

STRATEGIC PLAN ANNUAL UPDATE

STATUS OF WORKGROUPS

In order to implement the Strategic Plan, six workgroups were formed consisting of library staff, management, and administration. Each workgroup was assigned specific Strategic Plan goals; some of that work has been completed, and other work is in process or planned for the future. The workgroups include:

Knowledge Network/Digital Archives

Objective: Continue to develop intuitive, mobile and user-friendly library services for ages; develop a model to implement the local government virtual historical archive to increase public awareness.

- Wikis developed for 1972 Flood and DUSEL
- Knowledge Network site launched

Facilities

Branch libraries objective: Continue to develop intuitive, mobile and user-friendly services for all-ages; east-side satellite site. Maintain the libraries as community gathering places for all ages

- Eastside Branch at WDT
 - Planning and development of library facility
 - Policy and procedure integration
 - Proposed opening of Eastside library, Fall 2012

Downtown library space use plan objective: Maintain the libraries as community gather places for all ages; implement the space use plan at the downtown library

- Work completed June 2008-October 2009 with the reconfiguration of the main floor space at the downtown library

Integrated Library System (ILS)

Objective: Continue to develop intuitive, mobile, and user-friendly library services for all ages; acquire and implement an ILS

- Migration to new user-friendly system with projected completion July 2010

Marketing

Objective: Increase public and staff awareness of existing and evolving services; complete and implement the library's marketing plan

- Development of a marketing plan for social networking services – completed
- Develop and implement a comprehensive library marketing plan
 - September 2010-June 2011

Customer Relations

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

- Work completed with enhanced customer relations training during 2010, and as part of annual refresher training
- Patron satisfaction survey to be conducted in early 2011

Safety and Security

Objective: Maintain the libraries as community gathering places for all ages

- Work completed with updated safety and expanded annual safety training



RAPID CITY PUBLIC LIBRARY BOARD OF TRUSTEES



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City Liaison



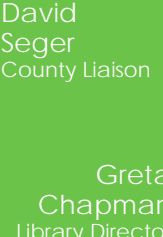
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Greta
Chapman
Library Director

RAPID CITY PUBLIC LIBRARY FOUNDATION AND FRIENDS

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

- The Foundation has increased its endowment fund by \$567,000, which will allow for continuation of annual author speaking events
- The Friends of the Library continue to fund enhancements to library programs and services; their 2010 funding level is approximately \$32,000
- The Friends annual book sale and reception help to raise awareness of the library and its services



FOCUSING ON STRENGTHS & OPPORTUNITIES

Three Strategic Plan goals reflect the need for the library to fulfill both its traditional mission and 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

FUNDAMENTAL ASSETS

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 and County Public Officials.

