

Rappahannock County Public Library

5-Year and Strategic Plan

Adopted by Board of Trustees and
Amanda Weakley, Library Director

2021

Introduction

The Rappahannock County Public Library has served the greater community for several decades, providing a wide variety of print, audio/visual and virtual materials to our patrons. Additionally, the Library acts as the hub of our community, where people can gather for meetings, get local information and use the Internet. We pride ourselves on our staff-patron relationships, established and nourished over time, and we consider these relationships one of our greatest assets.

The Library Board of Trustees (“Board”) is entrusted with the Library’s future, planning for continued success and outreach of the Rappahannock County Public Library. To this end, the Board and the Library Director (“Director”) have identified and honed our Vision, our Mission and our Values. Additionally, we have discussed and noted the challenges of meeting our mission, and determined goals and objectives to address the challenges of meeting the needs of the community that we serve.

Both the Board and the Director recognize that our strategic planning requires on-going thought and input to be most effective. Thus, this 5-Year and Strategic Plan (“Plan”) serves as the backbone as we continue to grow or encounter new problems, and will be reviewed and revised annually as needed.

Rappahannock County Public Library (“Library”)

Vision Statement

The Library serves as a community center where all people are welcome, encouraged and supported in the pursuit of information, literacy, technology, culture and lifelong learning.

Our Mission

The Library’s mission is to improve the quality of life for patrons by providing informational, educational and recreational materials, as well as services and programs of interest and cultural value to the community at large.

Our Values

The following values guide us in our vision and help fulfill our mission:

- ***We complete every transaction with respect and excellent patron service.***
 - We believe in diversity, intellectual freedom and equal opportunity. We adhere to professional ethics and treat our patrons with respect as we provide equitable access to information, resources, materials and services.

- ***We collaborate, identify with and celebrate our community.***
 - We increase our visibility by partnering with individuals, educators, businesses, public agencies and nonprofit groups to ensure that Library resources and services are accessible to all patrons, reflect our community and meet their needs.
- ***We promote information literacy and lifelong learning.***
 - We believe that all individuals need access to accurate information, resources, materials and services. Therefore, we endeavor to inspire lifelong learning across various platforms to benefit both individuals and the community as a whole.
- ***We embrace technology and encourage creativity and innovation.***
 - We keep abreast of current technology trends and introduce new tools, services and techniques to meet our communities' needs. We do so with creativity and innovation that inspires both staff and patrons.
- ***We anticipate and embrace environmental change.***
 - We foresee the changing needs of our community. We embrace change, solve problems with creativity and alacrity, foster growth, adapt to the changes in technology and secure the overall well-being of our community.

Our Challenges

We recognize that challenges exist and/or arise as we strive to meet our Mission and realize our Values:

- Meet and surpass patron expectations of the Library facility, grounds and available provided technology;

- Increase the awareness of Library materials, resources, services and programs to ensure and improve public use, appreciation and support;
- Build and strengthen community engagement through developing and leveraging current partnerships and relationships with community organizations, supporters, donors and volunteers to advance the Library's mission;
- Develop relevant staff, Board of Trustees and volunteer training opportunities.

Strategic Goals and Objectives

Based on the Board and the Director's assessment of challenges and areas needing improvement, the Board and Director adopted the following goals and objectives for the Library:

- Update and better arrange and maintain Library space and technologies to add patron convenience and exceed their expectations.
 - *ACTION ITEM: Over the coming year (2021), Replace aging computers and update computer stations by adding more cubicles or other table space as needed to create and improve work space.*
- Increase marketing and communications of Library materials and services. Identify and eliminate any barriers to access. Highlight our impressive Library statistics in local media outlets.
 - *ACTION ITEM: Engage and collaborate with local reporters from Rappahannock News and on-line media to write articles highlighting aspects of the Library, i.e. updates to the Library facility, re-created Children's Programming, etc.*

○ *ACTION ITEM: Contact Senior Center and Rapp-at-Home to develop programs and/or book drop-offs for the aging community.*

• Explore and develop new relationships and partnerships with community groups, individuals and foundations to support and expand Library offerings and to maximize community outreach. Provide engaging programs and services that encourage learning and development. Increase advocacy efforts to ensure the success and liveliness of the Library in the Rappahannock community.

○ *ACTION ITEM: Deepen the relationships with community groups that use the Library facility, including RAAC, RLEP, Northern Piedmont Foundation, etc. Collaborate with these groups to develop more programming for patrons and increase outreach for both the Library and the individual group. Create links to these groups and others as desired on the Library website and social media.*

• Create, conduct and participate in staff training that 1) strengthens the Library organization, 2) adapts to environmental and technology changes, and 3) allows better service to the public. Utilize training sessions, workshops and courses provided by the Library of Virginia.

○ *ACTION ITEM: Increase budget allocation as needed to allow staff to enroll in training seminars or classes through the Library of Virginia and/or the American Library Association. Require staff to take at least one continuing education workshop per year.*

○ *ACTION ITEM: Create a detailed volunteer application to better identify skills of current volunteers, and encourage new volunteers. Develop training materials and program for volunteers to ensure consistent skills.*

- *Assess and confirm the community's stated and anticipated needs and desires for Library services and adequacy of Library facilities for the next 10-20 years. Engage in renovation and expansion, or new construction, of Library facilities to meet these needs.*

- *ACTION ITEM: Survey community to determine areas of need and opportunities for improvement. Develop fund-raising capabilities and resources to assist in the financing of expansion and renovation of facilities. Identify grants and other revenue sources to assist with this process. Develop a plan to bring the renovation and expansion to fruition. Engage members of the community with relevant expertise to ensure the success of the project, and to secure community support for all aspects of the project.*