

Clearview Library District Strategic Plan Advisory Group Meeting Notes, June 5, 2019

At this first meeting of the Strategic Plan Advisory Group, Sheryl Trent of SBrand Consulting facilitated an agenda to cover the most important points related to the Clearview Library District Strategic Plan. As a part of the meeting, the group was asked to talk about what they felt was working well right now related to the library and was not working well. That feedback was captured and is presented here.

The role of the Advisory Group is to take all the incoming feedback from the online survey, post card survey, sticky notes, white board, and personal interviews and distill that into what they determine to be most important for the next three years. They will then make that recommendation to the Library Board, and a strategic plan will be developed from that information.

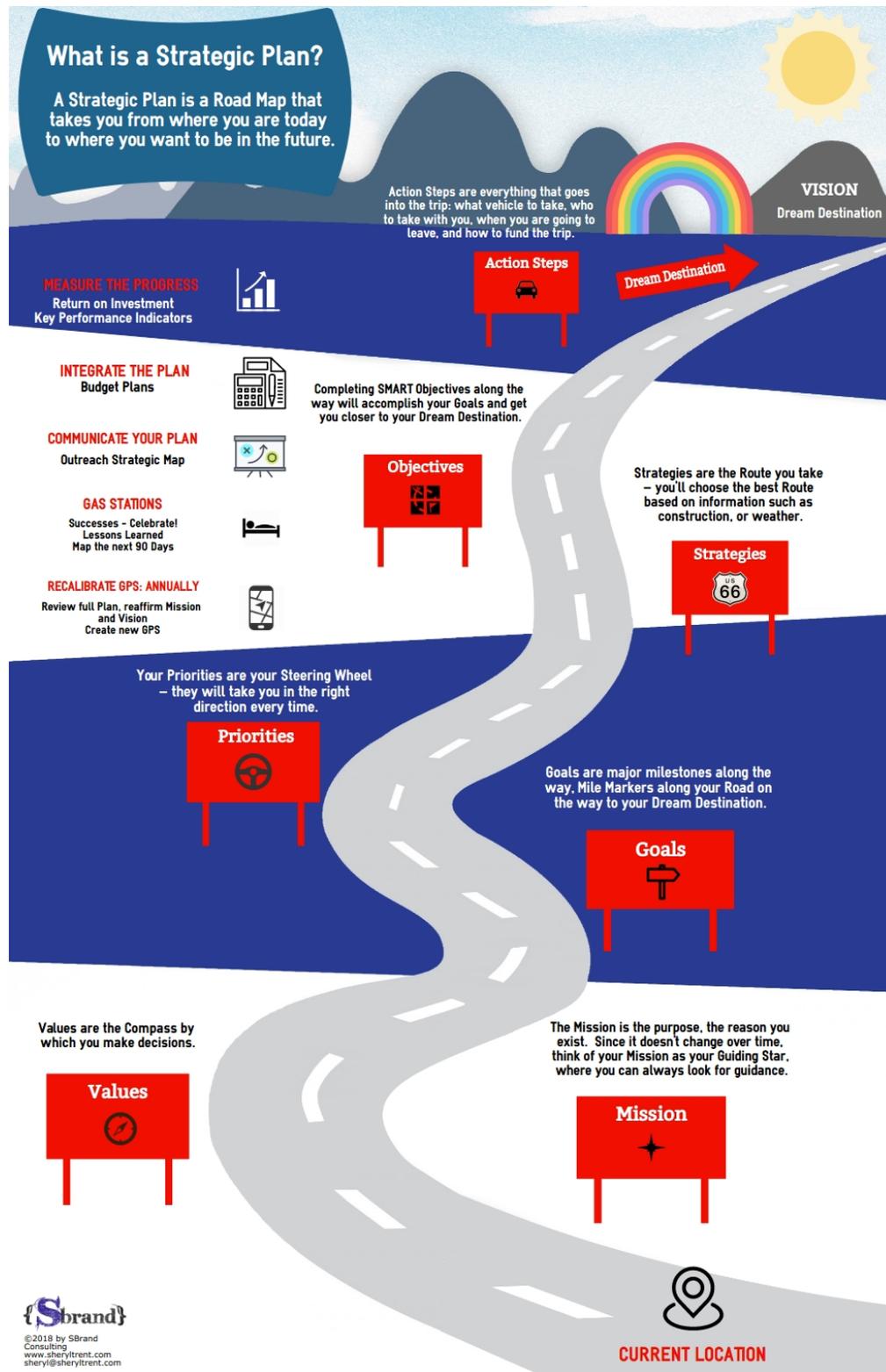
Process and Timeline

The entire process will take approximately four months, with community engagement happening in June and July, and Advisory Group meetings in July and August to create a document. There are two community meetings planned – one to focus on the Priorities and one to comment on the draft plan. The Library Board will consider the plan in September at their monthly meeting.

The attached timeline and deliverables document will be updated for each Advisory Group meeting.

The Road Map

Below is a visual representation of strategic planning we will use in the process:



A great strategic plan answers three main questions:

Where are we now?

Where do we want to be?

How are we going to get there?

The start of the process (the Current Location on the Map) is the answer to Where are we Now? And in order to address that answer, the Advisory Group brainstormed answers to the following two questions:

What's Working Well?

- Welcoming
- Friendly
- Diversity of Programs
- Partnership with schools (RE-4)
- Bookmobile
- Lots of useful tech for a wide variety of people (can use for homework, fun)
- Story time within the communities
- Great senior programs
- Evening classes
- Wide variety of classes (cooking)
- Staff is fantastic
- Seamless checkout

- Supply and demand – we have it or we can get it
- Good selection of popular books and movies
- Parks pass to check out
- Puppy dogs (service animals in library)
- Music online
- Downloading books (for class)
- After school program
- Toys for kids
- Video games: have them, on teen game night, Minecraft
- Something for everyone
- Physical games: for kids, can check out or play here
- Library is well laid out, easy to find things, clean
- 3-D printer
- Quiet space
- STEM programs
- Kinesthetic toys
- Story time: in library, out in day care
- Social place: come and hang out, meet up
- High Hops Trivial Night
- Cute, clever surprises all over the library
- Big chalkboard
- Staff recommendations
- Story Hour

What's Not Working Well

- ☒ Limited shelf space
- ☒ Limited reference section
- ☒ Size of library limits the above
- ☒ Printer is not intuitive, hard to figure out
- ☒ Relaxing spaces (loungy, bean baggy)
- ☒ Not enough parking
- ☒ Parking lot floods
- ☒ Building floods
- ☒ Severance misses out (no physical building presence)
- ☒ West Greeley misses out (same as above)

- ☒ Hard to get a grasp on what people want – not everyone uses the library
- ☒ Perception that we are part of the Town, not a separate taxing entity
- ☒ District boundaries are odd
- ☒ Board selection is not work
- ☒ Idea about lack of transparency (it's not purposeful)
- ☒ Not hearing about events unless you are physically here
- ☒ Senior population needs more focused events
- ☒ Hard to get here from Severance and the north part of the district
- ☒ Property is available for expansion elsewhere, need a yes or no
- ☒ People don't like taxes
- ☒ Ballot measure failed
- ☒ Don't understand how much a library offers
- ☒ Communication gap
- ☒ Benefits/value of the library not understood
- ☒ Don't understand how to run a library, how much it costs
- ☒ Name change of the library – not indicative of all the things that we love
- ☒ Library Board needs to understand what the community wants (not a Ritz Carlton, not a Taj Mahal)
- ☒ Perceived lack of partnership (with Windsor, Severance, RE-4)
- ☒ Weird sites, misinformation
- ☒ Political pressure to not expand, influential people opposed
- ☒ Differing opinions and perspectives
- ☒ Next Door/social media; how to deal with it and overcome/counter it in a positive way
- ☒ Buying land for expansion without money to expand
- ☒ Relevance – why do we need a library
- ☒ Drag Queen Story Hour
- ☒ High school kids programming can be difficult to get them here (need a field trip)

The first Advisory Group meeting closed with a review of the process and upcoming dates – the next Advisory Group meeting will be Wednesday, July 17 at 5:30, location to be determined.