

Strategic Plan

2024-2026

STRENGTHEN OUTREACH & COLLABORATION

The library will meet community members where they are.

- Consider the feasibility of models to increase physical and digital access to materials (e.g., book bike, locker system, Little Free Libraries).
- Create a homebound delivery program to increase access to those experiencing mobility or transportation barriers.
- Develop and strengthen partnerships with senior living facilities to increase connection with older adults, as well as with local apartment complexes.
- Partner with local small businesses to promote library card sign-up month.
- Invite community organizations and small businesses to host tables at the library.

REFLECT THE NEEDS OF THE COMMUNITY

The library will responsively provide library service that best supports the Richton Park community.

- Evaluate the relevance of the library's collection and resources to the community and adjust collection development accordingly.
- Refine and prioritize programs that are engaging, recreational, and educational and meet the needs of our community.
- Expand awareness of resources available to teens (e.g., resources specific to college essays, finding scholarships, college applications, career fair for teens, teen program for life skills).

DEEPEN OUR EDUCATIONAL IMPACT

The library will be a trusted partner with local K-12 schools, supporting the students and families both institutions serve.

- Increase library information provided through virtual backpacks and district apps.
- Regularly connect with school librarians and teachers to share information about library resources and programs.
- Increase in-person visits at schools for story times and book talks.
- Attend PTA meetings and connect with parent organizations.
- Increase the library's engagement with local daycares, preschools, and K-12 schools.
- Increase access to adult learning opportunities (e.g., an online high school diploma program, tutoring).

OUR MISSION

The Richton Park Public Library is committed to providing quality library services, resources, and programs that are responsive to our community.

MARKET & PROMOTE THE LIBRARY

Community members will gain greater awareness of the library's resources, services, and programs.

- Increase the reach of the library's marketing and promotional communications via e-newsletter and develop e-blasts for targeted audiences.
- Identify and pursue non-traditional marketing strategies (e.g., QR codes, displays at community sites, a community-wide scavenger hunt).
- Be present and engaged at all large-scale community events.
- Improve the accessibility of the library's website.