ESTES VALLEY LIBRARY

2024 Work Plan
2024-2028 Strategic Plan

VISION
A connected Valley where people and ideas flourish

MISSION
To be a hub of community-driven resources for people to share

VALUES
Intellectual Freedom: Offering unrestricted access to the world of ideas
Community: Fostering connections as the village gathering place
Hospitality: Providing service excellence in a welcoming environment
Teamwork: Ensuring a respectful, cooperative culture
Professionalism: Demonstrating integrity in all we do

GOALS
1. We respond to community needs.
2. We bring people back to a vibrant library.
3. We reach outside library walls to build community.
4. We invest in our team and operations.
2024 Work Plan
RENOVATE THE BUILDING & REINVIGORATE SOCIAL INFRASTRUCTURE

Goal 1: Respond to community needs.

Objective A: Gather and build upon patron data and feedback
  
  *Tactic 1:* Standardize a system for capturing patron input in order to better inform services and respond to community needs
  
  *Tactic 2:* Explore optimal hours of service to account for post-COVID behaviors, paid parking, and Bond Park events
  
  *Tactic 3:* Implement new, streamlined, user-friendly event calendar system
  
  *Tactic 4:* Conduct a Library Communications audit

Objective B: Provide responsive services and resources to a diverse public
  
  *Tactic 1:* Evaluate collections to reduce hold wait times and favor what circulates
  
  *Tactic 2:* Add and promote Freegal (music) to our digital collection
  
  *Tactic 3:* Implement translation technology for service desks
  
  *Tactic 4:* Re-introduce Book a Librarian services
  
  *Tactic 5:* Add color copier/printer for patron use

Goal 2: Bring people back to a vibrant library.

Objective A: Refresh spaces to energize the Library experience
  
  *Tactic 1:* Engage professional design team to renovate the Library so that it better responds to patron needs.

Objective B: Tend to comfort, accessibility, and safety
  
  *Tactic 1:* Create and implement an ADA/website accessibility plan to comply with HB 21-1110

Objective C: Make patrons the main characters of the Library story
  
  *Tactic 1:* Implement integrative marketing tool that connects with the Integrated Library System, events calendar, program registration system, and e-book platforms
Goal 3: Reach outside library walls to build community.

Objective A: Meet target audiences where they are
   Tactic 1: Participate in a minimum of six annual community events
   Tactic 2: Identify target audiences to better serve individuals in the community

Objective B: Nurture our village partnerships
   Tactic 1: Align database subscriptions with student needs in consultation with our school partners
   Tactic 2: Reinvigorate village partnership lists, planning guide and MOUs

Objective C: Enable community conversations
   Tactic 1: Create opportunities to help program participants engage with each other
   Tactic 2: Explore Public Deliberation training for staff and volunteers

Goal 4: Invest in our team and operations.

Objective A: Take the team to the next level (excellence)
   Tactic 1: Tour other libraries for inspiration on how to improve operationally
   Tactic 2: Establish consistent customer service standards & procedures
   Tactic 3: Cross-train TS Team on the 1st floor service desk
   Tactic 4: Train PS Team on effective Reference Interview techniques
   Tactic 5: Maintain our excellent staff retention strategies

Objective B: Prepare for the future
   No 2024 activities

Objective C: Ensure the Library’s financial health
   Tactic 1: Communicate with property taxpayers on the value of their investment in the Library