

## RHPL Virtual Library Mini-Strategic Plan

*The Rochester Hills Public Library offers virtual services and resources that inform, educate, enlighten and entertain the people of our community.*

**Our priorities support those who are physically distant but working together to mitigate the effects of a global pandemic:**

**Motivate reading, listening, and viewing**

**Inspire confident virtual learners**

**Nurture reflection and resilience**

**Connect the community to information**

**Create research entrepreneurs**

### Motivate reading, listening, and viewing

- Reading enhances brain agility.
- Reading and listening to music can play a part in healthy stress management or reduction.
- Reading builds empathy and understanding ([https://www.bbc.com/future/article/20190523-does-reading-fiction-make-us-better-people?utm\\_source=pocket-newtab](https://www.bbc.com/future/article/20190523-does-reading-fiction-make-us-better-people?utm_source=pocket-newtab))
- Only 7% of adults read exclusively within the eBook format (PEW Research Center, "One-in-five Americans now listen to audiobooks" 2019)
- 72% of adults have read at least one book in the past 12 months; 25% have read at least one book in electronic format, 20% have listened to at least one audiobook (PEW Research Center, "One-in-five Americans now listen to audiobooks" 2019)
- 84% of these parents who say libraries are important say a major reason they want their children to have access to libraries is that libraries help inculcate their children's love of reading and books. (PEW Research Center, Parents, Children, Libraries, and Reading, 2013)

Acquire eBooks and eAudio in a sufficient and sustainable way to meet demand

Ensure that community members can access eMaterial downloadable platforms

Champion eMaterial for those who have never downloaded that format before

Expand popular listening opportunities

Engage patrons with services and programming related to ematerials

### Inspire confident virtual learners

- K-12 students and their parents have abruptly been introduced to distance-learning resources to achieve curriculum objectives.
- College students and adult learners are using distance-learning resources to engage in higher-learning objectives.
- When separated by space, groups are utilizing video-conferencing tools to stay connected and for communication purposes.

Assist individuals who have never used video-conferencing software

Curate online resources for distance-learners that meet their immediate and long-range curriculum goals

Promote online learning opportunities for adult learners and job-seekers

### Nurture reflection and resilience

- On a local, statewide, and national level, people have endured "the loss of normalcy, the fear of economic toll, and the loss of connection. [Individuals] are not used to this kind of collective grief in the air." ("That Discomfort You're Feeling Is Grief", Harvard Business Review, Scott Berinato, March 23, 2020)
- Mindfulness reduces stress and anxiety
- Mirror Rochester Community Schools (RCS) social-emotional emphasis

Help patrons identify, manage, and reduce stress.

Foster family connections with "offline" activities

Create individual programming opportunities that provide for self-expression and reflection

Create positive, empathetic relationships between the public library and community

### Connect the community to information

- 81% of adults say a major reason libraries are important is that libraries provide their children with information and resources not available at home (PEW Research Center, Parents, Children, Libraries, and Reading, 2013)
- 73% of americans have access to broadband internet at home (PEW Research Center, Mobile Technology and Home Broadband 2019)
- 92% of adults from households earning \$75,000 or more a year have broadband internet at home, but only 56% of adults from households earning less than \$30,000 have access to internet at home. (PEW Research Center, Mobile Technology and Home Broadband 2019)
- 78% of adults feel that public libraries help them find information that is trustworthy and reliable. (PEW Resarch Center, Library usage and engagement - 2016)

Provide expanded broadband services to the public

Develop more online (at-home) programming that patrons could view live or pre-recorded

Refer individuals and small businesses affected by economic work-stoppage to assistance programs

Enhance current communication modes (telephone, chat) to work remotely for virtual reference help

Connect and collaborate with community partners to disseminate information

Research demographics of service area and refine list of services offered by RHPL to ensure services match our stakeholders

### Create research entrepreneurs

- 76% say libraries help them learn new things. (PEW Research Center, Library usage and engagement - 2016)

Promote specific databases to target markets within the community

Enhance the online offerings of local history in a way that is accessible to average patrons

Help patrons assess the information they're receiving

Help patrons access library-specific information while at home