



Communication

Q4 2025: Report - Updates



Goal 1: Increase awareness of the Library District's operations, services, and programs.



Goal 1 Action Step Completed:

Update the Library District's Marketing Plan.

A comprehensive, district-wide Marketing Plan was finalized, establishing a coordinated framework for promoting services, programs, and resources while strengthening brand consistency, accessibility, and data-informed decision-making. The plan will be shared with Library District leadership and staff in 2026 to guide ongoing communications, campaigns, and community engagement efforts.

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

Global website accessibility improvements were completed, significantly strengthening compliance with accessibility standards and improving overall usability. A structured, collaborative website governance process was established by the Website Committee, including scheduling an annual website audit to introduce new ideas, streamline branding and content consistency across pages, and ensure the website remains current, accessible, and user-focused.

Explore clearer ways to provide usage data to the public.

A monthly statistics review process was established to improve transparency and consistency in data reporting. Public-facing website updates expanded access to statistical summaries, including digital engagement metrics, strengthening community understanding of library usage and impact.

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

Targeted meetings with business, civic, and educational groups strengthened the Library District's understanding of effective communication channels and audience interests. Collaboration with the Severance and Windsor Chambers of Commerce informed cross-promotional messaging and Business Spotlight communications, while joint agency meetings supported coordinated information sharing and message alignment across municipal and school district platforms.



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Goal 1 Action Step Completed (Continued):

Explore radio advertising.

The AudioGo campaigns successfully expanded the Library District's advertising efforts. Digital audio is an effective community outreach tool, driving engagement and awareness. Custom monthly ads continue to deliver strong performance with high reach and impressions, effectively promoting services and programs to our community.

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.



Goal 1 Action Step Completed:

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

The Explore Kit collection was relocated to a more prominent location within the Windsor Library following a space assessment and planning process. This change increased patron awareness and engagement with hands-on learning resources.



IT / Technology

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Goal 1 Action Steps Completed (Continued):

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

Goal 1 Action Step Completed in Q1 2025. 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 in Q1 2025.



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



Goal 2 - Action Steps Completed:

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

The Educator Card program launched successfully in partnership with Weld RE-4 School District, simplifying educators' access to library resources. The program expanded beyond the school district to include additional educational institutions, broadening access and strengthening instructional support.

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

Targeted educational outreach improved awareness and alignment of library resources through collaboration with Weld RE-4 School District administrators and support staff, informing strategies to better support families and literacy needs in West Greeley. In addition, a formal agreement with Colorado Homeschool Enrichment recognized Library District programs as approved enrichment opportunities, expanding educator and student access to library learning resources.



Partnerships

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Goal 1: Build and strengthen partnerships with community organizations.



Goal 1 Action Steps Completed:

Review and evaluate all current partnerships.

Community Partners meetings and leadership participation in end-of-year community convenings supported the review and evaluation of existing partnerships. The Director's engagement at the December community breakfast strengthened collaboration with local leaders, including focused discussions with the Severance Chamber of Commerce on community growth and future alignment.

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

Progress toward formalizing partnerships advanced with the development of a proposed Intergovernmental Agreement (IGA) / Memorandum of Understanding with the Town of Windsor's Parks, Recreation, and Culture team, which was shared for review. This work clarified shared responsibilities and operational alignment, positioning the Library District to advance the proposed agreement toward approval in Q1 of 2026 and support sustainable, long-term collaboration.

Programming

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Goal 1: Community members of all ages will have increased access to an array of diverse programs that enhance their quality of life.



Progress on Goal 1 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.

The Library Board approved the Addendum to the 2024–2025 Strategic Plan: A One-Year Extension (2026) to intentionally shift this action step into the next planning cycle with an emphasis on data-driven decision-making. Foundational research, data collection, and preparatory work—including the issuance of an Organizational Structure & Effectiveness Study RFP—were completed to support future community assessment, strategic planning, and program evaluation efforts in 2026.



Programming

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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.

Goal Action Step Completed in 2024.

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

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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 in 2024.

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.



Goal 2 Action Steps Completed:

Launch a social media campaign to promote library meeting rooms.

A Q4 campaign, “Your Space Awaits – Gather. Reflect. Connect.”, promoted reservable library meeting spaces through print, digital, and audio ads. Its audio streaming segment generated 41,657 impressions and reached 5,057 listeners. Continued promotion across multiple media channels remains a priority and is a category incorporated into the Library District’s Marketing Plan to sustain awareness and usage.

Simplify the booking process.

Goal 2 Action Step Completed in Q2 2025.



Goal 3: Evaluate the use of Library District facilities.



Goal 3 Action Steps Completed:

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 evaluation of collaborative spaces and meeting rooms informed recent improvements and planned updates at the Windsor Library. Data supported completed updates to the Castle Peak meeting room and preparations for Pikes Peak meeting room updates, Teen Space “Glow Up” planning, and service point evaluations scheduled for Q1 2026. Continued assessment of furniture, collections, and space organization will guide future facility updates to better meet the needs of the district’s growing communities.



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.

Following a productive final meeting with the current Long Range Planning Committee in Q3, groundwork was completed to transition this work to a newly established committee in early 2026. Future efforts will begin with analysis of State Demography data and will be further informed by forthcoming Community Analysis findings, establishing a strong data-driven foundation for long-range facility planning.

Continue conversations with developers and governments.

Collaborative conversations advanced with the Town of Windsor to explore the potential development of a Library Outpost within the facility at the Windsor Community Recreation Center. This concept focused on expanding access to library collections and programming for community members, positioning the Library District to enhance reach, visitor experience, and resource access through future shared-use space opportunities.



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.