

Connect with our Customers

Summary

- ▶ *Dedicate energies to providing outstanding customer service*
- ▶ *Respond to and anticipate customer requests*
- ▶ *Recruit and hire a diverse, professional, friendly workforce*
- ▶ *Promote effective communication*
- ▶ *Train staff continually*
- ▶ *Promote the library, its services, and its collections*



Goal

Rowan Public Library promotes the essential nature of its resources, services, and programs and, through exceptional public service, provides positive experiences for its customers.

Objective 1

Develop and implement marketing efforts that focus on the reliable information, services, and program opportunities offered by the library

Desired Outcome: Current and potential library customers are aware of the quality and variety of library services provided

Activity A: Increase community awareness about library services with promotion of library programs and services through existing and new media outlets, including radio, newspaper, local publications, websites, social media, and local venues

Activity B: Gather customer input as a tool to improve and educate the community about our services and programs

Activity C: Expand the *Pass it On* program, which places paperbacks (along with information about the library) in high traffic locations (such as hospitals, doctor's offices, and mini-libraries) for individuals to read and pass on to others

Activity D: Enhance and promote community connections and civic participation by partnering with local organizations and groups, such as the Rowan County Convention & Visitors Bureau and the Rowan-Salisbury School System

Responsibility: South Branch Supervisor
Library Management Team

Cost: Annual Operating Budget

Objective 2

Provide customer service and library advocacy training to staff and board members that reinforces the connections between our services and the community

Desired Outcome: Community members feel positive about their library experience and the library system as a whole

Activity A: Provide staff customer service training that reinforces communicating a spirit of helpfulness and engaging with customers

Activity B: Provide advocacy training for library staff and board members

Responsibility: Library Management Team

Cost: Annual Operating Budget

Objective 3

Effectively use the Internet as an educational, informational, and communications tool

Desired Outcome: The community enjoys convenient, online access to library resources and information about library services and programs

Activity A: Continuously update the library's website to increase visibility of primary services, promote access to resources and information, and provide timely updates about programs and events

Activity B: Increase use of the library's Facebook page and add other social media platforms to publicize programs and events and to invite participants

Responsibility: Library Management Team
Technical Services Librarian
Assigned Staff

Cost: Annual Operating Budget

