

**POUDRE RIVER PUBLIC LIBRARY DISTRICT
STRATEGIC PLAN 2016-2018**

INTRODUCTION

This planning document for the Poudre River Public Library District reflects the hard work and dedication of the Library District Board of Trustees, staff planning team and consultant, Laureen Trainer, Trainer Evaluation. It provides a blueprint for rebranding of the Library District as an organization of continuous learning, an excellent value to the community and one that provides accessible and convenient services, programs and collections that align with community needs.

The Board of Trustees met in May 2015 and drafted four overarching goals around which the planning team developed strategies and tactics to achieve these goals. The team identified three target communities/audiences that would best align with community priorities and library resources. The addendum to this document includes a description of each target audience, the community need that is being met, tactics on how to reach the target audience by building on current library strengths and intended outcomes.

Planning Team

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Goal #1

Take proactive and sustained steps to brand the library as a platform of continuous learning.

Strategy #1 - Define the library as a place of continuous learning.

Potential Tactics

- 1) Develop the brand beyond books
- 2) Find engaging ways to brand learning
- 3) Design the library to be a place to learn, create and share
- 4) Align organizational culture to reflect the library as a place of continuous learning

Strategy #2 - Be an open, welcoming place for all.

Potential Tactics

- 1) Remove barriers to access, including physical, cultural, social and economic
- 2) Promote and celebrate social and cultural diversity through programs, services and collections
- 3) Prioritize convenience and ease of use in all areas of service
- 4) Create and define an expectation of excellent customer service
- 5) Train staff to be highly skilled so that no one leaves without an answer

Goal #2

Clarify, enhance and communicate the value of the library to the community.

Strategy #1 - Help people thrive through programming, services and collections.

Potential Tactics

- 1) Define and evaluate core services
- 2) Reorganize priorities in relation to defined target communities
- 3) Be intentional about the scope of programming, services and collections
- 4) Ensure the defined target communities is incorporated into programming, services and collections
- 5) Ensure digital literacy is incorporated into programming, services and collections
- 6) Ensure social and cultural diversity is incorporated into programming, services and collections

Strategy #2 - Develop an effective marketing campaign.

Potential Tactics

- 1) Reallocate resources to meet the priority of an effective marketing campaign
- 2) Research outside firms to develop campaign
- 3) Hire outside firm perform communications audit
- 4) Create internal communication plan
- 5) Modify external communication plan to match new strategies
- 6) Evaluate the social media campaign

Strategy #3 - Evaluate outcomes.

Potential Tactics

- 1) Using logic models, outcomes and/or evaluation tools:
 - a. Demonstrate the value of school readiness programming and services
 - b. Demonstrate the value of tween/teen programming and services
 - c. Demonstrate the value of assisting nonprofit, job seekers and small business programming and services
 - d. Demonstrate the value of social and cultural diversity components of our programming and services to our defined target communities
 - e. Demonstrate the value of digital literacy components of our programming and services to our defined target communities

Strategy #4 - Be a platform for discussion of community issues.

Potential Tactics

- 1) Provide the venue for civic engagement discussions
- 2) Decide when to engage as a partner
- 3) Decide when to initiate the civic engagement discussions
- 4) Enlist the help of outside experts and facilitators as necessary

Goal #3

Refine the scope of the library's programs, services and collections around community priorities to develop the most effective response to community needs.

Strategy #1 - Be intentional in the reallocation of resources.

Potential Tactics

- 1) Define focus and priorities based on defined target community needs
- 2) Continuously evaluate programs, services and collections based on defined target community needs
- 3) Remove internal barriers to achieve stated goals; be nimble
- 4) Be fiscally responsible

Strategy #2 - Cultivate the defined target communities

Potential Tactics

- 1) Be a leader in school readiness 0-3rd
- 2) Be a leader in tween/teen out-of-school programming
- 3) Be a leader in assisting nonprofits, job seekers and small businesses
- 4) Be intentional about programming, services and collections
- 5) Provide opportunities for creative activities including STREAM

Goal #4

Evaluate space and partnerships in order to maximize stakeholders access to all services.

Strategy #1 - Develop a physical facilities plan.

Potential Tactics

- 1) Evaluate space in response to the specifics of the strategic plan and the Community Needs Assessment
- 2) Hire outside firm to conduct facilities plan and evaluate use of space

Strategy #2 - Strive for seamless virtual presence.

Potential Tactics

- 1) Evaluate current digital collection, including databasing, apps and e-media
- 2) Ensure virtual presence in community; be the 4th library

Strategy #3 - Identify unique spaces for library presence in the community.

Potential Tactics

- 1) Explore and pursue locations that provide library space, visibility and convenient access to library resources
- 2) Explore and pursue alternatives for services and the distribution of library materials

Strategy #4 - Define and prioritize partnerships.

Potential Tactics

- 1) Evaluate current partnerships in relation to defined target communities
- 2) Explore and pursue potential, valuable partnerships