

Strategic Plan for Rawlins Municipal Library 2023-2025

Mission Statement

The mission of the Rawlins Municipal Library is to maintain and improve the quality of life for all citizens of our community by providing resources that enhance and contribute to individual knowledge, enlightenment and enjoyment.

Vision Statement

The vision statement of Rawlins Municipal Library is to be a knowledgeable, local library where all are welcome to learn, discover, grow, create, and connect.

Goals and Objectives

Goal One: Community Involvement

- Objective 1: Rawlins Municipal Library will strengthen its role as a vital member of the community.
- Objective 2: Rawlins Municipal Library will serve as a community hub for information and resources.
- Objective 3: Rawlins Municipal Library will collaborate with community leaders and resources to improve access to services and resources.

Goal Two: Service for the Community

- Objective One: Rawlins Municipal Library will seek to develop services and programs that meet the needs of the community.
- Objective Two: Rawlins Municipal Library will educate the public about resources available at the Library to eliminate barriers to resources. (i.e., Libby app for the Women's Prison).
- Objective Three: Rawlins Municipal Library will look to implement new ideas to ensure that the life stays updated on new resources available.

Goal Three: School Sponsorship

- Objective One: Rawlins Municipal Library will strive to work with the schools in the Pierre and Fort Pierre area.
- Objective Two: Rawlins Municipal Library will look to identify new strategies to increase teachers and school age children to the library.
- Objective Three: Rawlins Municipal Library will work to implement homework help databases and options for youth of all ages.

Annual Action Opportunities and Strategies

Goal One: Community Involvement

- Educate staff and improve their understanding of the services and resources available in the Pierre and Fort Pierre area.
- Provide a safe space and opportunities for community members to connect with area service providers to learn about available non-profit resources.

Goal Two: Service for the Community

- Identify and implement feasible outreach service opportunities to provide services and collection materials to seniors who are homebound. Another opportunity is daycare book delivery as part of the outreach umbrella of services.

- Partner with the South Dakota State Library to offer continuing education courses for staff who will in turn provide the newest services to the public.

Goal Three: School Sponsorship

- Create a “welcome” routine for teachers and students. Offer a welcome table with information about the Library and databases.
- Implement ways to work with both the schools and students simultaneously.
- Host events for teachers to inform them about library resources and host events for students.

Measures for Success

Goal One: Community Involvement

- Increased library visits.
- Growth in program participation.
- Expansion in new patrons.

Goal Two: Service for the Community

- Rising circulation numbers.
- Enlargement of online content.
- Look for the addition of new services to the library.

Goal Three: School Sponsorship

- Growing patron traffic in the library from teachers and students.
- Reference inquires as the result of something someone has learned about.
- Uptick in online database usage of library resources.

Adopted by Rawlins Municipal Library Board of Trustees on July 31, 2023