

VISION STATEMENT

The immediate work of Rockford Public Library is to adapt to the changing needs of patrons by: renovating and locating facilities to assure easy access, convenience, comfort, and security; updating materials; enhancing services; expanding programming; maintaining high levels of staffing excellence; maximizing utilization of technology; communicating effectively; and securing funding consistent with our commitment to excellence.

Rockford Public Library will aggressively seek fresh materials in new and traditional forms, will develop new programming, and will increase programming diversity consistent with current and anticipated needs of the community we serve. We will make certain that branches in all areas of the city meet patrons' expectation of high standards and will undertake Main Library reconfiguration and renovation to strengthen that facility's position as a major cultural center of downtown Rockford.

Rockford Public Library will strive to form alliances with area civic, cultural, and educational groups to increase mutually beneficial awareness and utilization of Library facilities and services. To assure continuation of a high level of satisfactory service for all patrons, retaining, recruiting, and providing continuing education for Library staff will remain a high priority.

Rockford Public Library will continue to implement and improve utilization of technology to enhance Library operations and patron services at all levels. We will develop an internal and external communications program to maximize public understanding and awareness of the Library as a resource for continuing personal growth and professional enrichment for all members of the community.

To assure adequate funding for maintaining and expanding services, Rockford Public Library will develop a strategic funding plan to include securing necessary resources from every available funding source.