



DOWNTOWN LIBRARY
 610 QUINCY ST. | RAPID CITY, SD 57701 | 605.394.4171

RAPIDCITYLIBRARY.ORG



Date: November 8, 2021
 To: Library Board of Trustees
 From: Sean Minkel, Assistant Library Director
 Re: 2018-2021 Strategic Plan & Update

Overview:

The library has made progress on the remaining priorities by completing another year of pop-up service, acquiring additional funding for the bookmobile in preparation for a vehicle order, launching the new website and enhancements to the catalog, and developing improved onboarding and staff training for new and existing employees.

In addition, enhancements to some of the priorities include wireless hotspots for patron use, scarification of the library’s sidewalks to remove tripping hazards, and the relocation of the library’s recording studio to an area accessible to the public. Patron Point – a service intended to improve marketing and awareness of library services for patrons – is also planned for implementation in early 2022 with staff training starting in November.

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

Priorities for 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"> • Pop-up locations and hours were expanded in 2021, resulting in 1,881 patron visits. • Pop-up helped identify possible bookmobile stop locations. The popular Farmer's Market location is a high priority, as are areas where library services are not readily available. • Bookmobile funding is being sought from multiple sources and is sufficient to allow an order to be placed. Delivery estimates range from 9 to 12 months, so we anticipate a late 2022 or early 2023 service launch.
	Website	Improve online functionality and access.	<ul style="list-style-type: none"> • New website launched in April 2021, with ongoing information updates. • A catalog enhancement that provides improved search results was launched in October 2021.
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 was held in April 2021, with plans to repeat and expand on this model in 2022. • A new position, the Training Library Associate II, will improve staff training. • The onboarding process was updated and is being used for new hires as of October 2021.

Strategic Planning 2022-2024

Surveys for the next Strategic Plan were completed in October with a large number of respondents indicating they are open to participating in focus groups. After data from both the surveys and focus groups has been compiled, it will be presented by Benchmark Data Labs and a new strategic plan will be developed and brought to the library board for approval, likely in January or February 2022.

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"> • Storytimes now include resources for parents so they can teach 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"> • Launched in September 2020. Area businesses and the Friends of the Library provide prizes for reading achievements. • A Lakota translator ensured that the flier is available in both English and Lakota. • Community promotions through press releases, social media posts, and local media coverage. Information was also featured in the library newsletter, posters and flyers. • As of October 2021, there have been 40 participants with 16 children reaching 1,000 books.
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 alternating lunch and learn and other noon-time 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 User Experience workgroup to continues of service enhancements. • Supervisors note that staff greeting the public 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"> • Reference training has improved during orientation as well as with existing staff. • Book A Librarian process was streamlined to provide more immediate responses.

Priority 2			
Literacy	Eliminate fines on children's books	To improve children's access to reading materials	<ul style="list-style-type: none"> • Started in late April 2019. This change worked well with the 2019 Summer Reading program.

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 6-part Lakota cultural series was presented in October 2018. 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. Additional Lakota language projects are being investigated for the future.
Community	Maintain facility and furnishings	Provide a comfortable, welcoming environment	<ul style="list-style-type: none"> Vending area includes coffee and cold beverages and snacks Community Room was re-carpeted and repainted. Improved projectors were installed in meeting rooms, resulting in favorable patron comments. Recharging stations were installed on public tables. Large whiteboard added to Hoyt Room. Front pillars were repainted. Landscaping maintenance was completed, with a plan to create a low-maintenance landscape re-design. Public furniture was reupholstered. Outside sidewalk was scarified to remove tripping hazards; problem areas
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 as an online service. Job skills development resources were shared with 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 presented 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, Leadership Rapid City, and is a member of the SDLA executive board. 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"> • The catalog now includes reading level information to assist patrons with children learning to read.
----------	---------------------	--	--

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. • Mobile printing is available.
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 in January 2019 to open earlier on Sundays and stay open later Friday, Saturday and Sunday • Drive-thru hours have been extended and simplified