CRRL strives to provide a wide variety of programs to meet community needs and interests. The library system welcomes and encourages individuals and groups to use their facilities in far greater ways than just being a place to check out books to read.

A far cry from the library of yesteryear!

CRRL: A LIBRARY OF THE FUTURE

Inspiring lifelong learning for everyone in our region.

**MISSION**
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**
- Learning
- Inclusion
- Adaptability

**TOP COMMUNITY NEEDS IN THE FUTURE**
- Increased outreach/marketing
- Expanded services, access, and resources
- Technological innovation
- Creative/better use of space
- Ongoing staff development

**VISION**
CRRL's strategic plan 2022-2027

**CRRL'S 5 KEY STRATEGIC PRIORITIES FOR 2022-2027**
- Community outreach
- Staff training & development
- Meaningful partnerships

**SWOT: STRENGTHS, WEAKNESSES, OPPORTUNITIES, THREATS ANALYSIS**

<table>
<thead>
<tr>
<th>S</th>
<th>W</th>
<th>O</th>
<th>T</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Dedicated staff who are appreciated by customers</td>
<td>• Portions of the community are not being reached</td>
<td>• Engage staff more in innovative and planning</td>
<td>• Rapidly evolving technology</td>
</tr>
<tr>
<td>• Customer-centrality</td>
<td>• Traditional outreach and marketing efforts</td>
<td>• Increase special services/programming (e.g., ESL)</td>
<td>• Users' evolving needs</td>
</tr>
<tr>
<td>• Dollar service</td>
<td>• Lack of staff development in digitization and virtual librarianship</td>
<td>• Library outreach and marketing efforts</td>
<td>• Disproportionate pressure from pre-carisanship members</td>
</tr>
<tr>
<td>• Mission for lifelong learning</td>
<td>• Lack of resources due to lowing budget cuts for four consecutive years</td>
<td>• Engage users more in innovative and planning</td>
<td>• Lack of sound regarding censorship of CRRL materials</td>
</tr>
<tr>
<td>• Welcoming environment</td>
<td></td>
<td></td>
<td>• Unpredictable economy</td>
</tr>
<tr>
<td>• Wide range of services, programs, and resources</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

CRRL's strategic plan 2022-2027

**CRRL’S STRATEGIC PLAN 2022-2027**

**SURVEYS**

**INDIVIDUAL INTERVIEWS**

**FOCUS GROUPS**

**LIBRARY OF THE FUTURE RESEARCH**

**SWOT**

**CRRL’S TOP STRENGTHS:**
- Excellent customer service
- Community-centricity
- Welcoming environment
- Wide range of services & resources