

# ROUND LAKE AREA PUBLIC LIBRARY STRATEGIC PLAN

2022-2025



**"The food pantry is great. The library really helped feed the community during the pandemic."  
-Focus Group Participant**

**[The] library is my second home...all my three kids [are] nurtured and pampered here.  
-Survey Respondent**

# Why

Round Lake Area Public Library is a lifelong resource for its community. The library's committed staff, engaged patrons, and essential services create a welcoming and supportive community space. To align its resources with the emerging priorities of the community, RLAPL has undergone a comprehensive strategic planning process with feedback from the community and stakeholders. By implementing a new strategic plan, RLAPL will be able to focus efforts on being the hub the community needs; enhancing community connections; making access and learning easy; and developing a cohesive library culture.

# How

Round Lake Area Public Library initiated a strategic planning process starting in the Spring of 2022. Amanda E. Standerfer from [Fast Forward Libraries LLC](#) was engaged in April 2022 to facilitate the planning process in three phases: Learn, Dream, Do. The Learn phase entailed forming a Planning Team to guide the process, holding staff and Board feedback sessions, conducting a community survey, and leading focus groups. In the Dream phase, the Planning Team discussed possible future pathways for the library. This strategic plan will guide RLAPL through the Do phase, as the library executes its vision for the future.

# Process Timeline

*April 2022-September 2022*

The Planning Team spent months learning about community needs and developing strategies to advance the library's mission over the next three years.



<b>April '22</b>	Planning Team Kick-Off
<b>May '22</b>	Community survey, Board and staff sessions and surveys, focus groups
<b>June '22</b>	Focus groups
<b>July '22</b>	Learning Report
<b>Aug'22</b>	Planning Team meeting, staff and Board retreats
<b>Sept '22</b>	Plan development and review, presentation to Board, transition to implementation



# Vision

TBD

# Mission

We engage our diverse community through resources and experiences that celebrate ideas, inspire creativity and enrich lives with exceptional personal service.



# Creating Spaces for Connection & Discovery

*Meet growing and diverse community needs by expanding welcoming, safe, inclusive spaces that enhance the library experience.*

## 1.1

Finalize the library's capital plan to update the current facility and to guide development of a new library.

## 1.2

Communicate the need for funding for a new/updated library building by demonstrating the value of the library to the community.

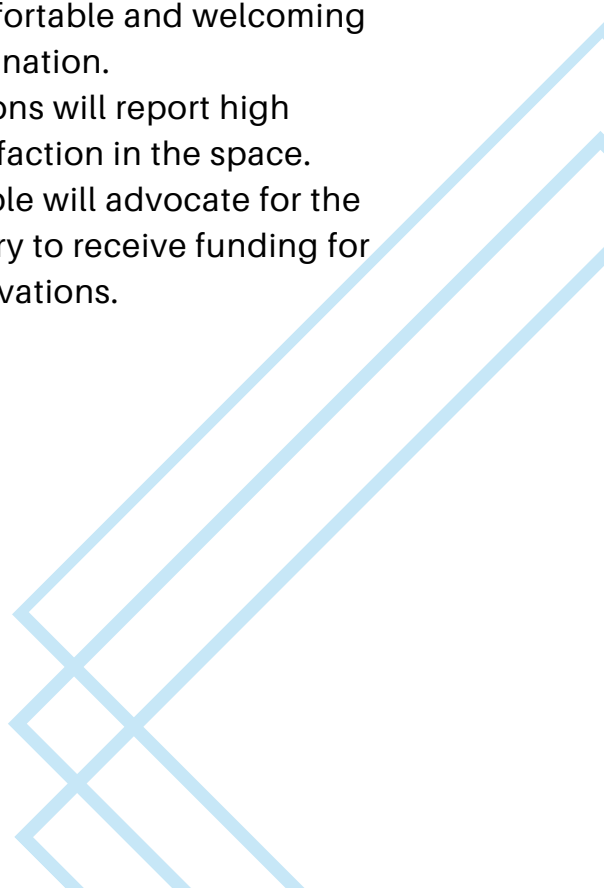
## 1.3

Develop new building plans that will allow the community to visualize and understand the need for an updated library building.

## 1.4

Design flexible, inviting, and multipurpose spaces in a new/renovated library.

## Anticipated Results

- People will use the facilities and services more frequently.
  - Staff will work more efficiently and with less stress.
  - Spaces will be less crowded.
  - The library will be known as a comfortable and welcoming destination.
  - Patrons will report high satisfaction in the space.
  - People will advocate for the library to receive funding for renovations.
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# Enhance Community Connections

*Expand and enrich communication and connections with our patrons and communities.*

## 2.1

Strengthen the library's reputation in the community by increasing awareness and cardholders.

## 2.2

Reach unserved and underserved community members through targeted outreach efforts.

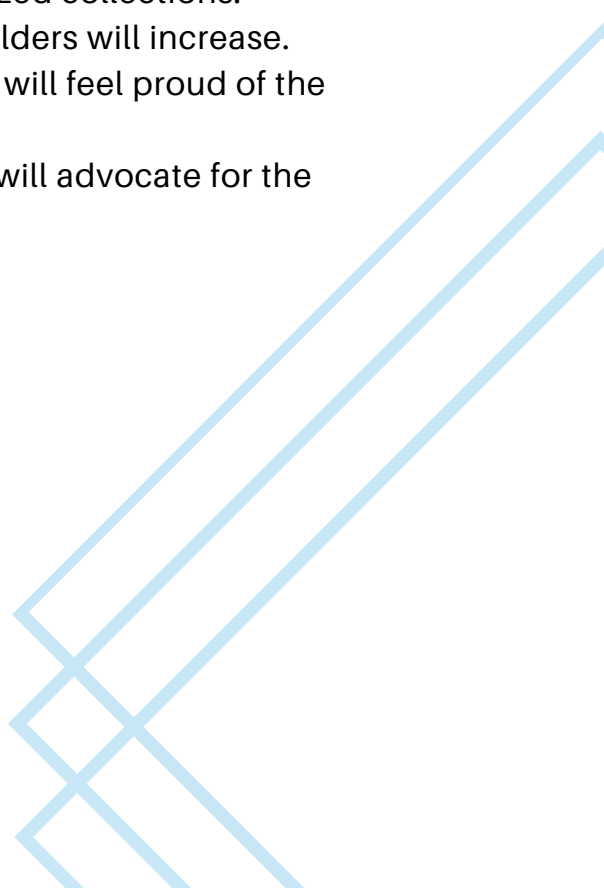
## 2.3

Focus partnership efforts to expand communication and shared opportunities for lasting relationships.

## 2.4

Further bridge geographic gaps in the Round Lake area through outreach and digital services.

## Anticipated Results

- People will be more aware of the variety of services and programs the library offers.
  - People will frequently use the library and its services.
  - Patrons will engage with specialized collections.
  - Card holders will increase.
  - Patrons will feel proud of the library.
  - People will advocate for the library.
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# Make Access & Learning Easy

*Facilitate equal access to resources, lifelong learning opportunities, and technology vital for information literacy, recreation, and 21st century life.*

## **3.1**

Advance information literacy and technology access for the entire community.

## **3.2**

Provide materials that mirror community diversity and interests in formats requested.

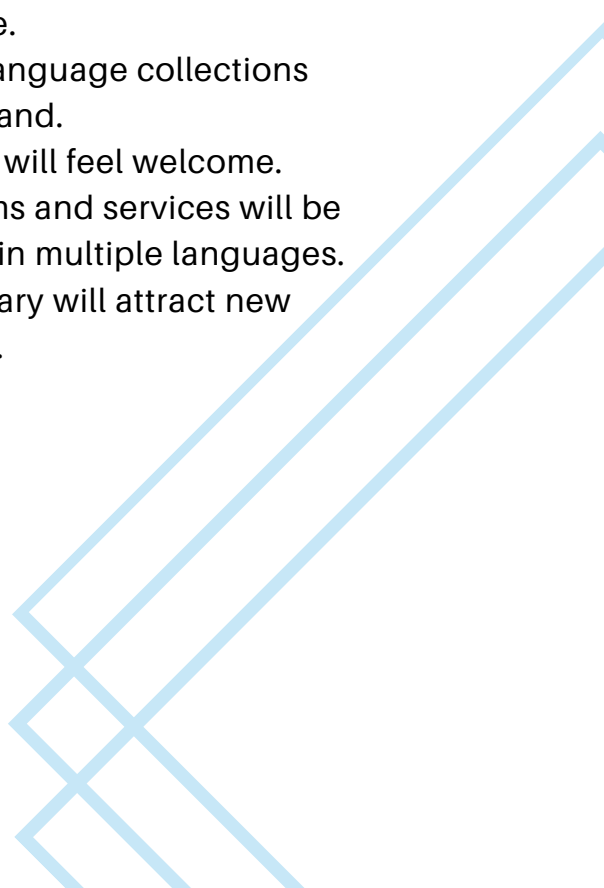
## **3.3**

Deliver programs that help the community learn, grow, and build relationships.

## **3.4**

Explore expanded services that bring new people to the library.

## **Anticipated Results**

- The library will make data-driven decisions based on patron requests.
  - Patron diversity will increase.
  - Patron satisfaction will increase.
  - World language collections will expand.
  - Patrons will feel welcome.
  - Programs and services will be offered in multiple languages.
  - The library will attract new patrons.
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# Develop a Cohesive Library Culture

*Equip staff members and Trustees to engage in a positive environment to learn and grow.*

## 4.1

Nurture a supportive and inspiring work culture by providing the training, tools, resources, and space staff need to efficiently serve the community.

## 4.2

Empower Trustees with stories of library impact.

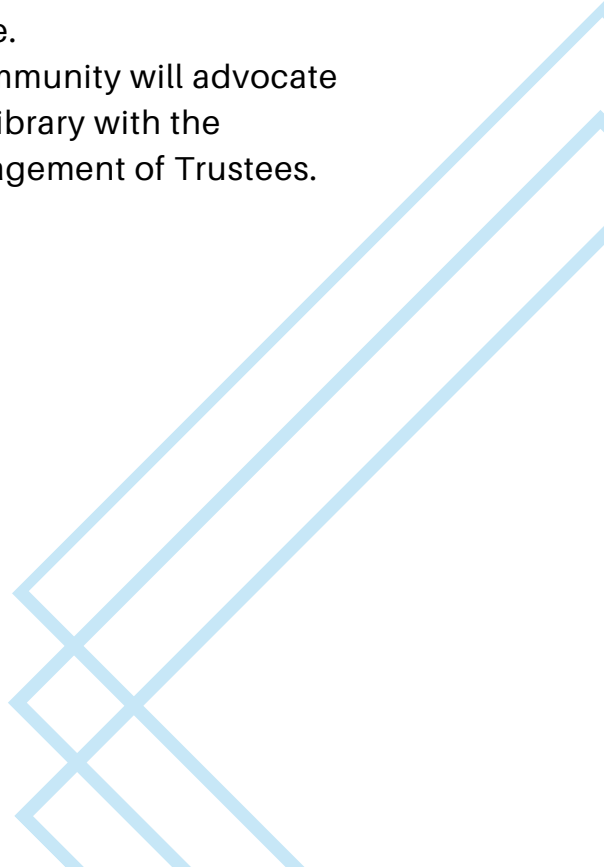
## 4.3

Use a customer-centric, uniform approach to organizational growth.

## 4.4

Develop team dynamics that promote collaboration and communication.

## Results

- Library staff will execute their tasks with efficiency and ease.
  - Staff will develop new skills and capacities.
  - Projects will be completed on deadlines.
  - Staff will collaborate frequently.
  - Patron satisfaction will increase.
  - The community will advocate for the library with the encouragement of Trustees.
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# Next Steps

## Implementation and Evaluation

Now that this plan has been adopted by the Round Lake Area Public Library Board of Trustees, the staff will develop an activity plan to guide implementation. Implementation is a continual process. The timing of certain activities will be determined by priority and influenced by various factors, such as funding and other resource allocation. Review and adjustment of the activity plan will happen on a regular basis.

Evaluation of the plan will be ongoing once the plan implementation is underway. The status of the plan and its implementation will be reported regularly to Trustees and stakeholders.