

2023 FINAL REPORT

GOAL 1: Improve the Customer Experience in our Physical & Digital Spaces

- Brought Library Security in-house to foster a safe and welcoming environment
- Implemented automated renewals
- Rebranded the Library including new logo, tagline, graphics, signs, and other collateral
- Began project to develop new website including identifying new platform, reviewing content
- Extended library services outside our walls through targeted outreach efforts and communication strategies
- Business and nonprofit services took off in 2023 with 108 small business owners and 39 nonprofits getting support from the library and accessing new databases

Measurement: Physical and Virtual Visits

Goal: Increase by 20%

Actual Physical Visits = 20% Increase (2022 = 633,723 | 2023 = 747,763)

Actual Virtual Visits = 0% Increase (2022 = 2,054,722 | 2023 = 2,051,681)

TOTAL = 5% Increase

GOAL 2: Expand Places Where People Connect with the Library

- EVIE! Through Evie, we have connected with approximately 10,000 people in our community directly through Evie program attendance, with the majority of attendees being from underserved communities with barriers to access. For many people, Evie is their first encounter with the library district and empowers them to see what else our library branches have to offer.
- Designated site for new SE location in partnership with City of Ft. Collins
- Developed partnership with Larimer County Food Back and Museum of Discovery to coordinate summer offsite programs in target locations

Measurement: Outreach Stats and New Cardholders

Goal: Increase by 20%

Actual Outreach: 155% increase! (Outreach Contacts 2022=6079 | 2023 15,561)

Actual New Cardholders: Increased by 20% (23,206 new cardholders!)

GOAL 3: Develop & Expand Strategic Partnerships

- Development position and plan established resulting in total donations FY 2023: \$227,037 (grants of \$89,303, other donations of \$139,734)
- Participated in community-wide "State of our Youth" efforts to discuss needs of teens and how best to support them. Created "spaces of belonging for youth" initiatives to address needs and align with other youth-serving organizations.
- Continued fostering better alignment and collaboration with Library Trust and Friends including development workshops, updating materials, improving communications, and tracking results.
- Expanded and improved partnerships at Old Town to bring resources to customers and support staff including Homeward Alliance, CSU Department of Social Work, IOME, Outreach Fort Collins, and Larimer County Alternative Justice.

Measurement / Goal: Tracking Tool and Baseline Established
Completed

GOAL 4: Build Opportunities for Staff Development & Engagement

- Developed new onboarding plan, to be fully implemented in 2024
- Completed Compensation Study and fully implemented new pay plan
- Revised Equity, Diversity, and Inclusion (EDI) program including revamping EDI committee, hiring EDI consultant, launching EDI Foundations Training, and focusing on EDI topics at Staff Day.
- Expanded opportunities for staff at all levels to participate on projects and committees

Measurement: Staff Survey / Feedback

Goal: 75% of staff participate and self-report value

Actual: Pending results from staff survey

GOAL 5: Create & Implement Key Metrics and Tracking

- Successfully completed Pcard audit. Updated procedures and conducted staff training.
- Established partnership tracking tool and imported all exiting data into new database.

- Implemented CRM database, Donor Perfect, to consolidate donor lists and track activity resulting in 874 documented total donors in 2023
- Created Staffing Team to begin identifying opportunities to restructure staffing levels, review and revise job descriptions, and establish more consistent standards and expectations.

Measurement: Dashboard with KPIs created

Goal: Reported Monthly

Completed

GOAL 6: Uphold Intellectual Freedom & Democracy

- Provided multiple learning and discussion opportunities for staff during Intellectual Freedom Week
- Expanded understanding of Intellectual Freedom issues to staff and the community during Banned Book Week including guest editorials, programs, events, and interactive displays
- Developed partnership with “the scoop” deliberative journalism project to host and facilitate community discussions on relevant topics
- Included Intellectual Freedom Topics in Board Retreat and Staff Day

Measurement / Goal: All staff participate in training and Discussion; host 4 community sessions

Completed

DECEMBER MEDIA COVERAGE

- “Book bans ‘promote ignorance’ locally, nationally,” *Collegian*,
<https://collegian.com/articles/news/2023/12/category-news-the-impact-of-book-bans-locally-and-nationally/>

HOW'D WE DO? CUSTOMER COMMENTS

“Merry Christmas, dear Librarians. I love you. Thank you for all the books.” – Clara, 3 years old (message in Christmas card with painting by Clara)

“Amazing. Love staff here! Always helpful!” - Joe Oberlander, Fort Collins

"Libraries are sacred ground. Library staff are keepers of the holy flame that

Fuels our imagination

Supports our community

Promotes free thought and joy of learning

Provides endless entertainment in a safe spot with internet access

Gives us comfort and chairs by a warm fire!

Thank you all for your critically important work. Best wishes for happy holidays and a great 2024!"

-Neil Allen. Christmas card with a tin of cookies for staff.

Accolades for a most wonderful employee at the Council Tree branch. Two days before Christmas I was preparing a service I'd been asked to give at an independent/assisted living home in Greeley. I found several graphics/artwork I wanted to duplicate at particular sizes, and off to the library I went to accomplish that task -- which proved far more daunting than I could've imagined! Merely using the printing system was a mystery to me, and then attempting to resize and reposition the photos proved another challenge!

Enter Benjamin Brantley, the employee who was amazingly skillful and gracious at helping me out! His patience and expertise were a real blessing to me, and the task was accomplished successfully.

Working with Ben, I realized I'd previously taken a course from him that the library had provided, and that, too, was so helpful.

Thanks to our library staff for the foresight to offer these programs and especially for placing such an incredibly competent, sincere, and knowledgeable individual like Ben in a position where he could be of such a wonderful benefit! – Karen M. Boehler, Chaplain