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 WE SERVE

- 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/ Makerspace

- **Spaces:** Nine study rooms, a quiet study room, two 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 and senior centers

- **Local History:** digitized archives, artifacts

- **Family Learning:** Infant playscape, play-based learning stations, Family Place Training, early literacy bookmobile

- **Volunteer opportunities:** Friends of RHPL

- **Location:** In the heart of downtown Rochester

OUR PURPOSE

- Inspire Lifelong Learners

- Nurture Developing Minds

- Advocate Critical Thinking

- Foster Community Collaboration

- Provide a Welcoming Space for Enjoyment & Discovery

STRATEGIC PLAN

PURPOSE
Why we serve the community.

VISION
What we value.

FOCUS
How we will act.

PURPOSE

VISION

**ROCHESTER HILLS
PUBLIC LIBRARY**

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.

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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.

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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.

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PURPOSE

VISION

ROCHESTER HILLS
PUBLIC LIBRARY

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.

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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.

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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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