ASPIRING GREATNESS

MISSION

Mesa County Libraries enrich lives and build community through opportunities to learn, discover, create, and connect.

LIBRARY VALUES

Kindness.
We are friendly, considerate, and welcoming.

Passion.
We bring energy and commitment to our work.

Respect.
We value individuals' feelings, rights, and traditions.

Integrity.
We are open, honest, and reliable.

A WORD

Our goal with Mesa County Libraries' newest strategic plan is to be *aspirational.*

We do not want to hide from big goals. More than anything, we want to be a library that builds community and works to address community needs, thus being hyper-relevant and hyper-local.

We looked at library trends and considered how they may impact the community. We analyzed library data and sought community input through a survey, held open houses with the director, and interviewed community leaders to identify needs. Since the library is a public entity, we also looked at the Community Health Needs Assessment created by Mesa County Public Health that covered more than health issues.

In offering this strategic plan to the community, we intend to be transparent about our priorities and communicate why they are important to the community. In addition to looking at big goals, we also want this plan to focus our daily work as we positively change lives throughout Mesa County.

Thank you for this opportunity,

Michelle Boisvenue-Fox, Library Director

BACKGROUND

Using a Design Thinking process to create this three-year plan, library staff applied user experience tools to formulate an exciting plan to focus Mesa County Libraries' efforts. In addition to various research, hearing from patrons and the community helped determine areas of focus. Staff felt it was important to include measurements for success and goals focused on the community.

The library's last strategic plan (2017-2019) focused on these areas:
• Goal 1: The library is an education center
• Goal 2: The library is patron driven
• Goal 3: The library is a hub of civic engagement

Successes from the previous strategic plan include an expanded literacy center now offering GED prep classes and Career Online High School; a new Discovery Garden; a 33% increase in eResources use; a 35% increase in eBook circulation; a 30% increase in Wi-Fi use; and active partnerships with almost 60 community groups.

ACCESS TO SERVICES

Bring library services to people in order for the library to be accessible to more residents.

Our library is dedicated to reaching new audiences by leaving the library walls and entering the community.

GOAL 1 SERVICE DELIVERY INNOVATION

Explore new options for service delivery benefiting library patrons.
Output: Staff will complete an environmental scan to research approaches and make recommendations for service delivery.

GOAL 2 OUTSIDE THE WALLS

Find new ways to offer services outside the library walls.
Output: After researching library pop-up service options, staff will find possible places/events to test new service concepts.

PERFORMANCE MEASURES

• Remote library use will increase by 25% based on new services that increase access.

• 10% of this increased use will be by new patrons.

SPACE AND PLACE

Bring the community together by exploring new opportunities and improving services.

Our library brings people together
in a welcoming and respectful way.

GOAL 3 EXPAND SERVICES IN THE COMMUNITY
Work with community partners to expand service options at library locations and reach new audiences.
Output: Staff will make recommendations to expand services after conducting research.

GOAL 4 BUILD COMMUNITY
Offer programs to people with similar interests that bring them together to socialize and learn.
Output: Staff will find new strategies to offer serial programming and social opportunities for people with similar interests.

GOAL 5 REMOVE BARRIERS
Focus on library use challenges including the causes of patrons' unmet needs and discontinued use of the library.
Output: Staff will focus on barriers to using the library and come up with plans to address challenges using innovation and creativity.

GOAL 6 FOCUS ON USER EXPERIENCE
Improve library experiences by employing user experience tools.
Output: Staff will apply design thinking in order to develop new approaches that improve the library's user experience.

PERFORMANCE MEASURES

• 50% of patrons attending library programs will feel more connected to the community.

• 50% of program attendees will recommend library programs through social media or within friends and family circles.

EDUCATION

Update offerings to fill needs in the community and improve literacy throughout the county.

Our library provides opportunities for lifelong learning, including early literacy, continuing literacy, digital literacy, financial literacy, civic literacy, art literacy, and food literacy.

GOAL 7 IMPROVE ACCESS

Identify challenges in accessing the library's educational opportunities in order to find innovative solutions or offer learning accommodations.
Output: Staff will research and make recommendations for improving service access to educational opportunities.

GOAL 8 DEVELOP CURRICULUM & PROGRAMMING

Determine the community's knowledge gaps and find ways to fill those needs through partnerships and programming.
Output: Staff will recommend strategies to identify and develop programming that addresses people's educational needs.

GOAL 9 FOCUS ON COMMUNITY NEEDS

Find new opportunities to fill educational and literacy needs using staff and community experts.
Output: Staff will explore and make recommendations to transform the former One Book, One Mesa County into a Year of Focus centered on community needs.

PERFORMANCE MEASURES

• 25% of students and patrons that use library services will say they engaged for the first time based on access improvements.

• 50% of the people attending new programming that focuses on various literacies will be people who have not previously attended library programming.

GLOSSARY

Collections
The accumulation of books, digital items, and other materials that a library owns, purchases, or creates to meet the community's needs and interests.

Curriculum
Focusing on student experiences, this refers to the developed "road map" of any chosen literacies.

Design Thinking
Design Thinking is a process used for practical, creative problem-solving that results in solutions to meet people's needs.

Environmental Scan
Observing the library industry and other industries in order to make connections and find ideas, solutions, and new trends.

Literacies
Competencies or knowledge in specified areas, subjects, or fields.

Pop-Up Services
A temporary library space for promotion, trials, or library resource sharing meant to help residents discover new ways to interact with one another, creating a memorable experience.

Programs
A planned library event in a social setting provided to the public in order to inform, educate, entertain, or promote further library use.

Remote Library Use
Library use outside of library buildings' walls such as checking out physical items, getting help with technology, or program attendance offsite. (Does not include use of eResources, the digital collection, and the library website.)

User Experience
The overall experience of a person using a library product or service such as a website or computer application, especially in terms of how easy or pleasing it is to use.

Year of Focus
The library purposefully directs programming around an annual theme that focuses on an identified community need in order to encourage action and conversation toward solving the need.

NEXT STEPS

Staff will apply their knowledge as subject matter experts in their individual areas of the library to create manager-approved activities year by year. In subsequent years, staff will have opportunities to build on their activities or create new activities to best respond to community needs. This flexibility is needed to develop a community-focused library.

There is an expectation that staff will redirect resources to these areas of focus, which will mean other activities take on less importance and, in some cases, will result in certain activities stopping to allow for a new focus.

STAFF CREATES THE MAGIC

Mesa County Libraries' board and administration support the dreams and ideas of staff by ensuring staff are heard and their work is valued through competitive pay, growing staff knowledge, and educational support. Library leaders understand that staff satisfaction directly influences customer service and shared kindness—both of which are critical to interpersonal connections.

FOR THE FUTURE

The library is considering moving away from strategic plans—not to replace the focus that strategic plans afford, but to achieve better flexibility and responsiveness to community needs when opportunities arise. A strategic roadmap would allow staff to employ user experience techniques to ensure that the library is relevant and focused on community needs. Should the library need to adopt a new focus, the roadmap allows the library to shift in a new direction more seamlessly.

Staff plan to investigate this option and make a recommendation to the library board before the current strategic plan expires in 2022.

Mesa County Libraries Promise…

TO BUILD COMMUNITY
through partnerships. We will connect with community partners to assist underserved populations, participate in the community's growth, and unite people through shared interests.

TO CONNECT PEOPLE
with life-changing stories. We will share beloved stories, ignite love for reading, impart new perspectives, and help people tell and share their stories.

TO PROVIDE LIBRARY SERVICES
equitably. We will respect diversity, accommodate individuals requiring alternative access, expand access to educational resources, provide free library services whenever possible, and eliminate other barriers to use.

TO ENCOURAGE CURIOSITY
and support learning. We will support people's educational goals and offer a variety of resources for all learning preferences.

TO SUPPORT CIVIC ENGAGEMENT
with diverse viewpoints. We will facilitate learning; conversations; and the exchange of multiple viewpoints, ideas, and experiences within the community.

Mesa County
LIBRARIES

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COMMUNITY ORGANIZATIONS

City of Grand Junction
Downtown Grand Junction (DDA and BID)
Grand Junction Commission on Arts & Culture
Grand Junction Economic Partnership
Grand Valley Catholic Outreach (GVCO)
Grand Valley Regional Transportation Center
Hilltop Community Resources
Mesa County Public Health
Mesa County Partners
School District 51
St. Mary's Hospital
Western Colorado Center for the Arts