

Richland County Public Library

Strategic Plan - FY 2011-2013

:|: Our Vision

To improve the quality of life for everyone who interacts with the Richland County Public Library.

:|: Our Mission

To provide experiences that **Inspire, Inform and Entertain.**

:|: Our Values

Accessibility

We provide and promote unrestricted access to facilities, information, services, materials and technologies for all.

Personalized Customer Experiences

We provide an unparalleled personalized experience for our customers and staff. We empower our staff to give excellent, efficient service to the community.

Reading and Literacy

We encourage and support the development of literacy at every age level and support reading for information and enjoyment.

Lifelong Learning

We support learning as a lifelong activity and believe that it is our role to help create an educated community.

Environmental Sustainability

We maintain and demonstrate an ongoing commitment to environmental responsibility and sustainability.

Partnerships and Alliances

We pursue strategic partnerships, alliances and collaborations that help customers learn and enhance outreach to our whole community.

Diversity

We seek diverse expertise, opinions and viewpoints—among our staff and our community— as we meet the learning needs of our community.

Trust and Teamwork

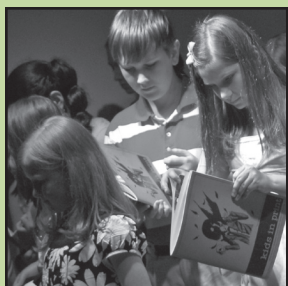
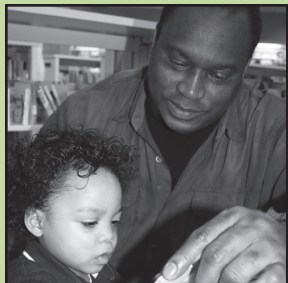
We encourage trust and teamwork and believe that together they provide an ideal environment and promote creativity and innovation.

Innovation and Risk-taking

We embrace risk-taking, innovation and flexibility to better serve an ever-changing world.

Talent Development/Leadership

We value the talents within our staff and encourage staff to extend their expertise and develop their leadership potential. We are a positive, dynamic and rewarding place to work.



Richland County
Public Library

1431 Assembly St.
Columbia, SC 29201
www.myRCPL.com



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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.)

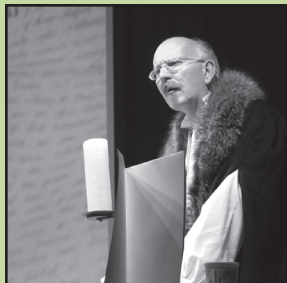
Outcomes:

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.