

This plan, with **FOUR COMMUNITY INITIATIVES** & **STRATEGIC GOALS**, augmented by a new Main Library, works to fulfill our mission to inform, educate, entertain, and culturally enrich the lives of people in our community.



100%
of 3rd graders
in Rockford PASS
the Statewide
READING TEST



DIVERSITY
Equity & Inclusion
in our Community is
CELEBRATED



**Every child is
READY FOR
KINDERGARTEN**



EVERYONE
is provided tools to
improve their
employment, advance
their ideas, or explore
ENTREPRENEURSHIP

COMMUNITY INITIATIVES

GOAL 1

ENGAGE PARENTS with *relevant, helpful* library services & resources

- A. Understand and capture interests, needs, and the most effective means of communication to reach parents.
- B. Identify and implement shifts in services based on feedback from customers.
- C. Identify specific community organizations to create partnerships.

GOAL 2

EVALUATE & EXPAND our services to those seeking *continued education, employment, & entrepreneurship*

- A. Evaluate success of programs and identify opportunities for enhancement.
- B. Establish structure to guide those wanting to develop new skills.
- C. Expand services by determining entrepreneurs' needs and matching them to resources.
- D. Identify and engage with under-employed and align resources needed for them to reach their goals.

GOAL 3

INCREASE DIVERSITY of people using RPL by providing *stimulating, educational opportunities* to increase their cultural awareness & encourage civility

- A. Work with relevant community organizations to identify and understand cultural diversity and partner to expand our reach.
- B. Ensure existing offerings represent and speak to all segments of our community by identifying and filling gaps to reach all faiths, genders, socio-economic backgrounds, abilities, cultures, and ages.
- C. Celebrate diverse cultures and their traditions through immersive activities and events.
- D. Generate renewed engagement in 815 Choose Civility.

GOAL 4

MAXIMIZE USE of *internal library resources* by collecting & using data & voice-of-the-customer to evaluate our services.

- A. Create a platform for collecting and analyzing qualitative input from our customers as well as quantitative data from operations and surveys.
- B. Empower front-line staff to collect and capture useful voice-of-the-customer (VOC) input.
- C. Understand who is not using the library and what services they most need.
- D. Enable our team, through training and encouragement, to consider data and voice of the customer feedback as a guide for their decision-making.