

Foster Lifelong Learning and Enrich Lives

Summary

- ▶ *Develop collections for recreational, informational and educational interests*
- ▶ *Create programs of interest to adults and young adults*
- ▶ *Support educational endeavors for students of all ages*
- ▶ *Answer questions from the very simple to the very complex*
- ▶ *Connect library users with computers, other devices, and online resources*
- ▶ *Provide opportunities for citizens to increase their technological literacy*
- ▶ *Support adult literacy programs*
- ▶ *Value our rich heritage by collecting local history and genealogy materials and providing research assistance*



Goal

Rowan Public Library fosters 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.

Objective 1

Expand program activities for adults and young adults

Desired Outcome: Customers enjoy a wider variety of programming on current topics, and program attendance increases

Activity A: Develop a multi-modal program that incorporates both books and movies

Activity B: Offer a workshop on how to preserve documents and artifacts; partner with Rowan Museum and/or film and archive for later use

Activity C: Offer a variety of educational and self-help workshops for adults, such as legal seminars and scholarship application assistance

Activity D: Continue to offer vibrant teen programming that utilizes input from the Teen Advisory Board and incorporates the library's makerspace

Responsibility: Adult Services Supervisor
Young Adult Librarian
Library Staff

Cost: Annual Operating Budget
Friends of Rowan Public Library
NC Humanities Grants

Objective 2

Further engage teens in art and literature

Desired Outcome: Attractive, teen-oriented spaces allow for the creation and sharing of literature, music, and art

Activity A: Continue to provide opportunities for teens to explore the growing media of digital technologies by accessing and using animation technology and 3D printing

Activity B: Develop a Poetry Slam program for teens in conjunction with the Rowan-Salisbury School System

Activity C: Develop and provide opportunities for teens and their parents to learn about college funding

Activity D: Actively participate in YALSA-sponsored Teens Read Week and Teen Tech Week on a regular basis

Activity E: Research and develop makerspace activities for teens

Activity F: Continue to provide and expand summer reading for teens through online registration and tracking software that works with the current summer reading program

Activity G: Redesign and relocate the Teen Space at South Rowan Regional Library

Responsibility: Youth Services Supervisor
Young Adult Librarian
Children's Librarian, South Branch

Cost: Annual Operating Budget
Grants
Other Funding to be Determined

Objective 3

Continue to improve and expand local history digital archives available through the library's website

Desired Outcome: The improved website attracts more traffic, which, in turn, attracts more visitors to the physical library

Activity A: Select, digitize, and publish additional historical documents and online exhibits to the library's website on an annual basis

Activity B: Develop and publish finding aids for current and newly acquired collections to the library's website

Activity C: Microfilm, digitize, and index the McCubbins/Linn/Auxiliary Collection (professionally outsource this activity)

Responsibility: History Room Supervisor

Cost: Annual Operating Budget
Grants
Other Funding to be Determined

Objective 4

Improve and expand readers' advisory services for adults and young adults

Desired Outcome: Staff are better able to assist customers and fulfill their reading, listening, and viewing needs

Activity A: Identify effective web-based training materials and provide staff with opportunities to complete them

Activity B: Evaluate usage of reader advisory tools

Activity C: Expand and promote venues for readers' advisory (i.e. Facebook, the library's *Library Notes* blog, display screens, *Goodreads*, etc.)

Responsibility: Information Services Staff
Adult Services Supervisor
Young Adult Librarian

Cost: Annual Operating Budget

Objective 5

Partner with community theater and arts organizations to enhance these services in the community

Desired Outcome: Enhanced community opportunities for the arts in Rowan County

Activity A: Pursue developing a storytelling amphitheater at South Rowan Regional Library

Activity B: Continue partnering with agencies such as Waterworks Visual Arts Center, Piedmont Players, Lee Street Theatre, Rowan Arts Council, Salisbury Symphony, Center for Faith & the Arts, and Livingstone College on community theater and art projects

Responsibility: Management Team
Librarians

Cost: Annual Operating Budget

Objective 6

Partner with surrounding county libraries and Rowan County organizations and agencies to promote reading for all ages

Desired Outcome: Extensive promotion of reading

Activity A: Partner with other library systems and/or entities to offer extended reading programming (for example, participation in the 2018 Great American Read, launched by the Public Broadcasting Service)

Activity B: Participate in World Book Night and provide a site for book distribution to community members

Activity C: Continue the *Pass It On* program, providing books for children and adults in high traffic areas (at agencies such as the Department of Social Services and Rowan Helping Ministries) to read and pass on to others

Activity D: Participate in Little Free Libraries, assisting with collecting books to stock Little Free Libraries in Rowan County and promoting them

Activity E: Explore collaborating with area libraries to sponsor a library night at Intimidators Stadium in Kannapolis.

Responsibility: Assigned Staff

Cost: Annual Operating Budget
Grants
Donations