

RAPID CITY PUBLIC LIBRARIES

STRATEGIC PLAN UPDATE 2012-2014

**RAPID CITY
PUBLIC
LIBRARIES**
ALL YOU NEED TO KNOW

RCPL Downtown RCPL North
610 Quincy St. 10 Van Buren St.
605.394.4171 605.716.4098

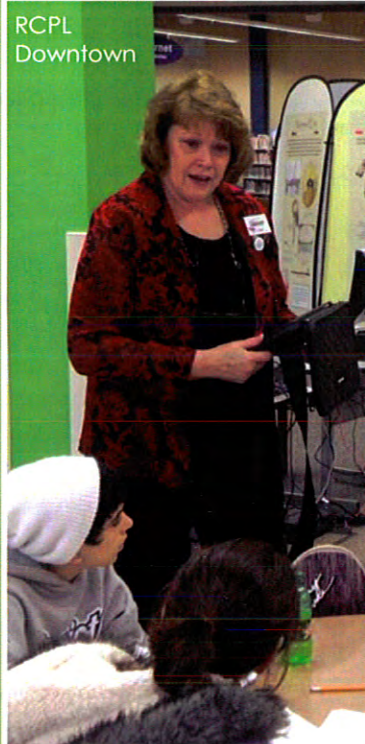
www.rapidcitylibrary.org



Mickelson Expansion
Western Dakota Tech
Rapid City, South Dakota

RCPL East
Opening 2012

RCPL
Downtown



RCPL North

MISSION

The mission of the
Rapid City Public Libraries is to

Anticipate needs,
Build relationships and
communities, and

Connect community
to a global world.

RAPID CITY PUBLIC LIBRARIES BOARD OF TRUSTEES



James
Olson



Monte
Loos



Richard
Haeder



Maryanne
Rohrer



Rod
Pettigrew



Ron Sasso
City Liaison



Vera Kowal
County Liaison

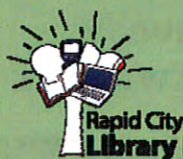
Greta
Chapman
Library Director



RAPID CITY PUBLIC LIBRARIES FOUNDATION AND FRIENDS

Active involvement from the library's advocacy partners, the Rapid City Library Foundation and Friends of the Library, have contributed to the library's successes.

- The Foundation successfully completed the endowment campaign which will allow for continuation of annual author speaking events
- The Friends of the Library continue to fund enhancements to library programs and services.
- The Friends annual book sale and reception help to raise awareness of the library and its services



VALUES

Rapid City Public Libraries' Staff:

- Empowers library users with learning that engages change and addresses challenges, yet honors tradition
- Connects people, learning, and innovation
- Have a passion for what we do:
 - With integrity – we respect and trust our users and each other, and demonstrate equality of services
 - With creativity – for initiative, innovation, enlightenment, and evolution of library services
 - Shaping society – the social role of libraries is to create an educated public, which is the foundation of democracy
 - Nurture and foster – empower and guide library users, providing a safety net for learners
 - Sharing knowledge – by providing access, education, and time to reflect



STRATEGIC PLAN PROGRAMS

In order to implement the Strategic Plan, workgroups are formed consisting of library staff and management. Each workgroup is assigned a specific Strategic Plan program as their area of focus.

The workgroups focus upon:

Collections

Objectives: Continue to develop intuitive, mobile and user-friendly library services for all ages; implement local information for government public policies and historical archive and to increase public awareness.

- Ongoing development of the Black Hills Knowledge Network, a site for local news
- Transition based on community use: Expansion of virtual collections of eBooks, and downloadable audiobooks and videos, which have the highest use of all library collections

Facilities

Branch libraries objectives: Continue to develop intuitive, mobile and user-friendly services for all ages; maintain the libraries as community gathering places for all ages.

- Planning and implementation of RCPL-East at Western Dakota Tech, scheduled to open in the fall of 2012
- Use of a replacement schedule for library furnishings and equipment, to combine facility comfort with fiscal responsibility

Library Operating Systems

Objectives: Continue to develop intuitive, mobile, and user-friendly library services for all ages; maximize use of Integrated Library System (ILS)

- Completion of radio frequency identification project, to provide for staff efficiencies
- Planning and implementation for automated sorting system, to address increased demand and shifting patron needs.

Public Awareness

Objectives: Address demand and increase public use of existing and evolving services; complete and implement a plan.

- Development of a comprehensive public awareness plan for the library to address the public use of services and programs

Customer Relations

Objectives: Maintain the libraries as community gathering places for all ages; develop and implement a plan to further customer relations.

- Development of an ongoing customer service survey, located on the library website
- Staff Development and Career Initiative, to identify areas for ongoing training and skills development to address public use of services



2011 by the numbers

USAGE INCREASES

Rapid City Public Libraries



- 13%
New Borrowers
- 21%
Drive-Thru Window Use
- 26%
Rapid City Youth Cards
- 35%
Holds Placed

Online



- 60%
Social Networking Content
- 61%
Database Use
- 92%
RSS Feed Access
- 109%
Wireless Use

2x | RCPL patrons use materials twice as much as the national average

Digital
Materials
Circulation
Increased
99%

26,951

e-books, audiobooks
and videos were
downloaded in 2011

Digital
Materials
Collection
Increased
128%