



# :|: Strategic Plan 2010-2013

## Enhance the Customer Experience:

RCPL customers will have useful, usable and enjoyable library experiences.

**Goal 1. Evaluate and improve the customer experience at each “touch-point” (facility, Web site, phone, etc.)**

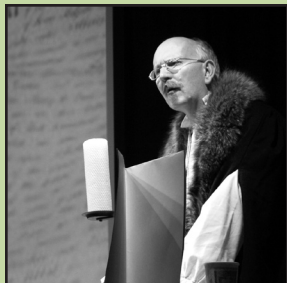
**Outcomes:**

Our facilities will be preferred destinations and points of pride for the communities they serve. Our customer service will consistently exceed expectations—at *every* level and at *all* locations.

**Goal 2. Provide ongoing opportunities for customers to have a voice in services and the direction of the library.**

**Outcomes:**

Customers will receive quick acknowledgement and feedback on their suggestions. Our customers will be recognized as valued contributors to our Web site.



## Engage Our Team:

All RCPL staff will live our values and be empowered advocates for the customer.

**Goal 1. Expect and encourage staff to use and develop specialized skills – to be “superstars” of the library.**

**Outcome:**

RCPL staff will be valued community assets known and respected for their talents and expertise.

**Goal 2. Develop and secure the most progressive and sought-after staff of any library.**

**Outcomes:**

All staff will have access to useful and timely training opportunities.

Good ideas, solutions to problems and new services will come from all organizational levels.

**Goal 3. Create a performance management system that evaluates and celebrates employees’ contributions to the strategic plan and demonstration of our values.**

**Outcomes:**

Staff will understand their role in meeting the strategic goals and be evaluated accordingly.

All staff will know and live RCPL values.



## Grow Our Customer Base:

By meeting people where they are, the library will fulfill the information or learning needs of those who have yet to discover or access our services.

**Goal 1. Ensure that all children in Richland County will be ready to read when they start kindergarten.**

**Outcomes:**

Parents and care givers in our community have the knowledge, skills and materials to help their children be ready to read.

**Goal 2. Support job-seekers looking to expand their skills and gain employment.**

**Outcome:**

Program participants will report increased confidence and competence in job seeking.

**Goal 3. Remove as many barriers to service as possible, making it easier and more convenient to use the library.**

**Outcomes:**

Increase the number of people who actively use their library cards to access library resources. Maximize the customer’s use of existing library resources and investments.