

Priority #1: Education and Engagement

Strengthen community education and engagement.

What	How	When					Who	Connections	
		2022	2023	2024					
A. Increase use and support of our libraries among our diverse populations.	<ol style="list-style-type: none"> <li>Our website and promotional materials better communicate the value of our libraries <b>and are updated regularly.</b></li> <li>Every RPL location addresses the unique needs of their communities.</li> <li>We have a more visible library presence in specific community venues.</li> </ol>							City	
							Middle Mgrs.		
							Middle Mgrs.		
B. Promote learning, provide fun and deliver creative and innovative educational experiences for our diverse populations.	<ol style="list-style-type: none"> <li>We support and actively participate in major community initiatives.</li> <li>There is availability and consistent quality of educational experiences that fully represent our diverse populations.</li> <li>We partner with schools to educate our youth.</li> </ol>						Senior Mgrs. Middle Mgrs. Senior Mgrs.	RMAPI Roc the Future Schools	
C. Expand our visible presence in our communities.	<ol style="list-style-type: none"> <li>We have a comprehensive and integrated marketing plan <b>in cooperation with FFRPL.</b></li> <li>The library is well represented by all levels of leadership and staff in community activities and organizations.</li> </ol>						Uttaro Uttaro Senior Mgmt.	City of Rochester FFRPL Trustees	

# Re-Engage | Re-Focus | Re-Imagine

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## Priority #2: Sustainability and Resources

### Ensure the sustainability of our libraries.

What	How	When					Who	Connections
		2022	2023	2024				
A. Create and maintain essential library relationships.	<ol style="list-style-type: none"> <li>Our existing advocacy program is expanded for local legislators and stakeholders and it is coordinated with regional efforts.</li> <li>Staff and ambassadors have the tools and resources to engage and influence essential library relationships.</li> </ol>						Senior Mgrs.  Senior Mgrs.	Trustees, FFRPL MCLS & RRLC
B. Secure ample funding and resources.	<ol style="list-style-type: none"> <li>The Rundel Building and its surrounding terraces are repaired and preserved.</li> <li>Lincoln and Maplewood are renovated.</li> <li>Annual major fundraising initiatives/themes and grant opportunities ensure we reach our funding goals.</li> <li>As opportunities are identified, staff members and ambassadors are appropriately positioned in the community to help generate funding.</li> </ol>						B. Harrison, Uttaro  B. Harrison, M. Lewis, P. Uttaro  P. Uttaro  Senior Mgrs.	County/City  City  FFRPL  Trustees & FFRPL
C. Demonstrate the value of our libraries to our communities.	<ol style="list-style-type: none"> <li>New ways to demonstrate value through meaningful <b>key</b> performance indicators are explored and implemented as appropriate.</li> <li>An annual report is published to the community.</li> <li>There are talking points, presentations, and other supporting communication materials available for staff use when in community.</li> </ol>						Middle Mgrs.  Uttaro  Uttaro	Trustees  FFRPL

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## Priority #3: Stewardship and Curation

### Preserve, maintain and develop our libraries for our diverse communities.

What	How	When					Who	Connections	
		2022	2023	2024					
A. Develop, support, and appreciate staff and trustees.	<ol style="list-style-type: none"> <li>Staff training and recognition programs are enhanced and expanded.</li> <li>New staffing models are explored that focus on developing new career opportunities for our diverse staff.</li> <li>A new recruitment plan is developed to attract diverse community members to library careers or service as trustees.</li> <li>Trustees are offered a variety of development and participation opportunities.</li> </ol>						Senior Mgrs.	City	
									Senior Mgrs.
								Sr. Mgrs. and Middle Mgrs.	
B. Manage our operations and facilities responsibly and create a positive experience.	<ol style="list-style-type: none"> <li>Our library facilities are more welcoming and efficient.</li> <li>Facility upgrades are funded and implemented across all library locations.</li> <li>With improved use of data-driven assessments, we modify operations to better meet the needs of our patrons. (tied to 2C1 - meaningful performance indicators)</li> </ol>						Facilities Mgr. Building & Floor Supervisors	County  Trustees Legislators City	
		<b>Central</b>		<b>Branches</b>					
									B. Harrison
									Senior Mgrs. and Middle Mgrs.
C. Provide access to an evolving variety of collections, programs, services and technologies based on community needs.	<ol style="list-style-type: none"> <li>We utilize innovative techniques to market existing and new collections, programs, and services to our patrons.</li> <li>We are responsive to the evolving needs and interests of our diverse patrons and engage non-users where they live.</li> <li>We are innovative and more effectively use technology to deliver collections, programs, and services.</li> <li>Staff with specific skill sets are enabled and encouraged to work across library areas.</li> </ol>						Collection Manager and Middle Mgrs.  Supervisors  Supervisors  Sr. Mgrs. and Middle Mgrs.	FFRPL   MCLS & LAS/ETC  City	