

Strategic Plan (2018-2020) Projects Sorted By Date

Ongoing

Imaginations/Collections (1.1)

1.1.1 Provide readers' advisory services. (ongoing – maintained on a monthly basis)

- a. Create and maintain a staff favorites shelf with readers' advisory bookmarks for each staff member.
- b. Invite community groups/leaders to share favorite reads and share via readers' advisory bookmarks/flyers.
- c. Create and maintain a monthly book display shelf to highlight various library collections on a rotating basis.
- d. Improve readers' advisory through links to lists of new materials in newsletter and on library website.
- e. Build a presence on GoodReads / Create lists of recommended reads for public view in the online catalog.

1.1.2 Advertise the option of purchase suggestions to patrons via newsletters, social media, website information, and other public relations opportunities. (ongoing – at least once a quarter)

Imaginations/Outreach (1.2)

1.2.2 Set up and staff booths at local events such as the Health Fair, Farmers' Market, Pride Festival, Kindergarten Round-up, Festival of Science, etc. to offer in-person library services (e.g. library card sign-up, reference assistance, tech help, etc.) at local community events. (ongoing – complete a minimum of three times annually)

Imaginations/Programs (1.3)

1.3.1 Partner with local arts organizations to deliver cultural library programming for all ages: speakers, book groups, film screenings and discussions, writing programs, summer reading, contests, art programs, and Utah Humanities Book Festival events. (ongoing – complete at least once per month)

1.3.2 Host an annual Comic Con event. (ongoing – complete annually)

1.3.3 Offer passive programming, such as contests to engage patrons (e.g. create a caption for a picture, guess what's happening in a picture, book in a jar, guess the number of things, pay with a poem, etc.). (ongoing – complete at least once per quarter)

Civic Engagement/Access to Resources (2.1)

2.1.1 Use displays to highlight collections: create displays of books and materials to highlight current events and/or encourage community engagement. (ongoing – rotate monthly)

Civic Engagement/Programs (2.2)

2.2.1 Offer library volunteer opportunities – both on-going and event/project specific – for all ages. The library will work with at least 10 adult and 10 juvenile volunteers per year.

2.2.2. Bring culturally and socially relevant documentaries to the community and offer free screenings in Star Hall. (ongoing – at least once a quarter)

2.2.3 Participate in national intellectual freedom events: Banned Books Week, Choose Privacy Week. (ongoing – participate annually)

2.2.4 Offer TEDx talks and discussions/ offer “safe space” for dialogue on controversial issues in the community. (ongoing – at least three discussions per year)

Civic Engagement/Outreach (2.3)

2.3.1 Send a library staff representative to a gathering of local leaders (e.g. non-profit network events, community coalitions, etc.) to ensure the library is included in the community’s big picture thinking. (ongoing – at least once a quarter)

2.3.2 Present informational reports about the library to civic leaders in addition to the Grand County Council. (ongoing – at least once annually)

2.3.3 Develop and distribute materials throughout the community that address information literacy, provide tips to identify fake news, etc. (ongoing – maintain signs and handouts in public spaces)

2.3.4 Support library staff involvement in Utah state and/or national library organizations (e.g. Utah Library Association, Utah State Library, Association of Rural and Small Libraries, etc.). Involvement may include membership, round table participation, conference presentations, etc. (ongoing)

Family Literacy/Collections (3.1)

3.1.1 Change bulletin boards and displays on a regular basis. (ongoing – rotate monthly)

3.1.2 Offer a selection of early readers and chapter books that include books for beginning, intermediate, and advanced readers to support all ages of patrons that are new to reading. (ongoing)

Family Literacy/Outreach (3.2)

3.2.1 Offer school-group field trips – Grand County students visit the library for an interactive tour. (ongoing – once annually for pre-school and elementary classes)

Family Literacy/Programs (3.3)

3.3.1 Offer whole family programming (e.g. all ages coloring). (ongoing)

3.3.2 Present summer reading programs for children, teens, and adults. (ongoing – each summer annually)

3.3.3 Offer story times & after school programs: (ongoing)

- a. Story hour for elementary age and teens.
- b. Offer weekly Toddler Time and Story Times to encourage emergent literacy and teach caregivers oral reading skills.
- c. Host programs in cooperation with the BEACON afterschool program.

Lifelong Learning/Collections (4.1)

4.1.1 Use in-library signage, and digital library spaces to encourage patron requests for items not found in the library collection.

4.1.2 Offer a broad selection of fiction and non-fiction materials to appeal to patron interests and support educational needs. Selection will be based on circulation statistics and patron requests in accordance with the collection development policy.

4.1.3 Inventory library collections to ensure the library catalog is an accurate reflection of holdings and cull in accordance with the collection development policy. (ongoing – once annually)

Lifelong Learning/Outreach (4.2)

4.2.1 Collaborate with local adult learning services to provide access to learning materials and help promote literacy in Grand County.

Digital World/Facilities (5.1)

5.1.1 Upgrade or replace equipment as needed to ensure adequate hardware / Utilize a computer replacement schedule and ensure adequate funding to keep computers and software new and relevant.

5.1.2 Provide adequate bandwidth to ensure the library's internet connection can manage the traffic necessary to keep up with evolving technologies.

Digital World/Training (5.2)

5.2.1 Ensure all staff members are adequately trained to help patrons with internet navigation, connecting to the wireless internet, basic public computer and mobile device troubleshooting, and basic navigation of the library's e-resources.

5.2.2 Increase awareness of online resources and expand current usage. Use of library's e-resources will show an upward trend each year. (ongoing – individual sessions as needed and classroom events at least twice annually)

- a. Offer classes and/or one-on-one training for adults on how to use software programs available on the library's public access computers and devices.

- b. Offer technology training sessions that focus on electronic resources available through the library's website and Utah's Online Library (e.g. how-to download e-books, e-audio, digital magazines).
- c. Work with local schools to increase K-12 teacher awareness and use of the library's e-resources.

Digital World/Web Presence (5.3)

5.3.1 Boost social media presence and connect with people on their channels: post 2-3 times per week on social media platforms and offer patrons the option of SMS (texting) notifications.

Digital World/24-7 Library (5.4)

5.4.1 Participate in grant funding opportunities to continue efforts to digitize Moab's historic newspapers. (ongoing via partnerships and opportunities through the University of Utah)

5.4.2 Provide patrons with access to language learning (e.g. Mango) and other e-content (e.g. Zinio magazines, etc.) available from anywhere with an internet connection. (ongoing via annual contracts with providers)

5.4.3 Work with Utah State Library to comply with requirements to access Utah's Online Library. (ongoing – report to Utah State Library annually)

Excellence in Service/Customer Experience (6.1)

6.1.1 Use local media outlets (print, online, radio, etc.) to promote services and events. (ongoing - monthly)

6.1.2 Use Koha's tools to streamline customer service in relation to the library's ILS (e.g. acquisitions features, holds process, SMS notifications, links, lists, online library card registration, automatic renewals, and interaction opportunities in the online catalog) (ongoing)

6.1.3 Take advantage of staff training opportunities through the Utah State Library and professional library organizations. Library staff will collectively log a total of 100 training hours (combined online and in-person) per year. Half of the training hours will be completed by non-management staff members. (ongoing)

Excellence in Service/Facilities (6.2)

6.2.1 Improve the back patio/courtyard space to increase usability for events (seating, shade, etc.). Use the courtyard for at least five library events per year in Moab. (ongoing)

Excellence in Service/Limit Barriers to Access (6.3)

6.3.1 Provide library services via mobile devices, home delivery, in-library innovation, etc. to accommodate patrons with visual, hearing, or other disabilities and support their use of library materials and services. (ongoing)

2018

Imaginations/Outreach (1.2)

1.2.1 Participate in the Art Walk.

Civic Engagement/Access to Resources (2.1)

2.1.2 Improve access to grant writing resources. Partner with local community groups/non-profits to provide access to a Foundation Center collection supervisor and workshop opportunities.

2.1.3 Add images and information to the library's website to promote the library space to community groups as a resource for local meetings, gatherings, or community conversations.

Family Literacy/Collections (3.1)

3.1.3 Provide readers' advisory service to parents. Compile information that helps parents and caregivers find age appropriate library materials.

Digital World/Web Presence (5.3)

5.3.2 Use the online public access catalog (OPAC) to show images of library activities and upcoming events.

Excellence in Service/Customer Experience (6.1)

6.1.4 Implement an afternoon snack program for school age children.

Excellence in Service/Facilities (6.2)

6.2.2 Obtain a portable amp and microphone to use for library events.

Excellence in Service/Limit Barriers to Access (6.3)

6.3.2 Eliminate or reduce barriers to access that are based on historical approaches to service: (2018)

- a. Late fees
- b. Interlibrary loan fees
- c. ID and residency requirements
- d. Create Grand County School District student library card

2019

Imaginations/Outreach (1.2)

1.2.3 Put together a library bike / mobile library: create a library book-bike to reach new users by delivering information, services, and materials outside the library building at community events. Track new library cards issued, reference questions answered, one-on-one tech help sessions, etc. offered at each event. (Project implementation in 2019, ongoing once launched – mobile library will deliver services at a minimum of 10 events per year.)

Imaginations/Programs (1.3)

1.3.4 Work with a library sponsored Teen Advisory Council to offer teen-specific events. (Create council in 2019 – work with teens to offer at least 3 events)

1.3.5 Develop and deliver Rainy Recess programming – impromptu programs (films, games, etc.) in large meeting room when the library building is suddenly full of people. (Create program plan in 2019 – implement on inclement weather/unusually busy days as needed)

Civic Engagement/Access to Resources (2.1)

2.1.4 Develop Community Resource Guide(s) (Create in 2019 – maintain going forward)

- a. Develop a Community Resource Guide similar to the guide at <http://hmcpl.org/community> and/or collaborate with Moab Free Health Clinic to expand/enhance their online resource directory.
- b. Create a formalized list of local experts willing to let the library share contact info with patrons looking for additional information (e.g. someone interested in beekeeping can ask the library whom to speak with locally).

Family Literacy/Collections (3.1)

3.1.4 Provide materials for parents to continue story time or other activities at home

Family Literacy/Outreach (3.2)

3.2.2 Reach out to new parents (e.g. local doctors prescribe a library card, provide Baby Bags).

3.2.3 Offer story times each month in various off site locations to encourage parents and caregivers to read to children every day.

Lifelong Learning/Collections (4.1)

4.1.4 Improve tech lending opportunities – expand e-reader collection to offer at least six more “reader friendly” devices for check-out and book club use.

Lifelong Learning/Outreach (4.2)

4.2.2 Create a book give-away program to attract and interest new users – tokens to exchange for books at Friends' Book Sale.

Lifelong Learning/Programs (4.3)

4.3.1 Present a series (at least three sessions) of “adulting” programs for new adults, 18 - mid 20s (e.g. how-to write a check, write a resume, etc.).

4.3.2 Partner with groups and/or individuals to provide engaging info sessions or lectures focused on community interests: (at least one event per quarter – 2019 and ongoing)

- a. Invite local experts to present how-to sessions (e.g. how-to: fix your bike, change a car tire, basic home maintenance, etc.).
- b. Partner with other local organizations or to offer free classes (e.g. CPR, fire safety, gardening, language learning, etc.).
- c. Invite community members with expertise in various topics to deliver lectures as part of library programming.

Digital World/Facilities (5.1)

5.1.3 Evaluate user satisfaction with regard to equipment and software offerings using survey tools and/or user testing. Use feedback from users to change/update equipment and software offerings and library web presence.

Digital World/Training (5.2)

5.2.3 Offer a workshop series of how-to sessions for novice tech users (e.g. how-to setup and use email, organize digital photos, smart phone use, etc.). Partner with schools, senior center, teens to teach workshops.

Digital World/Web Presence (5.3)

5.3.3 Improve digital user experience: (2019)

- a. Link the library's website to readers' advisory websites such as Library Reads, GoodReads, and Library Thing.
- b. Restructure the library website to create a more intuitive online space.
- c. Use website analytics information to examine how patrons are using the website and make improvements as needed to actively curate an engaging and user friendly online presence.

Digital World/24-7 Library (5.4)

5.4.4 Create a GCPL YouTube channel and make tutorial videos about how to use the library's e-collections on various devices. Produce at least one how-to video for each e-collection.

Excellence in Service/Customer Experience (6.1)

6.1.5 Feature new material monthly by topic, library collection, and/or by genre/audience in online (e.g. e-newsletter, OPAC, website) and physical spaces (e.g. displays).

6.1.6 Use gamification to develop a series of staff training modules. Staff members that complete the training modules will report an increased comfort level with assisting patrons in the use of Utah's Online Library and other library resources.

Excellence in Service/Limit Barriers to Access (6.3)

6.3.3 Collaborate with other public libraries in Eastern/Southern Utah to develop a consortium and broaden Grand County residents' access to resources.

2020

Imaginations/Programs (1.3)

1.3.6 Create and deliver a series of interactive programs (e.g. trivia night, community talent show, improv events, adult storytelling, check out a human book, guest storytellers).

Civic Engagement/Access to Resources (2.1)

2.1.5 Develop a collection of local self-published books to highlight local writers.

2.1.6 Create a webpage that directs citizens to regularly updated information related to local government agencies (e.g. meeting agendas, documents seeking public comment, etc.). (Create in 2020 – maintain going forward)

Civic Engagement/Programs (2.2)

2.2.5 Create and deliver a Book to Action program

Family Literacy/Collections (3.1)

3.1.5 Offer STEAM (science, technology, engineering, arts, math) discovery kits for check out.

Family Literacy/Outreach (3.2)

3.2.4 Reach out to daycare facilities: (2020)

- a. Encourage story times at community daycare.
- b. Provide kits for story times.
- c. Offer kindergarten readiness brochures, pamphlets, and handouts at remote activities.

Family Literacy/Programs (3.3)

3.3.4 Implement family literacy focused program (e.g. Mother Read / Father Read, 1000 Books Before Kindergarten, etc.).

Lifelong Learning/Collections (4.1)

4.1.5 Integrate free digital library resources and/or collections (e.g. a selection of Project Gutenberg e-books) into the library catalog to expand discovery opportunities.

Lifelong Learning/Programs (4.3)

4.3.3 Partner with local groups to offer support for writers: offer a how-to session on self-publishing; provide resources and/or instruction focused on writing/editing skills.

Digital World/Facilities (5.1)

5.1.4 Encourage “bring your own device” space in the library through the addition of a device charging station.

Digital World/Training (5.2)

5.2.4 Offer a workshop series on online safety / information vetting / managing online privacy.

5.2.5 Address local digital inclusion challenges through a wifi hotspot lending program. Offer least five wifi hotspots for checkout to patrons and/or community groups.

Digital World/Web Presence (5.3)

5.3.4 Work with Koha/ByWater to investigate the addition of linked data to item records in the library catalog

Digital World/24-7 Library (5.4)

5.4.5 Create and share a series of digital story times on the library’s online channels (social media, website).

Excellence in Service/Customer Experience (6.1)

6.1.7 Add a teen librarian to the GCPL staff.

6.1.8 Welcome tourists to use our resources – add multilingual welcome signs to library spaces.

Excellence in Service/Facilities (6.2)

6.2.3 Research and/or experiment with a more user friendly classification system.

6.2.4 Mount a projector to the ceiling in the large meeting room to eliminate the need for a projector cart that blocks views during presentations in the space.

Excellence in Service/Limit Barriers to Access (6.3)

6.3.4 Eliminate or reduce barriers to access that result from potential users’ proximity to physical library spaces: (2020)

- a. Offer delivery services
- b. Provide fee-free library services to more San Juan Co. residents (especially La Sal residents).
- c. Participate in community discussions and/or decision making to serve as a stakeholder in the development public transportation in Grand County.

6.3.5 Build trust with new families/ users

- a. Multi-lingual (especially Spanish) staff.
- b. Partner with local organizations to connect with non-English speaking families (communicate our interest in fulfilling purchase requests, providing technology access, offering services, hosting free community events, etc.).