



DOWNTOWN LIBRARY
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RAPIDCITYLIBRARY.ORG



Date: November 13, 2023
To: Library Board of Trustees
From: Sean Minkel, Assistant Library Director
Re: Strategic Plan, 3rd 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 include participation in the Girl Scouts BIG event, an annular eclipse party, implementation of StackMap to help patrons locate materials, marketing to the Ellsworth Air Force Base area, and defining quiet zones.

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

- ⌚ Teen events are being reviewed to identify a more popular time and provide a variety of sessions related to life skills. The first attempt at a class structure did not attract high participation.
- ✓ The library participated in the Girl Scouts Annual BIG (Believe in Girls) Event with an engaging STEAM challenge.

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

- ⌚ Lakota Hoop Dancing with a cultural presentation is planned for November.
- ⌚ The Winter reading challenge for adults, teens, and children is scheduled for December – early January.
- ⌚ The library is hosting author Jan Brett, in partnership with Black Hills Reads, Early Learning South Dakota, and South Dakota Public Broadcasting.
- ⌚ Educational and informative makerspace events are planned for launch in 2024.
- ⌚ Storytimes and crafts were trialed at the Liberty Center YMCA, Farmer's Market, and Youth & Family Services pop-up locations and will be continued with the bookmobile.
- ✓ Notable events in the last quarter included the annular eclipse party.

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

- ⌚ Genre stickers are being added to young adult materials after recommendations from the Teen Advisory Board.
- ⌚ The Registration Policy is undergoing a potentially significant revision in order to improve access to all members of the community.

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

- ⌚ Dynamic shelving displays are being investigated to better market library collections.
- ✓ StackMap was implemented. This service pinpoints the location of titles when searched in the catalog.

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

- ⌚ The library will be participating in Community Connect on November 16 with Rural America Initiatives (RAI).
- ⌚ A partnership with the SDSMT Paleontology Club will feature monthly events starting in November.
- ⌚ A partnership with the SD Department of Labor's Affordable Connectivity Program will help increase internet connectivity in the community.
- ✓ Outreach engagements were held at Central States Fair, North and South Middle Schools, the Parent Resource Fair at RAI, and Rush Fanfest.
- ✓ A campaign to promote library services to Ellsworth Air Force Base personnel and their families was completed in September for Library Card Sign-up Month.

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 for the covered garage to discourage people from stepping in front of cars using the drive-thru.
- ⌚ The upstairs accoustical remediation project was initiated with fabric batts installed in the Community Room. Additional remediation is planned to help with noise abatement.
- ✓ Signage was installed in the covered parking garage indicating these areas are not intended for patron use; this measure was to improve safety of library users and staff.
- ✓ Quiet Zones are being trialed on the south and east sides of the main floor.

GOALS COMPLETED

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

- The library's new laser engraver was launched on August 1. All services in the makerspace are now available to the public.
- The Seed Library was launched on May 6, 2023 to educate about gardening and sustainable food sources.
- Disc golf sets are now available for checkout at the library along with park passes, tool kits, and wi-fi hotspots.
- The service window in the lobby can now be used for notaries, faxing, and account payments. This is intended to help alleviate lines from forming in the lobby.
- Graphic novels are now series labeled to help patrons find what they want more easily.
- The library began promotions on TikTok.
- Promotion of library services was completed at all 3 Pennington County Housing apartment buildings. The Library Outreach Specialist is also embedded in a dementia support group and has presentations scheduled with new senior communities in the area.
- The library participated in Youth & Family Services Kids Fair for the first time since 2019.
- Restrooms & tile walkaways in the library were deep cleaned in July. Stained carpet & ceiling tiles throughout the building were replaced.
- The security gates were re-installed with buried wiring after the completion of concrete trenching in the lobby.
- Study pods and seating donated by Black Hills Energy were installed upstairs to provide options that have been consistently requested by teen library users.
- A new return area was built and the Smart Bin for automated returns was installed.

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