

2016–2019

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.

Richland Library will be a preferred destination and point of pride for our community.

GOAL 1

Outcomes:

1. The community has an increased awareness of the library's value.
2. Our customers and partners co-create and present programs and learning opportunities in our libraries.
3. Richland Library is present in communities in surprising and unconventional ways.

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

GOAL 2

Outcomes:

1. Our commitment to an enhanced customer experience guides and informs the design of all services, projects and initiatives.
2. Existing customers use more of our library programs, collections and services.

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.

Be the most progressive and sought-after employer in the county.

GOAL 1

Outcomes:

1. The diversity of library staff, in its many forms, increases to further an inclusive culture.
2. Policies and practices support a work-life balance that results in engaged staff and loyal customers.
3. Staff are rewarded and recognized for their accomplishments.
4. Staff are empowered with the tools and knowledge to excel in their work.

Staff are invested in the community and committed to the mission of the library.

GOAL 2

Outcomes:

1. Staff are encouraged to pursue, develop and share special interests and talents.
2. Staff serve as respected experts in a variety of fields and are consulted for their talents and expertise.

Advance Our Community

Richland Library is a vital partner and catalyst for bringing diverse peoples together to solve community problems. We believe that continuous, customized learning for all ages is the foundation for a strong economy and high quality of life.

GOAL 1	Help create a strong and resilient economy. Outcomes: <ol style="list-style-type: none">1. We are viewed as valued partners to elected officials and business leaders in support of economic and community development.2. We help grow and support creative individuals and communities within the county.3. Library facility improvements serve as catalysts for greater investment in neighborhoods and increased opportunities for residents.4. Jobseekers and entrepreneurs see the library as vital to their employment, career and business development aspirations.
GOAL 2	Strengthen community cohesion. Outcomes: <ol style="list-style-type: none">1. There are an increased number of opportunities for diverse groups of people to convene, communicate and learn together.2. Neighborhoods recognize and celebrate their assets and strengthen their identities.3. Public, non-profit and private sectors convene at the library in an effort to solve community problems.
GOAL 3	Transform educational outcomes for youth. Outcomes: <ol style="list-style-type: none">1. The level of access to high quality out-of-school time opportunities increases.2. Parents and caregivers have the knowledge and support necessary to help their children be successful in school.3. Partnerships and services that support the path from high school to careers and college are strengthened.
GOAL 4	Help break the cycle of poverty. Outcomes: <ol style="list-style-type: none">1. Learning outcomes and access to educational opportunities of those living in poverty in Richland County are increased.2. Partnerships with service providers are created and strengthened, eliminating barriers for those customers with specific, basic needs.

Our Promises

We are... **welcoming**. We are not only friendly, we are familiar. We know our customers and treat them like our friends and family. We pride ourselves on our hospitality and treat our customers like guests we are glad to see. We understand that no matter how valuable our resources and expertise may be, they will not be accessible if we are not welcoming.

We are... **caring**. We understand that you use the library because you need something that we have to offer—but the reason you'll return is because you know we care about you. We are empathetic to the needs of each person, each interaction, each encounter. We build on what our customers know so we can best meet their needs. We know what it feels like to be treated well and intelligently and we want our customers to feel the same way.

We are... **committed to offering you the best**. We are passionate about what we do. We consider it our responsibility to keep our knowledge and skills current so that our customers get the most timely, accurate and relevant services and information. We actively look for ways to grow and share what we know with our customers and colleagues. We pride ourselves on anticipating the needs of our customers and being ahead of the curve in our ability to find, sort and share the best in service, ideas and information.

We are... **helpful**. We jump at the chance to help. We don't wait to be approached with questions or suggestions for improvement. We are always thinking about services from the customer's perspective. We want to provide information and service in practical, useful ways that best meet our customers' preferences and goals. We look for opportunities to make offering services simple and useful. We look for opportunities to serve the person in front of us in the most personalized way possible. We are flexible and try to eliminate barriers to service. People always come before processes and systems. We always work to put "Yes" before "No."

We are... **fresh and fun**. We work to be current and interesting. Whether it is the design of our buildings, our displays or the services we provide, we look for ways to surprise our customers and make them happy. We are not afraid to try new things, and we expect to make mistakes, though we know we'll learn from them and be better for them. We seek creative approaches in our quest to Inspire, Inform and Entertain. We know that true innovation doesn't need to be grand or expensive; it may simply require looking at something from a fresh perspective. We look for ways to have fun at work, to share our passions and interests with our customers and colleagues. We believe in smiling, laughing and enjoying while we learn.