Vision Statement:

- Provide informational resources to serve our community
- Offer innovative technology to meet community needs
- Foster learning, creativity, and imagination
- Collaborate with our community

We value:

- Literacy
- Diversity
- Outreach
- Community

Mission Statement:

Provide a safe and welcoming environment with equitable access to information, along with a full range of services and programs that enhance the love of reading and encourage lifelong learning.

Goal 1: Economic Viability

Objective 1 a. Evaluate current and existing resources to share with local small businesses
Objective 1 b. Promote Grow It; Grow with Google; Library Business newsletter; WESST Small Business workshops; Rio Rancho and Sandoval County Business license & registration; SCORE; Rio Rancho Chamber of Commerce, Central New Mexico Community College, and state and federal business resources.

Goal 2: Community Building

Objective 2 a. Foster and support the ongoing needs and aspirations of our community.
Objective 2.a.1. Implement a community survey to identify areas of growth.

Objective 2 b. Expand the library’s outreach to meet community members where they are.
   Objective 2 b.1. Explore alternative access to a variety of internal programs.
   Objective 2 b.2. Increase awareness of library resources to include physical and digital resources.

Objective 2 c. Partner with City Departments and Community Organizations to expand library services.
**Goal 3: Internal Infrastructure**
Objective 1: Review and update the Library Technology Plan to meet community and staff needs.
Objective 2: Review and update Library Marketing Plan
  Objective 1 a. Create a public survey to evaluate how we reach our patrons
  Objective 1 b. Evaluate how we outreach to our patrons

Objective 3: Review and update Library Collection Development policy

Objective 4: Review and update Library Safety Plan

Objective 5: Create sub-department Standard Operating Procedures (SOP) (Departmental manuals)
  Adult Services
  Circulation
  Technical Services
  Youth Services
  Branch – Esther Bone

**Outcome Based Evaluation:**

- Survey patrons on use of business and information resources.
- Survey patron satisfaction.
- Survey outside services and programs for effectiveness.
- Use Library’s annual performance measures to evaluate library services.

**Date of Plan:**
July 1, 2020-2023