

**STRATEGIC PLAN FOR LIBRARY SERVICES – RAWLINS MUNICIPAL LIBRARY, PIERRE SD
2017 – 2020**

GOALS	STRATEGIES	TARGETS
<p>GOAL 1: MARKETING</p> <p>Present the benefits and resources of the library to all segments of the community.</p>	<p>Strategy 1.1 Promote awareness of library materials and services through marketing strategies such as advertising, publicity, merchandizing and personal communication.</p> <p>Strategy 1.2 Expand the library’s social media presence.</p>	<p>Targets 1.1</p> <ul style="list-style-type: none"> • Reach more of the community through expansion of the Library Newsletter <ul style="list-style-type: none"> - <i>Create a method to continuously capture patron information and email addresses</i> - <i>Find additional methods of distributing Newsletter (Current = email, circulation desk, city hall, website. New = Chamber, PEDCO, news link on KCCR monthly, Facebook)</i> - <i>Grow library newsletter recipient list by 5% annually for 2017 through 2020 and 3% thereafter</i> • More efficiently advertise the library’s events & resources through the use of newspaper, radio, OAHE TV, ‘new resident’ booklet, chamber website • Bring awareness to local organizations through speaking opportunities & event participation • Collaborate programming and share resources with school libraries and other like-minded organizations (YMCA, Discovery Ctr., Boys & Girls Club, etc.) • Strengthen partnerships with Ft. Pierre, Stanley County, and Hughes County <p>Targets 1.2</p> <ul style="list-style-type: none"> • Enhance the RML website by continuing to improve interactivity and user-friendliness, and by adding information that continuously reflects current community interests • Increase news & articles on Facebook & webpage • Maintain and enhance the library’s social media presence
<p>GOAL 2: PROGRAMMING</p> <p>Set forth and expand programs and services that meet the needs of library users of all ages.</p>	<p>Strategy 2.1 Increase number and quality of programs offered throughout the year.</p>	<p>Targets 2.1</p> <ul style="list-style-type: none"> • Partner with other community organizations in sharing of resources and programming ideas • Seek out grants and donations from local businesses for funding • Advocate for YA Librarian to supplement time needed for extra programming • Communicate with targeted groups in person or through surveys to explore their programming needs

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	<p>Strategy 2.2 Expand programming to further serve all age groups.</p>	<p>Targets 2.2</p> <ul style="list-style-type: none"> • Refresh and expand programming for <i>Children</i> <ul style="list-style-type: none"> - Add new programs to reflect the needs and interests of youth in current society - Revise and modernize current programming while maintaining the original intent of children’s programming which is education and entertainment. • Expand technology offerings for young patrons (AWE computers, LEGO station, Makerspace or other creativity station) • Expand programming for <i>Teens</i> <ul style="list-style-type: none"> - Establish a Teen Focus group in conjunction with the YMCA and/or other youth organizations - Organize a Teen Book Club - Promote the library’s technical resources and eBooks as well as books of interest for that demographic • Expand programming for <i>Adults</i> <ul style="list-style-type: none"> - Maintain current programs as long as they continue to be popular (Coloring Club, Super Senior Day, etc.) - Enlist local authors for book talks - Enlist local artisans/experts in their fields for demonstrations - Sponsor a craft day and auction off those creations as a fundraiser and interest-builder - Establish a Book Club (SD Humanities grant) - Create displays to generate interest in adult programs and events - Offer one or two adult-oriented events per year
<p>GOAL 3: PERSONNEL</p> <p>Ensure that library services and resources continue to maximize responsiveness to patron needs.</p>	<p>Strategy 3.1 Maintain and increase staff knowledge of library practices and procedure to ensure exemplary service to the public which we serve.</p>	<p>Targets 3.1</p> <ul style="list-style-type: none"> • Encourage online instruction through webinars • Sponsor in-house training on databases, eBooks, Gale Courses, and general use of technology • Encourage attendance at conferences and workshops that are applicable to employees’ positions and duties • Sustain continuity in organization through cross-training of staff • Initialize support for succession planning (Assistant Director position) • Continue to advocate for a Youth Librarian position to further the goal of advancing teen programming

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	<p>Strategy 3.2 Maintain and increase the knowledge of Trustees to ensure hands-on involvement and knowledgeable oversight of the library and its staff.</p> <p>Strategy 3.3 Maintain and increase patron knowledge of library resources and services.</p>	<ul style="list-style-type: none"> • Learn new methods of advocating for library • Establish a Friends of the Library Group <p>Targets 3.2</p> <ul style="list-style-type: none"> • Encourage board education through trustee training webinars, SDLA, and Trustee Academy sessions • Routinely discuss general library operations and procedures that board members may be called upon to discuss with the public (trustee “office hours.”) • Increase awareness of library board through an increased board member presence in relevant community activities • Review and approve the remaining library policies by target date of 06/30/2017 • Annually review 20% of the library policies manual beginning in 2018 <p>Targets 3.3</p> <ul style="list-style-type: none"> • Encourage patron attendance at computer instruction classes • Encourage patron attendance at eBook training sessions • Encourage attendance at programs and events • Utilize library resources more efficiently (databases, Gale Courses) • Increase awareness of library activities by reading library newsletter, the website, Facebook, the marquis at the desk, etc.
<p>GOAL 4: FACILITY IMPROVEMENT</p> <p>Library users will have the expectation of enjoying a welcoming, safe, progressive and well-maintained facility.</p>	<p>Strategy 4.1 Evaluate and implement upgrades and renovations to the physical building and outdoor property including landscaping.</p>	<p>Targets 4.1</p> <ul style="list-style-type: none"> • Complete the repair of the AC enclosure (2017) • Redesign flagpole to meet regulations • Add solar reflectors to driveway entrance for patron and staff safety • Extend sidewalk from Emergency Exit on west side to connect with the north sidewalk that leads to the YMCA facility (handicapped patron accessibility) • Complete the reconfiguration and construction of the parking lot by June of 2019 as set forth in the <i>City of Pierre Strategic Plan 2017-2020</i>. • Explore the expansion of library on south side to include an additional 6,000-9,000 sq. feet of needed space

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	<p>Strategy 4.2 Evaluate and implement upgrades and renovations to the inside of the building as needed.</p> <p>Strategy 4.3 Annually assess security needs in library facility.</p>	<p>Targets 4.2</p> <ul style="list-style-type: none"> • Conduct a space study to evaluate and encourage more efficient usage of available space in library <ul style="list-style-type: none"> - Create a more segregate YA section apart from the Large Print collection - Move the computer lab to the SW corner - Maintain fewer desktops and add more portable Wi-Fi enabled machines - Increase efficiency in the area of workflow at the circulation desk and in the staff workroom - Consider a re-design of the Children’s Area (low shelves throughout, reduce clutter in the center) • Increase technology offerings <ul style="list-style-type: none"> - Install self-check-out station - Add laptops and iPads for patron use • Create and display a library map to aid patrons in locating collections <p>Targets 4.3</p> <ul style="list-style-type: none"> • Replace recessed security lights around outside perimeter of building (energy-efficient) - 2017 • Maintain security gate near entrance and upgrade as necessary • Maintain security cameras inside and outside of building (currently 16) and upgrade, replace, or add additional cameras as necessary • Increase staff security measures <ul style="list-style-type: none"> - Retain pepper spray at circulation desk, in Director’s office, and workroom area - Review safety procedures for disruptive patron/active shooter scenario and natural disasters (tornado, flood, etc.) – semi-annually - Research viability of alert system between library and police station - Research possibility of maintaining a police presence with daily walk-throughs • Evaluate the need for new furniture and equipment semi-annually <ul style="list-style-type: none"> - Assess condition and efficiency of furniture and equipment - Evaluate patron seating and study areas for efficiency and comfort - Replace computers according to the schedule stated in the computer policy manual set forth by the City of Pierre.

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This Strategic Plan was adopted by the Rawlins Municipal Library Board of Trustees on 04/24/2017.

This document will be reviewed periodically for analysis of goals achieved and to discuss revisions/projections for the future growth and development of the Rawlins Municipal Library.