

# MESA COUNTY LIBRARIES

## Strategic Roadmap

Beginning in 2023, Mesa County Libraries adopted a **Strategic Roadmap** to guide library operations and help the organization better serve the community.

Both a strategic plan and a roadmap are intended to help the library purposefully focus on the community's needs.



A strategic roadmap is different from a traditional strategic plan in some key ways.

### A Strategic Plan

starts out with in-depth research, but the plan itself usually lasts 3-5 years. Library departments annually come up with activities that fit the focus areas. The downside of a strategic plan is that it can feel stale by the end of its tenure.

### A Strategic Roadmap

is a constant cycle of evaluation, feedback, and adjustment. The research happens annually, and community feedback is more instantaneous in that way. Because the research is annual, the library can adjust course and choose a different focus area.

Departments continue to use the focus areas to develop activities and pursue new opportunities while possibly leaving behind some activities or services that no longer fit the focus areas. With a limited number of focus areas, the library departments can more easily move together in the same direction.

# MESA COUNTY LIBRARIES' STRATEGIC ROADMAP

## Our Mission Statement

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

### Focus Area: Social Safety Net



The library offers resources and services to connect people in need with information, including access to community partners and their resources.

- *Examples of current services: public computers and Wi-Fi access; community information tables; Words on Wheels delivery service*

### Focus Area: Awareness and Accessibility



Staff increase the library's visibility in library resources, programs and services to reach new people and improve library access by reviewing library policies, procedures and practices for inequity.

- *Examples of current services: e-newsletters; community presentations by library staff; enabling easier catalog searches for diverse material*

### Focus Area: Community and Belonging



Library events and services offer interaction and engagement for people with one another. Staff also connect people with stories where they see themselves or get a view into another's life experiences as well as provide platforms and resources to share their stories.

- *Examples of current services: Discovery Garden; book clubs; Adult Learning Center classes*

## HOW THE STRATEGIC ROADMAP IS CREATED:

A public library's challenge is to serve the entire community, including people of different ages and abilities, at different stages in life and with a variety of needs. The Strategic Roadmap is based on the community's need and gives the library focus areas for it to define its work. Focus areas are used in all aspects of the library's services, from creating new services and new community partnerships to programming and collections.

During 2022, library staff met with a wide variety of community stakeholders to learn how the library can best meet their needs. Feedback from those discussions led to the creation of the Strategic Roadmap's current focus areas.

The feedback doesn't stop there. The library will continuously evaluate programs and services to determine how well they meet the needs defined in the roadmap. In addition to gathering hard data, library staff will meet with various community stakeholder groups each year to learn how the current roadmap is working and whether changes are needed. Then the library will determine whether and how the roadmap needs to be adjusted for the following year.



**Mesa County  
LIBRARIES**

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