

# Rose Memorial Library Long Range Plan

## 2023-2028

### Rose Memorial Library's Commitment to the Community

#### Rose Memorial's Mission:

We preserve the past, enrich the present, and enhance the future for all Stony Point residents.

#### Rose Memorial's Vision:

Stony Point's space for connection, creativity, and engagement.

#### We are committed to:

- Bridging Stony Point's past, present and future. We recognize the immense history of Stony Point, while also embracing innovation and thoughtfully adapting the library to fit the community as it grows and changes.
- Building and maintaining connections with community members, as well as local institutions, organizations, and small businesses.
- Showing a consistently strong return on the investment Stony Point makes in Rose Memorial Library.
- Providing a welcoming space for gathering, engaging in culture and entertainment, exploring curiosity, and pursuing lifelong learning.
- Serving all members of the community with compassion, equity, kindness, and care.

### Goals and Objectives

1. To be Stony Point's center for connection, creativity, and lifelong learning
  - a. Update programming:
    - i. Focus on topics that are high-interest, and experiences that are hands-on
    - ii. Create low entry, unmanned, pop-up programs (**complete**)
    - iii. Center building community connections in programmatic and space design
  - b. Modernize the collection to reflect how our patrons use the library now:

- i. Increase purchasing of digital materials and popular browsing materials.
  - ii. Decrease purchasing of physical audio & video, and reference materials.
- 2. Update staff expectations to promote optimal, consistent staff and patron experiences
  - a. Hire for attitude and specific goals of the role, not just “hard” skills **(complete)**
  - b. Institute contemporary practices for staff
    - i. Offer regular professional development opportunities for staff, online and in-person, focusing on customer service, organizational goals and values, etc.
    - ii. Reform annual review process **(complete)**
    - iii. Update Employee Manual **(complete)**
- 3. Increase fiscal stability.
  - a. Conduct audit annually
  - b. Update internal controls
    - i. Introduce online time-keeping and PTO tracking **(complete)**
  - c. Consult financial experts, such as accountants and financial planners, for advice and regular guidance.
  - d. Seek annual/biannual increases in funding on the November ballot
- 4. Improve and expand spaces to better meet the needs of our large community.
  - a. Responsibly explore and pursue options for a new library building
  - b. Reexamine and reevaluate current space to maximize effective usage based on patron interests and needs.
- 5. Modernize and diversify marketing and communications.
  - a. Hire a dedicated Communications Librarian **(complete)**
  - b. Launch a monthly e-newsletter **(complete)**
  - c. Develop a consistent social media marketing plan
  - d. Update logo and branding (including in-library signage, templates, and communications)
  - e. Investigate alternative marketing tools and strategies