



DOWNTOWN LIBRARY
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RAPIDCITYLIBRARY.ORG



Date: August 14, 2023
To: Library Board of Trustees
From: Sean Minkel, Assistant Library Director
Re: Strategic Plan Update, 2nd Quarter

Per established practice, a strategic plan progress update will be provided to the Library Board quarterly. The current plan was adopted by the Board on August 8, 2022.

Overview:

Notable accomplishments for the library's strategic plan during this quarter include new services focused on gardening and outdoor recreation, the launch of the new laser engraver in the makerspace, improved social media marketing, updates to the return area and entrance, and the installation of study pods and new seating in the teen area.

EDUCATE THE COMMUNITY THROUGH A VARIETY OF CLASSES AND TRAININGS

Provide resources and assistance to help citizens achieve their educational, professional development, and personal growth goals

- ⌚ Starting in August, Teen Book Bakes will be held to teach teens important life skills in the kitchen
- ✓ A new laser engraver was launched on August 1; staff training is ongoing to improve customer service and prepare for custom requests from the public
- ✓ The Seed Library was launched in May to educate about gardening and sustainable food sources
- ✓ Disc golf sets, state park passes, tool kits, and wi-fi hotspots can be checked out

DEVELOP ENGAGING EVENTS FOR A VARIETY OF AGES AND INTERESTS

Host a variety of engaging events that draw current and new users to the library, encourage future visits, and offer unique experiences

- ⌚ STEAM events are planned for implementation in late 2023 to provide learning opportunities and further promote the Makerspace
- ✓ Storytimes and learning crafts were offered at the pop-up library at the Liberty Center YMCA, Farmer's Market, and Youth & Family Services locations

ENHANCE ACCESSIBILITY TO ALL LIBRARY SERVICES FOR ALL LIBRARY USERS

Ensure ease of access through library hours, library card eligibility, and adaptive technologies and resources

- ⌚ Stickers are being added to young adult books to indicate genre; this is based on a recommendation by the Teen Advisory Board
- ⌚ Stackmap, a service designed to show where materials are located, will be implemented later this year
- ✓ The lobby service window can be used for notaries, faxing, and account payments; this is intended to help minimize lines at the checkout desks

MISSION Connecting the community to education, information, and inspiration

VISION Educate, enrich, and inspire the community by providing accessible and equitable resources for all

VALUES Welcoming • Community • Inclusion • Well-being • Inquisitive

- ✓ Series labels are being placed on graphic novels to help patrons find what they want more easily; this is similar to the way fiction series and movies are labeled

EXPAND COMMUNITY PARTNERSHIPS TO PROVIDE AND PROMOTE LIBRARY SERVICES

Invest in partnerships as a way to promote services and gain new users, especially with the business and Native American communities

- ⌚ September's Library Card Sign-Up Month will include a campaign to promote library services to Ellsworth Air Force Base personnel and their families
- ✓ Promotions on TikTok and have seen dramatic results since March with more than 90,000 monthly engagements and 62% of followers being aged 35 or younger
- ✓ Library services were promoted at all 3 Pennington County Housing apartments
 - The Outreach Specialist also participates in a dementia support group and has presentations scheduled with new senior communities
- ✓ The library participated in Youth & Family Services Kids Fair for the first time since 2019

ENHANCE THE LIBRARY FACILITIES TO CREATE A COMFORTABLE AND WELCOMING ENVIRONMENT FOR ALL

Enhance public spaces to improve library usability and comfort

- ⌚ A safety railing is being investigated to discourage people from stepping in front of cars at the drive-thru
- ✓ Restrooms and tile floors were deep cleaned, and stained carpet and ceiling tiles were replaced
- ✓ Wiring for the security gates was buried in the floor, removing a trip hazard
- ✓ Study pods and seating donated by Black Hills Energy were installed upstairs to provide options that have been consistently requested by teen library users
- ✓ Since its installation, the SmartBin has automatically checked in over 38,877 items; this is a convenience feature for patrons and minimizes materials handling by staff

GOALS COMPLETED

Goals completed since the last review with no major updates to report.

- Hallway renovations were completed resulting in improved traffic flow, a lobby service window, and recording room access in the Makerspace; this project included installation of soundproofing above the Hoyt Room, Makerspace, Recording room, and administrative offices to reduce sound infiltration
- New lounge chairs were installed downstairs; the durable vinyl coating makes cleaning easier
- A replacement entry heat curtain was installed to further decrease cold air flow
- The Black Hills Library Mini-Conference in April provided continuing education for area librarians and trustees
- A variety of new and past favorite events were started in January, including food preservation and gardening, Donuts & Documentaries, and an educational concert with the Cantaré Piano Quartet. A summer performance series was provided for adults and families
- NewPop-Up Library stops were added at Johnson Siding and the Liberty Center in Box Elder
- Library events can now be searched in the library's catalog as well as through the website
- An interactive display related to the 1972 Flood was installed in the Local History Room
- In partnership with the State Library and South Dakota Game Fish and Parks, state park passes are available for checkout; the library purchased additional passes due to the popularity of this service
- The Recording Room was reopened for use by the public and the State Library's Talking Books volunteers

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