



DOWNTOWN LIBRARY
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Date: April 12, 2021
 To: Library Board of Trustees
 From: Sean Minkel, Assistant Library Director
 Re: 2018-2021 Strategic Plan & Update

Overview:

In the first quarter of 2021, the library has made progress on the remaining priorities by preparing to launch the new website and developing a staff skills symposium. The Library Foundation is also continuing to work on funding for an electric hybrid bookmobile which the library hopes to launch in 2022.

In addition, enhancements to some of the priorities already completed include new signage and paint in the children’s area, new water filling stations, and an overhaul for the library’s elevator. Improved shelving for both magazines and newspapers is planned for implementation before the next report.

The priorities the library is continuing to develop are listed below:

Priorities for 2020-2021			
Community	Bookmobile	Engage with the community, primarily at underserved locations, to increase access to library materials and services.	<ul style="list-style-type: none"> • Bookmobile vendors have been contacted for specifications and tentative quotes. • The pop-up library trial will resume in May 2021 with additional stops compared to last year. This trial will help the library to determine which locations and services will be priorities once a bookmobile is available. • The Library Foundation is investigating options to secure funding for this project. They are also spearheading an initiative to acquire a hybrid vehicle.
	Website	Improve online functionality and access.	<ul style="list-style-type: none"> • Initial design and layout is confirmed, with a launch to the public on 4/19/21. • Testing for any bugs or broken links is being completed in the first 2 weeks of April. • Once launched, the site will continue to evolve based on patron feedback, usage, and new services.

Education & Enrichment	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"> • A staff skills symposium is being held on April 26 to cross-train staff. • An overall training plan and updated orientation/onboarding is expected for completion in 2021.
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Strategic Planning 2022-2024

Preparation for the 2022-2024 Strategic Plan is underway with data gathering being conducted via paper polls in the library, social media, and in-person surveys at service points and during events. Questions fall into categories including library services, events, communication, research, and technology. Polling is expected to be complete in April.

The library is also working with Public Works/GIS to map current patron populations in the city in order to identify areas where services are needed.

Completed Priorities

Following is a list of strategic plan priorities completed since 2018.

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"> • 1,000 Books Before Kindergarten was launched in September 2020. Area businesses were engaged to provide prizes for the 200, 400, 600, and 800 reading levels. At 1,000 books, prizes are provided by the Friends of the Library. • A Lakota language translator was used to ensure that the tracking flier is available in both English and Lakota. • 1000 Books Before Kindergarten was promoted throughout the community via a press release and resulting media coverage and successful social media posts. The information was also featured in the library's print newsletter, email newsletter, posters and flyers. • There are currently 19 children participating, with 2 that have already hit 1,000 books read.

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.

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 included 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 completed in January 2020.

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 stations to be installed in 2020 on seven stations in the downstairs area. Surface refinishing needs to be reviewed before this can be completed. Large whiteboard added to the Hoyt Room. Front pillars were repainted. Landscaping maintenance was completed. Upstairs chairs and couches were reupholstered. Downstairs wooden chairs were replaced with padded steel frame chairs.
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 was revised and 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.

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.
Literacy	Reading Level Books	Community children achieve and maintain grade-level reading skills	<ul style="list-style-type: none"> Cataloging process has been updated to include reading level information in order to assist patrons with children learning to read. Existing records are being updated.

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, laser engraving/cutting and large format printing are operational.• Staff training is ongoing with a new project-based model to increase confidence and encourage staff to learn by doing.• New mobile printing application has been configured and will go live for patrons on February 1, 2020. The app allows patrons to send print jobs to the library from any mobile device and from any location with an internet connection.
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 been extended and simplified