2019-2022 Strategic Plan

Our Vision
We enhance the quality of life for our entire community.

Our Mission
We help our customers learn, create and share.

Enhance the Customer Experience
Our customers are happier, smarter and more productive by interacting with us.

GOAL 1
Customer needs and ideas inform the design of our services and the selection of resources.

Outcomes:
• We use data, observation and user feedback to continually improve the customer experience.
• Our customers and partners co-create and present programs and learning opportunities in our libraries.

GOAL 2
Make it more convenient and enjoyable to interact with the library.

Outcomes:
• We use human-centered design methodologies to ensure the customer experience is at the heart of all we do.
• Active library customers use a wider array of our products and services.
• Our approach to outreach reflects the diversity of those we serve.

Engage Our Team
Our culture of caring and learning creates a workplace where staff find personal meaning in their work and feel they are making a difference in the community.

GOAL 1
The diverse skills, expertise and exceptional customer service of staff members are valued and recognized throughout the community.

Outcomes:
• Our staff is increasingly diverse, ensuring a more innovative and inclusive culture and meaningful impact in the communities we serve.
• Through our partnerships and training, staff increase their understanding of, empathy for and service to marginalized and underrepresented communities.
• We share our entrepreneurial mindset and methodology with our partners, helping them innovate and expand their impact.

GOAL 2
The well-being and happiness of our staff informs our policies and practices.

Outcomes:
• Our approach to human resources supports different life stages and needs of each team member.
• Our salaries, benefits and rewards are competitive and progressive, helping attract, grow and retain talent.
• Our systems and practices provide safe, easily accessible environments for staff to engage in honest dialogue with one another.
Advance Our Community
Richland Library brings diverse people together to solve community problems. Our work enhances our communities’ strengths and increases our overall livability.

GOAL 1
Help create a strong and resilient economy.
Outcomes:
• Community leaders view us as a vital part of what makes our community more livable and attractive to business and economic development.
• Artists, designers and makers have access to the tools, resources and knowledge needed to turn their talents and passions into business opportunities.

GOAL 2
Strengthen community cohesion.
Outcomes:
• Residents have access to safe spaces and trusted, competent facilitators that encourage courageous conversations.
• We support problem-solving at the local level, empowering residents with the knowledge and skills they need to advocate for themselves and fully participate in democracy.
• We are a part of what attracts, grows and retains talent in Columbia and Richland County, building partnerships with welcoming, vibrant community groups.

GOAL 3
Transform educational outcomes for youth.
Outcomes:
• Beginning and struggling readers and their caregivers gain valuable support, knowledge and inspiration from the resources and expertise on our team.
• We support teens, helping them build confidence and skills as they achieve their personal, professional and educational goals.

GOAL 4
Increase equity, inclusion and opportunity.
Outcomes:
• Regardless of a person’s circumstance, neighborhood or background, the library is an accessible and supportive community anchor.
• We are part of an ecosystem of service providers and advocates for marginalized and underserved communities, eliminating barriers and strengthening support for those who need us most.