

2013-2016

STRATEGIC PLAN | RICHLAND LIBRARY

OUR VISION

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

OUR MISSION

To provide experiences that inspire, inform and entertain.

OUR PROMISES

- **We are welcoming.**
We are not only friendly, we are familiar. We know our customers and treat them like our friends and family. We pride ourselves on our hospitality and treat our customers like guests we are glad to see. We understand that no matter how valuable our resources and expertise may be, they will not be accessible if we are not welcoming.
- **We are caring.**
We understand that you use the library because you need something that we have to offer—but the reason you'll return is because you know we care about you. We are empathetic to the needs of each person, each interaction, each encounter. We build on what our customers know so we can best meet their needs. We know what it feels like to be treated well and intelligently and we want our customers to feel the same way.
- **We are committed to offering you the best.**
We are passionate about what we do. We consider it our responsibility to keep our knowledge and skills current so that our customers get the most timely, accurate and relevant services and information. We actively look for ways to grow and share what we know with our customers and colleagues. We pride ourselves on anticipating the needs of our customers and being ahead of the curve in our ability to find, sort and share the best in service, ideas and information.
- **We are helpful.**
We jump at the chance to help. We don't wait to be approached with questions or suggestions for improvement. We are always thinking about services from the customer's perspective. We want to provide information and service in practical, useful ways that best meet our customers' preferences and goals. We look for opportunities to make offering services simple and useful. We look for opportunities to serve the person in front of us in the most personalized way possible. We are flexible and try to eliminate barriers to service. People always come before processes and systems. We always work to put "Yes" before "No."
- **We are fresh and fun.**
We work to be current and interesting. Whether it is the design of our buildings, our displays or the services we provide, we look for ways to surprise our customers and make them happy. We are not afraid to try new things, and we expect to make mistakes, though we know we'll learn from them and be better for them. We seek creative approaches in our quest to inspire, inform and entertain. We know that true innovation doesn't need to be grand or expensive; it may simply require looking at something from a fresh perspective. We look for ways to have fun at work, to share our passions and interests with our customers and colleagues. We believe in smiling, laughing and enjoying while we learn.

ENHANCE THE CUSTOMER EXPERIENCE

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

Goal 1 | Provide exceptional service at each touch-point.

Outcomes:

- We will be preferred destinations and points of pride for our community.
- Our customer experience will consistently exceed expectations.

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 website.

Goal 3 | Make it easier and more convenient to interact with the library.

Outcomes:

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

ENGAGE OUR TEAM

All 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 community champions.

Outcome:

- Our 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 learning opportunities.
- Ideas, solutions and new services will come from all organizational levels.

ADVANCE OUR COMMUNITY

By providing resources and services that meet vital needs, we ensure the well-being of our community.

Goal 1 | Support school, college and career success.

Outcomes:

- Parents and care givers have the knowledge, skill and materials to help their children become ready to read, learn and succeed.
- Teens have the support and resources they need to graduate from High School.
- Students and job seekers have the necessary resources to expand their skills and gain employment.

Goal 2 | Be recognized as an organization that helps solve community problems.

Outcome:

- The library will become skilled at facilitating community conversations.
- Our partners recognize us as a vital source of insight, direction and support for 21st century learners.