

City of Rockland

Public Library

Mission Statement

To *build community, preserve history, and nurture the life of the mind.*

We serve the citizens of Rockland (and beyond) by providing a safe, welcoming, opportunity-filled place, where people can connect with one another and the wider world, where the wisdom and the knowledge of the past is kept accessible, and offer the tools to forge a bright future by stimulating the imagination and providing resources for life-long learning, from early childhood literacy, through support of traditional students, to independent learners of all ages.

We do this by providing the Rockland community with a comprehensive collection of materials in a variety of formats which educate, enlighten and engage; we organize these resources for ease of access, and offer guidance in their usage; we support easy access to library collections throughout Maine and beyond. We are responsive to the changing requirements and requests of the public. We maintain a beautiful and inspiring facility with an infrastructure that supports its collections, programs, services, current and future technology, as well as providing a meeting place to local organizations and entities, and we staff it with friendly, professional, knowledgeable, creative staffs who offer excellent services.

"Google can bring you back 100,000 answers, a librarian can bring you back the right one." ~Neil Gaiman

Goals & Objectives

Maintain Library Facility

- Continue to address building failures/inadequacies
- Upgrade the exterior lighting
- Maintain/enhance the beauty/comfort of building
- Improve library signage

Prioritize Services

- Revise Long-range goals; establish service responses for Rockland's next five years
- Identify the Top 5 target audiences and develop or enhance services for these audiences
- Evaluate library programming
 - Discontinue and/or modify programs that no longer reach the intended market.

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- Offer programs that are timely and responsive to the needs of the community.
- Keep the collection, including more non-fiction, audio books, DVDs, and e-books current, lively and responsive to the community

Communicate the Library's Resources and Opportunities

- Improve marketing of library programs and services to target audiences.
- Increase the level of awareness about the library in all segments of the community
- Maximize partnerships with the Friends of the Rockland Public Library, PLEA, city departments, schools, service groups, local organizations, entities, and artisans and businesses.