

Five Year Plan 2022 to 2027



Vision: We envision the Russell County Public Library as the heart of our community, a hub for information, education, and resources serving all citizens of Russell County.

Mission: Russell County Public Library cultivates a community of lifelong learners through reading, digital connectivity, access to information resources, and programming.

Programmatic Focus

Early Childhood Literacy • Digital Learning • Summer Reading Program • Lifelong Learning

Goals:

- 1. Drive Early Childhood Literacy in our communities**
 - a. Weekly preschool story time including activity, movement, stories, and craft (utilizing multiple sensory avenues)
 - b. Parents and caregivers will report weekly reading with children
 - c. Promote family literacy quarterly at community events
- 2. Offer computer technology & opportunities for digital learning**
 - a. Maintain, and update a digital learning page on the library's website
 - b. Offer one-on-one digital learning sessions to patrons
 - c. Maintain library's ability to meet patron technology needs
- 3. Provide enrichment activities for youth to prevent educational losses during the summer (Summer Reading Program)**
 - a. Teens and children will read weekly June through August
 - b. Provide a celebration with activities and prizes to conclude the Summer Reading Program prior to the beginning of the school year
 - c. Increase the children and teen registrations by minimum 10% per year over the course of the life of the Strategic Plan.
- 4. Deliver opportunities to learn skills and gain knowledge at any age**
 - a. Provide a 10-week Life Skills Series for Youth and New Adults
 - b. Celebrate local culture and family history with an annual program series
 - c. Provide programs to broad community interest

Strategic Goals:

- 1. Continue to pursue a plan for the maintenance, replacement, and improvement of the library's technology.**
 - a. Determine present and future technology needs.
 - b. Create and implement a technology deployment cycle that replaces all technology over a five year cycle.
 - c. Obtain funding for technology acquisitions and improvements.
 - d. Determine a five year budget for technology plan implementation.
- 2. Seek additional funding sources through grants**
 - a. Identify and prioritize library's needs
 - b. Identify potential grant projects
 - c. Identify sources of available grants
 - d. Develop project timelines, budgets, and outcomes
 - e. Submit grant proposals
- 3. Create and deploy a marketing plan to increase awareness of library programs and services including marketing to local and county agencies**
 - a. Form a committee to develop a marketing strategy for the library
 - b. Determine a budget to achieve the marketing strategy
 - c. Work with local media designers as needed to create design formats
- 4. Maintain a comfortable and creative physical environment in the main library**
 - a. Inventory existing assets and organize necessary supplies/equipment
 - b. Discard obsolete assets.
 - c. Acquire shelving and other storages solutions for remaining supplies, displays, etc.
 - d. Paint walls, clean carpets, etc. as determined to be necessary.
 - e. Organize efforts to refresh outside areas as needed including adding any foliage or hardscapes as necessary.
- 5. Design and implement an annual assessment plan to determine how best to serve the Russell County citizenry.**
 - a. Utilize Project Outcome assessment instruments for public libraries.
 - b. Adapt assessment instruments to best fit with the County's demographics.
 - c. Determine an assessment cycle with broad areas to assess annually
Design marketing and create the mechanisms for the assessment, (e.g. website survey, print copies, phone surveys, etc.)
 - d. Launch the assessments, collect the data and analyze and report on the results of the surveys.
 - e. Utilize the results to improve library services, operations, and administration.

Background Summary

Russell County Public Library serves a population of just over 25,000 citizens through its two branch locations: the main, full service library located in Lebanon, and a smaller branch in Honaker which is currently open less than 40 hours per week. The County continues to try to rebuild rebuilding its manufacturing sector, but now has several technology service-based employers such as call centers and software service providers (AT&T and CGI.) While agriculture remains a strong force in the local economy, coal mining has largely disappeared due to changes in energy management and the development of cleaner and less labor-intensive energy sources such as natural gas.

The library branches provide the services and programming typical of public libraries today. Nearly 20% of county residents possess active library cards. Library services are dominated by the availability of technology as many county residents do not possess—or cannot afford—Internet access ; therefore, they come into the library to utilize the free WiFi access and the library’s workstations. Access to printer/copiers is a vital service offered by the library. Many people depend on the library staff to assist them in finding and navigating websites in addition to print materials. The library staff provides valuable guidance with job hunting and completing online applications.

Programs include story times for preschoolers, after-school programs such as STEAM and First LEGO League robotics for older children, book groups for adults, as well as craft programs for all ages, which are available year-round. Seasonal programs include summer and winter reading programs. In total, programs at the library include over 2000 participants annually.

Russell County Public Library’s collections include traditional print and multimedia materials for all ages partnered with digital resources which include downloadable e-books, e-audiobooks, magazines, and music. Together, the two libraries circulate some 25,000 items annually.

Virginia minimum wage increases have stressed the budget. Funding has been never more than adequate, so the current economic situation may force the library administration to make difficult decisions in the future.

Approved by the RCPL Board of Trustees, 19 July 2022