



Communication

Q2 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.

Marketing channels and workflows were refined with new tools like a marketing request form and a district-wide campaign planning checklist. These resources, combined with insights from brand refresh workshops, will guide marketing objectives, strategies, and evaluation plans next quarter.

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

A new Adult Services webpage was launched with improved layout, content flow, navigation, and visuals, along with an updated event calendar. An accessibility audit began to ensure compliance with WCAG 2.1 and Colorado HB 21-1110, including automated/manual reviews, a new contact page for assistance, and plans for monthly scans to maintain accessibility.

Explore radio advertising.

Digital audio ad planning is progressing with platform selection, budget setting, and promotional theme development. Staff members are preparing scripts and assessing voice-over options in English and Spanish. The next steps include finalizing scripts, securing voice-overs, and selecting digital assets. The campaign is set to launch in Q3 to expand the Library District's outreach via audio platforms.

Explore clearer ways to provide usage data to the public.

As part of the Community Impact campaign, Library District data on patrons served, website visits, Bookmobile usage, and program participation were shared on social media. The three posts collectively averaged 400 impressions (a 17% increase from Q1) with a strong 4% engagement rate, surpassing the 1-2% industry benchmark.



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Progress on Goal Action Steps (Continued):

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

Anecdotal insights from various groups, including active senior adults and the Teen Advisory Group, were compiled into a centralized, accessible internal document. This resource will support staff across departments in identifying effective communication channels and understanding the interests of key audience segments, thereby improving outreach and engagement.

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

Efforts to expand the Library District's presence at community clubs, board meetings, and civic groups continued. The Library Director was invited to present at two community organization meetings—one in April to a local political group and another in May as a guest speaker at the Rotary Club of Windsor. These presentations highlighted the Library District's growth in patron engagement and circulation from 2020 to 2024, its commitment to fiscal transparency, and the community impact of programs like the Summer Adventure Program.

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:

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

Explore kit tag template have been rebranded and the Explore Kit collection has been refreshed. We also introduced hold ratio guidelines for the kits to help ensure that patrons can receive their holds in a timely and equitable manner. These updates support improved access and enhance the overall user experience during the busy summer season.



IT / Technology

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Goal 1 (Continued) - 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.



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.

This initiative has been rebranded as "Educator Cards". Preparation and research for the initiative continued, focusing on gathering feedback from Weld RE-4 School District stakeholders. This information will shape the structure and launch of this service, ensuring that it is appealing and accessible to educators, and accurately managed as a collaborative effort between Clearview Library District and Weld RE-4 School District.

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

Staff coordinated a series of field trips to Windsor Library to engage local educators and students by providing them with interactive learning experiences. During their visits, elementary students toured the library, participated in story times, and learned about key programs and resources, including the district's upcoming Summer Adventure Program.



Partnerships

Q2 2025: Report - Updates



Goal: Build and strengthen partnerships with community organizations.



Progress on Goal Action Steps:

Review and evaluate all current partnerships.

Efforts continued on evaluating the Library District's current partnerships. A formal partnership audit is underway to evaluate existing collaborations, identify areas for improvement, and inform future planning and decision-making.

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

The Weld RE-4 MOU wrapped up between the CLD and Weld RE-4 working teams in May; tentative plans to put the document in front of our organization's respective lawyers and Board of Trustees are expected to take place in Fall 2025. We're hopeful for final approval and implementation shortly thereafter. Initial conversations have taken place with the Windsor Parks and Recreation regarding establishing an MOU, and key staff have been identified as having a role in initial conversations.

Programming

Q2 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.

Library leadership determined that this need initiative should be pushed to 2026. An addendum to the current strategic plan is in development in order to extend for the current plan to 2026, allowing time for more intentional research, community analysis, data gathering and strategizing.



Partnerships

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Progress on Goal Action Steps (Continued):

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

The program assessment framework has been finalized and successfully implemented. Recent administrative discussions have led to the identification of several quality and succinct program debriefs and assessments each month. These approaches are realistic audit processes for busy staff while still allowing for effective and productive program assessment.



Goal 1 Action Step 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

Q2 2025: Report - Updates



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



Goal 1 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 was held on April 6, 2024, with over 700 attendees.



Space

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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.

A promotional campaign was launched to highlight the availability of after-hours meeting room reservations at the Severance Library. The campaign included social media posts that collectively received 726 impressions and a 7% engagement rate, significantly exceeding industry benchmarks. In addition to digital outreach, a news story was featured on the Library District's website, and a promotional announcement appeared in the summer issue of the Town of Severance's e-newsletter.



Goal 2 Action Steps Completed:

Simplify the booking process.

Goal 2 & Action Step Completed.



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.

Planning and preparation to expand after-hours meeting room access to the Windsor Library continues, and is expected to be in place by Fall 2025.



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:

Gather and analyze data to support future Long Range Planning efforts.

The administrative team prepared to launch a staff-wide SWOT analysis to gather perspectives and feedback from our internal stakeholders in order to help shape our future planning.

Continue conversations with developers and governments.

Successful conversations took place with the Windsor Recreation Center. Both entities expressed eagerness to revitalize a sustained partnership which will have a significant impact on programming, partnerships, and training.

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.

Library leadership determined that this initiative should be pushed to 2026. An addendum to the current strategic plan is in development in order to extend the current plan to 2026, allowing time for more intentional research, community analysis, data gathering, and strategizing.