



## **Clearview Library District Strategic Plan, Third Quarter Highlights, October, 2020**

### **Communication Highlights**

- Brad Vogler and Katie Messerli continue to work in collaboration with the IT & Technical Services Department to transition to the new email platform, Patron Point. This new platform is more advanced and will allow for more targeted messaging of library resources.
- Katie Messerli and Brad Vogler have continued their work with the library staff branding focus group. The group continues to dial in on a new visual look, as well as messaging statements. Katie worked with staff to articulate a vision statement and focus areas, which will be shared at the October 8 Work Session.

### **Partnerships**

- Katie Messerli continues to engage with other entities and meet on a regular basis, including area leadership with Ann Kling; Weld County PIOs; Colorado library marketers; and Weld RE-4 School District and Windsor Charter Academy staff in conjunction with Casey Lansinger-Pierce.
- The library obtained CARES Act Funding, which Bud Hunt is utilizing to purchase hot spots to support Weld RE-4 students' internet access in collaboration with the school district.
- Katie Messerli finalized a series of cybersecurity safety videos in conjunction with the Town of Severance and Town of Windsor. An additional video on digital resources is in the works with the Town of Windsor.
- Ann Kling presented to the boards of the Town of Severance, Town of Windsor, Weld RE-4 School District, Windsor-Severance Fire Rescue, Windsor Chamber of Commerce, and Severance Chamber of Commerce on the 2020-2022 Strategic Plan and general library updates.
- Katie Messerli continued to work with the Weld RE-4 School District to promote the new shared e-book platform, Sora.

- Casey Lansinger-Pierce and Katie Messerli met with the Town of Windsor Culture team to define the partnership and collaborative opportunities with programming. A joint team meeting will be held in October.

## **Programs and Services**

- Programs and services continue to be evaluated and updated in the face of COVID-19 needs.
- Piloted this summer, the programming team has continued its use of Take and Make kits for programs. These kits include all of the resources needed for a particular program. The majority of kit-based programs have had waitlists due to popularity.

## **Space**

- In August, the Library Board of Trustees kicked off a short- and long-range facilities planning process:
  - Led by the Long Range Facilities Planning Committee, the Board is exploring six areas of scope to find solutions that meet the district's immediate and long-term needs.
  - The committee is meeting weekly and the Board of Trustees is dedicating a monthly work session solely to the topic. This is a direct result of the Strategic Plan.
  - Meetings with area agencies, stakeholders, and developers are in progress to discuss potential collaborations and/or solutions.

For a detailed progress report on the Strategic Plan, visit the library's website, <https://www.clearviewlibrary.org/strategic-plan>