

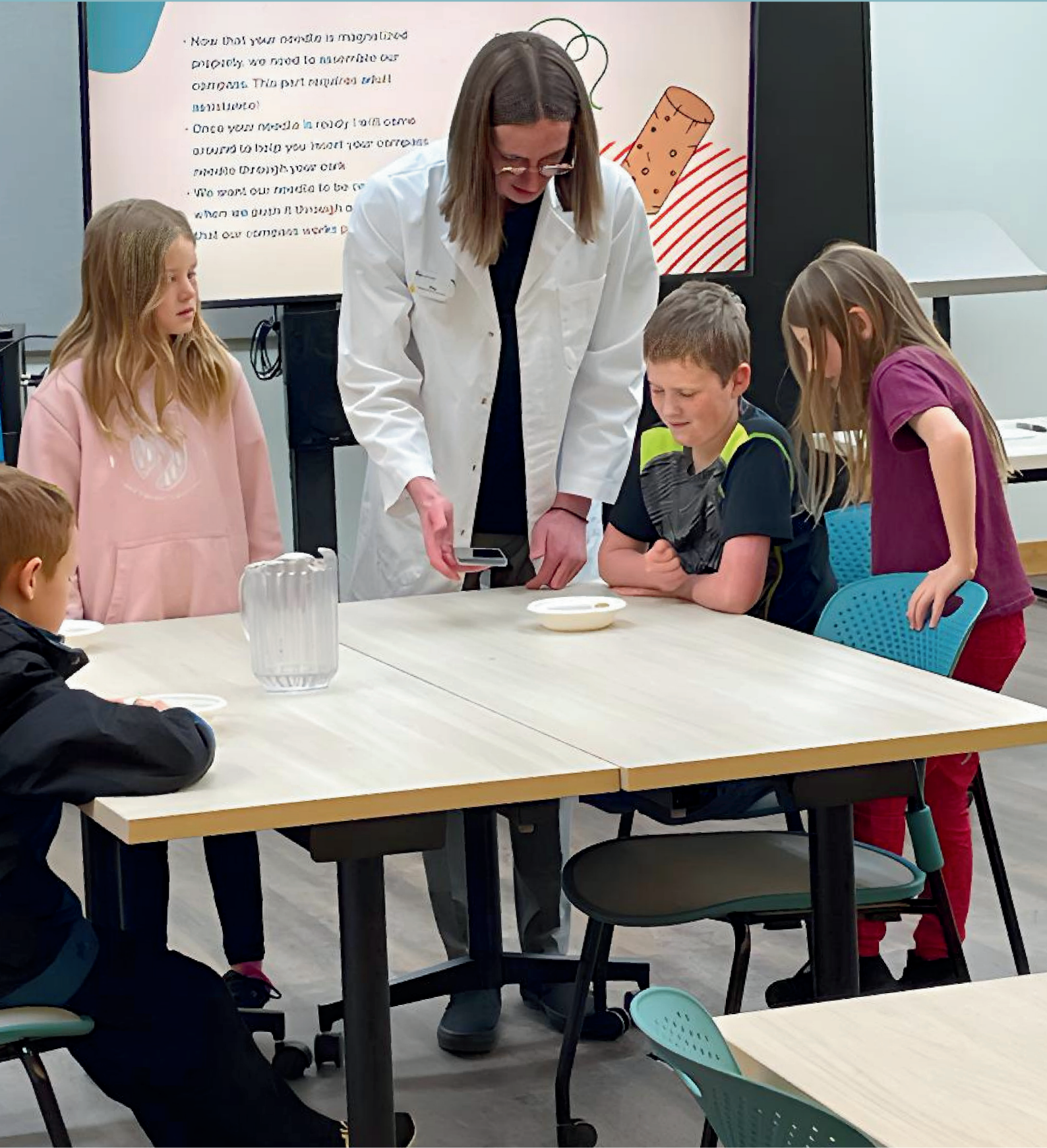


2024 - 2025 STRATEGIC PLAN

TOGETHER FORWARD

OUR MISSION

CULTIVATE CURIOSITY. ENLIGHTEN THE MIND.
STRENGTHEN THE COMMUNITY.



INSIDE



WINDSOR-SEVERANCE LIBRARY

720 3rd Street
Windsor, CO 80550
clearviewlibrary.org

ADMINISTRATIVE SERVICES BUILDING

1194 W Ash Street
Windsor, CO 80550

LIBRARY DIRECTOR

Ann Kling
director@clearviewlibrary.org

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FROM THE BOARD

The Clearview Library District Board is pleased to present the 2024-2025 Strategic Plan to our community.

The Library District is at a pivotal point in its history. As a result of the previous strategic planning process and the facilities plan, A Plan for the Future, that followed, the district has accomplished two of its goals: purchasing an administrative building to free up space for the public at the Windsor-Severance Library, and remodeling the Windsor-Severance Library.

The third goal, a branch library in Severance, is well underway and expected to be completed in the spring of 2024. Opening a branch library in Severance is a big project that will require a great deal of the Administrative Team's energy and time in 2024 as they complete the building project, furnish the building, hire staff, open the building for the public, provide programming and services, and then monitor use to ensure the building is meeting the needs of the community.

While opening the first district branch library is an important step in serving our growing community, the Board trusts that the staff will continue to provide excellent programs and services to meet the changing needs of the community. A strategic plan informs budgeting decisions, staffing, and much more and is a necessary part of library management. We are grateful to the people who took time out of their busy schedules throughout the summer to serve on the Strategic Planning Committee, providing valuable feedback to move the library district forward.

- *Brianne McClure, Parent of Young Children*
- *Cindy Schiller, Active Adults*
- *Erica Rose, CLD Friends and Foundation Board*
- *Felicia Jarrett, Severance Chamber of Commerce*
- *Jason Larsen, Faith-based Community*
- *Jen Mulch, Parent of Young Children*
- *Jennifer Bradley, Library Staff*
- *Jeromey Balderrama, Library Board*
- *Jesse Feavel, Library Staff*
- *Julie Cline, Town of Windsor Board*
- *Katherine Mercier, Windsor History Museum, Arts & Heritage*
- *Kelly Hall, Active Adults*
- *Lisa Gagliardi, Library Board*
- *Mollie Amundson, Weld RE-4 School District & CLD Friend of the Library*
- *Stephen Gagliardi, Town of Severance Board*
- *Tara Fotsch, Windsor Parks, Rec. & Culture*
- *Teen Advisory Group (TAG)*
- *Trevor Wagner, Library Staff*

Many thanks to members of the Library District's Administrative Team, Beth Gallinger, Casey Lansinger-Pierce, Natalie Wagner, and Ann Kling, for their time, planning, and leadership during the strategic planning process.

A special thank you to the members of the Teen Advisory Group (TAG) who volunteered their time and opinions: Jack Farmer, Kalista Kuhn, Ari Lumba, Cortana Thrasher, Reed Townsend, and Mason Workman.

We invite you to read through the plan and provide any comments or suggestions to Ann Kling, Library Director, via email at director@clearviewlibrary.org. Your valuable input is greatly appreciated. We look forward to making our great library district even better in the coming years.

CLEARVIEW LIBRARY DISTRICT BOARD OF TRUSTEES



**JEROMEY BALDERRAMA,
BOARD PRESIDENT**

jeromey.balderrama@clearviewlibrary.org



**COLE GERSTNER,
VICE PRESIDENT**

cole.gerstner@clearviewlibrary.org



**RON DUNWORTH,
TREASURER**

ronald.dunworth@clearviewlibrary.org



**LISA GAGLIARDI,
SECRETARY - ALTERNATE**

lisa.gagliardi@clearviewlibrary.org



**ROCHELLE BROTSKY,
TRUSTEE**

rochelle.brotsky@clearviewlibrary.org



**KENDRA ADAMS,
TRUSTEE**

kendra.adams@clearviewlibrary.org

ABOUT US

OUR CORE VALUES

INCLUSIVE AND WELCOMING

The library serves the entire community, and works to ensure that people of all ages, abilities, and backgrounds feel welcomed and are provided resources. A key component of providing equitable, inclusive service is being a free resource for our community.

COMMUNITY DRIVEN

At the library, we're responsive to the wide-ranging needs of the community. As one of several organizations serving the community, our professional and customer-oriented staff work to not only meet the request at hand, but to also delight our patrons with unexpected recommendations.

INNOVATIVE AND FORWARD LOOKING

The library remains at the forefront of technology, seeking resources that expand opportunities for learning and cultivating curiosity. In collaboration with our community, we proactively plan for the future, yet remain open to new ideas and innovations.

A GATHERING PLACE FOR THE COMMUNITY

Our library is a safe and inviting space to come together and strengthen our bonds. From meet ups to work space, and a place of learning to social interactions, our community is strengthened by being together at the library.

A SOURCE OF LIFELONG LEARNING

The library is a catalyst for our community's lifelong learning. Our services, resources, and programs — online and within our spaces — spark curiosity and engage the mind of every age and any interest.



EXECUTIVE SUMMARY

A Strategic Plan is an important piece in the operation of a library district. The previous strategic plan, which covered the years 2020-2022, sought public input in a variety of ways. For our 2024-2025 planning process, the Library District formed a diverse Strategic Planning Committee with representatives from key institutions and populations within the communities we serve. This includes the Towns of Windsor and Severance, the Weld RE-4 School District, the business and cultural communities, parents, the faith-based community, the active senior population, the Friends and Foundation of the Library District, as well as library board members and staff.



THE PROCESS

The committee began meeting in June 2023 and held two-hour meetings in June, July, August, and September. In the first session, committee members had the chance to independently and collectively, as part of a small group, identify areas, programs, and services they felt could be added or enhanced within the library district. The second session focused on reviewing what the library district currently provides for our citizens. In the third session, the Administrative Team drafted goals based on the feedback gathered from the first two sessions. In the fourth session, the Administrative Team presented draft goals, including action items, projects, and the designated person or group accountable for their oversight.

THE LIBRARY BOARD APPROVED THE 2024-2025 PLAN ON NOVEMBER 30, 2023.



FOCUS AREAS

Based on the work of the committee, there are five areas of focus for the library district in the next two years:

- **COMMUNICATION**
- **IT/TECHNOLOGY**
- **PARTNERSHIP**
- **PROGRAMMING**
- **SPACE**

TEEN VOICES

MEETINGS WITH OUR TEEN ADVISORY GROUP (TAG)

Public Services Manager Casey Lansinger-Pierce met with Clearview's Teen Advisory Group on July 6 and September 22 in order to gather feedback for the strategic plan.

The Teen Advisory Group (TAG) consists of 7 enthusiastic teens who are regular library users. This group meets quarterly with our teen librarian to help plan programs and make collection suggestions.

The group was asked a series of questions to establish their current perceptions of the Clearview Library District and the Windsor-Severance Library. Some of their responses are listed below. Overall, they overwhelmingly feel a sense of belonging at the Windsor-Severance Library.



- **WELCOMING -**

"I feel like I could describe it (library) as my safe haven."

- **FRESH -**

New/remodel and unique things to check out like Explore Kits.

- **DIVERSE**

Lots of choices - space (quiet, busy, focus); variety in collection; organization; made for a wide range of ages; inclusive.

- **FUN -**

Books are entertaining and the library has fun activities and programs, i.e. Teen Video Gaming Area, and computers in Teen Space.

- **LIVELY -**

Active in the community; "You go to schools and interact with students."

- **QUAINT -**

Not a huge space but still lots to do; great book selection; fun programs with the space that we have.

- **ACTIVE -**

The library is everywhere in the community; places you don't expect.

- **COMMUNITY -**

"I remember the BOMO would come to my neighborhood."

- **PEACEFUL -**

Quiet and you can actually think without people yelling (at least 5 others agreed with this); my house is too loud and this is a quieter place to study. Close to WCA; central location; quiet but not loud.

When asked what they would include in their "perfect" library, their responses ranged from collection expansion to more artwork displayed on the walls to programs that they think the library should offer for teens. In fact, we received a long list of program ideas from the TAG group; many of which we will consider as we develop programs for the new Severance branch.

OUR GOALS AND TAG FEEDBACK

During the second meeting, teens were asked to respond to several ideas that came up during Strategic Planning Committee meetings.



COMMUNICATION, PROGRAMMING, AND MORE

Under communication initiatives, the Strategic Planning Committee suggested using teens as brand ambassadors as a way to spread library information to their peers. When asked how they might go about this, the TAG group offered the following ideas:

- Recruit and work with teachers (who work in the Weld RE-4 School District) to help spread the word.
- Invite friends to programs and then tell those friends to invite their friends to programs.
- Keep in touch / follow up with new program attendees.
- Advertise in more public spaces, e.g., shops along Main Street and places where people have to wait in line and/or have idle time.
- Flyers that stand out through the use of bright colors.
- The group agreed that they don't mind serving as ambassadors, but don't want to be seen as "salesmen."

Under communication initiatives, the Strategic Planning Committee suggested using TikTok to engage with teens. The TAG group unanimously agreed that TikTok is not a platform they would use to find or discover library information and content. In fact, out of six teens, only one actively uses TikTok. Instead, the group suggested making use of Instagram Reels and YouTube videos. They felt that TikTok was only good for attracting a small, very specific audience; TikTok is used for entertainment, not a means to receive information about an organization.

Under communication initiatives, the Strategic Planning Committee suggested using a bulk text platform (such as Shout Bomb) to inform registered patrons about account updates/program information/etc. The teens unanimously agreed that this is a good way to provide information for library users.

COMMUNICATION

FOCUS AREA



GOAL:

Increase awareness of the library district's operations, services, and programs.



OUTCOME:

Residents will have an understanding of Library District services, the importance of the Library District to the community, the needs of the Library District, and the governance and funding of the Library District.



ACTION STEPS:

- Update the Library District's Marketing Plan.
- Make revisions and updates to the Library District's website.
- Explore radio advertising to increase awareness of the services provided by the District.
- Explore clearer ways to provide library usage data to the public.
- Tap into various groups, such as active senior adults, the teen advisory group, etc., to find the best avenues of communication and interests.
- Reinstitute Beyond the Books, the Library District's citizen leadership academy, and Library Road Shows.
- Increase public presentations on a variety of topics related to the library at clubs, board meetings, and other civic groups.

IT/TECHNOLOGY

FOCUS AREA



GOAL 1:

Improve access and visibility of Clearview Library District's Explore Kit collection (library of things), eResources, and other non-traditional library materials.



OUTCOME:

Residents will be able to easily find items of interest, both physical and digital, by searching the Library District's online catalog.



ACTION STEPS:

- Purchase and implement a Discovery Layer for the Library District's online catalog.
- Provide photos and descriptions of items in Explore Kits for the Library District's online catalog.
- Increase the visibility of the Explore Kit collection within the library.

IT/TECHNOLOGY

FOCUS AREA



GOAL 2:

Improve the school library card program to increase access to library resources in Weld-RE4 classrooms.



OUTCOME:

Teachers, parents, and students will better understand the school library card program. Teachers and students will have easier access to library resources through the school card program. Library databases will see increased usage through wider access in classrooms.



ACTION STEPS:

- Work with Weld-RE4 to simplify the registration process.
- Educate teachers and other school staff on the process and resources available.

PARTNERSHIPS

FOCUS AREA



GOAL:

Build and strengthen partnerships with community organizations.



OUTCOME:

Partnerships will be formalized with responsibilities and benefits to each party that are clearly understood. New partnerships will be established.



ACTION STEPS:

- Review and evaluate all current partnerships.
- Establish a Memorandum of Understanding with all major partners.

PROGRAMMING

FOCUS AREA



GOAL:

Community members of all ages will have increased access to an array of diverse programs that enhance their quality of life.



OUTCOME:

Programs will be easier to attend.



ACTION STEPS:

- Hire a consultant to initiate a community assessment to ensure the Library District is meeting the needs and wants of our community through library programs and services.
- Increase access to programs by providing an array of registration and attendance options and by considering the scheduling of programs in order to best accommodate working vs. non-working parents and/or caregivers.
- Formalize the program assessment process and identify a threshold for discontinuing or re-assessing available programs.



SPACE

FOCUS AREA



GOAL 1:

Build a library branch in Severance that meets the needs of the community.



OUTCOME:

The Library District will provide increased access to residents in the northern part of the district.



ACTION STEPS:

- Work with the contractor to complete the building project by the spring of 2024.
- Open the building for the public by April 2024.



SPACE

FOCUS AREA



GOAL 2:

Community members will be aware of meeting spaces that are available for their use.



OUTCOME:

Increased use of meeting rooms.



ACTION STEPS:

- Launch a social media campaign to promote library meeting rooms.
- Advertise meeting room space in local publications.
- Simplify the booking process.



SPACE

FOCUS AREA



GOAL 3:

Evaluate the use of Clearview Library District facilities.



OUTCOME:

Newly created spaces will be used as intended or re-invented for uses that will meet the needs of the community.



ACTION STEPS:

- Monitor the use of newly created spaces at the Windsor-Severance Library, such as the Imagination Room, meeting rooms, and Teen Space, as well as the meeting rooms, spaces and areas in the new library branch in Severance.



SPACE

FOCUS AREA



GOAL 4:

The Library District will, over time, increase the square footage per capita to accommodate a growing population.



OUTCOME:

Community members will have spaces that cultivate curiosity, enlighten the mind and strengthen the community.



ACTION STEPS:

- The Long-range Planning Committee will continue to meet.
- Continue conversations with developers and governments.
- Seek opportunities for shared spaces.
- Report to the public regularly on progress.

NEXT STEPS

WE VALUE FEEDBACK FROM OUR COMMUNITY AND WANT TO KEEP YOU UPDATED ON OUR PROGRESS CONCERNING THIS PLAN OVER THE NEXT TWO YEARS.



QUARTERLY REPORTS

The library director will provide a quarterly progress report to the library board in April, July, October, and January. The library district will publish the reports on its website.



MILESTONES

Important milestones such as the opening of the branch in Severance and the implementation of the Discovery Layer for the online catalog will be featured prominently on social media, in press releases, and on the website.



connect
WITH US

clearviewlibrary.org
hello@clearviewlibrary.org
@clearviewlibrary

