The 2020

Strategic Plan

ROCKY RIVER PUBLIC LIBRARY

Discover.
Connect.
Engage.

Presenting the 2020 Strategic Plan for Rocky River Public Library. This collaborative process began in the spring of 2019, when we met with community stakeholders, library staff, and the Board of Trustees to determine how best we can continue to meet the needs of our evolving community. The Strategic Planning Team has worked tirelessly to formulate a plan that will align with our new vision and mission statements, tag line, and organizational priorities.

We have adopted five Strategic Focuses to concentrate on in the coming years: Patron Experience; Equipment, Systems and Space; Community Hub and Public Relations; Collections and Services; and Healthy Organization. A strategic plan alone does not produce results; however, it does provide a road map to the future, and I am incredibly excited about meeting the challenges ahead. As you read on, you will see the first focus is Patron Experience because serving you, the patron, is why we are here. Discover. Connect. Engage.

See you at the Library.

Jamie L. Mason, Director

Mission

To cultivate meaningful connections by providing information, inspiration and a welcoming place for contemplation and community.

Vision

Leading and innovating through community-based services.

Tagline

Discover. Connect. Engage.

Organizational Priorities

Know Your Community
Stimulate Imagination and Discovery
Satisfy Curiosity

Strategic Focuses

PATRON EXPERIENCE

To create a dynamic and enriching environment where patrons have a consistently outstanding experience and look forward to their next visit.

EQUIPMENT, SYSTEMS AND SPACE

To make the library a multi-use destination where everyone feels welcome, comfortable and energized and fully utilize our physical and virtual spaces to provide complete access to our services and resources.

HEALTHY ORGANIZATION

To strengthen the policies, practices and culture of our library to make it an efficient and fiscally responsible organization that supports staff with opportunities for growth.

COMMUNITY HUB AND PUBLIC RELATIONS

To deepen our commitment to the community we serve by engaging staff locally and exploring the ways we can most effectively reach our patrons through new and traditional mediums.

COLLECTIONS AND SERVICES

To better understand the needs and interests of our patrons; and to provide them with timely, relevant, and interesting collections, services, and programming.

KNOW YOUR COMMUNITY
STIMULATE IMAGINATION AND DISCOVERY
SATISFY CURIOSITY

Patron Experience

NAVIGATION

Make it easier to find materials and navigate our physical space

Add additional informational screens or kiosks

Marketing Team evaluates internal signage

PATRONS FIRST

Deliver the best possible experience for our patrons

Establish RRPL customer service standards

Open on Sundays all year long

Collaborate with the city to become a walkable/ bike-able community

Investigate how to offer patrons the option of Self pick-up of holds

Equipment, Systems, and Space

PHYSICAL SPACES

Maximize the use of current space

Revisit the space analysis project with architects and staff to determine the best way to expand services

Evaluate internal procedures to balance the use of meeting rooms between public access and library programs

Identify ways to improve aesthetics

Marketing Team identifies best use of and possible additional outside signs and banners

Improve layout and configuration of public seating areas

Refresh meeting room spaces

Re-organize or relocate Women's Committee book sorting area

Explore potential structural enhancements

Continue to refer to Building and Facilities Assessment report to update and replace building systems throughout the next ten years

TECHNOLOGY

Continuously upgrade technological systems

Upgrade the technology in meeting rooms

Empower patrons to easily utilize their own technology in the Library

Provide solutions to make power more accessible for patrons to charge/recharge their personal devices

DIXON
CRAYONS DE GOLF
Heather

Healthy Organization

DEVELOP AND TRAIN

Offer opportunities for personal and professional development

Staff Recognition Team to find ways to provide activities to foster morale and build teamwork among library staff

Create a comprehensive formalized training program

Fully utilize Paycor's Learning Management System to facilitate staff training

Add Inclusivity and Diversity training to annual staff training calendar

Add Micro-aggression training to annual staff training calendar

SUPPORT AND VALUE

Create a culture where staff are supported and acknowledged

Investigate and provide health insurance stability for staff

Allow for flexible scheduling where appropriate

Continuously evaluate and provide competitive pay and benefits

POLICY AND PRACTICE

Establish a culture of inclusivity and diversity

Find ways to provide opportunities after formalized training is provided to staff

Create internal processes that support a healthy workplace

Work with Staff to determine the best method for internal communication

Staff Recognition Team to investigate and recommend a multi-faceted staff recognition program

Provide staff the opportunity for time to volunteer in our community

Ensure the operating efficiency to instill the financial viability of the library

Investigate solar panel installation

Collections and Services

PROVIDE AND DELIVER

Make our collections and services readily available

Expand use of training room

Investigate how to use our space to offer Innovative new services

LISTEN

Ensure we are open to providing patron-centered collections and services

Provide and evaluate surveys after completion of library programs

Evaluate the need for, and possibly offer, expanded formalized public technology help

CONNECTIONS

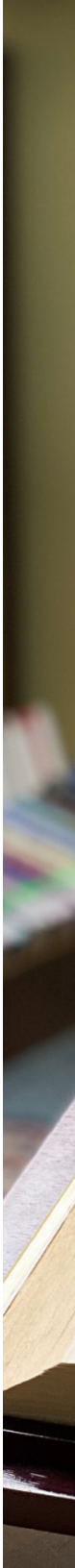
Prioritize programs that emphasize exciting enriching experiences for patrons of all ages

Acquire Charlie Cart cooktop for programming

Offer free passes to other cultural institutions

Develop and host Community Theatre-like programming

Continue to focus on providing intergenerational programming



masseuse 394
masseuse \ma-'sœz, -'süz\ n : woman who massages
massive \'ma-siv\ adj 1 : being a large mass 2 : large in scope — massive-ly adv — massive-ness n
mast \'mast\ n 1 : tall pole esp. for supporting sails — mast-ed adj
master \'ma-stər\ n 1 : male teacher 2 : holder of an academic degree between a bachelor's and a doctor's 3 : one highly skilled 4 : one in authority ~ vb 1 : subdue 2 : become proficient in — master-ful \-stə-fəl\ adj — master-ful-ly adv — mas-ter-ly adj — mas-tery \'ma-stə-rē\ n
master chief petty officer n : petty officer of the highest rank in the navy
master gunnery sergeant n : noncommissioned officer in the marine corps ranking above a master sergeant
master-piece \'ma-stər-,pēs\ n : great piece of work
master sergeant n 1 : noncommissioned officer in the army ranking next below a sergeant major 2 : noncommissioned officer in the air force ranking next below a senior master sergeant 3 : noncommissioned officer in the marine corps ranking next below a master gunnery sergeant
master-work n : masterpiece
mas-tic \'ma-stik\ n : pasty glue
mas-ti-cate \'ma-stə-,kāt\ vb -cat-ed; -cat-ing : chew — mas-ti-ca-tion \,ma-stə-'kā-shən\ n
mas-tiff \'ma-stəf\ n : large dog
mas-to-don \'ma-stə-,dän\ n : extinct elephantlike animal
mas-toid \'ma-,stȯid\ n : bone behind the ear — mastoid adj
mas-tur-ba-tion \,ma-stər-'bā-shən\ n : stimulation of sex organs by hand — mas-tur-bate \'ma-stər-,bāt\ vb
mat \'mat\ n 1 : coarse woven or plaited fabric 2 : tangled strands 3 : thick pad to protect (a picture) with a border around a picture — matte n
mat var of MATTE
mat-a-dor \'ma-tə-,dȯr\ n : bullfighter
match \'mach\ n 1 : one equal to another 2 : one able to cope with another 3 : marriage 4 : game 5 : suitable pair ~ vb 1 : set in competition 2 : marry 3 : be or provide the equal of 4 : fit or go together — match-less adj — match-er n
match n : piece of wood or paper material with a combustible tip
mate \'māt\ n 1 : companion 2 : subordinate officer on a ship 3 : one of a pair ~ vb 1 : join as a pair 2 : couple together as a pair 3 : copulate
ma-te-ri-al \mə-'tir-ē-əl\ adj 1 : physical 2 : relating to matter or worldly nature ~ n 1 : something that is made of — ma-te-ri-al-ly adv
ma-te-ri-al-ism \mə-'tir-ē-ə-,li-zəm\ n 1 : theory that matter is the only reality 2 : preoccupation with material and not spiritual things — ma-te-ri-al-is-tic \-,tir-ē-ə-'lis-tik\ n or adj — ma-te-ri-al-is-ti-cal-ly \-ti-k(ə-)lē\ adv
ma-te-ri-al-ize \mə-'tir-ē-ə-,līz\ vb -ized; -iz-ing : take or cause to take bodily form — ma-te-ri-al-i-za-tion \mə-,tir-ē-ə-lə-'zā-shən\ n
ma-te-ri-el \mə-,tir-ē-'el\ n : military supplies
ma-ter-nal \mə-'tər-nᵊl\ adj : motherly — ma-ter-nal-ly adv
ma-ter-ni-ty \mə-'tər-nə-tē\ n, pl -ties 1 : state of being a mother 2 : hospital's childbirth facility ~ adj 1 : worn during pregnancy 2 : relating to the period close to childbirth
math \'math\ n : mathematics
math-e-mat-ics \,ma-thə-'ma-tiks\ n pl : science of numbers and of shapes in space — math-e-mat-i-cal \-i-kəl\ adj — math-e-mat-i-cal-ly adv — math-e-ma-ti-cian \,ma-thə-mə-'tish-ən\ n
mat-i-nee, mat-i-née \,ma-tᵊn-'ā\ n : afternoon performance
mat-ins \'ma-tᵊnz\ n : morning prayers
ma-tri-arch \'mā-trē-,ärk\ n : woman who rules a family
ma-tri-ar-chal \,mā-trē-'ärkəl\ adj — ma-tri-ar-chy \'mā-trē-,ärkē\ n
ma-tri-cide \'ma-trə-,sīd, 'mā-\ n : murder of one's mother — ma-tri-cid-al \,ma-trə-'sīd-ᵊl, ,mā-\ adj
ma-tric-u-late \mə-'tri-kyə-,lāt\ vb -lat-ed; -lat-ing : enroll in school — ma-tric-u-la-tion \-,tri-kyə-'lā-shən\ n
mat-ri-mo-ny \'ma-trə-,mō-nē\ n : marriage — mat-ri-mo-ni-al \,ma-trə-'mō-nē-əl\ adj — mat-ri-mo-ni-al-ly adv
ma-trix \'mā-triks\ n, pl -trices \'mā-trə-,sēz, 'ma-\ or -trix-es : something (as a mold) that gives form, foundation, or origin to something else enclosed in it
matr

Community Hub and Public Relations

PARTNER AND ENGAGE

Be the first consideration when a community member or organization is trying to address a need

Market our meeting rooms to make sure local Clubs and Organizations are aware of them

Increase programming to assist patrons with obtaining jobs

Develop and host Community Resource Fair

Establish partnerships through individual and Library-wide collaboration with community organizations and initiatives

Collaborate with local organizations to re-establish Welcome Wagon

Host community-centered civic discussions

Investigate ways to assist local organizations with cross-promotion of activities

Explore and expand ways to recognize and cultivate RRPL volunteers, donors and community partners

OUTREACH

Increase our reach and effectiveness to all patrons

Expand staff favorites to alternative formats

Develop and provide regular content to a library-themed podcast

Create memorable presences in the community

Develop and host various community festivals featuring local artists, authors, and musicians

Develop 'local heroes' reading programming

Embrace eco-friendly practices (paperless receipts)

COMMUNICATION

Better communicate to our patrons in their spaces and places

Increase digital advertising - billboard

Create a complete and consistent brand identity

Marketing Team provides recommendations for an RRPL Branding Guide

Engage our patrons by learning and sharing their stories

Establish a local oral history project

Provide gallery display space for community art

Host a student art show

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ROCKY RIVER
PUBLIC LIBRARY

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