



Strategic Plan

February 2023 - February 2026

Mission: To provide an inviting and safe environment to educate, enrich, and entertain.

Vision: The Romeo District Library is a central meeting place for the ever-changing community it serves. We provide an environment that fosters education and imagination.

Goals:

Increase Marketing and Improve Its Effectiveness

- Bi-monthly targeted emails to various groups via Savannah platform
- Three direct mail campaigns to non-users of various demographics, inviting them to discover the public library of today
- Track new library cardholders and find out what prompted their trip to the library
- Establish a RDL Ambassador program so that volunteers can share information about and advocate for the library through word of mouth and social media

Nurture Collaborations within the Community

- Continue to grow our relationship with Romeo Community Schools to support the love of reading for their students
- Partner with local organizations to present programs that will positively impact mental health for all ages
- Utilize RDL on Wheels to reach underserved areas, based on OrangeBoy data gathering – work with neighborhoods, apartment complexes, mobile home communities

- Hire a part time librarian to work outreach with the van

Romeo Community Archives

- Complete digitization of Romeo Observer
- Increase visibility and accessibility of Archives through marketing and community collaborations
- Reduce the volume of unprocessed collections by at least 50%

Programming – Give Them What They are Asking For

- Focus on Skills Classes: crafts, cooking
- Focus on performances and concerts
- Include more programs with multi-cultural aspects
- Programs that nurture and encourage the love of reading for all ages

Improve and Expand Collections

- Start a Library of Things –hotspots, shredders, SAD lamps, scanners, VHS converters, sewing machines, puzzles/games, small tools, etc.
- Prioritize expanding our digital offerings and instruction to go with them
- Continue to focus on making our collections browse-able with sought-after titles, and add more shelving that provides a better visual presentation of materials through re-evaluation of adult section

Stay on the Cutting Edge of Technology

- Provide more technology and convenient methods to access information and our collections
- Install materials lockers at both locations and track statistics of use

Improve and Expand Graubner

- Complete Needs Assessment for Graubner - look into expansion/addition that would add a children's programming room, more staff work space and storage, outdoor programming space, and possibly drive-up window with an automated materials handling system
- Investigate costs and funding for building project
- Engage Owner's Representative for the project