



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