



# ROCHESTER PUBLIC LIBRARY VISION, MISSION, AND STRATEGIC PRIORITIES 2026-2029



## VISION

A vibrant community where everyone is welcome and opportunity thrives.



## OUR CORE VALUES WE CARE:

Welcoming Environment

Committed to Inclusivity

Access for all

Respect for Intellectual Freedom

Exceptional library service



## MISSION

Build connections, cultivate inclusion, and inspire possibilities.



### STRATEGIC PRIORITY A

## REIMAGINE OUR PHYSICAL FOOTPRINT FOR CONNECTION & EQUITY

**GOAL 1:** Establish plans to modernize downtown building

**GOAL 2:** Establish plans to pilot satellite buildings



### STRATEGIC PRIORITY B

## LEAD WITH UNIFIED PURPOSE AND DATA-DRIVEN ADVOCACY

**GOAL:** Align organization partners (Library, Friends, Foundation) with consistent, data driven narratives to advocate for sustainable funding



### STRATEGIC PRIORITY C

## AMPLIFY OUR PRESENCE IN THE COMMUNITY

**GOAL:** Launch a marketing plan and leverage strategic partnerships to reach and engage residents equitably



### STRATEGIC PRIORITY D

## CULTIVATE AN AGILE, INCLUSIVE, AND RESPONSIVE SERVICE MODEL

**GOAL 1:** Optimize workflows with technology and cross-train staff to provide flexible, consistent service everywhere

**GOAL 2:** Expand multilingual services, multicultural programming, and co-create solutions/programming with partners to dismantle barriers to access