

Addendum to the 2024-2025 Strategic Plan: A One-Year Extension (2026)

This addendum outlines the Clearview Library District's strategic focus for 2026, extending the existing plan by one year. The Library Board has approved this extension to allow the district to dedicate time to research, data collection, and the foundational work required to create a new, more comprehensive five-year strategic plan.

Continuing to Work on Existing Goals

The district will continue to advance the goals and action steps outlined in the 2024-2025 Strategic Plan in 2026. These focus areas include:

Communication

- **Goal: Increase awareness of the library district's operations, services, and programs.**
- **Outcome: Residents will gain an understanding of library district services, the importance of the library district to the community, the needs of the library district, and its governance and funding.**
- **Action Steps:**
 - Update the library district's Marketing Plan.
 - Make revisions and updates to the library district's website.
 - Explore radio advertising to increase awareness of the services provided by the library district.
 - Explore more effective ways to share library usage data with the public.
 - Tap into various groups, such as active senior adults and the Teen Advisory Group, to find the best avenues of communication and interests.

- Reinstitute Beyond the Books, the Library District's citizen leadership academy, and Library Road Shows.
 - Enhance public presentations on a variety of topics at clubs, board meetings, and other civic groups.
- **2026 Additional Action Steps:**
 - Strengthen storytelling and community impact.
 - Showcase and leverage community partnerships.
 - Expand community outreach through multi-channel campaigns.
 - Optimize the library district's digital presence in the community.
 - Prioritize data-driven decisions.

IT/Technology

- **Goal: Improve access and visibility of Clearview Library District's Explore Kit collection, eResources, and other non-traditional library materials.**
- **Outcome: Residents will be able to easily find items of interest, both physical and digital, by searching the library district's online catalog.**
- **Action Steps:**
 - Purchase and implement a Discovery Layer for the library district's online catalog.
 - Provide photos and descriptions of items in Explore Kits for the library district's online catalog.
 - Increase the visibility of the Explore Kit collection within the libraries.

- **2026 Additional Action Steps:**
 - Reassess collection budgets to align with demand and changing trends in information consumption.
 - Explore a Maker in Residence program.
- **Goal: Improve the school library card program to increase access to library resources in Weld RE-4 School District classrooms.**
- **Outcome: Teachers, parents, and students will gain a better understanding of the school library card program. Teachers and students will have easier access to library resources through the school card program, and library databases will experience increased usage as a result of wider access in classrooms.**
- **Action Steps:**
 - Work with Weld RE-4 School District to simplify the registration process.
 - Educate teachers and other school staff on the process and resources available.
- **2026 Additional Action Steps:**
 - Continue to build out the Educator Card program.

Partnerships

- **Goal: Build and strengthen partnerships with community organizations.**

- **Outcome: Partnerships will be formalized with clearly understood responsibilities and benefits to each party. New partnerships will also be established.**
- **Action Steps:**
 - Review and evaluate all current partnerships.
 - Establish a Memorandum of Understanding with all major partners.
- **2026 Additional Action Steps:**
 - Establish Strategic Partnership criteria and policy.
 - Invite and promote strategic partnerships with key organizations in the community.

Programming

- **Goal: Community members of all ages will have increased access to a diverse array of programs that enhance their quality of life.**
- **Outcome: Programs will be easier to attend.**
- **Action Steps:**
 - The District is meeting the needs and wants of the community through library programs and services.
 - Increase access to programs by offering a variety of registration and attendance options, and by considering the scheduling of programs to best accommodate both working and non-working parents and caregivers.
 - Formalize the program assessment process and identify a threshold for discontinuing or re-assessing available programs.
- **2026 Additional Action Steps:**
 - Increase access to adult programming at the Severance Library.

- Seek programming opportunities that support the small business community.

Space

- **Goal: Build a library in Severance that meets the needs of the community.**
- **Outcome: The library district will provide increased access to residents in the northern part of the District.**
- **Action Steps:**
 - Work with the contractor to complete the building project by the spring of 2024.
 - Open the building for the public by April 2024.
- **Goal: Community members will be aware of the meeting spaces available for their use.**
- **Outcome: Increased use of meeting rooms.**
- **Action Steps:**
 - Launch a social media campaign to promote library meeting rooms.
 - Advertise meeting room space in local publications.
 - Simplify the booking process
 - Expand After Hours access at the Windsor Library.
- **2026 Additional Action Steps:**
 - Promote After Hours access at the Windsor Library.
- **Goal: Evaluate the use of Clearview Library District facilities.**

- **Outcome: Newly created spaces will be used as intended or reinvented for uses that meet the community's needs.**
- **Action Steps:**
 - Monitor the use of newly created spaces at the Windsor Library, such as the Imagination Room, meeting rooms, and Teen Space, as well as the meeting rooms, spaces, and areas at Severance Library.
- **2026 Additional Action Steps**
 - Assess the feasibility of creating a dedicated MakerSpace at both libraries.
 - Evaluate physical space and design for the collections in both libraries.
 - Seek options for enhancing collaborative spaces at the Windsor Library.
 - Consider ways to reorganize the youth spaces at the Windsor Library.
 - Implement cosmetic upgrades to the bookmobile.
 - Evaluate the need for more service points at the Windsor Library.
- **Goal: The library district will, over time, increase the square footage per capita to accommodate a growing population.**
- **Outcome: Community members will have spaces that cultivate curiosity, enlighten the mind, and strengthen the community.**
- **Action Steps:**
 - 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.

Research and Data Collection for a New Plan

In addition to allowing continued and expanded work on the existing Goals, the 2026 extension will provide a dedicated period for in-depth research, data collection, and community analysis, which will enhance the understanding of the various demographics throughout the District and potential needs for library services. Additionally, this critical information will inform a more robust and responsive strategic plan for the future. The library will focus on:

- **Community Analysis:** Hire a consultant to initiate a community assessment to understand the community's needs and wants through library programs and services.
 - **Census Information:** Review recent census data to gain a better understanding of the community's demographics and growth trends.
 - **Demographic Insights:** Collaborate with local and state demographers, as well as other experts, to gather information about the diverse needs of various community segments, including families, teens, active adults, and cultural groups. This ensures our services are inclusive and equitable.
 - **Internal evaluation:** Lean into the expertise that exists within our staff to conduct comprehensive reviews of our services, spaces, systems, and structure. This internal reflection will guide future strategy and planning.
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Designing a Comprehensive Five-Year Plan

This one-year addendum provides the necessary time to carefully design and implement a new five-year strategic plan. Our goal is to move from a two-year plan to a long-term, comprehensive strategy that can guide the library's growth for the next half decade. This will involve:

- **Strategic Planning Committee:** Forming a new, diverse committee, led by Clearview Library District staff, with representatives from key stakeholders and various community institutions and populations.
- **Public Input:** Seeking public feedback to ensure the new plan reflects the evolving needs of our community.

- Defining Goals: Developing a clear set of goals and action steps that will guide the library district's budget, staffing, and operations over the next five years.

By dedicating 2026 to this crucial research and foundational work, we can ensure the next strategic plan will be well-informed, effective, and capable of guiding the Clearview Library District in its mission to cultivate curiosity, enlighten the mind, and strengthen the community.