway
 2. Book Week
 3. Canadian Children’s Book News
 4. Best Books for Kids & Teens
 5. Libraries
 6. Website/On-line Resources

2018 Operational Initiatives	Task/ Activity	Target
Increase awareness of the importance, availability and quality of Canadian children's books and of the CCBC for use in the classroom	Develop webinars, in conjunction with OISE, to be used by colleges and universities for new educators.	Webinars to be used to educate new teachers and also to spread the word about the CCBC
Enhance the reach of the Centre's programs and services	Find new sponsor for the Monica Hughes Award for Fantasy and Sci-Fi.	Award to be in place by end of 2018

Organizational Development and Effectiveness:

While not an end but a means, CCBC staff and board are committed to maintaining a sustainable organization that responds to economic, technological, demographic, and social change.

2018 Operational Development & Effectiveness	Task/ Activity	Target
Develop procedures to ensure that CCBC has the skills it needs at the board level and beyond	Develop a recruitment strategy for board members	At least two members with comfort and experience in fund development to be recruited. Develop a board skills matrix
Continue to diversify funding base	Research and apply for grants to assist teachers in classrooms look for part-time director of fundraising and sponsorships	Secure one new grant to add social justice- themed books to Teachers Book Bank Secure part-time fund development person