Rochester Public Library: We strengthen community and enrich lives by sparking imagination, creativity, engagement, and learning.

**Inputs:** Well-trained and engaged staff; Library Board; public, City of Rochester, Olmsted County, collaborators, Friends of Rochester Public Library, Rochester Public Library Foundation, grantors and donors; well-maintained building, furniture, and equipment; robust IT infrastructure, physical and digital books and materials; and volunteers.

**ACTIVITIES:**

**PUBLIC SERVICES:** Circulation; reference; readers advisory; selection, acquisition, processing, cataloging, and classification of physical and digital book and material collections; computer and Internet access; wifi; providing and maintaining gathering and self-directed interactive spaces; facilities and room rentals; interlibrary loan; and website or digital branch.

**EVENTS, CLASSES, & PROGRAMS:** Engaging, educational, and creative activities offered at the main library for children, teens, and adults including: book discussions; films; storytimes; Wellness Corner; Rochester Reading Champions; Ready to Lead; digital literacy; local history program; LGBTQ Safe Space, Makerspace; and 3D printing.

**OUTREACH:** Activities which bring library services outside of the main library building including: Bookmobile; BookBike; deposit collection; homebound services; Neighbors Read; Books on the Fly; hotspot access; scheduled visits; storytimes; events; programs; and classes.

**PUBLICITY & MARKETING:** Activities which inform the community about library services including: RPL marketing plan; newsletter; tours; paid advertising; annual report; branding; social media; library presence at community events; and speaking engagements.

**OUTPUTS:**

**PUBLIC SERVICES:**

- Library cards issued
- Items circulated, ILLs and downloads
- Volunteers, volunteer hours, and retention
- Attendance
- Patrons using the library/s service pop.
- Social media usage
- Surveys
- Partnerships
- Marketing materials distributed

**EVENTS, CLASSES, AND PROGRAMS/OUTREACH:**

- Events, classes and programs
- Hands-on activities
- Mini-libraries
- Donated books distributed
- Assessment results
- Individual consultations/tutoring sessions
- Homes with hotspots
- Grants submitted/awarded
- Oral histories
- Room set-ups/recorded programs

**PUBLICITY AND MARKETING:**

- General library information distributed (newsletters, snapshot, book marks)
- Presentations
- Off-site events
- Tours
- Commercial events
- Branded items
- Billboards

**SHORT-TERM OUTCOMES:**

**CUSTOMERS HAVE: **

- **A** Improved access to library resources
- **B** Improved knowledge or skills
- **C** Expanded understanding of literacy programs and services:
  - Early
  - Basic
  - Digital
  - Informational
- **D** Increased connections with each other
- **E** Increased awareness and understanding of the community and its resources
- **F** Increased creative expression
- **G** A positive experience with the library
- **H** Increased awareness of library services

**CUSTOMERS/COMMUNITY MEMBERS HAVE:**

- **I** Improved knowledge of how to use library resources to make informed decisions
- **J** Improved literacy skills:
  - Early
  - Basic
  - Digital
  - Informational
- **K** Improved engagement, self-expression, respect, and community participation
- **L** Increased enjoyment of reading
- **M** Greater understanding of the library’s value in their lives

**COMMUNITY MEMBERS HAVE/ARE:**

- **N** Improved quality of life, equity, and community vitality:
  - Economy
  - Workforce
  - Public safety
  - Health
  - Education/Literacy
  - Civic engagement
  - Strong relationships
  - Inclusivity
  - Innovation

**LONG-TERM OUTCOMES:**

- **O** Lifelong library users and supporters