



Central Rappahannock Regional
Library
INSPIRING LIFELONG LEARNING

Strategic Plan

August 9, 2016

A letter from the Library Director and Chair of the Library Board



Martha Hutzel
Library Director



Kathryn Miller
Chair of the Library Board

CENTRAL RAPPAHANNOCK
REGIONAL LIBRARY

Serving the City of
Fredericksburg and the
Counties of Spotsylvania,
Stafford, and Westmoreland.



Fredericksburg



Spotsylvania



Stafford



Westmoreland

Libraries have evolved through the years and the Central Rappahannock Regional Library is no exception. As an educational institution, CRRL has worked diligently to meet our community's 21st century needs, respond to customer interests and requests, engage them with unique opportunities and materials, and provide excellent customer service.

This Strategic Plan not only reinforces these objectives, but guides our future in the following directions:

- READ – Encourage everyone in our region to read, view, and listen
- LEARN – Promote lifelong learning from birth to college and beyond
- MEET – Create thriving spaces where the community connects, accesses library resources, and shares their ideas and stories
- INNOVATE – Provide collections and services that aid in soliciting ideas, build skills, support lifelong learning, and spark creativity

CRRL's impact on our community will be profound as lives are improved and an innovative and dynamic community is created. Individuals will thrive thanks to the events, services, connections, educational opportunities, entertainment, and knowledge we provide. In a constantly evolving world, everyone in our region is empowered to collaborate with the library and participate in the transformative power of information, imagination, and ideas.

Board of Trustees

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Overview

We are proud to present the Central Rappahannock Regional Library Strategic Plan. Our new approach reflects the tenets of **READ · LEARN · MEET · INNOVATE** and focuses the library's desire to provide lifelong education for everyone across the communities it serves throughout the region. We researched other libraries, considered best practices, and conducted both staff focus groups and a community survey. We received over 6000 survey responses which provided extensive input to shape this plan.

Technology, education, and economic changes confronting us are profound and the very idea of a public library is changing in new and exciting ways.

Results from the focus groups and survey suggest that the library can best ensure it is aligned with the region's high priority requirements through collaboration with existing regional initiatives, and making sure it is relevant and has the resources and services that reflect the region's needs.

Largely due to the onset of the information age and rapidly emerging technology trends, libraries are more relevant than ever to a diverse community with widely disparate needs: the unemployed looking for work; the well-educated and socioeconomically well-off looking for e-books, digital music and high quality information from library databases; the mother with children reading high quality books and attending programs; the senior citizen who goes to the library for companionship; and, the homeless who visit the library as one of society's last bastions of refuge where they are not harassed or asked to leave. However, not everyone appreciates the rich context in which libraries serve their communities. Some view the library as outdated and irrelevant because of the information age and 24/7 access to information via the internet.

The community and staff answered questions about the role of the Central Rappahannock Regional Library in their lives, satisfaction with library services, frequency of library use, and more. We received suggestions for improving library services in areas such as operating hours, parking, facilities, and collections. We also heard many compliments about the library and the staff. This allowed us to understand the library's strengths, weaknesses, opportunities, and challenges, and helped us formulate what matters now and throughout the next five years.

Purpose of the Strategic Plan

The Central Rappahannock Regional Library Strategic Plan provides a cohesive vision and direction for the library for the next five years and beyond. The plan will guide the library in designing services and resources for the region.

Mission

Inspiring lifelong learning for everyone in our community.

Vision

The Central Rappahannock Regional Library improves lives through the transformative power of information, learning, and ideas, to meet the growing needs of our region.

Values

To realize our vision and fulfill our mission, the following ideals guide the Library's daily and strategic actions:

- ***Learning*** – We promote learning and literacy in all forms
- ***Communications*** – We are clear, concise, collaborative, and consistent
- ***Adaptability*** – We are agile and responsive while making resources and services available to all
- ***Accountability*** – We serve as a responsible steward of public resources and trust
- ***Community*** – We provide opportunities to meet, exchange ideas, and participate in the life of our customers

Employee Core Competencies

The value-added, core services and functions we offer the people of our region:

- **Professionalism** – We are qualified, skilled, and committed
- **Collaboration** – We are committed to collaborate and partner with other regional leaders and organizations to provide holistic, integrated solutions
- **Teamwork** – We build and maintain vital connections to the region so that classes, events, services, and resources are relevant, impactful, and meaningful
- **Innovation** – We are driven by continuous improvement



WHATEVER THE COST OF OUR LIBRARIES, THE PRICE IS CHEAP COMPARED TO THAT OF AN IGNORANT NATION.

WALTER CRONKITE

Strategic Direction, Goals and Objectives

Direction

- **READ** – Encourage everyone in our region to read, view, and listen
- **LEARN** – Promote lifelong learning from kindergarten to college and beyond
- **MEET** – Create thriving spaces where the community connects, accesses library resources, and shares their ideas and stories
- **INNOVATE** – Provide library collections that solicit ideas, build skills, support lifelong learning, and speak creatively

Goals – Objectives

READ (Encourage everyone in our region to read, view, and listen)

Goal 1: The Central Rappahannock Regional Library is everyone's favorite place to borrow books, films, and music, with the help of knowledgeable, friendly staff

Objectives:

- A. Inform our customers with the best guidance by continuing to train staff and providing them with the tools and resources they need to be good advisors
- B. Help customers locate and discover library materials by experimenting with new collections
- C. Enhance the customer experience and encourage users to linger at the library
- D. Increase accessibility to library services by reconfiguring hours and remodeling/retrofitting facilities

Goal 2: Enhance reading, viewing, and listening opportunities through programs and partnerships to address regional needs

Objectives:

- A. Encourage new customers to take advantage of library services by getting library cards
- B. Promote the enjoyment and value of reading
- C. Connect customers with books using enhanced online initiatives



LEARN (Promote lifelong learning from kindergarten to college and beyond)

Goal 1: Expand and strengthen support for early literacy

Objectives:

- A. Foster early literacy skills and school readiness through training for parents and care providers in multiple formats and venues
- B. Continue to provide and, as appropriate, expand the library's services to teen parents and families, partnering with schools and other service providers

Goal 2: Inform and delight the communities in our region with a varied calendar of programs

Objectives:

- A. Meet community needs for addressing issues and interests of various audiences
- B. Provide resources for employment and career transition assistance
- C. Increase the number of library staff members serving on local boards and committees

Goal 3: Increase personalized services from staff to meet individual needs for research, information, and technology assistance

Objectives:

- A. Educate for digital literacy by increasing staff technological competencies
- B. Provide instruction on how to use library tools and services, such as downloading e-books
- C. Continue to enhance public access and technology

MEET (Create thriving spaces where the community connects, accesses library resources and shares their ideas and stories)

Goal 1: Optimize the public's ability to use the library 24/7 by enhancing our digital services

Objective:

- A. Encourage increased use of the library's website by promoting its usefulness to the community

Goal 2: Meet community demand for convenient library services by exploring options for unique service outlets across the region

Objectives:

- A. Identify potential partners to assist in providing library services
- B. Facilitate and enable the provision of library outreach programs to the region's rural and other areas not conveniently served by existing branches

Goal 3: Expand the library's role as a community resource for meetings and gallery space

INNOVATE (Provide library collections that solicit ideas, build skills, support lifelong learning and speak creatively)

Goal 1: Increase the quality and quantity of library materials in new and emerging formats

Objectives:

- A. Offer online music and videos and improve our eBook collection
- B. Expand our participation in purchasing consortia wherever possible

Goal 2: Offer the region a greater number and variety of library materials by increasing the materials budget

Objectives:

- A. Continue to engage local councils and governing bodies about the need for additional financial support
- B. Offer additional financial support opportunities to the public

Outcomes:

- Improved lives
- An innovative and dynamic community
- A region where individuals thrive, enabled by the programs, services, connections, educational opportunities, and knowledge provided by the Central Rappahannock Regional Library

The Central Rappahannock Regional Library improves lives through the transformative power of information, learning, and ideas to meet the growing needs of our region.

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England Run (540)-899-1703



Montross (804)-493-8194



Newton (804)-472-3820



Porter (540)-659-4909



Salem Church (540)-785-9267



Snow (540)-507-7565



MY TWO FAVORITE THINGS IN LIFE ARE LIBRARIES AND BICYCLES. THEY BOTH MOVE PEOPLE FORWARD WITHOUT WASTING ANYTHING. THE PERFECT DAY: RIDING A BIKE TO THE LIBRARY.

PETER GOLKIN