The 2020 Strategic Plan
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

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**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**

**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
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

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

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
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
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

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

OUTREACH

Increase our reach and effectiveness to all patrons

Expand staff favorites to alternative formats