Three Year Strategic Plan
2018–2020
APPROVED FEBRUARY 20, 2018
VISION:
A literate, informed and enriched Estes Valley

MISSION:
To bring people, ideas and opportunities together for the enrichment of our community by providing access to quality information, resources and services.

VALUES:

Service. Deliver high-quality, dedicated and friendly service that is responsive to the needs of our community in a warm and inviting environment.

Intellectual Freedom. Provide uncompromising access to a full range of information, allow for open discussion of different points of view, and protect the privacy and confidentiality of information-seekers.

Community. Treat our customers and each other as neighbors and friends - with compassion, courtesy, fairness, and respect.

Curiosity. Honor each individual’s interests and questions about the world, and encourage exploration, investigation, and learning through all that we offer.

Accountability. Make the most efficient and effective use of taxpayers’ and donors’ funds committed to our care, and be accountable for all our actions at all levels.
GOALS:

1. Focus on Early Literacy
2. Enable Lifelong Learning
3. Enable a Greater Sense of Community
4. Deliver Materials on a Personalized Basis
5. Grow Internally to Succeed Externally
GOALS:

1. Focus on Early Literacy
   - OBJECTIVE A: Develop young minds so that they are prepared to read, write and listen in Kindergarten.
   - OBJECTIVE B: Develop young minds so that they become year-round readers.
   - OBJECTIVE C: Develop young minds so that their creativity and problem-solving potential is expanded.

2. Enable Lifelong Learning
   - OBJECTIVE A: Enable participants to prepare for critical life choices.
   - OBJECTIVE B: Enable participants to find fulfillment in curiosity and discovery (leisure).

3. Enable a Greater Sense of Community
   - OBJECTIVE A: Bring readers together in shared literary experiences.
   - OBJECTIVE B: Engage community members in current affairs and decision-making.
   - OBJECTIVE C: Partner in celebrations of civic life and village events.
   - OBJECTIVE D: Provide a variety of spaces for groups to meet and confer.

4. Deliver Materials on a Personalized Basis
   - OBJECTIVE A: Deliver customized physical access to Library materials.
   - OBJECTIVE B: Deliver customized digital access to Library materials.

5. Grow Internally to Succeed Externally
   - OBJECTIVE A: Conduct development programs to strengthen staff, trustees, Friends & Foundation, and volunteers.
   - OBJECTIVE B: Plan for physical and technical capacity building.
   - OBJECTIVE C: Plan for annual budget and longer-term financial health.
   - OBJECTIVE D: Improve marketing and outreach efforts.
   - OBJECTIVE E: Provide laser-focus on evaluation of service and program effectiveness.