



Strategic Plan: 2021-2026

Vision Statement

RCPL engages our community through forward thinking initiatives and services.

Tagline: Engaging, forward thinking initiatives and services

Mission Statement

RCPL is a catalyst for inclusion, learning and self-expression, a partner for community organizations, workers and local businesses, and a champion for early literacy efforts.

Organizational Values

1. Communication and Assurance

- Respect each other's thoughts, ideas, and concerns.
- Practice active and appropriate listening.
- Promote effective critical thinking and problem solving.
- Agree to disagree without damaging work relationships.

2. Honest and Inclusive

- Provide a positive, welcoming environment for all.
- Reflect high ethical standards and transparency in the workplace.
- Be a trusted source for information services and resources.
- Promote unbiased collections, programs, and events.
- Partner and collaborate with diverse organizations and populations in the community.

3. Innovative

- Empower staff to explore emerging and established trends
- Reward curiosity, initiative, and dedication related to innovation
- Improve policies and facilities to reduce barriers for staff and patrons

Core Competencies

<p>1. High Quality Technology</p> <ul style="list-style-type: none">○ Provide specialized technology training for staff.○ Upgrade and maintain uniform technology infrastructure.○ Identify emerging technologies which support strategic goals.
<p>2. Diverse Outreach Services</p> <ul style="list-style-type: none">○ Build strong community partnerships.○ Focus on reaching the underserved areas and populations.
<p>3. Welcoming and Inclusive Community Hub</p> <ul style="list-style-type: none">○ Accessible facilities and operating schedules.○ Flexible uses of spaces.○ Facilities align with NC Public Library Standards.○ Access to high quality collections.○ Well trained, engaged staff.○ Unique programming, activities, and events for all ages.

Goals

Goal 1: Robust Outreach, Programming, and Partnerships
Goal 2: Expansive and Innovative Technology
Goal 3: Modern and Inclusive Facilities and Environments
Goal 4: High Quality Collections

Goals, Objectives, and Tactics

Goal 1: Robust Outreach, Programming, and Partnerships

Objective 1.1: Progressive and Expanding Outreach

Tactic 1.1.1: Develop outreach plan, focusing on underserved areas and populations (2022)

Activity 1.1.1.1: Use needs assessment findings and GIS map to identify community preferences and underserved areas and populations (2021)

Activity 1.1.1.2: Conduct additional community surveys and interviews as needed

Tactic 1.1.2: Expand Outreach Activities

Activity 1.1.2.1: Increase staffing time dedicated to outreach activities (2021)

Activity 1.1.2.2: Implement additional out-of-library services outlined in the outreach plan (2022-23)

Activity 1.1.2.3: Increase public relations and marketing (2023)

- Build stronger online presence
- Send announcements to local media outlets
- Share flyers with community organizations

Objective 1.2: Comprehensive Programming

Tactic 1.2.1: Design programming activities that support all ages (2022)

Activity 1.2.1.1: Establish a staff programming committee (2021)

Activity 1.2.1.2: Use needs assessment findings to identify community priorities and underserved areas and populations (2021)

Activity 1.2.1.3: Research national and statewide programming trends (2021)

Tactic 1.2.2: Empower additional staff to participate in programming (2022)

Tactic 1.2.3: Deliver programs in a variety of formats, including online (2023)

Objective 1.3: Strong Partnerships

Tactic 1.3.1: Develop partnership guidelines and flexible format for implementing memorandum of agreements (MOA) between organizations (2022)

Tactic 1.3.2: Strengthen existing partnerships to explore new opportunities for collaboration (2023)

Activity 1.3.2.1: Promote membership opportunities for the Friends of the Library to increase advocacy and fundraising efforts (2023)

Tactic 1.3.3: Establish new partnerships with organizations (2023-24)

Activity 1.3.3.1: Focus on supporting identified underserved areas

Activity 1.3.3.2: Focus on supporting identified underserved or at-risk populations

Goal 2: Expansive and Innovative Technology

Objective 2.1: Provide Technology Programming

Tactic 2.1.1: Provide digital library instruction for all ages (2022)

Tactic 2.1.2: Provide digital literacy instruction by variety of format, locations, and audiences (2023-24)

Objective 2.2: Provide Uniform, Current Technology

Tactic 2.2.1: Catalog system-wide technology devices, peripherals, and operating status (2021)

Tactic 2.2.2: Establish basepoint specs for various tech needs (2021)

Tactic 2.2.3: Update existing replacement schedule (2022)

Tactic 2.2.4: Work with local government to establish recurring funding for regular technology updates based on replacement schedule (2022-23)

Tactic 2.2.5: Implement replacement schedule (2023-24)

Objective 2.3: Innovative Technology Services

Tactic 2.3.1: Launch improved library website (2021)

Tactic 2.3.2: Investigate alternative PC management software (2021)

Activity 2.3.2.1: Seek funding for implementation of new software (2022-23)

Activity 2.3.2.2: Implement new PC management software (2023-24)

Tactic 2.3.3: Increase accessibility features for patrons (2022)

Tactic 2.3.4: Introduce in-house smart devices, furniture, and/or charging stations to improve patron experience (2024)

Tactic 2.3.5: Investigate tech lending and demo options for future implementation (2024-26)

Goal 3: Modern, Inclusive Facilities and Environments

Objective 3.1: Modern and Accessible Facilities

Tactic 3.1.1: Inspect current facilities (2022-23)

Tactic 3.1.2: Identify areas of improvement based on the NC Public Library Standards

Activity 3.1.2.1: Identify the top 3 safety/ADA issues in the system (2022-23)

Tactic 3.1.3: Establish budget for facility maintenance and improvement

Activity 3.1.3.1: Discuss solutions and funding with stakeholders (2023)

Activity 3.1.3.2: Engage Friends of the Library to help fundraise (2023)

Tactic 3.1.4: Begin modernizing interior and exterior decor and landscaping (2023-2026)

Tactic 3.1.5: Accessibility to all patrons, including operating schedules (2024-26)

Tactic 3.1.6: Investigate alternative patron account management and donation methods (2023)

Objective 3.2: Serve as a Community Hub (One Stop Place) in 5 Years

Tactic 3.2.1: Increase registered users by 50% in 5 years

Tactic 3.2.2: Increase overall library visits by 50% in 5 years

Objective 3.3: Bright, Colorful, Well-Laid-Out Spaces

Tactic 3.3.1: Cohesive color scheme/design for the system (2023)

Tactic 3.3.2: Realign layouts based on community wants (2024)

Tactic 3.3.3: Add bright color furniture and accessories (2025)

Objective 3.4: Welcoming Customer Service

Tactic 3.4.1: Invest in staff excellence

Activity 3.4.1.1: Update staff PD quarterly goals (2021)

Activity 3.4.1.2: Implement quarterly brainstorming activities or sessions (2021)

Activity 3.4.1.3: Increase PD and training opportunities (2022)

Activity 3.4.1.4: Update classification plan, job descriptions, pay scales, and benefit packages to remain competitive within the NC library field (2022)

Sub Activity 3.4.1.4.1: Investigate additional retention strategies and incorporate a retention plan into the personnel manual (2022-23)

Tactic 3.4.2: Engaging attitudes and activities

Tactic 3.4.3: Advocacy opportunities for Trustees and Friends of the Library, including training (2022-23)

Tactic 3.4.4: Design comprehensive operational policies and procedure manual (2022-23)

Tactic 3.4.5: Research potential patron amenities and funding sources (2022)

Objective 3.5: Introduce Nontraditional (Un-Library) Concept and Activities

Tactic 3.5.1: Research un-library trends in NC and nationally (2021-22)

Tactic 3.4.6: Identify high priority items and activities from the community (2022)

Tactic 3.4.7: Establish a budget and seek funding to implement top priority items/activities (2022-23)

Tactic 3.4.8: Establish relevant policies and procedures (2022-23)

Tactic 3.4.9: Implement at least 2 un-library items / activities / events (2024-25)

Goal 4: High Quality Collection

Objective 4.1: Evaluate Collections and Identify Priorities

Tactic 4.1.1: Research current and relevant topics (2021-22)

Tactic 4.1.2: Evaluate current collections (2021-22)

Activity 4.1.2.1: Identify most urgent collection deficiencies based on current holdings (2021-22)

Activity 4.1.2.2: Identify priority series for completion, beginning with children's collections (2021-22)

Tactic 4.1.3: Identify patron/community priorities based on needs assessment results (2021-22)

Objective 4.2: Strengthen the Collections

Tactic 4.2.1: Develop series maintenance procedure (2022)

Tactic 4.2.2: Develop purchasing plan (2022)

Activity 4.2.2.1: Identify funding sources (2022-23)

○ Allocate more funds for diverse materials and formats (2022-23)

Tactic 4.2.3: Implement purchasing plan to update, expand, and diversify the collection, starting with identified collection priorities (2023-26)

Activity 4.2.3.1: Utilize annual collection trend data to tailor purchasing (ongoing)

Activity 4.2.3.2: Incorporate school project lists (2025)

Activity 4.2.3.3: Increase local print per capita 15% annually, focusing on established collection priorities (2023-2026)

Tactic 4.2.4: Maintain weeding schedule (ongoing)

Tactic 4.2.5: Join NC Cardinal (2026)

Objective 4.3: Increase Total Circulation by 15% Annually

Tactic 4.3.1: Align local circulation policies and procedures with best practices

Activity 4.3.1.1: Research best practices in NC and nationally (2021-22)

Activity 4.3.1.2: Evaluate and revise policies related to circulation to reflect best practices (2022-23)

Activity 4.3.1.3: Implement at least 2 practices or activities to support circulation (2022-23)

Tactic 4.3.2: Analyze annual circulation statistics by format, audience, collection/stat code, and location to gain insight on local circulation trends (ongoing)