



2021

community
IMPACT REPORT

from the director.....



Ann Kling

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2021 started on a somber note at the Clearview Library District. As we entered the second year of the worldwide pandemic the library and bookmobile doors were once again closed to the public due to high positivity rates of the virus in Weld County. While the doors may have been closed, online services continued and Library Takeout was available to access physical library items. By Jan. 21, 2021, the rates had dropped and the library and bookmobile were open once again. Staff were able to serve the public in our more traditional ways.

Virtual programming continued until summer when staff took programming outdoors. And our patrons were very happy to attend programs in person. With the arrival of Fall and cooler weather programming became a mix of virtual and in-person, some adult and teen programs being held in person while Children's programming remained virtual. Library staff became more and more adaptable at pivoting to services as the pandemic continued. While it may have seemed that the world was marking time for another year, the library district continued to move forward in many ways:

In April of 2021, the Board of Trustees voted unanimously to adopt the much anticipated Facilities Report, A Plan for the Future. The Plan outlined three short-term projects for the district: acquire an office building for the administration and central services staff (IT, Technical Services, Interlibrary Loan), remodel the Windsor Severance Library, and build a branch library in Severance. The staff began working on acquiring an office building on Ash St. in Windsor, hiring a project manager, an architectural design firm, and a construction manager.

The Friends and Foundation of the Clearview Library District did not miss a beat, taking the annual Clearview Reads event virtual with author Anne Hillerman as the guest author. In addition to the author talk, the Friends and Foundation held a Nancy Drew-themed Mystery Dinner, working with local restaurants to provide takeout meals to eat while solving the mystery. They also held a family scavenger hunt in downtown Windsor that had people walking the streets, taking photos, and looking for clues.

After eleven years of service in all kinds of weather the original wrap of the bookmobile was faded and beginning to show wear and tear. Designed by former Communications Specialist Kate Messerli with input from the Mobile Services Team, the new wrap was inspired by the district's newly adopted vision statement, the Launching Point for Discovery, and the refresh of the District's branding elements.

Students in the Weld RE4 School District are now able to get a library card more easily. No need to stop by the library or bookmobile. This partnership between the IT Department at the school district and the library district was years in the making due to security concerns for students' privacy. Thanks to the tenacity of Trevor Timmons on the school district side and former IT/Technical Services Manager Bud Hunt, the details were worked out, resulting in better access to library resources for all Weld RE4 students.

The library district is alive and well after two years of the pandemic!

-Anne Kling, Library Director

what we learned from the pandemic....

- Smiles are really big when you can remove your mask
- Patrons prefer live programming, especially in nice weather outdoors
- Parents and caregivers really miss in-person programming for the little ones
- Clearview Reads can be held virtually
- A new bookmobile wrap generates a lot of excitement with the staff and the patrons
- The website refresh was positively received
- Takeout is still used, albeit a lot less, when you can select your own materials
- Hatching butterflies and rotting pumpkins are a big draw for young and old
- Patrons and staff missed the PAWS dogs



110,101

patrons served

352,246

physical items borrowed

103,771

virtual items borrowed

4,085

active borrowers
(avg. monthly)

15,450

database usage

3,779

new cardholders

4,639

in-person program attendees

28,907

total cardholders



I know that you have a wonderful staff but I wanted to take a minute to give a shout out to your staff who I interacted with today. The woman at the front desk was so very helpful in suggesting and retrieving books about the library when I could not get my first choice...a great customer experience!!

- Catherine D.

I love A to Z Database and use it frequently for our business. Thank you for providing it!

- Chris A.

a plan for the future

FACILITIES PLAN



background

The Windsor-Severance Library opened in 1997, serving a population of 9,834 residents. Since opening day, the district's service area has experienced significant growth, expanding to 26,772 or a 172 percent increase. Facility capacity has increased 31 percent in that same period, ranking the district in the bottom half of square footage per capita compared to Colorado libraries within the same population category. By all accounts, growth within the district's service area is not anticipated to slow down. The North Front Range Metropolitan Planning Organization projects that the district will reach 122,290 residents by 2030 and 211,662 residents by 2045.

The Clearview Library District's single facility is insufficient to serve the current population size, let alone anticipated growth. If action is not taken, the district will continue to fall further and further behind in its capacity to provide library services to its community members.

To begin to solve this challenge, the Clearview Library District's Long-Term Planning Committee gathered data from area experts to develop financial and growth projections, analyzed the district's use and performance data, identified and prioritized the needs of the community and district, and evaluated 11 options within the six space exploration areas as identified in the 2020-2022 Strategic Plan.

This work resulted in three recommended solutions to address the short-term needs of the entire district, as well as three areas of focus to position the district for long-term success and sustainability. The Facilities Plan helps meet the mission and vision of the district on a larger scale.

adopting a plan

The Clearview Library District Board adopted the facilities plan, A Plan for the Future, in April of 2021, which included three recommended projects, acquiring land to construct a north branch in Severance, purchasing a Central Services Hub building for administrative staff, and renovations to Windsor-Severance Library.



After the library board adopted the facilities plan, library staff immediately began the process of hiring companies to carry out these projects. In June, the Library Board voted to hire Wember Inc. as the district's Owner's Representative for all three of the recommended facility projects. Additionally, they voted to engage Piper Sandler to assist the district in finding a financial institution to finance the projects. Furthermore, in October they voted Fransen Pittman as the Construction Manager at Risk for all three facilities projects.

implementing the plan

Our first priority for our facilities plan was to remodel the Ash Street Building, followed by the Windsor-Severance Library, and finally construct a north branch in Severance. On August 13, the library district purchased an office building located at 1194 West Ash St. Upon remodeling, the building will become the Central Services Hub for our expanding library district.

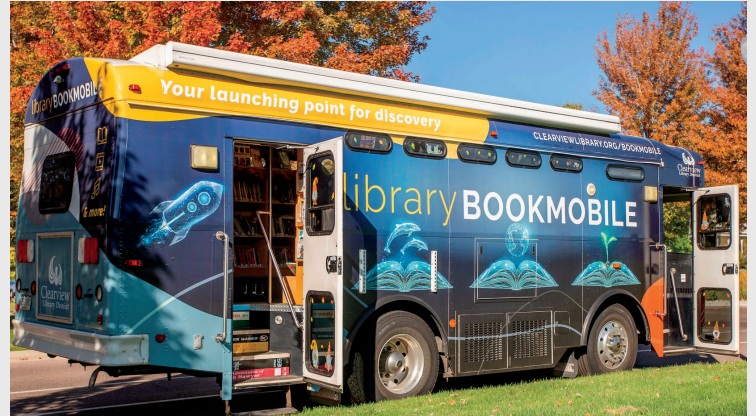
On October 28, the board approved a contract to purchase land in Severance to construct the north branch. Following that, the Town of Severance passed an ordinance authorizing the purchase of property for Clearview Library District on December 19.



next steps

The facilities plan is intended to be a guide and living document. Northern Colorado is a quickly evolving and growing region. It is critical that the Board of Trustees continually dedicates regular efforts to progressing in the long-term areas, as well as responding nimbly and adjusting the plan to capitalize upon the region's changing landscape and unforeseen opportunities. Progress and efforts made in 2021 put the library district on track for success with all three recommended facilities projects.

new! library BOOKMOBILE WRAP



In 2021, the library district's bookmobile received a new look after 11 years of service. The wrap was a collaborative effort between Communications Specialist Katie Messerli, Mobile Services Supervisor Katie Northern, and the Mobile Services Team. Elements from the brand refresh were incorporated into the design giving the bookmobile a colorful, fresh exterior.

The bookmobile continued to visit neighborhoods and special events and began visiting the schools late in the year. In November, the bookmobile's WIFI capabilities were greatly enhanced by installing a better WIFI antenna and a new router. Funds for this project were made available through the Universal Service Administration Co, more commonly known as R-rate.

122

Bookmobile day attendees



bookmobile day in the park

HAPPY TAILS AND TRAVELING TALES,
AT BOARDWALK PARK- MAY 15

We celebrate Bookmobile Day annually to highlight the mobile services we provide in our community. Our 2021 Bookmobile Day event was the library district's first big in-person event! A total of 122 people attended the event in 2021. Our theme piggybacked off the Summer Adventure Program theme, Tales and Tails. We had several attractions such as:

- *Horse & buggy rides*
- *A petting zoo*
- *Crafts*
- *Walk-through display of bookmobiles of the past*

mobile services in the community:

There were numerous highlights from 2021 for Mobile Services staff members as they increased outreach services, showcasing our Bookmobile's vital role in our districts. Staff launched our summer 'pop-up stops' in May 2021, visiting a different location every Friday with the bookmobile.

Additional bookmobile outreach efforts included planned lobby stops at assisted living facilities and local schools. The bookmobile visits five different assisted living facilities every week. Staff members bring books, audiobooks, magazines, and other items as requested.

We also help residents with technology and device-specific needs, like setting up an iCloud account or transferring photos from one device to another. According to Kali Dhayatkar, Adult Outreach Assistant,

“

For many residents of assisted living facilities, it can be difficult to come to the main library or navigate the steps of our bookmobile, so this service allows us to still offer those members of our community access to library resources.

”

In August, bookmobile staff added a new stop to their schedule at a 55 and over resort community off Apex Drive and CR 17 in Windsor. Our staff and resort residents alike have enjoyed this positive and engaging stop, which has gained a lot of popularity.

Severance Days was also a successful event for our mobile services team in August. A table accompanied the bookmobile with games and library information. Staff interacted with over 260 attendees and signed many of them up for library cards.

The Windsor Harvest Festival was back in-person last year in September and was busier than ever! The bookmobile staff participated in the parade. **Staff members also set up a booth and interacted with 1,181 people, and we saw nearly 700 people on board the Bookmobile.**



mobile services & schools:

After receiving approval in March, the bookmobile was able to resume school visits for the 2021-2022 school year. School visits are an important part of our mobile services presence, and our staff was thrilled to reconnect with students and educators throughout the district.

Mobile Services Supervisor Katie Northern coordinated dates and times for bookmobile visits with interested schools, including Windsor Charter Academy and Range View Elementary in Severance.

Bringing imagination to life.....

PROGRAMS & EVENTS

summer adventure program:

TALES & TAILS - JUNE 1 TO AUGUST 27:

Over 1,600 people registered for the Summer Adventure Program (SAP) in 2021, a 76% increase from the previous year. The library district staff worked with the Windsor Arts and Heritage Museum staff to kick off the program by holding an Animal Fair in Boardwalk Park on June 1. A second collaborative event with the Museum staff, Life on a Farm, took place in the park on July 14. As discussed below, collaborating with numerous organizations filled the summer with engaging outdoor activities for all ages.

1,602
registered participants

- **SAP Kick-Off Event: Animal Fair**

AT THE WINDSOR HISTORY MUSEUM - JUNE 1:

This partnership with our friends at the Town of Windsor Museums included such stations/guests as: animal yoga poses, Ancient Animal Station, Greenwood Wildlife Rehabilitation Center, Butterfly Pavilion, Nature's Educators, Scat Table, SAP registration, and a free t-shirt station. We held this program at Boardwalk Park and saw just under 200 people. The most popular station was the wildlife rehabilitation booth, where attendees could interact with a live owl!

other notable summer events:

- **All Aboard! Storytime with the Town of Windsor**

AT THE WINDSOR HISTORY MUSEUM - JUNE 15:

We collaborated with the Town of Windsor Museum staff to create a storytime that really tracks! A lively story time was held by Miss Andrea, our then early literacy librarian, and participants toured the old caboose (the original train depot from 1882) at the local museum.



other notable events continued

- **W.O.L.F. Sanctuary Visit (SAP)**

COLORADO'S W.O.L.F. SANCTUARY - JUNE 15:

With the collaboration of W.O.L.F Sanctuary, 39 attendees learned about wolf biology, behavior, and ecology while meeting a Sanctuary Animal Ambassador! Attendees ranged from toddlers to seniors, and the event was great for all ages.

- **Windsor Grind Skateboard & Scooter Competition**

AT EASTMAN PARK - JUNE 25:

Over the years, this program has been offered annually. Tucker Valentine and Amy McFadden, library staff members, work with Windsor recreation staff to offer this program at Eastman Park Skate Park for teens and tweens. Prizes are awarded to tweens/teens who receive the highest scores from our judges for the skateboard or scooter competition.

- **Life on a Farm! (SAP)**

AT THE WINDSOR HISTORY MUSEUM - JULY 14:

It was a pleasure to partner with the Windsor Museum staff again on this event! Some of the town's vintage farming equipment was displayed to demonstrate how life was many years ago on a farm. Considering our community's farming and agrarian roots, our patrons were excited to see what was used for farming and/or homesteading many years ago. Among the stations were Vintage Tools and Supplies, Bee Family Centennial Farm, Sunrise Silhouettes Alpacas, Let There Be Bees (Patrick Pulis), Chickens and Ducks, SAP registration, and free t-shirts. A total of 175 people attended this event at Boardwalk Park.

- **Nerf Battle - Teens vs. Firefighters & Police Officers**

OUTSIDE WINDSOR-SEVERANCE LIBRARY - JULY 16:

Our annual teen program with the Windsor Police and Fire Department is one of our favorites every summer. During an hour-long nerf gun battle, teens and local firefighters run around and let loose. We have found that this program helps create the perception that first responders are approachable and invaluable members of our community instead of intimidating individuals in a uniform.

- **Summer Concert with the Greeley Philharmonic Orchestra**

AT BOARDWALK PARK - JULY 20:

Against the backdrop of picturesque Windsor Lake, the Greeley Philharmonic Orchestra's Brass Quintet performed an evening of live music for 102 members of the community. This collaborative event was our most well-attended program for the summer.

- **End of SAP Celebration: Family Dance Party with Local Band Heart n' Soul**

LIBRARY PARKING LOT - AUG. 27:

A family dance party was offered as an alternative to the carnival for our end-of-summer Summer Adventure Program celebration in 2021. It was a pleasure to have a local band, Heart n' Soul, play oldies' cover songs in our parking lot. There was much dancing in the afternoon as families enjoyed themselves.



other notable events continued



- **Virtual & In-Person Pub Trivia Sessions:**

HIGH HOPS BREWERY, WINDSOR - ONGOING:

Pub Trivia was still offered via Zoom during Covid, many of our regulars participated from the comfort of their homes. While we were all stuck at home during isolation, this program remained popular and gave individuals the opportunity to interact. In June, when we reopened it to in-person play at High Hops Brewery in Windsor, we were pleased to see our usual high volume of participants ready to engage in a lively round of Pub Trivia. This program started in 2017 and has allowed us to grow our partnership with the fine folks at High Hops.

- **Chalk Fest!**

LIBRARY PARKING LOT - AUGUST 14

This family-friendly program attracted **48 participants** of various ages, from toddlers with their parents to teen volunteers who assisted in setting up and then stayed to create their own works of art. One of our patrons read about the program on our website and donated boxes of colorful chalk for the event.

- **String of Dogs Program**

VISIT WITH PROFESSIONAL SLED DOG MUSHER KAREN LAND & SLED DOGS - DECEMBER 7

Sled dog musher Karen Land, along with two of her dogs, her sled, and all of her equipment, presented to **108 attendees** about her adventures racing in many sled dog races, including the Iditarod. This program was intended to enhance the Imagine Stories Together and Beading Bugs Book Clubs who read sled dog stories in November and December. However, it was enjoyed by adults and children alike!

- **How the Grinch Stole Christmas Virtual Community Reading**

VIRTUAL - DECEMBER 14

In collaboration with 13 Town Officials from Windsor and Severance, we had **812 viewers!**



186
*programs
in-person*

4,639
*in-person program
attendees*

7,135
*virtual program
attendees*

602
virtual programs

CLEARVIEW READS: ANNE HILLERMAN



The Clearview Library District offered a slew of mystery events for all ages, and our Friends and Foundation sponsored a scavenger hunt and mystery dinner in conjunction with Clearview Reads' author talk and mystery theme. Both events were incredibly popular and incorporated local businesses in downtown Windsor.

- **Community Scavenger Hunt, April 22 - 24:**

The Mystery Scavenger Hunt was scheduled on specific dates. Registered participants received their first clues via email, which included 10 stops in downtown Windsor that helped them decode secret messages. The final clue led participants to the library, where Friends & Foundation volunteers set up a table to assist them, in addition to selling author talk tickets. Participants who solved the final clue at the library were awarded prizes.

- **Mystery Kit Dinner, Saturday, April 24:**

Registered participants could choose from various serving sizes and local takeout dinner vouchers to Roma's, G5 Pub and Grill, or Dickey's BBQ. It also included a play-at-home Nancy Drew-themed mystery game kit and tickets to the virtual author talk.

We were grateful to everyone who participated in the three Clearview Reads fundraising events — the author talk, scavenger hunt, and mystery dinner. **Over 240 tickets were sold, raising \$2,000.** Due to the generosity of the Friends & Foundation, these funds will be used to help key library initiatives.

Each year, the Clearview Library District, Clearview Library District Friends & Foundation, and the Kathy Murphy Speaker Series Fund are proud to present Clearview Reads, a series of literary events that brings popular authors to our community. The author series is funded by the Weld Community Foundation Kathy Murphy Speaker Series Fund.

The fund was created by a donation from Vincent Murphy in memory of his wife, Kathy, a former director of the Clearview Library District.

Clearview Reads went virtual in 2021 and was a great success! The theme included all things mystery in honor of fictional heroine and amateur sleuth Nancy Drew, who turned 90 in December of 2020. The author talk featured Anne Hillerman, who presented to attendees via Zoom on Saturday, April 24, 2021, discussing mystery writing and the influence she experienced from Nancy Drew books.

Anne's enthusiasm and appreciation for libraries and how they shaped both her father's, as well as her own, love of learning was truly inspiring. Attendees were fascinated by her comments on how she uses her stories to bring to light problems faced by Native American communities, like missing women and the threat of vandalism to sacred lands, like Bears Ears.



library cards for



WELD RE4 SCHOOL KIDS



As part of the Student Card Status initiative, Clearview Library District IT and Technical Services staff worked closely with Weld RE4 School District's IT Department to streamline the process of issuing library cards to students. The school district sends a file listing the names of students whose parents have indicated that their child should receive a library card.

Library staff uploads the file to the library district's user database and eliminates duplicates of those who already have library cards. The library district's Customer Service Staff then mailed cards to the student's home. Students will have easier access to library resources thanks to this collaboration between Clearview Library District and the Weld RE4 School District.

1,600+

LIBRARY CARDS WERE ISSUED AT THE BEGINNING OF THE PROGRAM

1,438

TOTAL NEW ACCOUNTS WERE CREATED WITH THE STUDENT CARD STATUS

1,438

ENVELOPES WERE PREPARED AND MAILED OUT TO STUDENTS WELCOMING NEW LIBRARY CARDHOLDERS

574

DUPLICATE STUDENT CARD SIGNUPS, REQUIRED FOLLOW UP CALLS TO RESPONSIBLE PARTIES AS WELL AS MORE MAILING

700

PATRON QUESTIONS
ANSWERED BY 
IT/TECH SERVICES

library district FACTS AT A GLANCE



103,771
virtual circulation



6,083
E-Video circulation

29,805
E-Music circulation



3,300
computer users

31,861
E-Audiobook circulation



3,076
WiFi users

A patron came in to return the new Liane Moriarty book and gave it a rave review. Another patron overheard and the two began to chat about how great of a writer she is. The patrons exchanged some other reading suggestions for one another.

magic moments WITH PATRONS

A patron came into the library to print documents for a new job he is starting. He had been coming in since the end of June to work on his resume and to print interview documents. He was so thankful for everyone in circulation and all the techs who helped him. He said that the library district staff were all instrumental in him starting his new job and he did not think it was possible!

A child and parent walked by the holds shelf, the child sees the pelican stuffed animal and says, 'It's a good thing that bird is wearing a mask! Good job bird!'

additional highlights

FROM 2021



library district's brand refresh

A branding committee led by Katie Messerli, the former communications specialist, worked throughout 2021 to unify the district's visual and written branding. The district's visual look and feel were updated in June by the branding committee's members working with a Brand Focus Group. The Communications Staff officially launched updates to the district's brand on Friday, Oct. 1, to fellow staff members. The brand refresh established a common vision and consistency for our visual brand, messaging, and how we want to present ourselves to the community. These efforts include redesigning the website and the wrap of the bookmobile.

IT/Tech Services & Communications

new! library

WEBSITE LAUNCH



At the end of 2020, we began the process of redesigning our website. The decision was precipitated by the migration to Polaris in October, our Branding Refresh, and that we hadn't redesigned our site in over five years. We switched our CMS platform during that time but carried over the styling from the earlier third-party redesign.

process

We began by laying out four overarching (something) to act as guides and goals for our project and process. We wanted to:

- **Make data-driven design and content choices**
- **Focus on UX / UI**
- **Create a better user experience and flow**
- **Increase our positive metrics**

One of our first steps was to perform an in-depth analysis of every page on our website using Google Analytics data from 2019 and 2020. We did this to get an overview of normal operations pre-pandemic and data from the pandemic to capture how trends shifted and to determine how new pages we created were performing.

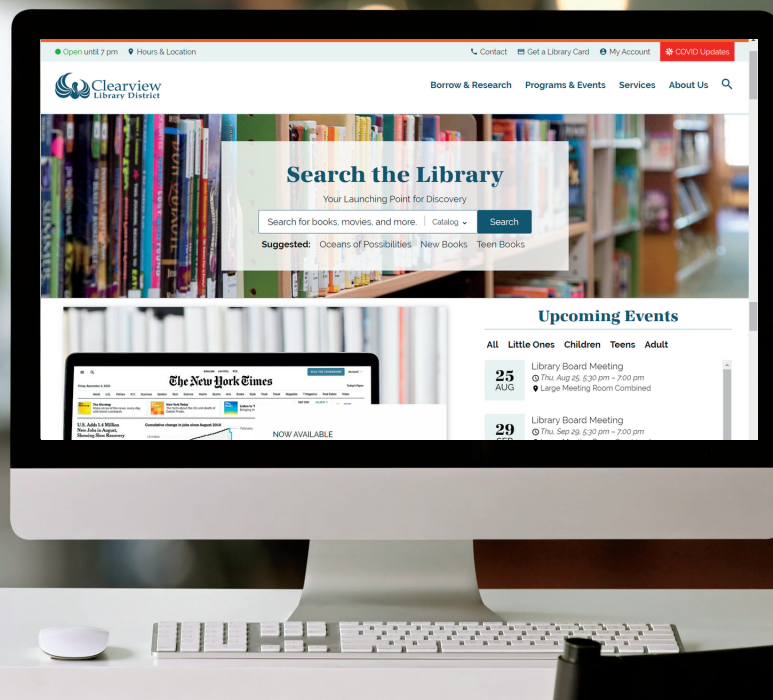
We surveyed both staff and patrons on website usage/behaviors. Our Branding Focus Group helped with card sorting, UX / UI testing, and other design and inspiration elements. We released/published our RFP in March 2021 and, by the end of May, had Board Approval on hiring Proof Studio.

implementation

Proof Studio demonstrated a clear understanding of our project goals, the main one being to create an improved, consistent, and more seamless experience for patrons while being able to easily feature our Events, Materials, Information, and Services.

Proof Studio outlined an eight-phase approach that began with Discovery and Strategy and wrapped up with Post Launch Support through a series of two-week sprints, which allowed flexibility throughout the process.

We officially launched our site on November 18, 2021.



mission

**Cultivate Curiosity.
Enlighten the Mind.
Strengthen the Community.**

vision

**We aspire to be a launching point for discovery —
creating innovative and adaptive spaces where
everyone can explore, imagine, create, and learn
on the path of lifelong learning to improve
ourselves and our communities.**