

# COMMUNICATION

## Q1 2025: 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.**

The Communications Team advanced the Library District's brand refresh, making meaningful strides toward updating the Marketing Plan. Key progress included the development of department-specific quick guides and a comprehensive guide detailing the Library District's voice and tone, ensuring cohesive messaging across all platforms. Additionally, a new social media strategy was developed to support consistent and engaging communication across the District. These tools lay a strong foundation for the upcoming full update of the Marketing Plan, which will reflect these brand developments and guide future communication strategies across digital and print platforms.

#### **Make revisions and updates to the Library District's website.**

Communications staff improved user experience and visual engagement through the launch of the first branded Infogram iframe, now live on both the Library District's website. This interactive bar graph replaces the static content card (sparklines), offering a more dynamic and visually appealing presentation of library data. Additionally, significant design updates are underway on the Adult Services page. These include a redesigned event widget and new visual content cards to better highlight materials from the library's collection. These updates enhance the website's usability and alignment with the brand.

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## PROGRESS ON GOAL ACTION STEPS (CONTINUED):

### Explore radio advertising.

This action step remains under review to evaluate its potential long-term impact and value. The Communications Team is currently exploring the potential of leveraging audio and display ads on music streaming platforms such as Spotify, YouTube Music, Amazon Music, and Pandora. This is a powerful way to reach diverse audiences and the team will continue assessing this initiative's financial viability and alignment with the broader communication strategy.

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

Information has more or less been gathered anecdotally and results will be compiled into a document that can be shared / used internally.

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

Efforts to increase the Library District's presence at community clubs, board meetings, and other civic groups are steadily progressing and will become a key focus in the second quarter. As part of this initiative, administrative staff are exploring a Community Connections-themed tour to expand public presentations on library topics. This initiative, aligned with the Director's stakeholder meetings, aims to enhance visibility, strengthen relationships, and gather input for future strategic planning and service development.

# IT/TECHNOLOGY

## Q1 2025: REPORT - UPDATES



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:

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

The Library District is currently exploring options for updated signage for the Windsor Library, with the goal of having it in place in time for the launch of our 2025 Summer Adventure Program. This signage will play an important role in welcoming patrons to the collection, guiding participants, and promoting the collection.



### GOAL ACTION STEPS COMPLETED:

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

**Goal 1 & Action Step Completed.**  
We are now in our evaluation phase to keep improving functionality.

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

**Goal 1 & Action Step Completed.**

# 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.**

CLD is in the process of evaluating a transition from the current School Card Program to a new Teacher/Institutional Card model. This shift is intended to improve usability for educators and better support students who may not have individual library cards. The new approach would allow teachers and educational institutions to access library resources on behalf of their students, particularly research tools and academic materials. This will support equitable use of our collections and digital services while streamlining the process for classroom-based learning and assignments.

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

Memorandum of Understanding (MOU) negotiations between the Library District and Weld RE-4 are ongoing, with a strong focus on the resources and opportunities the District provides to Weld RE-4, as well as discussions about how to make these resources more accessible to teachers and students.

# **| PARTNERSHIPS**

## **Q1 2025: REPORT - UPDATES**



**GOAL:** Build and strengthen partnerships with community organizations.



### **PROGRESS ON GOAL ACTION STEPS:**

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

Due to ongoing discussions regarding the school card partnership, the Memorandum of Understanding (MOU) with Weld RE-4 remains ongoing. As the Library District explores options, such as a teacher or institution card in place of the school card program, the MOU content may be subject to changes. Other categories within the MOU, specifically programs, visits, and events, are nearing finalization. An initial meeting has been established with the Town of Windsor to begin initial MOU discussions and to establish the best contacts as we move forward.

**Review and evaluate all current partnerships.**

In progress - the Public Services Manager is drafting a partnership audit.

# PROGRAMMING

## Q1 2025: REPORT - UPDATES



**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. This includes reviewing other libraries' approaches to Requests for Proposals (RFPs) for similar initiatives, as well as brainstorming collectively about the most important areas of focus for this analysis.

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

The Library District is currently conducting in-house program assessments, which include gathering data and observing program and attendee behavior. The team is working on evaluating service and outreach programs following the conclusion of the 2025 Summer Adventure Program.



### 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

## Q1 2025: REPORT - UPDATES



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.

In Q5, the Communications Team continued its ongoing social media campaign to promote the Library District's meeting room offerings. Building on previous efforts, a new campaign was developed to announce the continued availability of After Hours Reservations at the Severance Library, serving as a renewal of the original promotional initiative.

The campaign includes a featured News Story on the Library District's website and three targeted social media posts to increase visibility and engagement. These efforts aim to raise awareness of this valuable community resource and encourage continued use of library spaces beyond regular operating hours.

# SPACE

## Q1 2025: REPORT - UPDATES



### PROGRESS ON GOAL 2 ACTION STEPS (CONTINUED):

Advertise meeting room space in local publications.

In Q5, the Communications Team continued to explore new strategies to promote the Library District's free meeting room spaces. As part of this effort, staff began planning a series of advertisements to run in local magazines, with placements targeted for 2025. While ad placements are still in the planning phase, this initiative reflects the Library District's ongoing commitment to increasing public awareness of meeting room availability and supporting community access to spaces for study, collaboration, and events.

Simplify the booking process.

The team has streamlined room reservation processes by simplifying selections and removing unnecessary steps. Additionally, a rotating on-call staff list has been established to ensure prompt in-person assistance for issues such as door malfunctions, improving user experience, and operational efficiency.



### 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.

Ongoing challenges with the Severance Library's exterior doors have led to a cautious approach for the after-hours project at Windsor Library. However, the team continued actively preparing the Windsor Library for after-hours use so that this project, which focuses on convenience and security for our patrons, is ready to launch when the time comes. Close work with ServiTech and TriTech has been key in implementing and configuring the necessary access control systems, along with the integration of comprehensive security measures throughout the facility.



# SPACE

## Q1 2025: REPORT - UPDATES



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.**

Conversations and meetings with community stakeholders and developers are underway, allowing the District to gather information about the strategy, direction of various individuals and groups, while also providing education and awareness of library services.



### 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.**