

**ROWAN PUBLIC LIBRARY--
VISION / MISSION / GOALS/ OBJECTIVES:
ADDRESSING PERFORMANCE AND ACCOUNTABILITY**

Responding to its **Vision** of “A knowledgeable, progressive, diverse, and economically vibrant Rowan County,” the Rowan Public Library has identified its **Mission** as:

“Inspiring the spirit of exploration and the power of imagination, promoting the joy of reading, and supporting the life long pursuit of knowledge for all people.”

Accordingly, the Library must respond to a diverse client base by providing a complex mix of information services in a variety of formats. Clearly, the Library will continue to build its collections and deliver its services to respond to that wide-ranging demand.

In so doing, the Library will focus on seven areas of emphasis in developing special efforts and concentrating its resources. They are:

- **Beginning with Children.**
- **Serving Adults and Young Adults.**
- **Supporting Economic Vitality.**
- **Democratizing Access to Information Technology.**
- **Connecting with Our Customers.**
- **Developing Libraries as Community Cornerstones.**
- **Providing Programmatic and Fiscal Stewardship.**

The pages that follow cover these areas in detail, listing a general goal for each and the specific objectives and the actions needed to realize their attainment.

As a public agency, the Rowan Public Library has an attendant responsibility to define its program of work in a manner that allows an evaluation of its effectiveness not only by its policy and staff leadership, but by the public in general. This strategic plan does, we are convinced, provide such a means.

BEGINNING WITH CHILDREN

Goal: Rowan Public Library contributes to the positive development of children by motivating them to explore their world, develop their potential and strengthen their educational skills through outstanding programs, resources, and services.

Program Summary

- ▶ *Contributing to the positive development of the child.*
- ▶ *Promoting the joy of reading through story telling.*
- ▶ *Providing year-round reading activities, such as the summer reading program, to strengthen children's reading skills.*
- ▶ *Providing homework help.*
- ▶ *Encouraging lifelong learning.*
- ▶ *Partnering with schools and preschool programs to strengthen learning skills.*
- ▶ *Developing collections and programs especially geared for children.*
- ▶ *Modeling teaching and story telling techniques for caregivers..*

Activities

- Partner with schools to align collections with school based initiatives (accelerated reader, battle of the books titles, common core, etc.) (*mid-range*)
- Initiate campaign to grow library patronage among school-aged children by providing parents with library card applications for their children (*mid-range*)
- Collaborate closely with schools to implement services and programs that strengthen students' access to reading and learning resources (*mid-range*)
- Provide incentive-based interactive programs to promote continued engagement with reading and learning (ex. – reading challenge competitions, rewards, etc.) (*long-range*)
- Offer engaging hands on learning opportunities through interactive displays and community partnerships (*mid-range*)
- Organize periodic children's art contest with winning design placed on library card (*long-range*)
- Provide after school programming to meet families' opportunities for access (*long-range*)
- Partner with community to expand reach of early literacy opportunities for all preschool children and their caregivers (*mid-range*)
- Provide highly interactive learning and sensory stations for preschool children (*mid-range*)
- Provide infants a "First library card" at the hospital/doctors' offices along with information about literacy tools and early learning opportunities at libraries (ex. – Born to Read program) (*short-term*)
- Build connections with schools to ensure presence at school orientations and other school functions (presentation/video, materials, etc.) (*short-term*)
- Coordinate with Smart Start Rowan to ensure Imagination Library participants automatically receive County library card as additional benefit of participation (*short term*)
- Replace Stories to Go Bookmobile with a newer unit (*mid term*)

SERVING ADULTS AND YOUNG ADULTS

Goal: Rowan Public Library supports lifelong learning for adults and young adults as they seek to realize their personal and educational goals, develop their talents, and enrich their lives by providing quality resources, services, and programs.

Program Summary

- ▶ *Developing collections for recreational, informational and educational interest.*
- ▶ *Providing homework help for students of all ages.*
- ▶ *Creating programs of interest to adults and young adults.*
- ▶ *Answering questions from the very simple to the very complex.*
- ▶ *Connecting Library users with computers and online resources.*
- ▶ *Teaching basic computer skills.*
- ▶ *Supporting adult literacy programs.*
- ▶ *Valuing our rich heritage by collecting local history and genealogy materials and providing research assistance.*

Activities

- Improve availability of best sellers and most popular titles (*short-term*)
- Launch outreach and marketing campaign to connect the community to literacy services
- Engage community via social media, targeted email, and website
- Partner with county departments in offering library programs to the public (*short-term*)
- Collaborate with county departments and community organizations to share information about library programs and services throughout the community (*mid-range*)
- Align robust and specialized teen programming, (technology and arts, gaming, STEM, clubs, etc.) with identified needs (*mid-range*)
- Offer wide range of relevant literacy programming across age spectrum (*short-term*)
- Facilitate use of self-guided learning and educational resources (*mid-range*)
- Partner with existing literacy advocates to align and expand literacy programs and services (*mid-range*)
- Facilitate book clubs to foster shared passion for reading and discussion (*mid-range*)
- Partner with senior groups/centers to enhance access to lifelong learning opportunities and improved quality of life (*mid-range*)
- Provide robust adult learning programs to include technology learning, gardening, exercise, language learning, crafts, arts. (*short-term*)
- Accommodate working people by offering evening classes (*mid-range*)
- Provide programs that encourage cross-generational collaboration between children and seniors (*long-range*)
- Provide full family programs such as movies, cooking classes, healthy living, etc. that encourage families to use the library together (*mid-range beyond existing*)
- Expand Learn, Act, Grow program to all locations.(*short-term*)

- Partner with city and county departments to help preserve records of historical interest. (*on-going*)
- Explore subscription to Tutor.com or like service for youth homework help. (*mid-term*)

SUPPORTING ECONOMIC VITALITY

Goal: Rowan Public Library supports the economic well being of individuals and their families and the economic development of local businesses and communities in general with specialized resources and services.

Program Summary

- ▶ *Developing specialized collections for small businesses.*
- ▶ *Contributing to the quality of life in our communities.*
- ▶ *Supporting economic development.*
- ▶ *Helping those in search of employment.*
- ▶ *Supporting adult literacy programs.*
- ▶ *Supporting communities with meeting spaces.*
- ▶ *Providing research and resources for Rowan County Government.*
- ▶ *Working with others to promote Rowan County.*

Activities

- Build community presence by partnering and devising new and creative ways to raise awareness of library services and value
- Partner with NC Works to provide employment and job skills counseling, both hard and soft skills (short term)
- Partner with Small Business Administration, RCCC, Rowan Works, etc. to provide relevant programs and workshops (*mid-range*)
- Ensure robust library resources that support job seekers and economic advancement including employment databases and job focused web and print resources. (ongoing)
- Create new spaces that small businesses can use for teleconferencing and small group meetings. (*short-term*)

DEMOCRATIZING ACCESS TO INFORMATION TECHNOLOGY

Goal: Rowan Public Library is a vital connection to computerized tools for research, study and communication, especially for those citizens who do not have electronic connections at home or are unfamiliar with how to make maximum use of them.

Program Summary

- ▶ *Fully developing the Information Station concept at all Library locations.*
- ▶ *Conducting relevant training programs on computer uses.*
- ▶ *Emphasizing the distinction between raw information and valid intelligence.*
- ▶ *Incorporating current technology applications throughout the Library.*
- ▶ *Maintaining a comprehensive and easily accessible and useable website.*

Activities

- Use information technology to make library resources universally available to the community twenty-four hours a day. *(on-going)*
- Update software to latest version within 3 years of release. *(on-going)*
- Replace public and staff computers every 3-4 years. *(on-going)*
- Ensure staff systems wide are technology trained in the latest devices, software, electronic resources. *(on-going)*
- Continue to acquire the latest in computer programs, including the latest Microsoft Office, Movie maker, Go Pro, editing software, smart tables, (Tech/Maker Spaces)
- Offer tablets for public use at all locations *(short-term)*
- Evaluate reliability of existing wireless access and implement plan for enhancing, as necessary *(mid-range)*
- Improve workflow for public printing *(short term)*
- Partner with IT Department for technology training to align with the technology needs of citizens
- Offer classes and one-on-one sessions with customers to provide skill development with technology devices and resources *(on-going)*
- Expand the capabilities of the History Room website by working with our IT department to find a hosted server solution or hosting a server ourselves. *(short-term)*

CONNECTING WITH OUR CUSTOMERS

Goal: Rowan Public Library promotes the public's awareness of the essential nature of its resources, services, and programs, and through exceptional public service provides a very positive experience for all its customers.

Program Summary

- ▶ *Dedicating ourselves and our staff to outstanding customer service.*
- ▶ *Responding to and anticipating customer requests*
- ▶ *Recruiting and hiring a diverse, professional, friendly workforce.*
- ▶ *Promoting effective communication.*
- ▶ *Training staff continually.*
- ▶ *Promoting the Library, its services, and collections to the public.*

Activities:

- Design, print and distribute brochures to be given to every new library card holder at the time of registration. (*Short-term*)
- Develop an “our story” type marketing campaign that will focus on how the library can make your life better. (*Mid-term*)
- Identify all marketing outlets in the immediate area including television, radio, newspaper, and regional publications and provide library information to them in interviews, articles, press releases etc. (*On-going*)
- Greet all customers entering a library facility. (*On-going*)
- Use the PLA survey to determine customer satisfaction (*Mid-term*)
- Evaluate our current marketing strategies (*On-going*)

DEVELOPING LIBRARIES AS COMMUNITY CORNERSTONES

Goal: Rowan Public Library provides its customers with convenient, functional, safe and attractive library facilities.

Program Summary

- ▶ *Enhancing our neighborhoods through attractive and inviting facilities.*
- ▶ *Maintaining comfortable, safe, and secure facilities.*
- ▶ *Planning for the future growth.*
- ▶ *Evaluating services, programs, and staffing.*

Activities

- Expand the History Room to accommodate growing collections and services. *(Long Term)*
- Expand the public service areas at the East Branch to accommodate the growth in collections and services. *(Long Term)*
- Provide a full service branch library in the Cleveland-West Rowan Area. *(Long Term)*
- Provide cross training among library locations and departments in a *train the trainer* model with rotation of staffing and sharing of best practices *(mid-range)*
- Continue to encourage staff involvement in local, regional, state, and national professional associations *(on-going)*
- Offer staff training in security, safety and crisis management, and update policies and procedures to ensure clarity and staff understanding *(mid-range)*
- Offer staff training in reference and virtual reference services *(short-term)*
- Provide staff annual customer service training. *(on-going)*
- Replace or recondition furniture in the older library facilities. *(on-going)*

PROVIDING PROGRAMMATIC AND FISCAL STEWARDSHIP

Goal: Rowan Public Library offers its customers cost effective and efficient services while providing high standards of accountability for the taxpayer dollars entrusted to it.

Program Summary

- ▶ *Securing adequate funding for quality, cost-effective services.*
- ▶ *Evaluating services, programs, and staffing.*
- ▶ *Planning for the future.*
- ▶ *Using the latest technology to achieve greater efficiency.*

Activities

- Work with the Board of Commissioners to increase funding to support expansion of library services in the West Rowan Area. *(on-going)*
- Work with the Friends of Rowan Public Library to continue increasing membership and involvement.
- Encourage giving to the Rowan Public Library Foundation to support library collections. *(on-going)*
- Distribute information on the true value of library services and collections. *(on-going)*
- Work with the Friends and Foundation to develop successful fundraising events. *(on-going)*
- Work with UNC-G to create internship program. *(short-term)*