



STRATEGIC PLAN 2019-2022

MISSION

TAGLINE

The Rock Island Public Library makes our community stronger by connecting people to resources, services, events, and each other.



BEGIN HERE

VISION

The Rock Island Public Library is a bastion of democracy, where people of all ages, backgrounds, and cultures can engage in self-directed or group-learning activities that foster education, literacy, and community participation.

VALUES

- Providing Equal Access to Resources
- Facilitating Community Engagement Opportunities
- Fostering Education and Lifelong Learning
- Offering Vibrant Spaces Where All Are Welcome

CORE SERVICES



SPACES

Comfortable • Inviting • Accessible • Creative



TECHNOLOGY

Hardware • Software • Wi-Fi • Printing



RESOURCES

People • Print • Downloadable • Electronic • Streaming



PROGRAMS

Learning • Community • Entertainment • Connections

GOALS



STRATEGIES

Goal #1 - Enhance Community Connections

- Reach out to the community with increased offsite programming and a mobile library
- Develop stronger working relationships with current partners
- Support the work of community-based boards and committees with increased librarian participation

Goal #3 - Improve Facilities & Infrastructure

- Improve library spaces with cosmetic updates that support the long-range plan for safe and comfortable spaces
- Advance the library's long-range plan by phasing out the 30/31 facility in time to introduce the mobile library
- Provide necessary funding for enhanced facilities by preparing for a capital campaign

Goal #2 - Promote Education & Lifelong Learning

- Bring neighborhoods together with increased public programming
- Support hands-on learning and sharing economies by adding to our lending "library of things"
- Continually develop the expertise of our staff with scheduled continuing education

Goal #4 - Awareness by Target Marketing

- Create greater awareness of library services through targeted email marketing to current and future library patrons
- Connect with community businesses to reward patrons through incentive-based campaigns
- Involve community members as advocates for the library through a volunteer group under the direction of the Library Foundation

To read the full plan, visit www.rockislandlibrary.org