DRAFT

2023 - 2025 Strategic Plan Overview

POUDRE RIVER
PUBLIC LIBRARY
DISTRICT

GUIDING STATEMENTS

To fulfill our mission and deliver value to the community, we will set specific goals to pursue through library services, partnerships, programs, spaces, and resources. Underlying all of these goals is an intentional focus on equity, diversity, and inclusion; alignment with community priorities; and a continued commitment to our Library values.

When we are successful in our mission, our community will value the Library as a vibrant and essential center of learning, inspiration and engagement.

MISSION

To create opportunities and build connections to strengthen our community

STRATEGIC VISION

Our community values the Library as a vibrant and essential center of learning, inspiration, and engagement
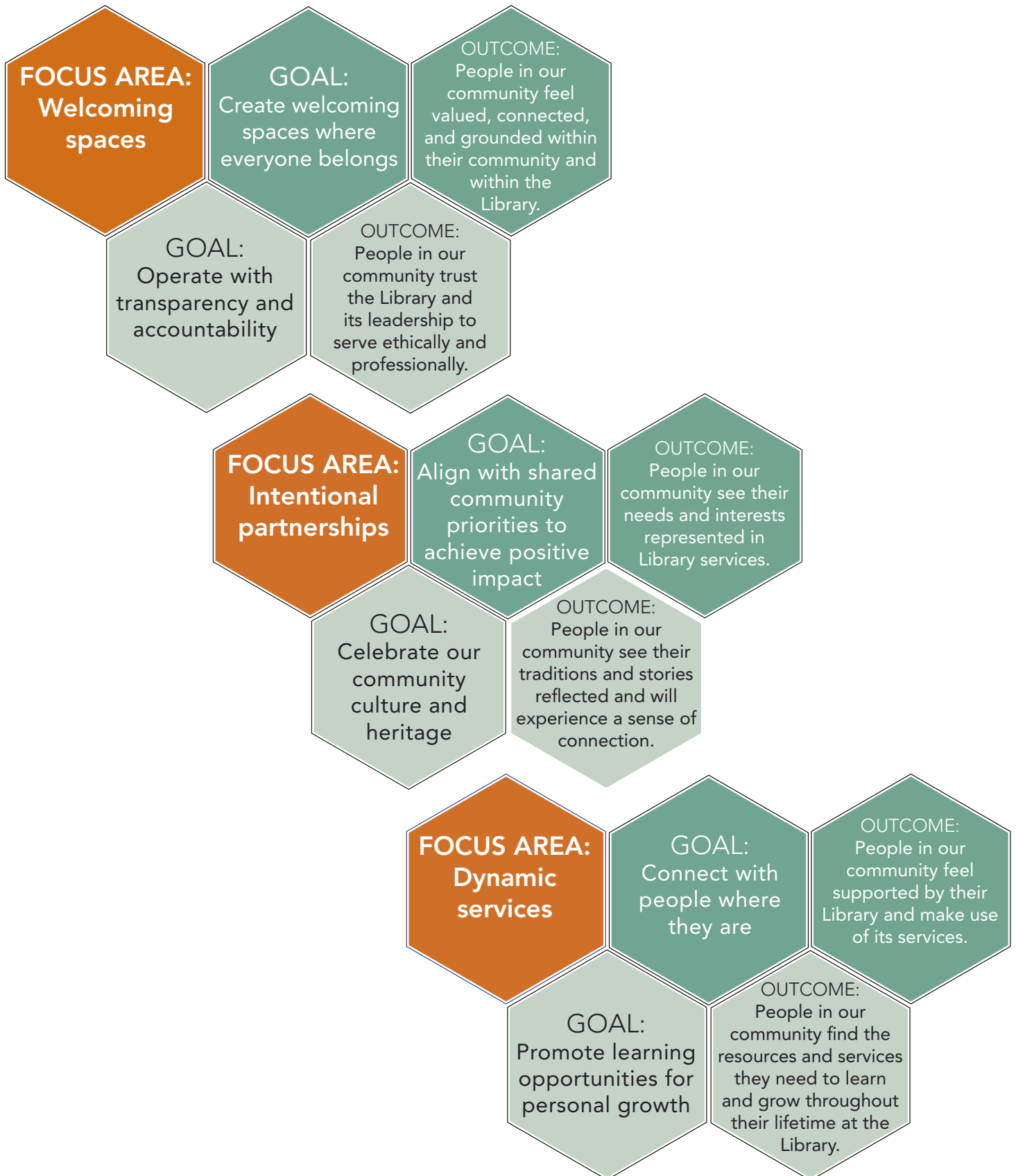
VALUES

Curiosity
Collaboration
Innovation
Inclusion
Intellectual Freedom
Accountability

The Library's values help answer the question of *how* we get where we want to go. Our Values inform our decisions as we plan the strategies and activities needed to be successful with our strategic plan.

FOCUS AREAS, GOALS, & OUTCOMES

FOCUS AREA: Welcoming spaces

GOAL: Create welcoming spaces where everyone belongs

OUTCOME: People in our community feel valued, connected, and grounded within their community and within the Library.

GOAL: Operate with transparency and accountability

OUTCOME: People in our community trust the Library and its leadership to serve ethically and professionally.

FOCUS AREA: Intentional partnerships

GOAL: Align with shared community priorities to achieve positive impact

OUTCOME: People in our community see their needs and interests represented in Library services.

GOAL: Celebrate our community culture and heritage

OUTCOME: People in our community see their traditions and stories reflected and will experience a sense of connection.

FOCUS AREA: Dynamic services

GOAL: Connect with people where they are

OUTCOME: People in our community feel supported by their Library and make use of its services.

GOAL: Promote learning opportunities for personal growth

OUTCOME: People in our community find the resources and services they need to learn and grow throughout their lifetime at the Library.

STRATEGIC INITIATIVES

SPACES
- Maximize physical spaces available for customer and community reservation
- Improve how people navigate library spaces
- Enhance library grounds for community building and education
- Expand the Library's mobile services to under-resourced areas
- Create an engaging and positive atmosphere for library customers and staff

DIGITAL EXPERIENCE
- Design a Library website for easier navigation and access to resources and services
- Increase customers' access to and use of technology and digital resources
- Expand technology training / digital literacy opportunities for individuals and groups
- Create a long-term technology plan for internal and external users
- Explore ways to improve and expand digital communication with customers

COMMUNITY PRIORITIES
- Expand access to library services for users, occasional users, and non-users
- Align programming with identified community needs and interests
- Effectively and efficiently Integrate the Library into the communities we serve
- Increase visibility of the library, its collections, services, and programs
- Conduct customer journey mapping to improve customers' experience

PARTNERSHIPS
- Track, document, and evaluate strategic partnerships
- Expand and develop partnerships focused on learning and educational opportunities
- Engage with the community's cultural groups and broaden the Library's role as a trusted resource and community hub
- Identify and pursue strategic partnership opportunities to efficiently and effectively meet community needs
- Explore new short-term and long-term funding sources

Identified Community Needs & Interests

1. Kindness, respect, welcoming
2. Equity, diversity, inclusivity
3. Safe, healthy, low crime
4. Affordable, accessible housing, managed growth
5. Environment, sustainabilty, climate aware
6. Education, learning, innovation
7. Arts, culture, entertainment

Data gathered from 2022 Community Conversations and Ask Exercises