

2023

Strategic Plan



River Valley District Library
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Executive Summary

River Valley District Library is located at 214 S Main Street in Port Byron, Illinois. RVDL is a district library which allows the library to act on its own accord to levy taxes, hold referendum elections, or annex new properties into its service area. Board members to the library district are elected rather than appointed. Real estate tax bills will reflect the library district being its own line item. The River Valley District Library serves 5,156 residents in northern Rock Island County, Illinois. The ever growing and culturally diverse district runs along the Rt. 84 corridor next to the Mississippi River and includes all or portions of the following townships: Port Byron, Coe, Zuma (including all or parts of Port Byron Village, Rapids City, Hampton, Cordova, Hillsdale).

River Valley District Library is dedicated to providing the freedom to read, freedom of information and so much more through various resources and services. RVDL strives to promote and encourage lifelong learning to its patrons.

Once located at 106 N High Street, the River Valley District Library once known as the Port Byron Library has since moved and expanded in both service area and services alike. In 1987 the library transitioned from a township library to a district library because of a referendum thus allowing more financial flexibility and broader service area. The library desires to continue to grow and expand to meet the ever-changing needs of the community.

With the guidance and assistance of Amanda E. Standerfer at Fast Forward Libraries LLC, this strategic plan has been developed to assist the RVDL Board of Trustees and employees in providing a welcoming, inclusive environment that will foster information, education, and recreation.

Over the next three to five years River Valley District Library will be working towards the following strategic directions.

Direction 1:

Support trustee and staff professional development, organizational development, and positive team dynamics for increased satisfaction and sustainability.

Direction 2:

Cultivate increased awareness of library collections, services, technology, and programs.

Direction 3:

Deepen engagement with community members and partners to ensure understanding of the library's value.

Direction 4:

Become more data-driven and outcome focused by creating opportunities for listening, reflection, and improvement.

Direction 5:

Update the Library to ensure flexible, welcoming spaces that meet the evolving needs of our community and create efficient workspaces.

Vision Statement

Inspiring connection through lifelong learning.

Mission Statement

To improve and enrich the community through information, education, and recreation.

Business Description

River Valley District Library serves as community resource for information, education, and recreation through a variety of platforms including but not limited to books, computers, programs, medias available for both in house use and the ability to check things out for personal use.

At River Valley District Library we strive to provide the community with a welcoming, safe environment that allows the freedom to expand all areas of life long learning. With knowledgeable friendly staff readily available to help guide you in your process while respecting your right to intellectual freedom, RVDL proves to be a community asset.

In addition to a well-rounded selection of materials, RVDL is also a member of the Prairie Cat Consortium which consists of 138 libraries (and growing). Through this membership RVDL shares a catalog which is a cost saving method allowing access to additional materials for the patrons. In further effort to expand the reach of materials, RVDL is also a member of R.A.I.L.S (Reaching Across Illinois Library Systems). R.A.I.L.S allows for inter library loan delivery, continuing education for employees and trustees, additional catalog materials, e-content, grant funding and so much more.

Community Partnership is a top priority at RVDL. The library works hard to actively collaborate with the Riverdale School District, River Cities Rotary, Wild Ones, Daycares, Port Byron Economic Development, and local businesses. With an eagerness to expand and grow future partnerships.

The library is open year-round Monday -Friday 9AM-8PM and Saturdays 9AM-1PM, with limited holiday closings and staff in service days.

Strategic Direction 1

Support trustee and staff professional development, organizational development, and positive team dynamics for increased satisfaction and sustainability.

	Positive Team Dynamics
1.1	Staff professional development plans
1.2	Key position succession plan development
1.3	Trustee engagement development
1.4	Develop alternative funding plan
1.5	Explore district options

When there is a positive team dynamic, we will begin to see:

- **Trust**
- **Personal Success**
- **Stability**
- **Broader Positive Impact**
- **Financial Improvement**

Strategic Direction 2

Cultivate increased awareness of library collections, services, technology, and programs.

	Cultivate Increased Awareness
2.1	Be actively involved in community meetings and events
2.2	Host or sponsor programs in the community
2.3	Create engaging and collaborative incentives
2.4	Create and Mail Newsletter

When we cultivate increased awareness, we will see:

- **Awareness**
- **Sector Influence**
- **Increased Engagement**
- **Community Support**

Strategic Direction 3

Deepen engagement with community members and partners to ensure understanding of the library's value.

	Deepen Engagement
3.1	Create a partner plan
3.2	Create a holistic internal marketing plan
3.3	Encourage engagement of all cardholders through eNewsletters
3.4	Expand connectivity with the school district
3.5	Create "calls to action"

When we deepen engagement, we will see:

- **Usage**
- **Advocacy**
- **Excitement**
- **Donors**
- **Voters**

Strategic Direction 4

Become more data-driven and outcome focused by creating opportunities for listening, reflection, and improvement.

	Listen, Reflect, Improve
4.1	Develop statistical analysis plan
4.2	Conduct and review post-program surveys
4.3	Conduct and review staff climate surveys
4.4	Conduct annual Board satisfaction survey

When we listen, reflect, and improve, we will see:

- **Growth**
- **Value**
- **Desirability**
- **Progress**

Strategic Direction 5

Update the Library to ensure flexible, welcoming spaces that meet the evolving needs of our community and create efficient workspaces.

	Evolve
5.1	De-clutter current spaces
5.2	Use data to evaluate current collections
5.3	Develop a directional plan
5.4	Plan capital improvements based on recommendations

When we evolve, we will see:

- **The amazing view**
- **Spatial needs are met**
- **Pride in the Library**
- **More SPACE!**