

Rapid City Public Library 2005-2010

growing for the future



RCPL Downtown



RCPL North



RCPL Downtown



City of Rapid City
Alan Hanks

Mayor

Rapid City Public Library
Director

Greta Chapman

Board of Trustees
James Olson - *Chairman*
Sandra McNeely
Maria McCarthy-Anderson
Monte Loos
Stephanie Big Crow
Ron Kroeger

RCPL Downtown
610 Quincy St.
Rapid City, South Dakota 57701
605.394.4171

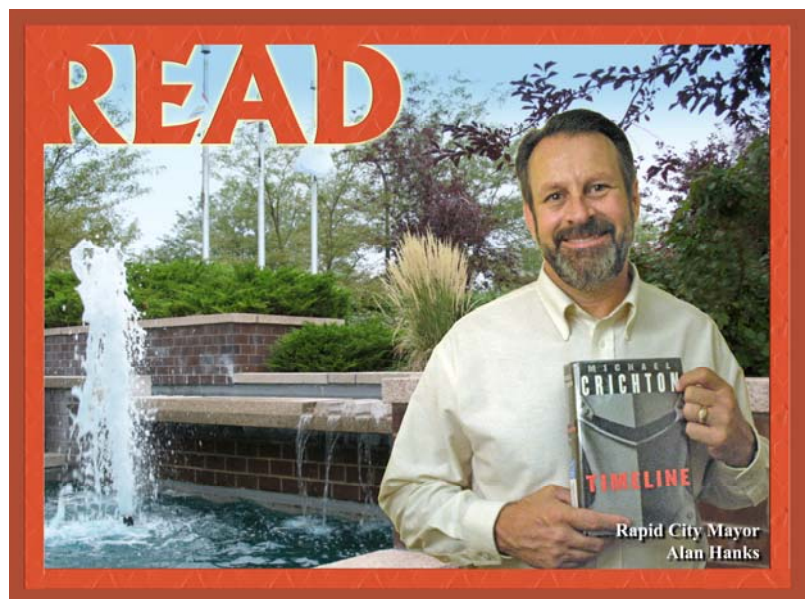
RCPL North
10 Van Buren St.
Rapid City, South Dakota 57701
605.716.4098



Back Row: Monte Loos, Stephanie Big Crow, Maria McCarthy-Anderson
Front Row: Sandra McNeely, James Olson, Greta Chapman, Ron Kroeger

Mission of the Rapid City Public Library

Rapid City Public Library provides access to materials and services to help residents of all ages obtain information to meet personal, professional and educational needs.



Mayor of Rapid City Alan Hanks



Vision Statement

In the Web 2.0 world that libraries encounter today, we are at a tipping point. Libraries are moving from the era where we built and stabilized the foundation for digital libraries and virtual services, to one in which we meet the needs of users who do not enter the library building. We have to align our technologies with those virtual users, to encounter them in their work, play, and learning environments. At the same time, we must continue to balance our support for the use of traditional library services, such as print resources and face-to-face interactions.

Statement of Commitment

A strong, vibrant, and progressive public library reflects the qualities of its city. The Rapid City Public Library provides services to the residents of Rapid City and Pennington County to achieve their information, recreation, and life-long learning needs. We challenge library users and non-users alike to participate in the essential role of the public library in that educational, economic, and cultural foundation of our growing and evolving community.

Sustaining and growing a vibrant Rapid City Public Library requires commitment and participation from many stakeholders. The Rapid City Public Library Board of Trustees must continue defining the vision that leads the library into enhanced information access and anticipates the service needs of the library's users and non-users alike. The City of Rapid City must maintain the strong support they have provided to the library over the years. The Library must continue to work hand-in-hand with support and advocacy groups such as the Rapid City Library Foundation and the Friends of the Rapid City Public Library, as well as with corporate and non-profit partners throughout the city.

By sustaining and expanding these partnerships, the Rapid City Public Library will continue with its commitment to provide diverse information resources for residents information, recreation, and life-long learning needs.

**“A great library
contains the
diary of the
human race”**

~George Mercer Dawson





Stakeholders in the future success of the Rapid City Public Library

- Residents of the City of Rapid City and Pennington County
- In-house and virtual users of the Rapid City Public Library
- Board of Trustees of the Rapid City Public Library
- Elected officials of Rapid City
- Library Staff
- Rapid City Area School District and satellite library at General Beadle School
- Rapid City Public Library Foundation
- Friends of the Rapid City Public Library
- Rapid City's cultural and business communities

Focusing on Strengths & Opportunities

The three Strategic Plan goals reflect the need for the library to fulfill both its traditional mission, as well as to meet the community's needs in the future.

- **Maintain the libraries as community gathering places for all ages**
- **Continue to develop intuitive, mobile and user-friendly library services for all ages**
- **Increase public awareness of existing and evolving services**



*Kids and computers at
Rapid City Public Library North*



*Volunteer appreciation luncheon "saying thank
you for giving your time".*

Strategic Planning Process

: Updating the 5 yr. Plan

The Library's five year Strategic Plan is reviewed regularly. During the midpoint evaluation of the current plan, participation from the community and the library staff was sought.

The evaluation process began in spring 2007; public participation through focus groups and community-wide surveys identified areas of development for new as well as existing services.

Library staff members participated in focus meetings and a staff survey that (a) reviewed the library's previous activities related to its Strategic Plan, (b) reviewed information from community members and library usage surveys, and (c) identified existing and new library activities that would assist in the continued achievement of library goals.

Following the data collection, a Strategic Planning Work Team consisting of library staff and administration met to further analyze the data results. The result was the development of revised and new objectives associated with each of the three strategic goals, along with an implementation plan for each objective.

Participants

Community focus groups and surveys

Kari Jagodzinski, Seize the Day Marketing, Consultant

Library staff & Library Board Review

Ron Senne, Ron Senne Associates, Consultant

Library Management

Library Staff

Staff Strategic Planning Implementation Workgroup

Fundamental Assets



Rapid City Public Library North Grand Opening Ceremony

At the Rapid City Public Library, past success is due to these assets, which also pave the road to future development and success.

- **A high level of engagement and leadership from the Rapid City Public Library Board of Trustees.**
- **Close working relationships, financial support and continued advocacy from the City of Rapid City public officials.**
- **An active involvement of the Rapid City Public Library Foundation and the Friends of the Rapid City Library.**

These assets allow the library to develop its Strategic Plan to be forward thinking, practical and flexible, for the future of the library and information services to the community.

Strategic Plan Goals



Maintain the libraries as **Community Gathering Places** for all ages

Objectives

- The library will continue implementation of its space use plan at the Downtown Library.
- The library will establish an understanding of how the libraries will operate as they serve as virtual gathering places.
- Library staff members will develop and implement a plan to further enhance library customer relations.
- The library will establish a study group to learn more about library working conditions regarding facility security and personal safety issues.



Strategic Plan Goals



Continue to develop **intuitive, mobile & user- friendly** library services for all ages



Objectives

- Establish and implement a Personnel Professional Development Program, that encompasses all the Strategic Plan objectives.
- Acquire and implement an Integrated Library System for enhanced patron access.
- The library will continue implementation of its plan to develop Rapid City Public Library North as a community library resource center.
- Develop and carry out a plan to implement a city and county-wide digital archive of historical documents for digital access.



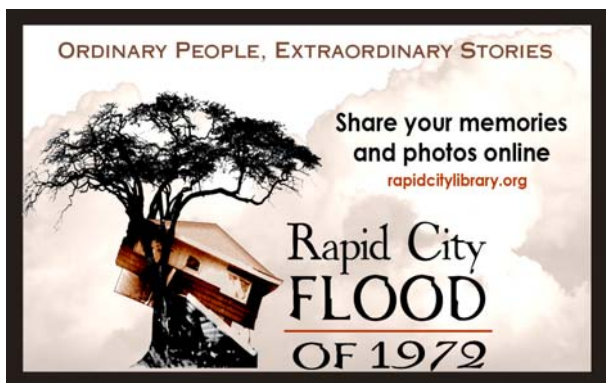
Strategic Plan Goals



Increase Public & Staff Awareness of existing and evolving services

Objectives:

- Complete and implement the Marketing Plan for the libraries.
- In the working groups, establish the tools and skills to improve upon communications between workgroups, employees and supervisors, and employees and senior management.



RCPL **del.icio.us**

Menu of Online Services

Information Appetizers

Reference USA – Served Up In Seconds
Detailed information on 12 million U. S. businesses, 102 million U.S. residents; Canada too!

OverDrive – Mouthwatering Options
Download audio books to your portable media device or computer

Finance and Investing - Choice Cuts of Bull & Bear
Investment information from **Morningstar** and **TheStreet.com** Ratings

Genealogy – History Served Family Style
Research family history with our Heritage Quest database; from the library, access Ancestry Library with over 1.2 billion records in 3000 databases.

The Main Course

Ebscohost – A Healthy Meal All By Itself
The most-used reference resource around the world with a huge general subject database plus **Academic** and **Business** (international, national and regional) databases.

Ebsco Auto Repair & Small Engine Databases
Hold the Grease! Diagrams and instructions for cars, motorcycles, mowers, snowblowers, and many more

Proquest – Eminently Digestible
Comprehensive periodicals and newspaper databases and research library

SIRS Researcher – Sure to Please Every Palate
General reference database with thousands of articles on a wide variety of subjects.

Kids Menu

Grolier's Online Multimedia Encyclopedia
A Veritable Feast of Information

Research Databases—including Infotrac Kids Edition, Junior Reference Collections, SIRS Discoverer, Discovering Collection, Opposing Viewpoints Resource Center, Kids InfoBits (Grades K-5) and much more with many popular flavors to choose from.

Student Specials

Practice Tests – Sample Platter
From the Learning Express Library an online learning platform of over 300 practice tests for grade school through adulthood.

Live Homework Help - Prepared especially for you
Ask homework questions and get answers in real time from online tutors. This service is available from 3:00-10:00pm MT

College Source—A virtual library representing 33, 859 college catalogs in full cover-to-cover, original page format with 2-year, 4-year, graduate, professional and international schools.

Something Sweet (May be Addictive)

Hooked on Social Networking Tools? RCPL lives in that world too. Check out:
RCPL Del.icio.us RCPL YouTube
RCPL MySpace RCPL Flickr
RCPL LibraryThing
Subscribe to our RSS feed for the latest library news

Midnight Snack?

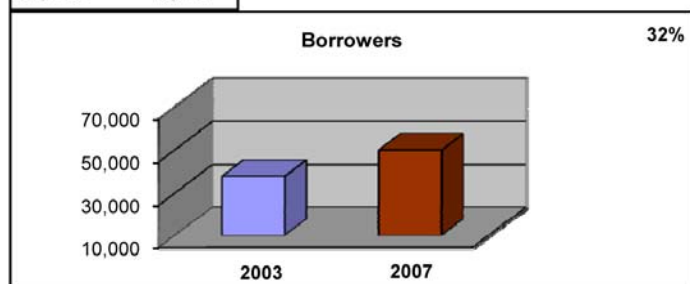
The library provides information for you 24/7-- if you need information, use our Ask-A-Librarian service in person, by phone or email or after hours by chat on our website.

These are just a few of the online reference resources available with your library card from www.rapidcitylibrary.org. You can use the library directly from your home or office computer or on computers here at the library.

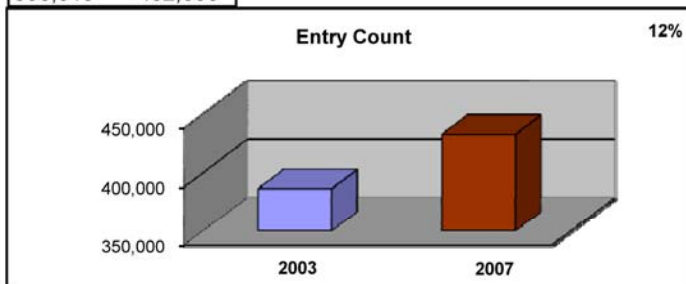
Rapid City Public Library

Five Year Growth Impact

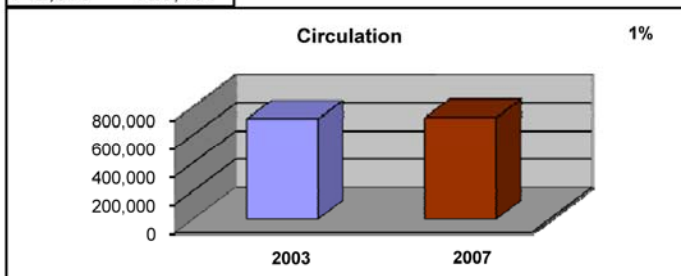
<u>2003</u>	<u>2007</u>
37,706	49,931



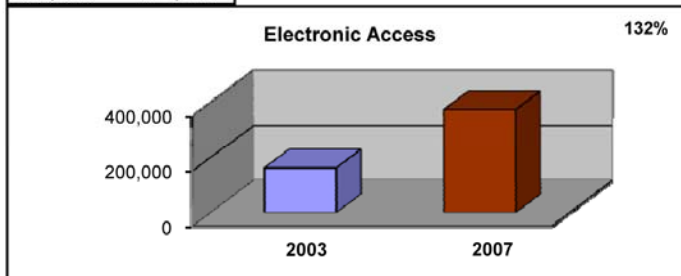
<u>2003</u>	<u>2007</u>
386,519	432,830



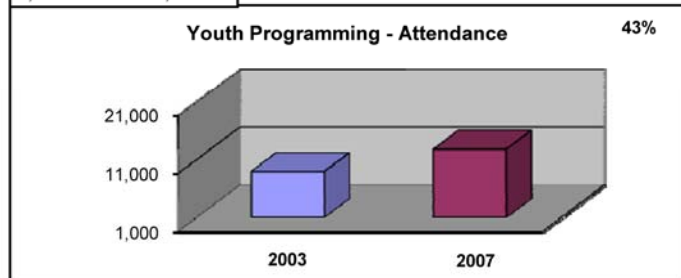
<u>2003</u>	<u>2007</u>
712,973	723,101



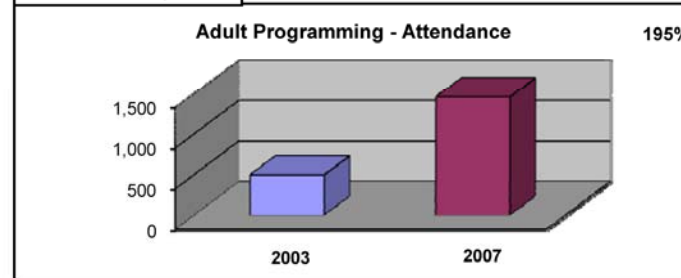
<u>2003</u>	<u>2007</u>
161,483	374,297



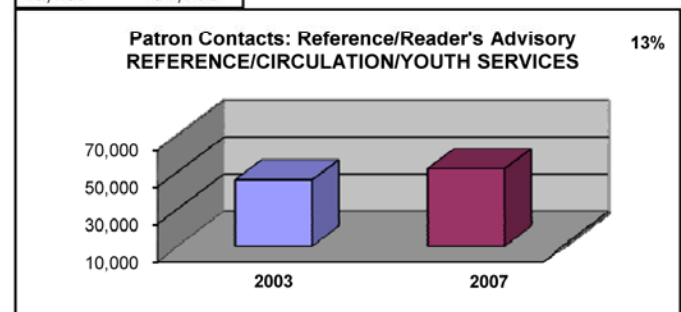
<u>2003</u>	<u>2007</u>
8,924	12,777



<u>2003</u>	<u>2007</u>
494	1,458



<u>2003</u>	<u>2007</u>
45,707	51,796



<u>2003</u>	<u>2007</u>
51,543	73,535

