

**ROCHESTER**  
public library district



Connect. Discover. Create.

# STRATEGIC 2023 - 2028

# PLAN



[www.rochesterlibrary.org](http://www.rochesterlibrary.org)  
1 Community Dr.  
Rochester, IL 62568



Connect. Discover. Create.

# CONTENTS

- 2. BUDGET INCREASE VS NO INCREASE
- 3. WHO WE ARE
- 4. INTRODUCTION
- 5. PLANNING PROCESS
- 6. TIF DISTRICT
- 7. STRENGTHS
- 9. CAPITAL EXPENDITURES
- 10. CHALLENGES
- 11. SERVICE PRIORITIES
- 16. ACKNOWLEDGMENTS

**ROCHESTER**  
public library district



Connect. Discover. Create.





# Rochester Public Library

With Budget  
Increase in 2024



Without Budget  
Increase in 2024

*6 weeks of Summer Reading*

*Weekly Prizes for reading goals*

*Summer Rec*

*Outreach to local Assisted Living Facilities*

*Continued and expand outreach to local daycares/schools*

*Farmers Market Continues*

*Fall Festival Continues*

*Library hours possibly expanded*

*Ability to hire more library staff*

*Book budget will increase by 20% (\$4,000)*

*Building will increase in size by 7000 Sq. Ft which will include family bathrooms, meeting rooms, maker spaces and so much more..*

*Continue to keep 20 Wi-Fi Hotspots*

*Increase library programming*

*Maintain or possibly increase patron computer access*

*4 weeks of Summer Reading*

*No Weekly Prizes for reading goals*

*No Summer Rec*

*No Outreach to local Assisted Living Facilities*

*No Outreach to local daycares/schools*

*No Farmers Market*

*No Fall Festival*

*Shortened Library Hours*

*Vacant positions will not be filled, instead positions will be absorbed or outsourced.*

*Book budget will be cut by 10% (\$2,000)*

*Building will remain the same and additional books/items will be added minimally due to space constraints.*

*Decrease hotspots by 50%*

*Programming will be cut by 50%*

*Decrease number of patron computers by 50% in next budget*



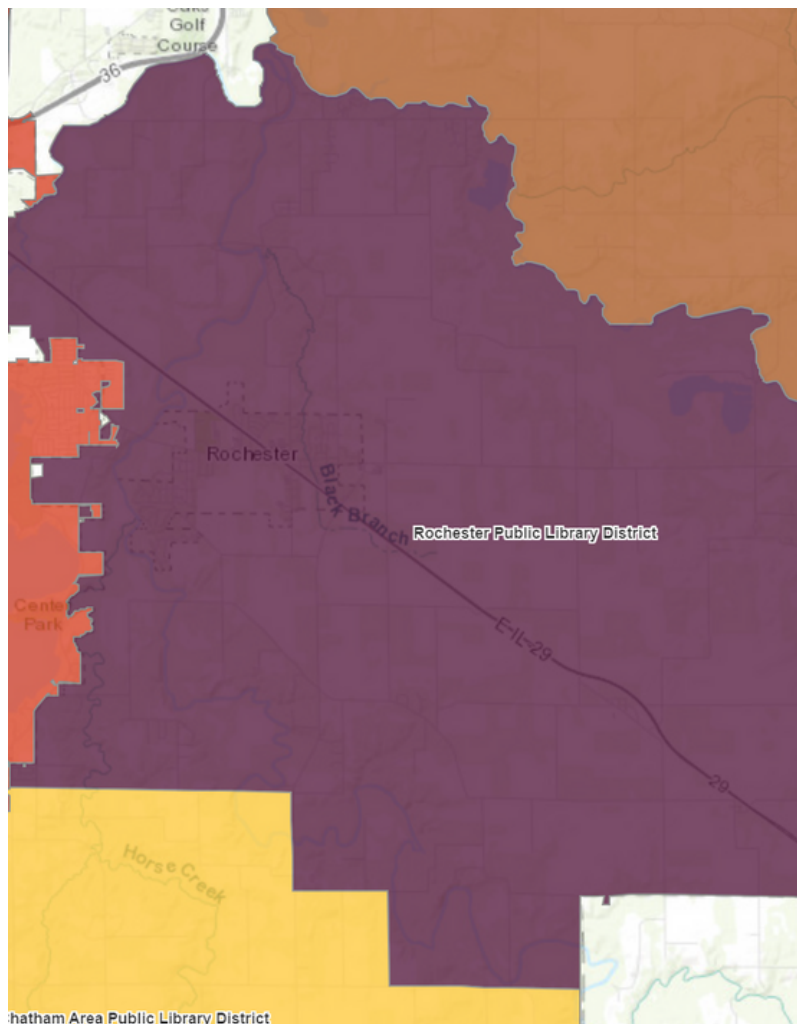
# WHO WE ARE

## Rochester Public Library District

The Rochester Public Library District (“the library”) was established in May 1985 and the current library building was constructed in 1995. The library is located at 1 Community Drive in Rochester, Illinois, and is co-located with the offices of the Village of Rochester. 7,540 people live within the library’s service area, which covers eastern Sangamon County and a small portion of western Christian County. The Village of Rochester is also within the library’s service area.

The library holds a collection of over 40,000 items including books, magazines, DVDs, CDs, audiobooks, and e-books. As a member of the SHARE (Sharing Heartland’s Available Resources Equally) consortium, library patrons can access more than 10 million additional items. 35,308 people entered the library last year to access the collection, attend one or more programs and events, use the Internet, access the free Wi-Fi service, access print and electronic resources, use copying and faxing services, or try out the 3-D printers.

The Library Board of Trustees (“the Board”) and the Library Director administer the operations of the library. The Board establishes library policies and the Library Director implements those policies in the day-to-day operations of the library by working with her staff. We (the Board, the Library Director, and the library staff) work collaboratively to deliver programs and services to the patrons within the library’s service area.



## OUR MISSION

To strengthen community connections, inspire lifelong learning and discovery, and foster creativity.

## OUR VISION

The library will be a welcoming, comfortable place where all people may engage in lifelong learning opportunities and diversity can be explored, celebrated, and experienced.







# INTRODUCTION

*Nearly forty years ago, a group of individuals came together and worked to form the Rochester Public Library. Through overwhelming community support, the Rochester Public Library District (RPLD), separate from the Village of Rochester, was created through a referendum, passing with a two-thirds affirmative vote in 1986.*

- 1986 - 1989 : The library operated in a rented multi-purpose building in a 1,400 square foot space, with two staff operating the library thirty-five hours per week.
- 1989 : Long-Range Plan was completed. Library growth of 30% per year, staff had tripled in size, and the library had already added space to accommodate this growth.
  - With the strong growth in library use, and a robust population growth of 9.1% in 1989, leaders of the library recognized the need to construct a new building.
- 1995 : New building for the library was built.
  - The building is a joint-use building shared between the Village of Rochester and the RPLD.
    - Featured a shared community room for public meetings and other gatherings.
    - The library expanded to 7,600 square feet from its starting size of just 1,400 square feet.

*More than twenty years after construction of the library building, patron use of the library is as strong as it has ever been. Our collection of materials is diverse and continues to grow; hundreds of patrons participate in the programs the library offers; and the library is a place where people can connect with each other and participate in lifelong learning activities. This strategic plan, developed with input from members of the community, sets the vision for the library's future. This plan identifies programs and services the library will deliver over the next five years and identifies the challenging space limitations in the library which need to be addressed. The plan is also a communication tool. It provides the community and library patrons with information about the future of the library. All patrons are encouraged to review and provide feedback on the plan.*



# PLANNING PROCESS

The Illinois Library Association identifies the strategic plan as a core element in developing a foundation for quality library service. Library strategic plans usually have a five-year planning cycle and our plan was last updated in 2015. In the fall of 2023, the Board of Trustees established a committee to update the library's strategic plan. The committee included community members, library patrons, library staff, and Board Trustees. Committee members were invited to participate based on their ability to reflect a cross section of the community the library serves. The committee identified and ranked the service priorities that would best serve the library community. The library staff used this information to develop specific goals, objectives, and activities to address the service priorities the committee identified.



The library holds a collection of over 40,000 items.

- Books
- Magazines
- DVDs
- CDs
- Audiobooks
- iPads
- Mobile WiFi Hotspots
- STEAM Kits
- e-books

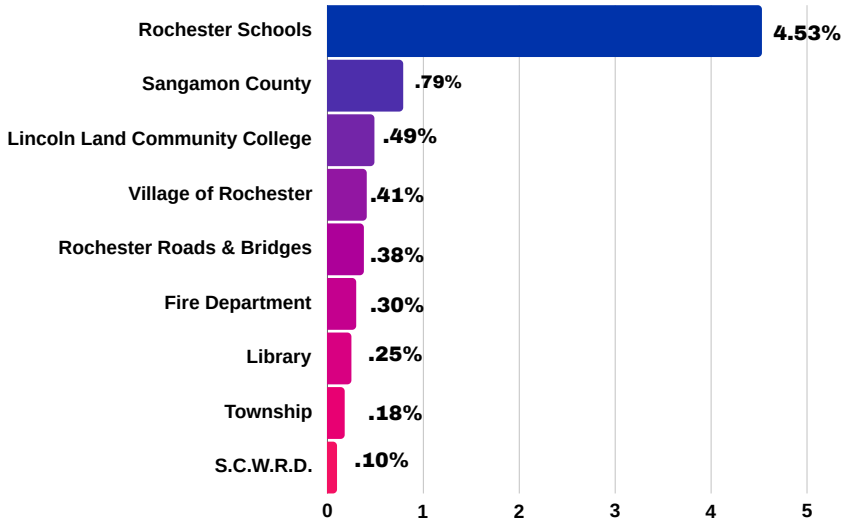
*As a member of the SHARE (Sharing Heartland's Available Resources Equally) consortium, library patrons can access more than 10 million additional items.*

35,308 people entered the library last year to access the collection, attend one or more programs/events, use the Internet, access the free Wi-Fi service, access print and electronic resources, use copying and faxing services.





# WHERE ARE YOUR PROPERTY TAXES GOING?



## DID YOU KNOW THAT ROCHESTER PLD IS IN A TIF UNTIL THE YEAR 2040?

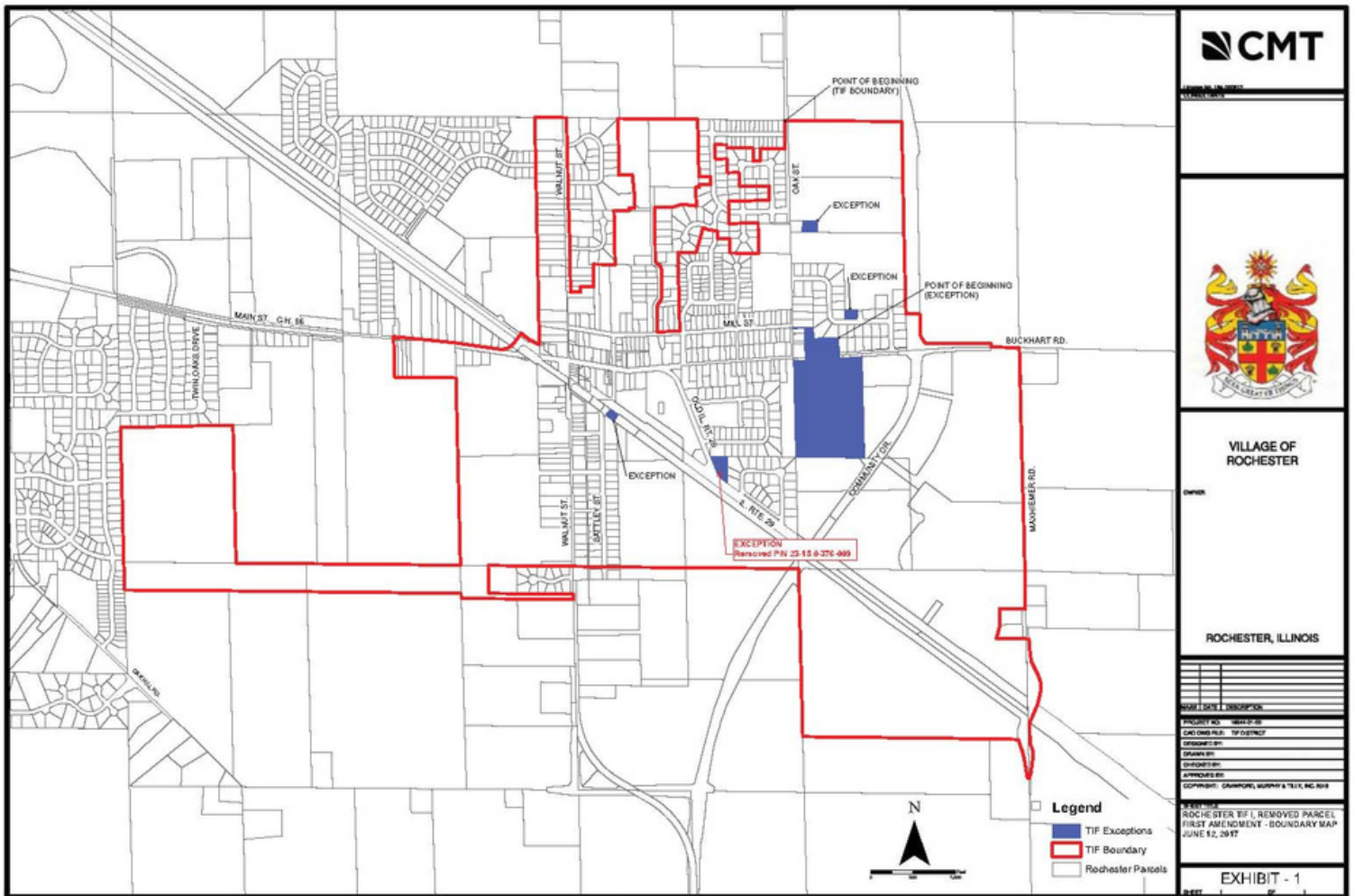
### What is a TIF?

Tax Increment Financing, or TIF calls for local taxing bodies to make a joint investment in development or redevelopment of an area. The intent is that any short-term gains be reinvested and leveraged so that all taxing bodies will receive larger financial gains in the future.

### What does this mean for RPLD?

In 2017 the Village of Rochester implemented a TIF District. RPLD will not receive any additional property taxes for any new residences that are built in the Village of Rochester. This includes entire subdivisions and new businesses in the TIF District. This property tax money will continue to go into the TIF until 2040.

## TIF BOUNDRY MAP






# STRENGTHS


The library is strongly supported and used by its patrons. Over 40% of people within our service area are library card holders, and there has been consistent growth in the use of the library as measured through door counts, attendance of the summer reading programs, and checkout of materials. The staff provides excellent customer service to patrons, delivers a broad range of programs, and continually evaluates the need for new programs.

## DELIVER OPPORTUNITIES TO CONNECT




District #3A, local pre-schools, home schooling parents, the Boys & Girls Club, Assisted Living communities, and the Rochester Historical Society. Across the country and the world, people's preferences are trending toward technology and electronic access. We are working to anticipate these changes to meet the needs and expectations of patrons in a more connected world. The library maintains a strong digital presence through its website, which serves as a portal to library programs and services. Additionally, we maintain contact with library patrons through social media and electronic newsletters.

## DELIVER OPPORTUNITIES TO DISCOVER



In addition to patron usage, library program offerings have grown substantially. The number of items checked out from the library has increased by 23,803 items. The library summer reading program for children has grown tremendously. The library's collection of materials is diverse and includes books, CDs, audio books, e-books and magazines as well as items that are not commonly found in comparably sized libraries. In 2023 there were 110,187 items checked out, and 6,118 library card holders.

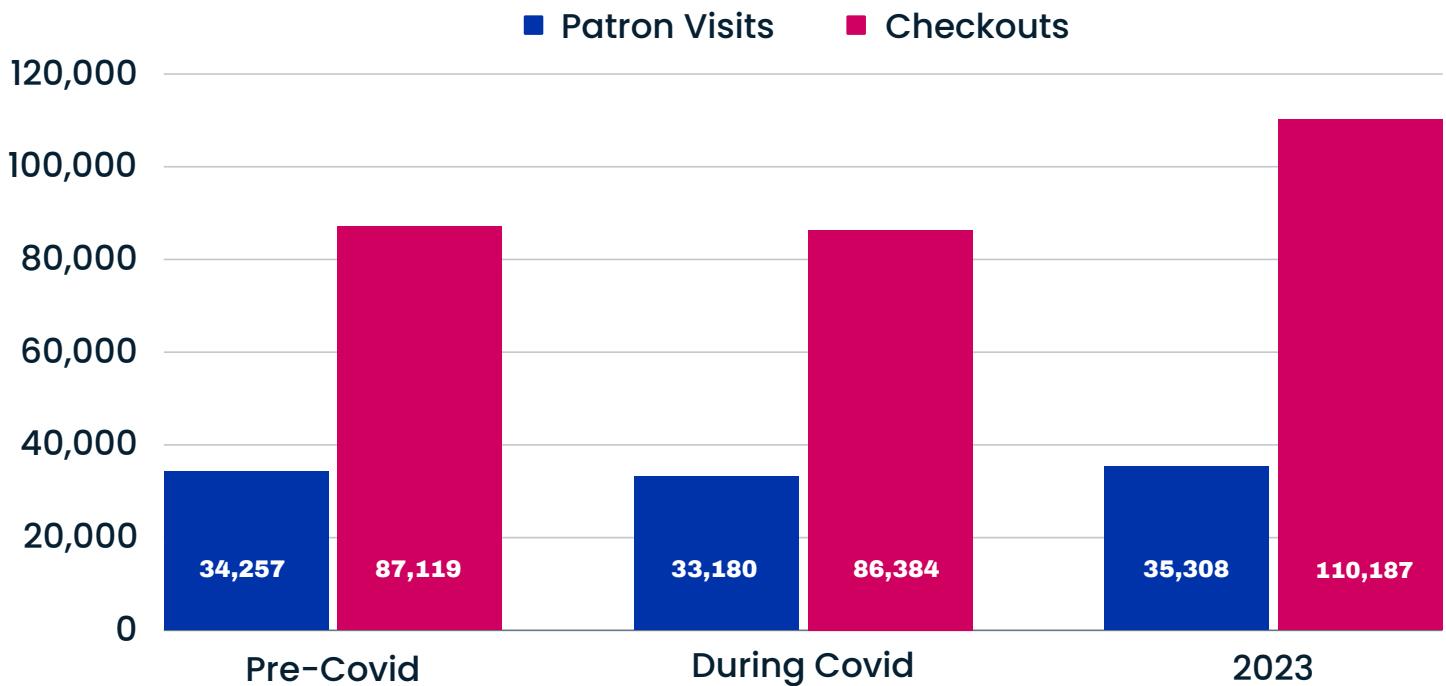
## DELIVER OPPORTUNITIES TO CREATE



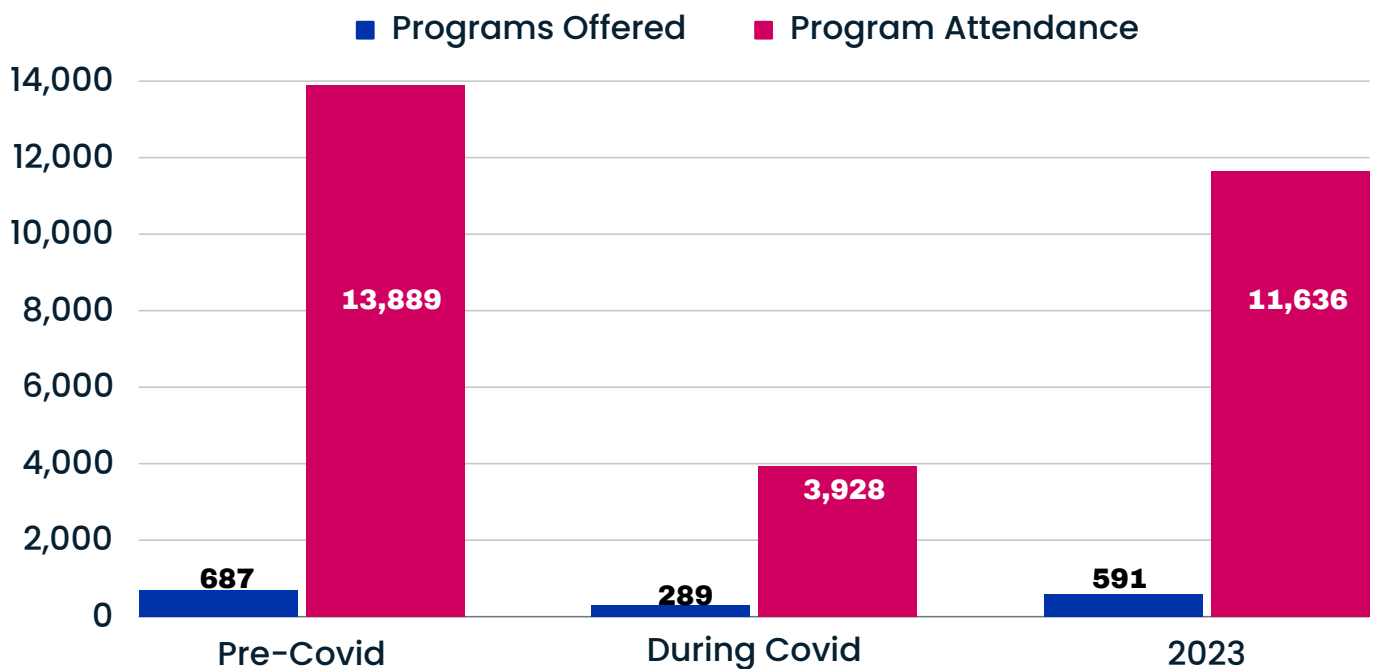
We are expanding patron access to technological tools by offering items such as 3-D printers, computer stations, and high-speed internet access including Wi-Fi. Video cameras and video streaming equipment are also available at the library for patrons to check out. Recently we added Sublimation Printing as well as a Cricut for patron use.

# STATS OVER THE LAST YEARS

The library is strongly supported and used by its patrons. Over 40% of people within our service area are library card holders, and there has been consistent growth in the use of the library as measured through door counts, attendance of the summer reading programs, and checkout of materials. The staff provides excellent customer service to patrons, delivers a broad range of programs, and continually evaluates the need for new programs.



# PROGRAMMING STATS





# CAPITAL EXPENDITURES

<b>Library Responsibilities</b>	<b>Replacement</b>	<b>Cost</b>
HVAC System (2 units) 2015	25 Years (2040)	\$40,000
Carpet (Circ Desk Area) 2014	10 Years (2024)	\$20,000
Carpet (Rest of the Area) 1995	10 Years (2005)	\$30,000
Furniture ongoing	15 Years (2026)	\$20,000
Paint 2016	8 Years (2024)	\$10,000
<b>Library Joint Responsibilities</b>	<b>Replacement</b>	<b>Cost</b>
Parking Lot Resurfacing (Seal Coat 2017)	10 Years (2024) 10 Years	\$70,000 \$12,000
HVAC (1 Unit) 2016	25 Years (2014)	\$20,000
Shingles 2022	35 Years (2057)	\$110,000
Carpet (2018)	10 Years (2028)	\$10,000
Paint (2018)	8 Years (2026)	\$10,000

## ADDRESS REPLACEMENT OF AGING MECHANICAL SYSTEMS

Because the library building was built in 1995, many of the mechanical systems that are in place have reached, or will soon reach, the end of their useful life. At the end of 2015, we replaced its two heating and air conditioning units. The parking lot will need to be replaced - estimate \$30,000. Bathrooms need updated, no updates since 1995 when the building was built.





# CHALLENGES

The challenges the library faces include space limitations, an aging building and mechanical systems, and a lack of funds.

## ADDRESS SPACE LIMITATIONS

We currently have room for 612 Adult Hardback Fiction books to be added to our current shelving collection. We average a total of 1602 items added to our total collection each fiscal year. From that number 318 Adult Hardback Fiction books were added our last fiscal year. If we do not get an expansion we will run out of space in 2 years. We will then be forced to remove the adult paperbacks and large paperbacks from our collection to make room for our more popular adult hardback fiction books. Due to lack of funds and space, additional removal of collections will include: DVD's, Music CD's and Audiobooks.



## LACK OF FUNDS AND SPACE IN THE YOUTH SERVICES AREA

- Fewer high interest new book titles
- Graphic novel collection will not increase rapidly
- We will no longer purchase DVD's and we will remove this collection
- We will have to use a more robust weeding plan than CREW
- Replacement of non-fiction titles will be slowed



# SERVICE PRIORITIES

## GOAL

Create a comfortable and welcoming space for our patrons that enhances their experience when visiting the library.

## OBJECTIVES

- Evaluate our physical space and hours of operation to meet community needs.
- Evaluate lack of space and amount of books added.
- The library uses the C.R.E.W. method when weeding - Continuous Review, Evaluation, & Weeding
- Continue to expand our virtual space to make our programs and services more widely available.

## ACTIVITIES

- Evaluate the library's current space, analyze future space needs, and develop a plan of action to address space needs for the future. This analysis will consider adding study rooms for students and tutors, seating for patrons, space for children and youth programs, a Maker space, and space to accommodate our collection for the next 20 years.
- Purchase additional technology such as tablets, iPads, and computers with an emphasis on touchscreen. We will evaluate expanding the library's tech station furniture to accommodate older children.
- Make spaces mobile-friendly for a variety of virtual meetings.



# GOAL

Offer patrons of all ages opportunities that stimulate the imagination, satisfy curiosity, encourage lifelong learning, and maintain free access to a diverse selection of reading, audio, visual, and other materials.

# OBJECTIVES

- Emphasize the journey, not the result, in youth programming by discovering new ways to encourage curiosity through play and hands on programming.
- Establish physical and virtual spaces for patrons to express their creativity.
- Offer lifelong learning services and programs to support patron's interests and ambitions.

# ACTIVITIES

- Promote Science, Technology, Reading, Engineering, Art and Math (S.T.R.E.A.M.) based programming as an important component of youth development, with emphasis on coding, robotics, art and technology.
- Expand the arts and humanities programs we offer.
- Partner with organizations to offer group field trips to local areas of interest.

# WITHOUT REFERENDUM

- No weekly Summer Reading Prizes
- Summer Reading cut from 8 weeks to 4 weeks with limited programs.
- Summer Recreation will no longer be offered.





# GOAL

Offer programs and services designed to enhance school readiness for children, emphasizing reading and listening skills.

# OBJECTIVES

- Emphasize sensory, tactile, visual, and auditory learning in all children’s programming.
- Design and offer programs and services for children to enhance school readiness.

# ACTIVITIES

- Foster early childhood literacy with weekly story-time programs for children from birth to school age.
- Offer programming that meets the needs of children with autism.
- Prioritize collection development throughout the year that reflects the Illinois School Library Media Association (ISLMA) “kid’s choice” awards lists such as Monarch, Bluestem, Rebecca Caudill, and Abraham Lincoln.
- Become a location where home-schooled children can participate in voting for ISLMA “kid’s choice” awards for outstanding children’s books.
- Incorporate the use of sign language in baby lapsit programming.



# WITHOUT REFERENDUM

- No Library Outreach
  - This includes Rochester 3A, Springfield Urban League, Boys and Girls Club and visiting area Assisted Living Facilities.
- Cutting Homeschool & Family Programs



# GOAL

Provide our patrons with the tools and resources to understand how to find, evaluate, and use information.

## OBJECTIVES

- Increase personalized services to meet individual needs for research, information, and technology assistance including Book -A- Librarian
- Continue to train our staff to meet the technology needs of patrons.

## ACTIVITIES

- Work with the Rochester School District and non-profits to host library field trips with an emphasis on learning how the library works.
- Added an electronic reference feature to the library's website to allow users to get reference assistance from library staff whenever or wherever they may need it.
- Expand the library's technology devices for check out.



## WITHOUT REFERENDUM

- Decrease Hotspots by 50%
- Not invest in new technology





# GOAL

Offer programs and services that promote an appreciation and understanding of our community's heritage and celebrate diversity.

# OBJECTIVES

- Promote an appreciation of our community's local history.
- Promote diversity and cultural awareness.

# ACTIVITIES

- Create a monthly feature, where each month a different member of the community can make a short video telling his or her "story" or describe an aspect of local history that is important to them.
- Partner with the Rochester Historical Society to continue adding images and facts to the library's history pin project.
- Continue to digitize the collection of local history items to make them available electronically.





# ACKNOWLEDGEMENTS

Rochester Public Library District thanks the following Strategic Planning Committee members who devoted their time, energy, and provided invaluable feedback about the library and its services to create this plan for the future.

## COMMUNITY REPRESENTITIVES

Marty Fairchild  
Kelly Firebaugh  
Jeanette Firebaugh

## LIBRARY STAFF

Janet McAllister, Director  
Denise Rainford, Youth Services  
Lorachelle Eck, Patron Services Manager  
Kaylee Mitts, Adult Programs & Outreach Coordinator

## LIBRARY TRUSTEES

Sarah Deen  
Erich Schroeder  
Bob Tepatti  
Diana Fairchild

