



Rolling Meadows Library 2025-2027 Strategic Plan Goals + Strategies

Goal 1. Programs & Partnerships: Extend the library's reach and impact through strategic partnerships and in-demand programs.

- **1.1.** Diversify adult programming, with a particular emphasis on opportunities which center culture and language and offerings that hold intergenerational appeal.
- **1.2.** Foster and expand strategic community partnerships across both the public and private sectors.
- **1.3.** Position the library as a versatile education hub for school-aged patrons from toddlers to teens.
- **1.4.** Provide more volunteer opportunities inside and outside the library, including engagement pathways that do not require English language fluency.
- **1.5.** Coordinate larger-scale, family-oriented community events positioned to increase the library's visibility and reach.
- **1.6.** Reevaluate programming to ensure that days and times conform with the scheduling needs of targeted audiences.

Goal 2. Collections & Resources: Align what RML offers with the community's current and emerging needs.

- **2.1.** Continue investments in Spanish-language collections and prioritize their promotion.
- **2.2.** Increase the availability of nontraditional resources, including the loanable Library of Things and on-site, makerspace-style amenities.
- **2.3.** Invest in the library's online discovery tools through a website redesign and improvements to app functionality.
- **2.4.** Pinpoint and address imbalances between what patrons want and what is available to them from RML and the possibilities of consortium membership.



3. Facility & Accessibility: Consciously and authentically position the library as a welcoming and accessible space for everyone.

- **3.1.** Conduct a facility needs assessment to understand and begin sequencing needed reinvestments in the aging library facility.
- **3.2.** Equip meeting rooms with up-to-date, collaboration-friendly technology for educational, recreational, and work-related purposes
- **3.3.** Explore the incorporation of convenient self-service touch points into RML's existing service models.
- **3.4.** Revisit library policies and procedures to ensure all reflect and foster a "welcoming" atmosphere.
- **3.5.** Update and diversify wayfinding signage and other interior visuals.
- **3.6.** Promote and expand home delivery services for residents physically unable to visit the library.
- **3.7.** Explore the roll out of nontraditional physical access points around the community, such as kiosks and drop boxes.

4. Marketing & Outreach: Increase community awareness around the value and versatility of the library.

- **4.1.** Prioritize outreach into underserved pockets of the community.
- **4.2.** Develop a broad-based marketing plan to guide RML's promotional efforts.
- **4.3.** Craft and distribute key messaging in languages other than English.
- **4.4.** Refresh the library's online presence, including the website and all relevant social media channels.
- **4.5.** Adopt continual feedback mechanisms to gather input from community members on an ongoing basis.



5. Administration & Staff: Equip staff and board members to advance RML’s mission and advocate for its place in the fabric and future of Rolling Meadows.

- **5.1.** Collaborate actively in citywide dialogue around Rolling Meadow’s future growth and development.
- **5.2.** Engage in regular Library Board training to ensure all members fully understand the library’s vision and feel confident in championing its mission.
- **5.3.** Work toward increasing staff diversity, including in volunteer and internship opportunities.
- **5.4.** Invest in staff cross-training in select areas to increase cross-departmental understanding and foster a nimble frontline team.
- **5.5.** Provide periodic customer service training to increase staff confidence when interacting with any patron and in a wide range of scenarios.
- **5.6.** Explore logo-wear for pride of place and identification markers (such as buttons) to denote special skills.
- **5.7.** Investigate equipping public floor staff with tools to instantaneously reach colleagues for an outstanding customer service experience.
- **5.8.** Explore how best to collaborate with the City’s new Human Services Department to help connect its resources and services to all residents.