

GET CONNECTED!



RUTLAND FREE
LIBRARY

2016-2018 Strategic Plan

Vision: The community center of literacy, culture and lifelong learning.

Mission: Bring people, information and ideas together to enrich lives and to build a vibrant-community.

Values: Welcoming and accessible to all.

Friendliness

Resources

Enrichment

Entertainment

Goals:

1. *We will ensure our financial sustainability by —*

- creating diverse ownership of the library throughout the community,
- practicing strategic management, and
- optimizing our resources.

2. *The library will meet changing community needs and changing expectations of libraries through —*

- flexible use of our building,
- updated technology, and
- collaborative services in the broader community.

3. *The library will grow its programs and services by —*

- striving for excellence,
- enhancing the capabilities of its people-power, and
- expanding its partnerships.



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1. We will ensure our financial sustainability by —

- creating diverse ownership of the library throughout the community,
- practicing strategic management, and
- optimizing our resources.

Objectives:

- a. Gain desired tax support by developing ongoing relationships with stakeholders. (Director & Board)
- b. Manage endowments to ensure reasonable growth with a diverse portfolio. (Finance)
- c. Meet targets for annual appeal & special events. (Development)
- d. Test readiness and when ready develop all aspects of robust campaign for long-term building enhancements (e.g. bond, capital campaign, grants, endowment). (Director & Board)
- e. Develop major donor action plan using available expertise from Vermont Community Foundation and others & determine the need for a development consultant. (Development)
- f. Increase number of active library members creating greater community ownership. (Asst. Director)
- g. Optimize budget spending to make the most of our funds. (Director)
- h. Develop additional revenue streams. (Director, Development, Finance)



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2. The library will meet changing community needs and changing expectations of libraries through —

- flexible use of our building,
- updated technology, and
- collaborative services in the broader community.

Objectives:

- a. Complete a building repair and enhancement plan for short and medium term needs that allows flexibility to accommodate rapidly changing needs within the community and to be in alignment with the long-term plan. (Director & Building Committee)
- b. Complete a collaborative long-term building plan clarifying expectations for adult, youth and teen services, Vermont Room and historical materials (local history and genealogy). (Director & Board)
- c. Implement technology plan for external services and internal operations. (Asst. Director)



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3. The library will grow its programs and services by —

- striving for excellence,
- enhancing the capabilities of its people-power, and
- expanding its partnerships.

Objectives:

- a. Strive for excellence in professional library practices including: friendly & responsive customer service, reliable research, inventory management, cataloging. (Director & Staff)
- b. Offer high quality programs and materials. (Director)
- c. Increase the number of employees and provide training to increase skill levels of all employees. (Director, Personnel, Finance)
- d. Expand use of volunteers to assist in providing excellent library practices, conduct programs, increase our capacity to serve youth, service the VT Room, and provide technology services to the public. (Director)
- e. Partner with others to offer programs such as Master Classes, adult continuing education and youth programs. (Asst. Director)
- f. Find creative ways to monetize and provide additional collaborative services both inside & outside the building as needed by community. (Director & Asst. Director)