

Introduction

A truly modern library, Rocky River Public Library is an active and responsive part of the community. The beautiful Library building is a comfortable haven that offers books, recorded books, magazines, DVDs, CDs, and the Cowan Pottery Museum. The Library's website provides information through research databases as well as downloadable books, music, and videos. Patrons can participate in a wide variety of wonderful library programs for all ages, designed and presented by specialists. Library outreach delivers materials to homebound residents and to children in pre-schools and child care centers. A knowledgeable and caring staff combines the spirit of a modern library with the unique community of Rocky River to produce today's Rocky River Public Library.

Why the Library Needs a Strategic Plan

Rocky River Public Library is dedicated to serving the community by providing timely and relevant resources in an effort to achieve its educational, informational, and recreational goals. Our strategic plan provides a framework for the fulfillment of these goals and is a conduit linking community needs with library resources.

How was the Strategic Plan Developed?

Rocky River Public Library's strategic plan is the result of a collaborative community endeavor. Wayne Piper, former Director of Professional Development for the Ohio Library Council, acted as consultant and facilitator. Using the Public Library Association's (PLA) *Strategic Planning for Results* process, Wayne worked closely with the Library Board of Trustees, the Library staff, and a Community Planning Team. Early in 2011, these groups met to produce the best possible strategic plan for Rocky River Public Library.

Guiding Principles

The PLA's *Strategic Planning for Results* process revolves around the premise of excellence.

- Excellence is possible for both large and small libraries. It rests more on commitment than on unlimited resources.
- Excellence must be defined locally. Excellence results when services match community needs, interests, and priorities.
- Excellence is a moving target. Once achieved, it needs to be maintained.

Rocky River Public Library's commitment to our community begins with these statements of excellence and is maintained through our core values of:

- The patron is the highest priority and always receives personal service.
- We provide information and services that meet and anticipate the patron's needs.
- We ensure freedom of information to all.
- We return an excellent value for the community's investment in us.
- We work together every day to provide quality service.
- We are constantly improving.

Priorities

Goal 1: Connect to the Online World - Public Internet Access

Adults, teens, and children will have high speed access to Internet-based resources and services. To achieve this goal, the Library will:

- Provide Internet-based research skill classes for all ages.

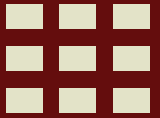
- Implement wireless printing.
- Add computer training classes targeting children and teens.
- Circulate mobile devices for online browsing, for use by patrons in the Library.
- Add express Internet stations throughout the Library.
- Set up the Computer Center to be more ergonomically friendly.

Goal 2: Create Young Readers - Early Literacy

In order to promote preschool reading and learning skills, Children's Services will provide support to parents, caregivers, and service providers of children up to age five. To achieve this goal, the Library will:

- Train Children's Services staff members in the updated and expanded 2nd edition of *Every Child Ready to Read* (ECRR).
- Feature displays of board books, picture fairy tales, and CD collections.
- Survey parents, caregivers, and service providers who work with young children to measure awareness of ECRR.
- Create publicity materials to support ECRR programming.
- Develop ECRR-inspired stand-alone programs.
- Have an ECRR presence on the Library website.
- Create learning activity sets for parents/caregivers to use with their children in the Library.

Note: Every Child Ready to Read is a project of the Association for Library Service to Children (ALSC) and the Public Library Association divisions of the American Library Association. This 2011 initiative supports parents, grandparents, childcare providers, and preschool teachers as they use ECRR's five simple practices—talking, singing, reading, writing, and playing—to develop language and pre-reading skills in children from birth to age five.



Goal 3: Satisfy Curiosity - Lifelong Learning

Patrons of all ages will have access to services and materials to explore topics of personal interest and to continue to learn throughout their lives. To achieve this goal, the Library will:

- Promote Outreach Service throughout the City of Rocky River.
- Investigate a Homework Center for students' use.
- Partner with performing arts organizations to present programs at the Library or other locations throughout the City.
- Use creative methods to teach library skills to students.
- Repeat "Computer Breakfast Series" programs in the evening for patrons who are at work during the day.

Goal 4: Stimulate Imagination - Reading, Viewing, and Listening for Pleasure

Patrons of all ages will find the materials they are looking for in a timely and convenient manner, as well as have the help they need to make good choices. To achieve this goal, the Library will:

- Provide ongoing staff training to maintain high-quality reader's, listener's, and viewer's advisory services to patrons of all ages.
- Shelf returned materials quickly and display more items in reconfigured, browsable areas.
- Implement a service to monitor the Library's collections, anticipate trends, and acknowledge customer demand.
- Investigate satellite library collections for patron convenience.
- Install more self-check stations.
- Provide a format for patron interaction on our reader's advisory database, The Reading Room.
- Respond quickly to the increasing demand for electronic formats.

Acknowledgements

Rocky River Public Library would like to acknowledge and express our appreciation to those who contributed to this process. Special thanks to our Library Board of Trustees, the Library staff, and our Community Planning Team, who recognize, value, and support the Library's many programs and services.

Library Board of Trustees:

Catherine Manzo, Audra Bednarski, William Henson, Betsy Lanzen, Jean M. McQuillan, Diane Murphy, Cynthia Schafer

Library Writing Team:

Nick Cronin, Jamie Mason, Frances Homa, Evelyn Janoch, Jim Lack, Liz Rowe-Rawlinson

Community Planning Team:

Adam Assad, Audra Bednarski, Jane Blahovec, Mayor Pamela Bobst, Carole Calladine, Debra Decarlo, Rebecca Duesenberg, Dianna Foley, Carl Gulas, Shirley Jung, Joan Kriikku, Suzanne Lydrickson, Bryan McNamara, Doug Pace, Ron Rickard, Therese Rutt, John Zuercher



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*Strategic Plan
2011-2015*

Goal 1:

*Connect to the
Online World*

- Public Internet Access



Goal 2:

*Create Young Readers
- Early Literacy*



Goal 3:

*Satisfy Curiosity
- Lifelong Learning*



Goal 4:

*Stimulate Imagination
- Reading, Viewing,
and Listening
for Pleasure*

