

ROCHESTER HILLS PUBLIC LIBRARY

Strategic Plan 2022-2024



Founded in 1924, Rochester Hills Public Library empowers people to explore and create with resources that enlighten, educate, entertain, and inform.



POPULATIONS SERVED



- Early Learners
- Students
- Job & Social Benefit Seekers
- Seniors
- Small & Independent Businesses
- Educators & Administrators
- New Citizens/ELL
- Community Partners
- People with Disabilities
- Parents
- Story Lovers
- Researchers
- Hobbyists

RHPL OFFERS . . .



- **Ingenuity:** Eureka Lab, a makerspace for all
- **Spaces:** Nine study rooms, quiet study room, three community meeting rooms
- **Technology:** Free WiFi, computer lab, printers, copier, digitizers, scanners
- **Accessibility:** Software, mobility scooters, magnifiers, Oakland Talking Book Service, community bookmobile, drive-thru service, mini-branches in retirement residences & senior centers
- **Local History:** Digitized archives, databases, artifacts
- **Family Learning:** Infant playscape, play-based learning stations, Family Place Training, early literacy bookmobile
- **Volunteer Opportunities:** Friends of RHPL
- **Location:** Downtown Rochester

RHPL's PURPOSE



- Inspire Lifelong Learners
- Nurture Developing Minds
- Advocate Critical Thinking
- Foster Community Collaboration
- Provide a Welcoming Space for
Enjoyment & Discovery

STRATEGIC PLAN



PURPOSE
Why RHPL serves the community



VISION
What RHPL values



FOCUS
How RHPL will act



PURPOSE



VISION



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Inspire Lifelong Learners

- Encourage reading, listening, and viewing opportunities that match individual's personal taste and preferences.
- Provide easy access to materials that support reading as a hobby and habit.
- Create opportunities to experience, discuss, and reflect on stories that enhance self-awareness and broaden perspectives.
- Acquire materials in a variety of formats and in sufficient quantities to meet demand.
- Offer experience-based learning opportunities, equipment, and technologies that foster productivity or creative self-expression.
- Provide learning opportunities for text-based learning, online self-guided tutorials, and in-person instruction.
- Provide programs that facilitate learning and discussion about popular interest topics and foster various literacies (reading, digital, financial, health, etc.).
- Provide formal skill-building opportunities with an emphasis on those that support career and life-readiness.



PURPOSE



VISION

Nurture Developing Minds

- Engage parents, caregivers, and educators with techniques for building literacy skills.
- Offer passive and active programs that teach the building blocks of literacy (singing, playing, talking, listening, reading, and writing).
- Provide access to circulating materials, including play-based learning collections, for use outside of the library.
- Create inclusive environments that enable developing minds to find stimulating materials and services that match their interests and practice social interaction.





PURPOSE



VISION

Advocate Critical Thinking

- Offer programs that encourage deep thinking and the articulation of ideas.
- Teach individuals how to evaluate information based on currency, accuracy, authority, reliability, and purpose.
- Provide outreach to local schools and develop services that support student activities and research needs.
- Provide library services and programs that stimulate connections between history and contemporary life at the local, regional, state, and world level.
- Motivate STEAM (Science, Technology, Engineering, Arts, Math)-based learning and computational thinking.





PURPOSE



VISION

Foster Community Collaboration

- Cultivate partnerships that advance the library's mission.
- Promote convenient access to the library by meeting customers where they are.
- Expand the presence of the library outward to the community to improve engagement and use of library services and materials.
- Encourage good citizenship and respectful discourse through active and passive programming.
- Create mutually beneficial volunteer opportunities for individual community members who support the library's mission.





PURPOSE



VISION

Provide a Welcoming Space for Enjoyment & Discovery

- Provide sufficient space that allow individuals to be productive in their work, study, and hobby pursuits.
- Create a useable and accessible online library experience that provides easy access to digital materials and online resource.
- Create inclusive and barrier-free facilities to maximize independent use of the library regardless of ability.
- Provide self-service opportunities to reflect a modern library facility.
- Provide programming and services that help new citizens navigate the community.
- Provide touch points for unexpected delight.





FOCUS

- RHPL will empower departments, committees, and teams to develop action items that correspond to each vision statement.
- Outcomes for each action plan item will be defined and measured for success.
- Leaders of strategic plan initiatives will provide quarterly progress reports.
- The library director will provide mid-year and annual reports on implementation of the plan.
- The strategic plan will be reviewed annually and updated on a three-year rolling basis.



GOAL HIGHLIGHTS

2022

- Share early literacy tips in a quarterly newsletter for schools visited by RHPL's Early Literacy Blue Bus.
- Provide archival space and equipment to preserve and promote local history.
- Expand Smart Towns' presence and prestige in the community by creating new promotional materials, including separate social media platforms and more visibility within RHPL publications.
- Create a new resident/library patron welcome packet (virtual and/or print).



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GOAL HIGHLIGHTS

2023

- Explore circulating an educational games collection (feasibility study).
- Expand Eureka Lab/Makerspace staff and hours to offer ad-hoc learning opportunities through equipment and hands-on opportunities that are more accessible to all.
- Consider adding a real-time location/map to a mobile app.
- Evaluate installing a sound garden outside the library and promote the gardens as a source of wonder with updated story walks, QR codes, etc.

GOAL HIGHLIGHTS

2024

- Host a year-long celebration commemorating the library's 100th birthday.
- Complete a cost-benefit analysis of purchasing an on-demand story dispenser.
- Explore using an alternate ID number such as drivers licenses, student IDs, usernames, etc. to simplify access to library accounts.
- Evaluate the effectiveness of the 1000 books to experience program and expanding to include early literacy outreach service.



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