

RAPID CITY PUBLIC LIBRARY

Strategic Plan

2015 – 2017



MISSION:

The mission of the Rapid City Public Libraries is to:

Inspire innovation and curiosity,

Build relationships and communities, and

Connect community to a global world.

VALUES:

Rapid City Public Libraries' Staff:

Empowers library users with learning that engages change and addresses challenges, yet honors tradition

Connects people, learning, and innovation

Have a passion for what we do:

With integrity – we respect and trust our users and each other, and demonstrate equality of services

With creativity – for initiative, innovation, enlightenment, and evolution of library services

Shaping society – the social role of libraries is to create an educated public, which is the foundation of democracy

Nurture and foster – empower and guide library users, providing a safety net for learners

Sharing knowledge – by providing access, education, and time to reflect



Rapid City
PUBLIC LIBRARIES

Anywhere you need us

RCPL Downtown

610 Quincy Street
(605) 394-4171

RCPL North

10 Van Buren Street
(605) 716-4098

www.rapidcitylibrary.org

LIBRARY BOARD OF TRUSTEES



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RAPID CITY PUBLIC LIBRARY'S FOUNDATION AND FRIENDS

Active involvement from the libraries' advocacy partners, the Rapid City Library Foundation and Friends of the Library, have contributed to the libraries' successes.

- The Friends of the Library fund enhancements to library programs and services, and support continuing education for staff.
- The Friends annual book sale and reception help to raise awareness of the library and its services.
- The Library Foundation funded the Local History Room.



RAPID CITY
LIBRARY FOUNDATION

PATRON QUOTES

"I always enjoy the library. Nice, courteous people and everything I need I find no problem. Appreciate you all!!"

"I appreciate all you do. You are doing very well with lots of facets to cover! Childrens programs, coloring for us older folks, etc. Thank you!"

"Today was amazing. People here are so nice."

"I really love the libraries and I love to read!"

"I truly appreciate a library where learning meets the mind. By that I mean you have bountiful reading resources, helpful staff, a amazing learning environment. Thank you again. No reply, just wanted to let you know."

"The library is amazing!! Keep doing whatever you are doing. Our library is nowhere near the size or quality yours is. I am so jealous!"

"You're great. I love it here it's fun."

"Hello: I LOVE that staff chooses books out on the displays. I've found several that I really enjoyed! And probably never would have noticed on the shelves. Thanks!"

"I have lived in Pennington County for several years and if I had known how wonderful and helpful the people who work here were, I would have come before now. The help I have received while working on the computer has saved my sanity. Thanks to all of the wonderful help you have here."

"I just wanted to mention that I think the Love Your Library Feed Your Community is a great program and I'm so glad the Rapid City Public Libraries are doing it!"

"It's a beautiful place with lots of good books. "

"First time at your library. I think all you are very helpful and friendly. It's a very clean and comfortable place. Just wanna say thank you."

"My husband is visually impaired and books on CD and the e-audiobooks from the library are a huge part of his life now. I can't thank you enough for having books on CDs and having the e-audiobooks online. He listens every single day."

STRATEGIC PLAN PROGRAMS

In order to implement the Strategic Plan, workgroups are formed consisting of library staff and management. Each workgroup is assigned a specific Strategic Plan program as their area of focus.

The workgroups focus upon:

COLLECTIONS AND SERVICES

Objectives: Continue to develop intuitive, mobile and user-friendly library services for all ages; implement local information for government public policies and historical archive and to increase public awareness.

- Ongoing participation in the Black Hills Knowledge Network, a site for local civic information
- Program to record oral histories of local residents to be stored in our local history collection and made available via our website and local history room
- Expansion of virtual collections of eBooks, downloadable audiobooks and videos, which have the highest use of all library collections
- Develop a maker space, a place where users can explore both technology and ideas in a safe, supported environment
- Promote understanding of the large extent to which our collections are patron-driven

CUSTOMER RELATIONS

Objectives: Maintain the libraries as community gathering places for all ages; develop and implement a plan to further customer relations.

- Develop a mechanism for public feedback to comments and questions in the form of an ongoing customer service survey
- Staff Development and Career Initiative, to identify areas for ongoing training and skills development to address public use of services
- Solicit negative as well as positive feedback

FACILITIES

Objectives: Continue to develop intuitive, mobile and user-friendly services for all ages; maintain the libraries as community gathering places for all ages.

- Use of a replacement schedule for library furnishings and equipment, to combine facility comfort with fiscal responsibility
- Launch a mobile branch to take library services out to our users at remote sites around the city and county

LIBRARY OPERATING SYSTEMS

Objectives: Continue to develop intuitive, mobile, and user-friendly library services for all ages; maximize use of Integrated Library System (ILS).

- Make our library's catalog user friendly

PUBLIC AWARENESS

Objectives: Address demand and increase public use of existing and evolving services; complete and implement a plan.

- Develop a comprehensive public awareness plan for the library to address the public use of services and programs

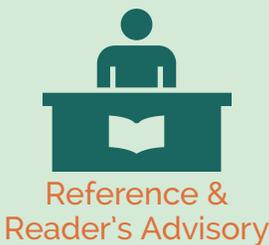
Rapid City Public Library 2015

BOOKS AND MATERIALS CHECKED OUT



OVER 1 MILLION
= for the 7th year in a row
Including **114,469** Digital Items

INTERACTIONS



Reference &
Reader's Advisory

↑ 69%

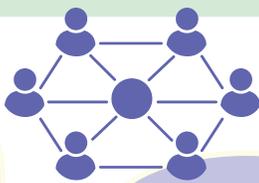


Drive-thru
Service

↑ 51%

DOOR TRAFFIC
1,151
daily

Formed
BLACK HILLS
LIBRARY
CONSORTIUM



Rapid City
CULTURAL PLAN

1st Annual
CHAOS
MAKER FAIR

NEW @ RCPL



HISTORICAL
COLLECTIONS
ROOM



MAKER SPACE



IPAD
LENDING

NEW
LIBRARY
CATALOG



Friends of
the Library
BOOKSTORE

SOCIAL MEDIA



15,000
interactions/month

CHILDREN'S PROGRAMMING



↑ 38%
(nearly 13,000 kids)

ADULT PROGRAMMING

↑ 16%
(nearly 2,500 adults)

