



Communication

Q3 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.

Updates to the Library District's marketing strategy focused on improving consistency, coordination, and brand alignment across all communications. A new *Community Event Checklist* was created to streamline large-scale event planning, ensure timely promotions, and connect marketing actions with strategic engagement goals. In addition, revised *Branding Color Guidelines* were added to the brand guide, clarifying departmental color use to strengthen brand cohesion, accessibility, and visual balance across all marketing materials.

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

The Library District completed global accessibility updates to its main website, improving compliance with web accessibility standards and enhancing usability for all patrons. Work continued on addressing page-specific accessibility issues and remediating posted PDF documents. Newly uploaded PDF documents were scanned to verify that tagging and structure updates effectively resolve any accessibility issues identified during testing, providing an inclusive and user-friendly online experience.

Explore clearer ways to provide usage data to the public.

In Q3, a monthly Statistics Meeting was launched under the Director's leadership to improve transparency and data accessibility by reviewing and refining data reporting practices across departments. Updated statistical summaries have been added to the website, including a new section that highlights digital engagement metrics, such as email open rates, social media engagement, and follower growth.

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

The Library District strengthened community engagement by building new connections and expanding outreach to key audiences. The Adult Services Supervising Librarian represented the organization at a joint event with the Windsor-Severance Historical Society and the Severance Chamber of Commerce, fostering partnerships that may inform future programming and messaging. The Library District also finalized an Intergovernmental Agreement with the Town of Severance, advancing plans to feature promotional content on the town's digital sign. Additionally, IT staff provided technology classes at the Eagle's Nest and Windsor Library, serving 22 participants and addressing the continued demand for digital learning opportunities among adult and senior audiences.



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Progress on Goal Action Steps (Continued):

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

The Library Director initiated conversations with the principal of Skyview Elementary School to explore literacy-focused programming for families and children in West Greeley. Additionally, the Executive Operations Coordinator organized and facilitated a Joint Agency Meeting hosted by the Library District, bringing together representatives from the Town of Windsor, the Town of Severance, and the Weld RE-4 School District to exchange updates and strengthen interagency communication.



Goal Action Step Completed:

Explore radio advertising.

The first AudioGo campaign in Q3 expanded the Library District's advertising by reaching 3,564 listeners and generating 24,909 impressions, showcasing digital audio as a community outreach tool. Monthly campaigns will continue to promote services and programs to boost engagement.

IT / Technology

Q3 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.

Visibility and access to the Explore Kit collection were enhanced through its relocation to a more prominent area within the Windsor Library. Following a space assessment and planning session conducted by the Administration team in August, the relocation was completed in September. This improvement increased patron awareness and engagement with the Library District's hands-on learning resources.



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.

The district successfully launched Educator Cards in partnership with the Weld RE-4 School District, enhancing access to library resources for local educators. This cross-departmental initiative involved collaboration among Communications, Public Services, Technical Services, and Administration, ensuring a smooth rollout. The cards were introduced at district professional development and convocation events and have been well received, expanding to include educators from Aims Community College, American Legacy Academy, daycares, and homeschool programs. This effort strengthened connections with educational institutions and broadened access to library services for diverse teaching communities.

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

Educational outreach was strengthened by establishing a formal partnership with Colorado Homeschool Enrichment (CHE). Under this agreement, the Library District's educational programs were officially recognized as enrichment opportunities, allowing CHE students to earn enrichment hours for participation.



Partnerships

Q3 2025: Report - Updates



Goal: Build and strengthen partnerships with community organizations.



Progress on Goal Action Steps:

Review and evaluate all current partnerships.

A Community Partners Meeting was held on August 13 with representatives from the Clearview Library District, the Town of Windsor, the Town of Severance, and the Weld RE-4 School District. The meeting provided an opportunity to assess current collaborations, share updates, and discuss future partnership goals.

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

Leadership met with the Town of Windsor's Parks, Recreation & Culture Department to begin defining the framework for a strategic partnership, with additional meetings scheduled to refine terms and finalize an MOU agreement by the end of Q1 of 2026. The MOU agreement between the Library District and Weld RE-4 School District is still in progress, with a projected finalization in early 2026. The Library Director and head of public services also met with the West Greeley District social worker to establish a formal partnership that supports families with school-aged children in the district's service area.

Programming

Q3 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.

In September, the Library Board approved the Addendum to the 2024/25 Strategic Plan: A One-Year Extension (2026) to allow the district time for research and data collection needed to create a new five-year strategic plan. The Library District also issued the RFP in September to hire an external consultant to perform an objective assessment of organizational structure and alignment. The findings from this process will guide future strategic, long-range, and organizational planning efforts. The Organizational Study is a key preemptive step prior to initiating community assessment.



Partnerships

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Goal 1 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.

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

The program assessment framework was finalized and implemented in Q2 2025, establishing a consistent process for evaluating program effectiveness.

Space

Q3 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.

Efforts continued to expand the After Hours room reservation service at the Windsor Library, with access control installation and staff and patron training in progress. The goal is to launch the service by the end of Q4. The Library District finished planning a marketing campaign for Q4, themed "Your Space Awaits – Gather. Reflect. Connect." This campaign, developed in Q3 for a November launch, aims to promote reservable meeting spaces at Windsor and Severance libraries through local print and AudioGo streaming ads. It encourages community members to reserve library spaces for connection, creativity, and reflection during the holiday season.



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.

During Q3, the Executive Leadership Team completed an audit of the Windsor Library and Bookmobile spaces to identify improvements that enhance user experiences. Updates at Windsor Library included relocating the Adult and Youth Services departments, supported by IT to ensure a seamless technology transition, and refreshing the PAWS area with new furnishings and informational displays. The Imagination Room at Windsor Library was also converted into a dedicated meeting space, completed on August 10, to accommodate increased demand for afternoon and evening reservations.



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 Long-Range Planning Committee met in August to review previous planning initiatives and determine the next steps for future community assessment efforts. Committee members evaluated past goals and outcomes and agreed that a new committee will be established to reflect upcoming Library District Board of Trustees position changes in 2026. This process began in Q3 and will continue into Q4, laying the groundwork for future strategic planning and community engagement activities.

Continue conversations with developers and governments.

Since the beginning of 2025, the Library Director has participated in ongoing quarterly meetings with community stakeholders in our service area to stay connected on community updates and opportunities for collaboration. In September, administration began planning a proposed space wishlist for inclusion in the Windsor Recreation Center's (WRC) Feasibility Study, facilitated by RDG Planning & Design. The proposed concept envisions a dynamic, flexible space that reflects Northern Colorado's active community while aligning with the Library District's mission to cultivate curiosity, strengthen community, and enlighten the mind.



Goal 4 Action Step Completed:

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.

The Library Board approved the Addendum to the 2024/25 Strategic Plan: A One-Year Extension (2026) to allow additional time for research, data collection, and preparation of a new five-year strategic plan aligned with 2026 priorities.