



Serving Fredericksburg, Stafford, Spotsylvania, and Westmoreland

## Vision

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

## Mission

Inspiring lifelong learning for everyone in our region

## Values

**Learning** – We promote learning and literacy in all forms.

**Inclusion** – We are committed to maintaining a culture where diversity is celebrated and everyone is included.

**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 lives of our customers.



**Memory Café.** For adults with early memory loss and their care partners



L is for Library



1,000 Books Before Kindergarten



Reading and writing skills workshops for English Language Learners



Homework Buddies - Teen volunteers help elementary students.

# Strategic Priority Goals & Objectives

## Community Outreach

Expand marketing, awareness building, and outreach as a means of reaching and engaging CRRL's diverse population.

**GOAL 1:** Increase library usage and engagement among four identified underserved populations: individuals experiencing homelessness, teens, those in rural communities, and English as a second language (ESL) individuals.

## Customer Centricity & Inclusion

Offer diverse and stellar programs, resources, and services aimed at creating a culture of inclusion and meeting customers' needs.

**GOAL 1:** Increase materials in the collection that reflect the community, including ESL resources offered to the community.

**GOAL 2:** Determine which programming needs (in-branch and outreach) are most important to our community.

**GOAL 3:** Focus on functionality of services on customer needs and expectations.

**GOAL 4:** Continue to prioritize diverse hiring and cultural awareness/sensitivity within CRRL's existing diverse workforce.

## Staff Training & Development

Ensure staff are equipped, enabled, and empowered to serve our community as CRRL becomes a Library of the Future.

**GOAL 1:** Develop a plan that would provide at least one opportunity per year for each employee to shadow a different area of CRRL as a means of increasing awareness and development.

**GOAL 2:** Provide each employee with the opportunity to attend at least two external professional development opportunities each year that are specific to their role, professional goals, and interests.

**GOAL 3:** Provide staff quarterly opportunities to share library trends, professional development experiences, and otherwise continue to emphasize the importance of and commitment to employee growth.

## Ingenuity & Innovation

Use internal and external resources, knowledge, insights, and inspiration to constantly reimagine what's possible as a Library of the Future.

**GOAL 1:** Host employee mastermind sessions to engage staff in discussing current innovation and brainstorming new innovative ways of meeting customers' needs.

**GOAL 2:** Expand CRRL's digital and non-traditional collections.

**GOAL 3:** Innovatively use space to meet the community's growing needs.

## Meaningful partnerships

Nurture and expand existing partnerships that support the community's needs.

**GOAL 1:** Develop a plan for cultivating new and existing partnerships with organizations, businesses, and agencies in our community that align with our mission in support of the community.

**GOAL 2:** Execute the plan for cultivating new and existing partnerships by a minimum of two new or renewed partnerships.