# STRATEGIC PLAN 2019-2022

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

## 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
Our community will feel more connected and aware of library services and resources.

**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 #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 #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 #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