RIO RANCHO PUBLIC LIBRARIES

STRATEGIC PLAN

JULY 1, 2020 – JUNE 30, 2023

Vision Statement:

- ❖ Provide informational resources to serve our community
- ❖ Offer innovative technology to meet community needs
- ❖ Foster learning, creativity, and imagination
- ❖ Collaborate with our community

We value:

- ❖ Literacy
- ❖ Diversity
- ❖ Outreach
- ❖ Community

Mission Statement:

Provide a safe and welcoming environment with equitable access to information, along with a full range of services and programs that enhance the love of reading and encourage lifelong learning.

Goal 1: Economic Viability

      Objective 1 a. Evaluate current and existing resources to share with local small businesses

      Objective 1 b. Promote Grow It; Grow with Google; Library Business newsletter; WESST Small Business workshops; Rio Rancho and Sandoval County Business license & registration; SCORE; Rio Rancho Chamber of Commerce, Central New Mexico Community College, and state and federal business resources.

Goal 2: Community Building

      Objective 2 a. Foster and support the ongoing needs and aspirations of our community.
      Objective 2.a.1. Implement a community survey to identify areas of growth.

      Objective 2 b. Expand the library's outreach to meet community members where they are.
            Objective 2 b.1. Explore alternative access to a variety of internal programs.
            Objective 2 b.2. Increase awareness of library resources to include physical and digital resources.

      Objective 2 c. Partner with City Departments and Community Organizations to expand library services.

Goal 3: Internal Infrastructure
Objective 1: Review and update the Library Technology Plan to meet community and staff needs.
Objective 2: Review and update Library Marketing Plan
      Objective 1 a. Create a public survey to evaluate how we reach our patrons
      Objective 1 b. Evaluate how we outreach to our patrons

Objective 3: Review and update Library Collection Development policy

Objective 4: Review and update Library Safety Plan

Objective 5: Create sub-department Standard Operating Procedures (SOP) (Departmental manuals)
      Adult Services
      Circulation
      Technical Services
      Youth Services
      Branch – Esther Bone

Outcome Based Evaluation:

- ➢ Survey patrons on use of business and information resources.
- ➢ Survey patron satisfaction.
- ➢ Survey outside services and programs for effectiveness.
- ➢ Use Library's annual performance measures to evaluate library services.

Date of Plan:
July 1, 2020-2023