

COMMUNICATION

Q4 REPORT - UPDATES



GOAL: Increase awareness of the Library District's operations, services, and programs.



PROGRESS ON GOAL ACTION STEPS:

Update the Library District's Marketing Plan

In Q4, the Communications Specialist achieved milestones to strengthen the Library District's Marketing Plan and strategic initiatives. Achievements included completing foundational updates to our Brand Refresh Guide, aligning the Friends & Foundation with the new branding, and expanding our reach through targeted advertising and community partnerships. These efforts resulted in record event attendance and increased usage of resources, such as Explore Kits and Adventure Passes. A comprehensive crisis communications strategy was also finalized to improve emergency preparedness.

Make revisions and updates to the Library District's website

In Q4, Communications staff redesigned the Hours & Locations page, improving usability by streamlining the design and incorporating holiday closures. The next steps involve creating individual location pages, redesigning the Bookmobile page for consistency, and implementing a new slider/gallery feature to showcase additional photos for each location. Additionally, testing embedded iframes is underway, using Infogram dashboards to display key statistics. Initial tests with our Technical Services Assistant were successful. Next involves selecting data, determining site placement, and applying branding to dashboards.

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PROGRESS ON GOAL ACTION STEPS (CONTINUED):

Explore radio advertising

This action step was still in the planning stages during Q4 and is currently under review to assess its long-term impact and value, particularly given the success of other efforts within the Library District's Marketing and Communications plan.

Explore clearer ways to provide usage data to the public

In Q4, the Communications team continued its social media campaign to promote the Library District's impact, sharing four posts highlighting key statistics, achievements, and engagement with followers. These posts collectively achieved an average of 222 impressions and an average engagement rate of 4%. The engagement rate is stronger than the general social media benchmark (typically 1-2%). This indicates that the content resonates well with the audience, highlighting the relevance and appeal of the campaign's messaging.



GOAL 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.

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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GOAL 1: Improve access and visibility of the Library District's Explore Kit collection, eResources, and other non-traditional library materials.



PROGRESS ON GOAL 1 ACTION STEPS:

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

On October 15, we launched Pika, our new library catalog and discovery system. This innovative platform enhances the user experience by making it easier to browse and discover our collections. It also allows us to highlight non-traditional items, such as explore kits and a variety of online resources.

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

Now that Pika is live, we can showcase photos of all our Explore Kits, making it easier than ever for patrons to find them and understand exactly what they include. This visual feature adds clarity and accessibility, helping everyone discover the full potential of our non-traditional collections.

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

The IT and Severance staff have worked together to design and set up a dedicated space at the Severance Library for displaying our Explore Kits. This new display makes it easier for patrons to browse these unique, hands-on collections and see all the exciting options available to them. To further enhance the experience, we are collaborating with the Communications team to create additional signage, ensuring the display is both eye-catching and informative. It's a fantastic addition that boosts both accessibility and visibility for these popular resources.

IT/TECHNOLOGY

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GOAL 2: Improve the school library card program to increase access to library resources in Weld RE-4 classrooms.



PROGRESS ON GOAL 2 ACTION STEPS:

Work with Weld RE-4 to simplify the registration process.

School cards continue to be discussed at bi-monthly Memorandum of Understanding (MOU) meetings, which the Library District's Public Services Manager and Weld RE-4's District Librarians attend. Because of the timeline for school registration for Weld RE-4, no major changes to the school card process will be implemented in time for the 2025/2026 school year. In the meantime, discussions are being had about shared log-ins (for select digital resources) to ensure teachers can expose an entire classroom to the same resource. Nothing has been agreed upon regarding shared log-ins at this time.

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

MOU negotiations include a strong focus on the resources and opportunities Clearview Library District offers to Weld RE-4, along with discussions about how to make these resources most accessible to teachers and students.

PARTNERSHIPS

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GOAL: Build and strengthen partnerships with community organizations.



PROGRESS ON GOAL ACTION STEPS:

Establish a Memorandum of Understanding (MOU) with all major partners.

The Public Services Manager and Weld RE-4 School District Librarians have made great progress in tying up the Programs/Events/Visitations portion of the MOU. Meetings continue, and we hope this portion will be solidified within two months of this update. Once this portion is complete, we will work on the communications portion. Due to the time demands of this project, this is the only MOU being worked on at this time.

Review and evaluate all current partnerships.

The MOU collaboration with Weld RE-4 has led to some organic evaluation of additional partnerships. Additionally, the process of building a more formal and specific evaluation framework for all partnerships is in progress. Additionally, the planning is in the works for the new Library Director to meet strategically with community leaders in order to listen and learn about what is most important to individuals across the District.

PROGRAMMING

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GOAL: Community members of all ages will have increased access to an array of diverse programs that enhance their quality of life.



PROGRESS ON GOAL 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, spaces, and services.

Internal discussions are underway to consider integrating a community needs assessment into the Library District's upcoming strategic planning process.

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

All in-house program evaluations have been completed by Public Services staff and are in review by the Public Services Manager. Once these are all approved, we will move on to evaluating outreach programs, as well as library services.



GOAL ACTION STEPS COMPLETED:

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.

SPACE

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GOAL 1: Build a library in Severance that meets the needs of the community.



GOAL & ACTION STEPS COMPLETED:

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

Goal 1 & Action Step Completed.

Open the building for the public by April 2024.

Goal 1 & Action Step Completed. The Grand Opening and Ribbon Cutting Ceremony took place on April 6, 2024. More than 700 people attended.



GOAL 2: Community members will be aware of meeting spaces that are available for their use.



PROGRESS ON GOAL 2 ACTION STEPS:

Launch a social media campaign to promote library meeting rooms.

The promotion of Library Meeting Rooms at both locations continued throughout Q4. In December 2024, a separate targeted social media campaign was launched to communicate changes in library hours. While distinct from the meeting room initiative, this three-post campaign achieved an average of 742 impressions and a 9% engagement rate. These strong results demonstrate the campaign's success in raising awareness about the new hours.

SPACE

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PROGRESS ON GOAL 2 ACTION STEPS (CONTINUED):

Advertise meeting room space in local publications.

In Q4, the Communications Staff launched a campaign to promote free meeting rooms at Windsor and Severance libraries. The campaign featured the theme "Uncover Brilliant Ideas in the Cozy Corners of the Library," highlighting eight versatile rooms equipped for studying, collaboration, and presentations. Ads were placed in *Windsor City Lifestyle* and *MyWindsor* Magazines, reaching a wide audience and boosting awareness of these services.

Simplify the booking process.

Reserving meeting rooms after hours at the Severance Library was available for part of the quarter, and demand is high. During this quarter, we simplified the booking process, as well as after-hours approval and training. As soon as we are able to return to after hours access, these things will offer patrons a streamlined experience.



GOAL 3: Evaluate the use of Library District facilities.



PROGRESS ON GOAL 3 ACTION STEPS:

Monitor the use of collaborative spaces at the Windsor Library... as well as the meeting rooms, spaces and areas in the new Severance Library.

Having the Severance Library meeting rooms open after hours has increased visibility for the library's meeting spaces. Technical issues with the main entrance doors at the Severance Library temporarily halted this service late in Q4, but the problem is being addressed.

SPACE

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GOAL 4: The Library District will continue to assess the needs of our growing population.



PROGRESS ON GOAL 4 ACTION STEPS:

Continue conversations with developers and governments.

The implementation of a community analysis will reveal data and feedback from our communities that guides our decisions about increasing facilities space in the future.



GOAL 4 ACTION STEPS IN PROGRESS:

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, spaces, and services.

Report to the public regularly on progress.