Strategic Plan

2024 through 2026

Approved by City Council (1/4/2024)
Approved by Library Advisory Board (11/15/2023)
CONTENTS

INTRODUCTION

COLLECTIONS & RESOURCES

SPACES & TECHNOLOGIES

CUSTOMER SERVICE & MARKETING

PROGRAMMING & OUTREACH

PROFESSIONAL DEVELOPMENT & EMPLOYEE ENGAGEMENT

FUTURE FUNDING
INTRODUCTION

The Durango Public Library 2024-2026 Strategic Plan is a framework, a roadmap, and a promise to the public. That promise is to pursue excellence in all aspects of library service for the entire community.

It was built in a collaborative effort by all library staff using all available patron feedback. We hope that it is also the start of a conversation with the public about how we can be partners to accomplish our strategic goals and objectives.

Mission:

The Durango Public Library enriches the community by providing an environment where information abounds, ideas flow, and imagination thrives.

Vision:

- The Durango Public Library is a welcoming place for all people to gather, learn, discover, and belong.
- The Library provides a dynamic collection in multiple formats to support learning and recreation.
- Library staff are responsible stewards of the public’s resources and investments.
- The Library is constantly evolving, and is open to pioneering ideas in an ever-changing world of technology and innovation.
- Library staff are dedicated to providing world-class service to the entire community.

Values:

- **Diversity, Equity, Belonging, and Inclusion:** We are dedicated to services, programming, collections, and spaces that serve our entire community.
- **Lifelong Learning:** We are a learning platform from birth on, supporting the educational needs and goals of the community.
- **Intellectual Freedom:** We develop collections, programming, and services open to information from all points of view.
- **Service:** We provide friendly, professional, and discreet service to our patrons in our building, virtually, and in the community.
• **Community:** We are a cornerstone of community culture, providing a place to meet, educate, and connect.

• **Place:** DPL is a place for all people to connect, collaborate, and be.

• **Privacy:** Everyone, regardless of origin, age, background, or views, has a right to privacy and confidentiality in their library use.

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**COLLECTIONS & RESOURCES**

Aligns with City of Durango Strategic Plan Goals:

*Diversity, Equity & Inclusion*

*Enhanced Livability & Sense of Place*

**Library Goal 1: Extend the reach of the library’s resources and collection to underserved users and communities.**

• **Objective:** Assess how collections can better augment outreach/programming initiatives.

• **Objective:** Determine feasibility of more offsite/satellite collections.

**Library Goal 2: Improve access to physical collection for all users.**

• **Objective:** Assess and improve user feedback on current collection and future collection offerings.

• **Objective:** Continue to enhance adult Spanish language collection and collection shelving space.
Library Goal 3: Assess and audit the effectiveness and usage of the databases and digital collections to ensure offerings are cost-effective, relevant and of interest:

- **Objective:** Research best practices to evaluate database and digital collection value.

- **Objective:** Assess and improve digital collection promotion.

**SPACES & TECHNOLOGIES**

Aligns with City of Durango Strategic Plan Goal:

*Environmental sustainability & resilience*

Library Goal 1: Improve patron access to technology within the library.

- **Objective:** Compare existing remote printing system to others on the market to facilitate streamlined patron printing process for remote/phone/personal device print needs.

- **Objective:** Install additional charging stations throughout the building and rearrange furniture with charging station access in mind.

Library Goal 2: Computers, network and peripherals will meet the needs of staff and customers.

- **Objective:** Provide standardized, up to date software on all computers.

- **Objective:** Maintain and improve websites, apps, and online catalogs regularly.

- **Objective:** Integrated Library System will be maintained and upgraded regularly.
• **Objective:** Technology staff will annually review hardware, software and digital resources for improvement or replacement.

**Library Goal 3: Identify, support, and endorse green-energy and sustainability initiatives.**

• **Objective:** Investigate interest in and feasibility of car port/car cover solar panels.

• **Objective:** Actively engage in and seek out partnerships with City, County, and other agencies to explore industry best practices to maintain and improve library facilities.

**Library Goal 4: Improve and increase access to study rooms.**

• **Objective:** Decrease staff time needed to manage study rooms.

• **Objective:** Increase availability and equity of use for library patrons.

• **Objective:** Expand number of study rooms by remodeling.

**Library Goal 5: Improve accessibility of library space.**

• **Objective:** Assess current assistive technologies used in the library.

• **Objective:** Research best practices in public spaces for assistive technologies.

• **Objective:** Provide improved assistive technology access.
CUSTOMER SERVICE & MARKETING

Aligns with City of Durango Strategic Plan Goal:

Environmental sustainability & resilience

Library Goal 1: Consistently offer a seamless user experience of our services that maximizes positive patron outcomes.

- **Objective:** Research industry best practices regarding all aspects of the user experience including marketing, services, outreach, programming, collection, spaces, and technology.

- **Objective:** Connect users with appropriate social services and community resources.

- **Objective:** Identify service friction points for patrons using our in-person, digital, and remote resources. (This objective is meant to address friction points for all patrons including those who need additional support and/or accommodations.)

- **Objective:** Ascertain the service needs of communities underserved by the library and identify service gaps for all members of the community.

Library Goal 2: Increase effectiveness of marketing.

- **Objective:** Evaluate effectiveness of current marketing to target audiences.

- **Objective:** Maximize cross-marketing with key partners.

- **Objective:** Create an internal marketing plan including a workflows map and identification of roles and responsibilities.

Library Goal 3: Maintain excellent customer service standards system-wide.
• **Objective:** Ascertain the service needs of communities underserved by the library.

• **Objective:** Assess patron customer service satisfaction.

• **Objective:** Identify training and resources for staff to support continual improvement.

### Programming & Outreach

Aligns with City of Durango Strategic Plan Goals:

*Diversity, Equity & Inclusion*

*Enhanced Livability & Sense of Place*

**Library Goal 1: Provide programs that nurture lifelong literacy and learning for patrons of all ages.**

• **Objective:** Assess our current program offerings and identify gaps in community interest.

• **Objective:** Promote and encourage early literacy.

• **Objective:** Promote and encourage digital literacy.

**Library Goal 2: Connect with underserved and unserved community members by conducting off-site services, marketing, and programming.**

• **Objective:** Assess operational capacity for off-site activities.

• **Objective:** Ascertain access barriers for underserved communities.

• **Objective:** Collaborate with partner organizations in the community.

• **Objective:** Identify key opportunities (places/partners/events) to connect with patrons off-site for pilot offerings.
Library Goal 3: Provide programs that encourage exploration, discovery, and creativity.

- **Objective:** Assess potential programming.
- **Objective:** Identify community partnerships.
- **Objective:** Provide programs that educate our community.
- **Objective:** Develop programs that highlight our physical and electronic collections.

Library Goal 4: Provide programs that strengthen and unite our diverse community.

- **Objective:** Ascertaining access barriers to programming.
- **Objective:** Evaluate all programming for accessibility and inclusivity.
- **Objective:** Identify training and resources for staff to lead accessible and inclusive programming.

**Professional Development & Employee Engagement**

Aligns with City of Durango Strategic Plan Goal:

*Enhanced Livability & Sense of Place*

Library Goal 1: Improve and maintain employee engagement through job satisfaction.

- **Objective:** Access employees’ current task related skills and identify areas for improvement and or growth.
- **Objective:** Research library industry best practices for staff training and professional development, develop staff trainings based on initiatives that fit our environment.
• **Objective:** Provide employees opportunities for mentorship, professional development, and advancement.

**Library Goal 2: Improve employee morale by offering opportunities for team cohesion.**

• **Objective:** Access current team cohesion activities that offer cross department collaboration.

• **Objective:** Research other libraries’ best practices on offering employees’ opportunities for cross-departmental activities.

• **Objective:** Develop internal departmental collaborations that encourage staff to not only feel part of a department team but the library team.

**Library Goal 3: Create a platform or system that enables employees to offer workflow feedback and promotes transparency in the workplace.**

• **Objective:** Access current communication channels and workflow tools that offer feedback opportunities.

• **Objective:** Research best practices for employee feedback options from library and business models.

• **Objective:** Develop feedback tools that offer cross departmental opportunities for sharing.

**Future Funding**

Aligns with City of Durango Strategic Plan Goal:

*Financial Excellence & High Performing Government*

**Library Goal:** Seek sustainable funding options to support expansion of library hours and services.
- Objective: Provide informational support to publicly formed Issues Committee about Library District formation process.

- Objective: Provide informational support to local government and community about Library District formation process.

- Objective: Research and seek alternate sustainable funding options to support expansion of library hours and services.