

RICHMOND COUNTY PUBLIC LIBRARY

LONG RANGE PLAN 2011-2016

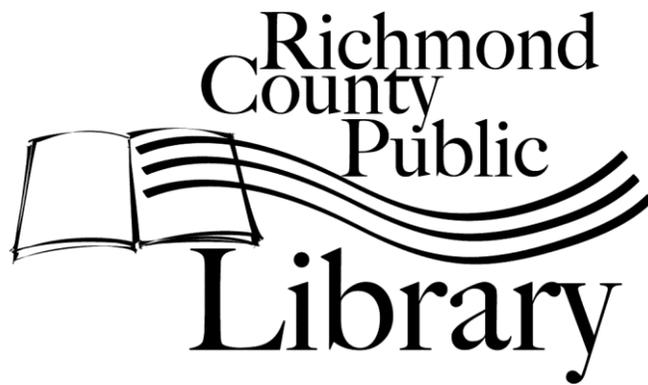


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MISSION STATEMENT

The Richmond County Public Library partners with Rappahannock Community College to provide resources to serve the informational, educational, and cultural interests for residents of all ages in order to promote lifelong learning.

HISTORY OF RICHMOND COUNTY PUBLIC LIBRARY

The roots of a public library in Richmond County date back to the early part of the Twentieth Century. In 1974, the doors of the present facility were opened to the public with the opening of Rappahannock Community College in Warsaw. In 1993, a Memorandum of Understanding was written in a combined effort between RCC and the RC Board of Supervisors and the RCPL was formed. The memorandum of understanding between RCC and RC Board of Supervisors established the operation of the joint library. The College library of the Warsaw Campus of Rappahannock Community College (RCC) joined with the newly formed Richmond County (RC) Public Library to create the Library Center. This was the first such joint venture in the Commonwealth of Virginia. The memorandum of agreement was reviewed and updated in 1998. The library became known as The Library Center, encompassing the college library, the county library and the regional law library. The Law Library disbanded in 2005. As of 2010, the college and the public library continue the collaboration to provide optimal resources and service to all patrons of the Richmond County Public Library as well as the service area of the college.

The Richmond County Board of Supervisors has appointed a Library Board of Trustees which meets with library staff on a regular basis. The Trustees represent the county constituents and serve as a liaison between the county and the library. The Library Board works with library staff in developing and establishing goals for the County Public Library. They also conduct fundraisers for the Library.

The Friends of the Library was established when the Warsaw Campus of Rappahannock Community College opened in 1973. The many activities of The Friends include fundraisers, cultural events, a newsletter, membership directory and volunteer work to support and enrich the library. The Richmond County Public Library and its board recognize the Friends of the Library as an essential component of The Library Center. The Friends are a cross-representation of the community and their recommendations for improvement of the library are important and welcomed.

DESCRIPTION OF THE SERVICE AREA



Richmond County is a part of the Northern Neck of Virginia and encompasses a service region including the adjacent counties of Essex, Westmoreland, Northumberland and Lancaster Counties. It includes the town of Warsaw where the Library Center resides within Rappahannock Community College.



Richmond County cherishes and promotes its rural and agricultural environment. The natural resources in the area are highly valued and the county is committed to its preservation and protection. Richmond County was officially founded in 1692 and enjoys a rich history.

The U.S. Census Bureau 2013 Population Estimates

< <http://www.coopercenter.org/demographics/age-sex-race-hispanic-town-estimates>> for Richmond County indicates the population is estimated at 8,953. Demographics indicate approximately 67% of the population as White, 31% as Black, 6.2% as Hispanic. The median age is 44 years old. The per capita income is \$20,942 and the median family income is \$48,958 < <http://quickfacts.census.gov/qfd/states/51/51159.html>>.

The 2013 Census Bureau indicates 19% of the population is 65 years old and over.

[Richmond County Public School System](http://www.richmond-county.k12.va.us/school_board/average_per_pupil_cost) includes Richmond County Elementary, Richmond County Intermediate, Rappahannock High and Northern Neck Technical Center. Per pupil expenditure is \$10,777 < http://www.richmond-county.k12.va.us/school_board/average_per_pupil_cost >. Rappahannock Community College is also an important part of the educational environment within the county and enjoys many partnerships in the community in addition to the Library Center.

Richmond County has a county administrator and five member board of supervisors. The board members are elected from five distinct districts from within the county.

CURRENT STATUS AND ASSESSMENT OF COMMUNITY NEEDS

Richmond County Public Library has enjoyed the present partnership with Rappahannock Community College since 1993. This collaboration provides many advantages, including the following:

- Staffing and physical space provided by the college.
- Building and grounds maintenance provided by the college.
- Increased hours of operation.
- Access to college library collections.
- Established library services and support mechanisms through the Virginia Community College System (VCCS) such as the online catalog and interlibrary loan.
- Increased technological capabilities.
- Friends of the Library support.

There are challenges in balancing public access and college support for students, space, resources, budgets, personnel and technology. The County would benefit from exploring the possibility and potential for a free standing public library. Some of the advantages include the following:

- Increased awareness in the County of a public library presence.
- Ability to develop and provide a wider array of services and programming to all members of the community.
- Act as a community center.
- Become a part of community revitalization by utilizing an existing vacant space.
- Create more partnerships with community initiatives such as job services, economic development and historical societies.
- More engagement with community members and the public schools.
- Promulgate county heritage and vision.

GOALS AND OBJECTIVES

Goal I - Contractual Agreement with Rappahannock Community College

Objective A: The Library Board shall review the Memorandum of Understanding on an annual basis by March 1st of each year. If adjustments are suggested, submission to the Richmond County Board of Supervisors and the college should be made at least 60 days prior to the end of the fiscal year.

Goal II - Personnel

Objective A: Maintain the current contractual partnership with Rappahannock Community College in order to provide excellent customer service to all members of the community.

Objective B: Continue to assess staffing levels and identify opportunities to diversify in order to maintain professional and effective service to the community.

Objective C: Develop and provide training opportunities to keep staff abreast of resources, technology and services.

Objective D: Identify volunteer opportunities as appropriate for the needs of the library.

Goal III – Assessment and Evaluation

Objective A: Prepare and report patron count and circulation statistics on an annual basis.

Objective B: Prepare Bibliostat report for the Library of Virginia as required for state aid.

Objective C: Develop and administer user surveys to be administered biennially.

Objective D: Develop and compile an annual report for Richmond County Public Library at the end of each fiscal year.

Goal IV: Programming

Objective A: Young Children

- Continue the tradition of story times
- Continue to develop and grow the Summer Reading Program
- Explore and identify new programming opportunities, offering at least two new programs a year

Objective B: Young Adults

- Explore and identify new programming opportunities, offering at least two programs a year focused on age groups 11-17

Objective C: Seniors

- Explore and identify new programming opportunities, offering at least one program a year focused on age groups 55 and up.

Objective D: Correctional Facilities and Other Outreach

- Continue the establishment of a lending program with Haynesville Correctional Center

Objective E: Partnering with RCC

- Identify opportunities to offer educational programming
- Identify potential adult education opportunities

Objective F: Partnering with the Community

- Police, Fire and Safety
- Identify local businesses for programming partnerships
- Identify potential opportunities with area service clubs such as the Rotary Club

Goal V: Collection

Objective A: Serve the informational needs of the community through diverse collections and information resources

Objective B: House and provide access to a quality general collection of books and other materials that reflect and respond to the leisure interests and reading needs of community residents.

Objective C: Special Focus on the juvenile and young adult collection to add more nonfiction material and partner with local schools to bolster educational needs.

Objective D: Develop a Collection Development Policy for RCPL.

Goal VI: Publicity and Marketing

Objective A: Improve and update the Richmond County Public Library Website

Objective B: Include a calendar of events on the Public Library Website

Objective C: Utilize a variety of publicity and marketing tools such as the Web page, flyers, calendars, newspaper articles and photographs to promote and share information about services, resources and events.

Objective D: Develop and deliver messages through a variety of methods to effectively spur increased support of the library.

Objective E: Develop effective methods and approaches that demonstrate the library's value to local decision makers and community members.

Goal VII: Accessibility

Objective A: Retain reserved parking spaces for Richmond County Library senior citizen patrons or those with a disability.

Objective B: Collaborate with College to develop improved directional signage.

Goal VIII: Advocacy and Fund Raising

Objective A: Continue seeking funding from existing governmental sources and pursue other governmental sources that may be available by building strategic partnerships with local groups and leaders that can support the library.

Objective B: Participate in seeking gifts, donations, materials, memorials, etc. from public and private sources.

Objective C: Assist and participate in the Library staff's efforts in identifying grants for the Library Center.

Goal IX: Annual Review of the Long Range Plan

Objective A: Review plan at the end of each Fiscal Year to identify updates to be shared with the Library of Virginia by August 1.

August 2010
C. Carl

Updated July 2014
D. Ream