



## **Clearview Library District Strategic Plan, Second Quarter Highlights, July, 2020**

### **Communication Highlights**

- Katie Vanmeter checked with the Town of Windsor Planning Department on the feasibility of placing a sign on the library property on Main St. The municipal code has not changed; a sign cannot be placed on the property at this time without a Conditional Use Grant.
- In its ongoing effort to communicate effectively, the library district is transitioning its marketing software from Savannah to Patron Point which will allow better messaging based on use of library resources.
- Katie VanMeter surveyed staff on the library brand and solicited members of the library staff for a focus group, which will review current marketing standards and branding to make suggestions for a refresh without a total rebrand. The goal is to craft a cohesive visual brand and messaging.
- Katie VanMeter is working on outreach efforts to local media (both reporters and advertising representatives) and informal community Facebook efforts.

### **Partnerships**

- Katie VanMeter and Casey Lansinger-Pierce worked with the Towns of Severance and Windsor, and the Weld RE-4 School District to cross-promote the Summer Adventure Program. The Weld RE-4 School District participated in the Summer Adventure kickoff neighborhood caravan.
- The Weld RE-4 School District and Charter Schools arranged to have students return school library books to the dropboxes at the Clearview Library District.
- The library worked with the Weld RE-4 School District to provide access to hotspots to facilitate internet access for students who were learning at home.
- Bud Hunt worked with the Weld RE-4 School District to set up the Sora by OverDrive platform, which will allow teachers and students access to the library's digital resources.

- Katie VanMeter collaborated with Weld RE-4 School District to develop monthly communications to teachers / school librarians.
- The Windsor Severance Fire Rescue and the library continued their partnership by promoting Firefighter Story Hour on Facebook and by volunteering a staff member to be a guest on What We're Reading. The bookmobile participated in the community birthday parades arranged by WSFR.
- Katie VanMeter is working with the Towns of Windsor and Severance to produce a series of videos on cybersecurity safety.

## **Programs and Services**

COVID-19 brought a new set of challenges and opportunities for programming and services. The library district stepped up to those challenges by:

- Transitioning programming for children and adults to online programming.
- Adding Zoom accounts to be used for programming, library board meetings, and staff meetings.
- Upgrading the library district's out-dated phone system to add additional lines and allow for more flexibility for staff to answer patron calls remotely when working from home.
- Upgrading the equipment in the large meeting room for hybrid meetings with both in-person and remote attendees, which will increase accessibility and transparency. The room's new equipment will also be used to expand the library's online programming capacity.
- Moving Ask A Geek, the library's tech help for patrons, to an online format.
- Developing a curbside checkout program, Library Takeout.
- Creating Staff Picks To-Go, a program in which patrons can submit what they're interested in and librarians will select new materials on their behalf for pick up.

## **Space**

- Continued to work with Ratio Design to explore options for the library on Third St. Dennis Humphries and Ramona Burns will present at the July 30 Library Board Meeting.
- Updated and published the infographic on bookmobile services.

For a detailed progress report on the Strategic Plan, visit the library's website, <https://www.clearviewlibrary.org/strategic-plan>