

COMMUNICATION

Q2 REPORT - UPDATES



PROGRESS ON ACTION STEPS:

Update the Library District's Marketing Plan

The branding overhaul and development of a detailed framework for the updated marketing strategy are still in progress. In Q2, the Communications Specialist formulated comprehensive content marketing strategies and plans. These will play a central role in highlighting Library District programming, events, resources, and services through a method of platform cross-functionality, enhancing outreach efforts and awareness.

Make revisions and updates to the Library District's website

In Q2, the focus was on enhancing the Room Reservations feature, resolving the homepage display issue, and successfully mapping the test site domain. Various Library District policies, including the Meeting Room Policy, Privacy of User Records Policy, Collection Development Policy, and Requests for Reconsideration Policy, have been updated, or revised, and added to the website. Enhancements were made to the visibility and location of the Hours and Locations link on the homepage, mailing address details were added to the Contact Us page, new images replaced outdated ones, and updates were made to various resources and pages such as Free Internet availability, Lobby Stops, Explore Kits, Book Clubs, PAWS for Reading pages, FAQs, and Support & Donate. Additionally, the website underwent improvements for site spam management, intranet organization, Summer Adventure Program information and registration form accessibility, Library District email subscription capabilities, and domain mapping testing. The programs and events menu, age group pages, my reservations section, and a dedicated FAQ area were restructured. These enhancements enhance the user experience and information accessibility.

Explore radio advertising

As of Q2, the responsibility for coordinating the quarterly schedule for broadcasting Library District content on local radio stations has been transferred to the Communications Assistant. Upon receiving the radio station's contact information, the Communications Assistant will begin coordinating ads with the stations. This transition allows for more streamlined and efficient management of the broadcasting schedule.

Explore clearer ways to provide usage data to the public

For Q2, the Communications Staff are still coordinating monthly social media posts featuring library statistics and accomplishments. Additionally, quarterly infographic handouts featuring statistics from Q1 through Q2 have been completed and shared. These informative and engaging updates highlight the Library District's impact on the community.



ACTION STEPS IN PROGRESS:

Tap into various groups, such as active senior adults, the teen advisory group, etc., to find the best avenues of communication and interests.

Reinstitute Beyond the Books, the Library District's citizen leadership academy, and Library Road Shows.

Increase public presentations on a variety of topics related to the library at clubs, board meetings, and other civic groups.

IT/TECHNOLOGY

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PROGRESS ON GOAL 1 & ACTION STEPS:

Purchase and implement a Discovery Layer for the Library District's online catalog.

The Pika Kickoff meeting was held on June 5th and weekly development meetings are currently taking place weekly. We currently have a test site where the IT and technical services departments can work on configuration.

Provide photos and descriptions of items in Explore Kits for the Library District's online catalog.

Pika will allow us to use custom photos to display in the new library catalog. A new process has been developed for this work and initial

Increase the visibility of the Explore Kit collection within the library.

A space was identified in the new Severance Library where a few Explore Kits can be displayed. It is with the new items and we have the possibility of expanding it.



PROGRESS ON GOAL 2 & ACTION STEPS:

Work with Weld-RE4 to simplify the registration process.

Same as Q1: Sent Weld RE4 staff information regarding student accounts and the information needed to create a card.



ACTION STEPS IN PROGRESS:

Educate teachers and other school staff on the process and resources available.

| PARTNERSHIPS

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Establish a Memorandum of Understanding with all major partners.

Initial discussions with key stakeholders (Weld RE-4, for instance) have begun to introduce the idea of establishing a formal MOU. Nothing has been drafted yet.



ACTION STEPS IN PROGRESS:

Review and evaluate all current partnerships.

PROGRAMMING

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PROGRESS ON GOAL 3 & ACTION STEPS:

Hire a consultant to initiate a community assessment to ensure the Library District is meeting the needs and wants of our community through library programs and services.

This goal will be initiated in 2025, once the library is under new leadership and has the resources (time, budget, etc.) to conduct a community-wide assessment.

Increase access to programs by providing an array of registration and attendance options and by considering the scheduling of programs in order to best accommodate working vs. non-working parents and/or caregivers.

Additional programs have been added to the list of programs that do not require registration. This includes programs offered for all ages.

Formalize the program assessment process and identify a threshold for discontinuing or re-assessing available programs.

As the Summer Adventure Program (SAP) wraps up, public services staff will start the work to establish a formal program assessment process.

SPACE

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PROGRESS ON GOAL 1 & ACTION STEPS:

Work with the contractor to complete the building project by the spring of 2024.

Goal Completed.

Open the building for the public by April 2024.

The Ribbon Cutting/Grand Opening was held on April 6, 2024, from 1-3 p.m. Over 700 people were in attendance.



PROGRESS ON GOAL 2 & ACTION STEPS:

Launch a social media campaign to promote library meeting rooms.

The Communications Staff took various photos of the meeting rooms at the Severance Library branch and is committed to keeping the momentum moving in the next quarter to promote the Library District's Meeting Room Reservations for both locations using various marketing strategies.

Advertise meeting room space in local publications.

The Communications Staff will regularly showcase the availability of Meeting Room reservations in the district's one-page digital ad, which is included in the monthly "Town Scoop" digital newsletter from the Town of Severance. Additionally, a digital template was created and displayed on TVs at the Windsor and Severance Library Branches to prompt patrons to reserve Meeting Rooms.

Simplify the booking process.

Booking rooms for same-day reservations are now available outside of each room and at the circulation desk and doesn't require staff approval.

Monitor the use of newly created spaces at the Windsor Library... as well as the meeting rooms, spaces and areas in the new library branch in Severance.

Blue armchairs were re-assigned to space outside the Quiet Space and 2 new tables and 8 chairs were placed in front of the west window to provide more workspace for adults.

SPACE

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GOAL 4 ACTION STEPS IN PROGRESS:

The Long Range Planning Committee will continue to meet,

Continue conversations with developers and governments.

Seek opportunities for shared spaces.

Report to the public regularly on progress.