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Date: October 14, 2019
 To: Library Board of Trustees
 From: Sean Minkel, Assistant Director
 Re: Strategic plan update

The library continues to make progress implementing the 2018-2020 Strategic Plan. Items highlighted in yellow indicate that significant progress has been made since the last update. Items highlighted in gray indicate that significant progress has been made, but the library will continue to explore new opportunities and improvements as possible.

The library recently completed a qualitative benchmarking survey called EDGE. Items from the survey which are related to the strategic plan and for which we are making progress are indicated below.

Priority 1			
Literacy	Every Child Ready to Read	Collaborate with community partners to develop curious and competent readers	<ul style="list-style-type: none"> • Storytime has been updated to include resources for parents so they can continue teaching at home. • Storytime community partners include Crafts with Jane, Rapid City Fire Department, and Chamber Music Festival of the Black Hills.
	1,000 Books before Kindergarten	Engage with parents of young children to instill early reading interest and curiosity	<ul style="list-style-type: none"> • A Lakota language translator was found and the reading chart is now available in both English and Lakota. • Launch date anticipated for Fall 2019
Education and Enrichment	Practical life skills for personal finance, job situations, and setting up a first household	For those who are on their own for the first time, or who want to improve their living situations	<ul style="list-style-type: none"> • Events staff are now alternating lunch and learn or other noontime speaking events between life skills/educational and information/entertainment; financial therapy and public speaking presentations were made in January 2019
	Community speakers on diverse and informative topics	Identify community interest and information topics, and provide speakers or presenters on those topics	<ul style="list-style-type: none"> • As above
Community	Acknowledge and greet those entering the library and in work areas	Reinforce this basic customer service practice through positive reinforcement and modeling of proactive engagement	<ul style="list-style-type: none"> • The customer service workgroup has concluded, and will be transitioned to a User Experience workgroup to continue discussions of service enhancements. • Supervisors note that greeting has improved.

EDGE	Reference Interactions	Public library service staff are able to answer intermediate & advanced questions about the library's technology and digital resources (EDGE 10.1.4 and EDGE 10.1.5).	<ul style="list-style-type: none"> • Discussion has begun on improved reference training during orientation as well as with existing staff. • Book A Librarian process was streamlined to provide more immediate responses to patrons.
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Priority 2			
Literacy	Eliminate fines on children's books	To improve children's access to reading materials	<ul style="list-style-type: none"> • Went live on May 1, 2019 with marketing starting in late April. This change worked well with the 2019 Summer Reading program which also started in May.
Education and Enrichment	Lakota language and cultural activities	To expand understanding of a vital sector of our community	<ul style="list-style-type: none"> • A successful, 6-part Lakota cultural series was presented in October 2018; this is now being planned for an annual event each October. • 2019 activities include a tipi display, Dances with Words, Handmade beadwork hands-on event, Red Ribbon Skirt Society Lunch & Learn, Lakota food event, and Rapid City Indian Boarding School Lands Research Project presentation. • Lakota numbering on the stairs project is underway.
	Staff training for service and technology	Establish tiered certification levels for staff, for a variety of service and technology competencies	<ul style="list-style-type: none"> • On the project list for the new Education and Technology Coordinator; anticipated for completion in 2019.
Community	Maintain facility and furnishings	Provide a comfortable, welcoming environment	<ul style="list-style-type: none"> • Vending area was reconfigured, to include coffee and cold beverages, snacks, and some technology supplies • Community Room was re-carpeted and re-painted. • Improved projectors were installed in meeting rooms, resulting in favorable patron comments. • Recharging pods were installed at some tables as a trial for convenience service. To be followed up at additional tables in 2019. • Large whiteboard added to the Hoyt Room. • Front pillars were repainted. • Landscaping maintenance was completed. • Upstairs chairs and couches are slated for reupholstery by the end of 2019.
Economy	Upskilling job force	Provide training and skills to enhance job and employability skills	<ul style="list-style-type: none"> • The 2018 job skills series has been revised, and will be re-launched in Fall 2019, to include an online component. • Information about library resources for job skills development was provided to the business community at a Workforce Development Roundtable in May 2019

EDGE	Continuing Education & Lifelong Learning	The library selects and organizes online resources for career testing preparation resources, and for job search, building workforce skills or professional certification (EDGE 2.1.1)	<ul style="list-style-type: none"> • Online databases include GED, college, citizenship, and career preparation. • Job skills series as noted above.
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Priority 3			
Training	Improved Best Practices	Reorganization and updates to the library's procedures to improve consistency and overall service to patrons	<ul style="list-style-type: none"> • Procedures have been reorganized and updated for improved access. • Contact information was consolidated into a single list.
EDGE	Partnerships & Professional Organizations	Library staff participates externally with partners, community organizations or professional associations (EDGE 10.2.1)	<ul style="list-style-type: none"> • Sam and Lisa are presenting at the MPLA conference in 2019. • Two staff members presented sessions at SDLA conference 2019. • Terri participates in Rushmore Rotary and is working with Mayor's Early Childhood Education Initiative. • Sean M. participating with school district on STEM/STEAM and Leadership Rapid City. • Laurinda is a member of the American Advertising Federation, Black Hills Chapter and is a Leadership Rapid City Alumni.

Priority 4			
Community	Business Resource & Technology Center	Support for business start-ups and local businesses	<ul style="list-style-type: none"> • Vinyl cutter, 3D printer and large format printing are operational. • Laser engraving/cutting went live on August 1, 2019. Staff training is continuing.
Community	Extended Library Hours	Adjust evening, weekend, and drive-thru hours to best meet patron needs	<ul style="list-style-type: none"> • Hours of operation were changed starting January 2, 2019 to open earlier on Sundays and stay open later Friday, Saturday and Sunday • Drive-thru hours have also been extended