



## **ANNUAL REPORT and STRATEGIC PLAN CURRENT**

### **Vision**

Gunnison County Libraries' vision is to foster imagination and life-long learning and be a trusted and valued resource, welcome and open to all, in our communities.

### **Mission**

Gunnison County Libraries strengthens our communities, our residents and visitors, by creating opportunities to connect, discover, imagine and learn.

### **Strategic Methods**

- Build partnerships with community organizations.
- Treat all patrons and staff equitably and with respect.
- Explore innovative ways to better serve our communities.
- Support continuing education for all staff.
- Practice excellent customer and reference services.
- Continue to creatively meet the various user needs of our communities.
- Be fiscally responsible.

### **Core Values**

- Service: expert staff providing excellent customer service.
- Access: offering equitable, equal access to information.
- Caring: maintaining respectful relationships and assuming best intentions.
- Collaboration: engaging in partnership with each other and others.
- Accountability: providing our communities with careful stewardship of resources and materials.

### **Customer Service Philosophy**

- Treating our patrons and one another with respect and kindness.
- Listening to and working towards fulfilling our communities' needs.
- Providing a safe and welcoming space for multiple uses.
- Being flexible and adaptable to the changing needs of our communities.
- Putting the right materials into the hands of our users.

Gunnison County Libraries plays a critical role in the quality of life and the learning needs of its communities. We understand our important role in the community and desire to be a relevant and responsive organization by anticipating the future and adapting accordingly. The library district recognizes the diverse interests and circumstances of its residents and the library is an important link joining our communities together

**GOAL #1: Gunnison County Libraries will provide children with the programs and services necessary to become school-ready and be lifelong readers.**

Objective #1: Outreach to families will continue to impact new audiences.

Objective #2: All materials and programs, both active and passive, will create opportunities for children to learn school-readiness skills.

Objective #3: Programming for school-aged children (7-12) will cultivate 21st Century Skills.

Objective #4: Annual summer programs will support and enhance school-year accomplishments.

**Initiatives:** Continued STEM programming, working w/ schools on fitting our summer reading program into schools' Summer Experiences, Outreach at Farmer's Market, Sundays at 6, Gunnison Arts Center collaboration, Seasons Preschool, Tenderfoot Preschool,

**GOAL #2: Gunnison County Libraries will provide adults with support to improve foundational literacy skills to enhance learning and quality of life.**

Objective #1: The library district will promote the ESL and adult basic education program through increased marketing and outreach

Objective #2: Students enrolled in ESL will demonstrate measurable progress in their oral and pronunciation communication skills.

Objective #3: Adult basic education programming will include collaboration with relevant educational organizations.

Objective #4: Instruction and outreach will foster retention in ESL and adult basic education classes.

**Initiatives:** Citizenship class beginning this summer, partnering with Mtn Roots on healthy eating and meal prep, consistent attendance always a big struggle, students pay registration fees

**GOAL #3: Gunnison County Libraries will offer expert assistance and information about resources and services available in the community to help citizens make informed decisions.**

Objective #1: All staff will be comfortable and proficient assisting patrons with the library's digital resources.

Objective #2: Explore innovative service models to better assist our communities.

Objective #3: Support continuing education for all staff by providing multiple opportunities for staff to learn and achieve their professional development goals.

Objective #4: Library staff will offer technology and reference services at outreach locations and events.

**Initiatives:** Digital archive underway –collaborating w/ Cattlemen’s Days to digitize historical documents, took over Boomers and Beyond Oral History project, staff attended PLA conference, Colorado Association of Libraries conference, Marmot User Group Workshop, held annual all-staff training in April, monthly staff tech trainings,

**GOAL #4: Gunnison County Libraries will foster the imagination and curiosity of new and existing library users by providing readily available materials and engaging programs and classes.**

Objective #1: New opportunities for enhanced collaboration and partnership with appropriate community organizations will develop.

Objective #2: Engage in branch collaboration as often as appropriate for enhanced programming.

Objective #3: Library staff introduce services and items from the Library’s collections to audiences at programs and events, and offer expert assistance to in-person and online users.

**Initiatives:** added a new digital collection at end of March, Hoopla, over 415K titles of ebooks, eaudio, music, video, Proud of our increased adult programming-between 2014/2015 we almost doubled our attendance at adult programs-diverse programs from a base jumper/climber to a nutrition coach last night to global warming expert next week

**GOAL #5: Gunnison County Libraries will attract a diverse range of residents and visitors into its libraries’ comfortable and welcoming physical and virtual spaces.**

Objective #1: Implement a new website for better user experience and mobile responsiveness.

Objective #2: Both branch locations provide dedicated zones or spaces for meeting and interacting as well as quiet areas for study.

Objective #3: Marketing and branding will be consistent district-wide and provide a clear identity for the Library.

**Initiatives:** New website developed, Library catalog updated, Facilities Long Range Planning goals adopted, new logo design adopted and implemented district-wide, new furniture upgrades at both libraries