



2020 - 2022 Strategic Plan

Public Feedback: Community Engagement Results



2020-2022 Strategic Plan

The Clearview Library District has embarked on a three-year strategic planning process to evaluate its current efforts and establish a roadmap for future library services and resources. Community feedback is an essential component of the Clearview Library District's efforts to create a community-driven 2020-2022 strategic plan.

This report focuses only on the white boards, sticky notes, postcard survey and social media results. It is one of seven community engagement components, which included:

- Online and print survey
- White board question prompts placed throughout the district
- Sticky note feedback prompts at the library
- Engagement posts on Facebook and Instagram
- One-on-one interviews with influential community leaders
- Community meeting
- Advisory Group meetings

White Board, Sticky Note, Postcard Survey and Social Media Results Overview

From June 15th, 2019 to July 31st, 2019, the community was able to engage in the strategic planning process by answering some specific questions. Sticky notes were provided at library facilities, the white boards were at 20 locations throughout the community (changing every week or so), postcards were inserted into books and handed out at events, and the same questions were also asked on social media (Facebook, Twitter and Instagram).

List of Locations for the White Boards

74 Xpress
Bookmobile
Bruce's Bar
Coffee House 29
Farmers Market
First United Methodist Church
G5 Brew pub
Good Samaritan Water Valley
The Gym for Every Body
Manweiler's Appliance
Our Lady of the Valley Catholic Church
Poudre Valley Health Club
Severance Town Hall

St. Alban's Episcopal Church
Sustaining Balance Yoga Studio
Thursday Night Concerts
Windsor Community Recreation Center
Windsor Grind
Windsor Lake Coffee
Windsor-Severance Library

Photos of the white boards were taken, the sticky notes were kept, the postcards were kept, and the social media comments were captured and were all written down exactly as stated.

The five* questions were:

- 1) How valuable is the library to you?**
- 2) What one thing would you change or improve?**
- 3) What new program or service would you like?**
- 4) What do you like most about the library?**

- 5) What services and programs do you use the most?**

Questions and Key Themes

How valuable is the library to you?

76 sticky notes were filled out, with the opportunity to select 1 (lowest value) to 5 (highest value). The average score was 4.72973.

What one thing would you change or improve?

Out of 94 comments captured, the most common theme was space (remodeling the existing space and/or expansion of the space), and the second most common theme was programming (children and adult programming).

What new program or service would you like?

The 52 comments here were mainly focused on programming (adult).

What do you like most about the library?

Programming (children) and physical materials (books in particular) were the themes from the 60 respondents to this question.

What services and programs do you use the most?

23 people answered this question, and the most common answer was physical materials (books for both adults and children).

Summary

Again, it should be noted that this is one part of seven types of community feedback gathered for the 2020-2022 Strategic Plan. While all of the feedback components are valuable, they must be evaluated as a whole. A summary report of all feedback gathered will be made available at clearviewlibrary.org/strategic-plan in late August.

For questions or comments, please contact Sheryl Trent of SBrand Consulting at sheryl@sheryltrent.com or 970-208-6633.

**Some answers to questions from social media were combined with similarly worded questions, but all answers are present.*