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