

Support Economic Vitality

Summary

- ▶ *Develop specialized collections for small businesses*
- ▶ *Enhance the quality of life in our communities*
- ▶ *Contribute to economic development*
- ▶ *Aid those in search of employment*
- ▶ *Promote adult literacy programs*
- ▶ *Support communities with meeting spaces*
- ▶ *Provide research and resources for Rowan County Government*
- ▶ *Collaborate on promotion of Rowan County*



Goal

With specialized resources and services, Rowan Public Library supports the economic well-being of individuals and their families and the economic development of local businesses and communities.

Objective 1

Promote the library as a quality of life resource to potential citizens and businesses relocating to Rowan County

Desired Outcome: Local business and economic leaders recognize the library's significant role in enhancing the quality of life in Rowan County

Activity A: Partner with local agencies, including the Rowan County Convention & Visitors Bureau and the Economic Development Commission, to promote the impact of library resources and services upon quality of life in Rowan County

Responsibility: Information Services Staff
Information Technology Staff

Cost: Annual Operating Budget

Objective 2

Provide assistance and resources to community members seeking employment and/or development of job, career, and life skills

Desired Outcome: Rowan County citizens are more prepared for success on the job market, enjoy a better quality of life, and experience skill development

Activity A: Offer classes on topics such as computer literacy, resume creation, job searching, etc.

Activity B: Train reference staff to be better prepared to assist in using tools for patrons seeking employment

Activity C: Work with local agencies and JobLink to provide resources for job seekers

Activity D: Develop web resource center for employment and skills and career development

Responsibility: Information Services Staff
Adult Services Supervisor
Library Director

Cost: Annual Operating Budget

Objective 3

In coordination with the Tourism Development Authority and Rowan County Genealogical Society, develop a genealogy conference

Desired Outcome: Rowan Public Library and Rowan County at large are widely recognized as valuable sources for genealogy materials and research

Activity A: Study similar programs

Activity B: Create a task force to guide the creation of the conference

Responsibility: History Room Supervisor
Management Team
Assigned Staff

Cost: Not yet known

Objective 4

Promote the development of small businesses in Rowan County

Desired Outcome: Those who wish to start businesses in Rowan County receive the necessary support, including guidance, information and services

Activity A: Target the small business collection for enhancement

Activity B: Coordinate with Rowan-Cabarrus Community College to provide programming at the library on starting and/or operating a business

Activity C: Provide training in office applications, productivity software, and online resources

Activity D: Actively promote Gale Courses for businesses

Responsibility: Information Services Staff

Cost: Annual Operating Budget