



ROCHESTER PUBLIC LIBRARY

2021 & 2022 Action Plans

2021 ACTION PLANS

FINE FREE

STRATEGIC FOCUS AREA: Equity
OUTCOMES: A
STRATEGIC PRIORITY: A, B
LEAD: Audrey, Karen, Purna

COMMUNITY ENGAGEMENT IMPLEMENTATION

STRATEGIC FOCUS AREA: Equity
OUTCOMES: B, D, F
STRATEGIC PRIORITY: A, C, F, H, I
LEAD: Audrey, Beth, Heather, Karen

SUMMER PLAYLIST

STRATEGIC FOCUS AREA: Equity & Infrastructure
OUTCOMES: C, G
STRATEGIC PRIORITY: A, B, E, I
LEAD: Heather

ECF GRANT: CHROME BOOK DISTRIBUTION

STRATEGIC FOCUS AREA: Equity & Connections
OUTCOMES: C, E
STRATEGIC PRIORITY: L, M, O, P
LEAD: Purna, Steve

CUSTOMER SERVICE HANDBOOK

STRATEGIC FOCUS AREA: Equity & Connections
OUTCOMES: A, E, G
STRATEGIC PRIORITY: K
LEAD: Heather, Welcoming Committee

SUNDAY HOURS

STRATEGIC FOCUS AREA: Equity
OUTCOMES: A, G
STRATEGIC PRIORITY: A, BI
LEAD: Audrey

SOCIAL WORKER

STRATEGIC FOCUS AREA: Connections
OUTCOMES: E
STRATEGIC PRIORITY: A, B, G, I, J
LEAD: Sara, Susan

LONG-TERM BUILDING PLANS

STRATEGIC FOCUS AREA: Infrastructure
OUTCOMES: H
STRATEGIC PRIORITY: A, B, D, D, E, F, G, H, I, J
LEAD: Audrey, Kari, Kim

POLICY UPDATES

STRATEGIC FOCUS AREA: Equity & Infrastructure
OUTCOMES: A, E, G
STRATEGIC PRIORITY: L
LEAD: Heather, Welcoming Committee

ONBOARDING: SYSTEM DEVELOPMENT

STRATEGIC FOCUS AREA: Infrastructure
OUTCOMES: G, I
STRATEGIC PRIORITY: A, B, I
LEAD: Heather, Karen, Kim



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2021 ACTION PLANS CONTINUED

PROGRAMMING MATRIX

STRATEGIC FOCUS AREA: Equity & Connections
OUTCOMES: B, D, F
STRATEGIC PRIORITY: A, E, F, G, H, I
LEAD: Heather, Kim, Sara, Karen, Keri

GALE ANALYTICS

STRATEGIC FOCUS AREA: Connections
OUTCOMES: B, E
STRATEGIC PRIORITY: B, E, G
LEAD: Karen, Data Team

BLUECLOUD MOBILE

STRATEGIC FOCUS AREA: Equity & Infrastructure
OUTCOMES: C, E, G
STRATEGIC PRIORITY: K
LEAD: Steve

COR STRATEGIC PLAN ALIGNMENT

STRATEGIC FOCUS AREA: Infrastructure & Connections
OUTCOMES: A, G
STRATEGIC PRIORITY: A, BI
LEAD: Audrey

GALE ENGAGE

STRATEGIC FOCUS AREA: Connections
OUTCOMES: B, E
STRATEGIC PRIORITY: B, E, G
LEAD: Karen, Data Team

2022 ACTION PLANS

ECF GRANT: IMPLEMENTATION CONTINUED

STRATEGIC FOCUS AREA: Equity & Connections
OUTCOMES: C, E
STRATEGIC PRIORITY: L, M, O, P
LEAD: Purna, Sara, Heather, Kim, Keri

BOOK LOCKER

STRATEGIC FOCUS AREA: Infrastructure
OUTCOMES: G, H
STRATEGIC PRIORITY: K, O
LEAD:

ONBOARDING IMPLEMENTATION

STRATEGIC FOCUS AREA: Infrastructure
OUTCOMES: G, I
STRATEGIC PRIORITY: A, B, I
LEAD: Audrey, Karen, Kim

ROCHESTER READING CHAMPIONS: DOVER/EYOTA

STRATEGIC FOCUS AREA: Equity
OUTCOMES: C
STRATEGIC PRIORITY: E, M, Q
LEAD: Audrey, Sara



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2022 ACTION PLANS CONTINUED

SOCIAL WORKER

STRATEGIC FOCUS AREA: Connections

OUTCOMES: E

STRATEGIC PRIORITY: A, B, G, I, J

LEAD: Sara, Susan

HOURS STUDY

STRATEGIC FOCUS AREA: Equity

OUTCOMES: A, G

STRATEGIC PRIORITY: A, B

LEAD: Hours Team

DIGITAL EQUITY/ TECHNOLOGY HELP

STRATEGIC FOCUS AREA: Equity, Infrastructure & Connections

OUTCOMES: A, C, E, H

STRATEGIC PRIORITY: B, E, G, M, S

LEAD: Sara

2022 MARKETING PLAN

STRATEGIC FOCUS AREA: Equity, Infrastructure & Connections

OUTCOMES: A, C, E, H

STRATEGIC PRIORITY: B, E, G, M, S

LEAD: Karen, Administration Team