

Poudre River Public Library District Executive Director's Goals for 2019

The Library will be creating a new three-year strategic plan in the first half of 2019. This plan will be based on the recently completed master planning process. For the coming year, my goals will center around the creation of the strategic plan by establishing a process to determine community needs and priorities for service through all of our service channels. My goals may be revised, depending on the contents of the board approved strategic plan document. My personal goals for 2019 will be at the end of this document.

2019-2021 Strategic Plan

Lead the Library District in creating a new three-year strategic plan. I will be chairing the Project Management Team (PMT), which will direct the entire strategic planning process. The process is just beginning, but there are themes that I will be advocating for in the new strategic plan, addressed below in no particular order:

Diversity and Inclusiveness

- Develop a shared understanding of diversity and inclusiveness among library staff through training, thoughtful conversation and programming.
- Promote a welcoming library space and climate'
- Attract a diverse workforce and help them thrive
- Ensure the library's collections represent the diverse needs of our library district
- Offer innovative services, programming, and community outreach which promotes the goals of diversity, inclusion, equity, and civility

Identifying Capital Funding Strategies for Improved Technology and Facilities

- Establish a Development Office to address specific long-range and short-term funding goals.
- The Development Director will work with Leadership, the Poudre River Friends of the Library and the Poudre Library Trust in the creation/adoption of Short- and Long-Term Development Plans designed to identify, educate, cultivate and involve major gift prospects in the activities of the organization, so that short- and long-term funding goals can be met.
- Works independently and with Leadership in designing and implementing broad-based marketing, public relations and fund raising programs

Alternative Service Delivery

With a district covering 1,800 square miles, the Poudre River Public Library District is well suited to co-locate and offer limited services with local organizations or small businesses such as a PSD school (Stove Prairie), tourist information centers, rural post offices or local rural retailers such as Me-Oh-My Pies, the soon to be completed Timnath City Hall, and Laporte Pizza. Co-location often results in overall cost savings in planning and construction. Provided the facilities are well

planned and respective responsibilities are clearly articulated, this model can prove to be very cost-effective and can deliver excellent service. Advantages:

- Potential for increasing library users through proximity to other functions.
- Capacity to present a strong community presence.
- More cost-effective use of space and opportunities for activity and program spaces.

Updated Technology Plan

- Further develop digital offerings (including library produced podcasts and videos)
- Improve website for a better customer experience.
- Improve service on mobile devices
- Evaluate current ILS vendor to determine if the current vendor is a good partner moving forward

The Library as a Learning Organization

The Library will continue to be a learning organization committed to excellence in:

- Leadership
- Planning
- Customer Focus
- Process Management and
- Partner focus

The staff of the Poudre River Public Library District will be continuous learners, dynamic, energized and taking on leadership roles in our community to improve lives for everyone. As a learning organization, our staff will increase their understanding of learning processes

Additional Goals Beyond the New Strategic Plan

Guide Staff on the contents of the Master Plan

Educate Library staff, Poudre Library Trust members, Friends of the Library, and community stakeholders on the contents of the Master Plan and the potential for library service in our community. Beginning on January 21st, I have requested to be included in all upcoming staff meetings and want to include all staff—from members of the leadership team to circulation aides. The goal is to make sure all staff are informed about the plan and their questions and concerns are addressed. Additionally, I will offer a presentation to any and all service clubs, city/county boards, etc. on the master Plan.

Increased Community Involvement

I currently serve on two boards—The Larimer County Workforce Development Board and the Larimer County Community Review Board (youth re-entering after serving in a juvenile detention center). I would like to be on at least one more city, county or non-profit board that aligns with our library district.

Eliminating or reducing library silos

Eliminating silos may never be possible, but I am determined to reducing silos at the Library. With so much potentially happening in the next several years, it is imperative all library staff, from the Leadership Team to circulation aides work in unison to unite behind the library plans for the future. In the first quarter of 2019, I am arranging for the Leadership team to take DiSC training form the City of Fort Collins. The DiSC is a workstyle behavioral assessment tool used to build high performance teams.

Appreciating and recognizing hourly staff

While we are limited in what we can pay and the hours we can offer, I feel there is much to be done in recognizing our hourly staff. I, for one, need to become more familiar with the hourly staff, know who they are by name, and understand and recognize concerns they may have. I am working with one location manager and circulation supervisor to find ways to make this happen, and hopefully expand to other locations with a workable plan. As we move forward with potentially exciting plans, it is important all staff be on board.

Being More Involved in Colorado Public Library Community

For 2019, I have taken the role as organizer of all the Front Range Public Library Director's meetings—approximately 6-7 times a year. I will be in charge of setting up locations for meetings, agendas, and distribution of documents to share. While I have been relatively engaged the previous two years, this will give me an opportunity to learn and pick up useful ideas moving forward.

Begin networking in search of political consultants

My goal is to find and connect with potential political consultants to advise the Library on a potential bond issue or library levy, as well as advising us during a campaign. This may be a local, in-state firm or a national firm, such as Every Library.