

STRATEGIC

2024-2029

PLAN



GLENN A. JONES MD
MEMORIAL LIBRARY
JOHNSTOWN - MILLIKEN

Welcome

We are thrilled to share with you the 2024-2029 Strategic Plan for the Glenn A. Jones MD Memorial Library. This document is the culmination of months of hard work, research, and, most importantly, your valuable input. Our goal has been to create a plan that reflects our shared vision for the future of our beloved library and the vibrant communities we serve.

We've based our strategic goals on research and feedback from the community. We know that our population is growing and changing, and with that comes the need for the Library to grow and evolve, too. Our plan addresses key areas such as upgraded facilities, augmented services, enhanced communication, and improved staffing. We are committed to ensuring that our library remains a welcoming and responsive space for everyone.

One of the most exciting aspects of our plan is the emphasis on better accessibility. Whether it's through expanded hours, accepting invitations to more outreach events, or the implementation of a bilingual communication strategy, we're focused on making our services more available and inclusive. We're also looking forward to potential new locations and facility improvements that will allow us to serve you better.

We've identified both the strengths we can build on and the challenges we need to address. From the friendly and engaging staff to our healthy budget and robust programming, we have a strong foundation to work from. However, we also recognize the need for more space and a stronger effort to reach all corners of our service area. By addressing these areas, we can continue to support and grow alongside you.

Your feedback has been instrumental in shaping this plan, and it will continue to guide us as we move forward. We invite you to review the plan and share your thoughts. Together, we can ensure that the Glenn A. Jones MD Memorial Library remains a cornerstone of our communities, a place where everyone feels welcome and inspired.

Thank you for your continued support and engagement. We look forward to embarking on this journey with you.

The Glenn A. Jones MD Memorial Library Board of Trustees

Thank you to our planning team and Glenn A. Jones MD Memorial Library Board

The Strategic Planning Committee met over the course of several months, working to fully understand the feedback and to craft a plan that will serve our community for years to come!

The resulting plan was presented to the Library Board of Trustees on September 17th, 2024 for review and adoption.

Strategic Planning Team

Deborah Sauer | Board Trustee

Kristi Plumb | Director

Dylann Leal | Librarian

Monica Johnson | Library Associate

Chelsea Coleman | CLIC Rep.

Glenn A. Jones MD Memorial Library Board



Sheryl Ballard
Board Trustee



Jenna Hall
Board Trustee



Chad Young
Board Trustee



Deborah Sauer
Board Trustee



Corina Strickland
Board Trustee



Mission

We inspire exploration and celebrate our communities.

Vision

Our vision is to continue our reputation of excellence as our communities grow.

Values

ADVANCEMENT

We are committed to a stable evolution of library services to maintain our relevance in our communities.

GROWTH

We celebrate the expansion of our towns for the diversity, economic development, and arts and culture opportunities that it brings.

WELCOMING ENVIRONMENT

We cultivate an approachable, responsive atmosphere so that all feel accepted and seen.

In our research and planning, we wanted to answer these questions:

- 1 What does the community want?
- 2 What is our focus for the next five years?
- 3 How will we get there?

Fast Facts From 2023



13

Library Staff



39,342

Items in Collection



34

Explorer Passes



131,101

Total Circulation



120

Items in the Library of Things



540

Events Hosted

Research Methods

BACKGROUND RESEARCH

Data collection from a cross-section of sources that included Library reports and the United States Census provided a data-driven view of the Library's service area and its communities.

FEEDBACK BOARDS

Feedback boards were an incredible resource for gathering information from intentional library users. Children were asked to vote on favorite activities using buttons in jars. Teen and adult crafters used sticky notes to post Makerspace ideas. Simple "yes" or "no" tallies were gathered at outreach events.

FOCUS GROUPS

The Library hosted six focus groups led by Chelsea Coleman of the Colorado Library Consortium. Invitations were issued to community leaders, retirees/seniors, library super-users, and parents. The staff and Library Board were also surveyed. These small groups effectively and thoughtfully responded to questions about their library and community.

COMMUNITY SURVEY

Surveys were available in paper form at several events held in the Library and outreach events. Posted QR codes linked to the survey throughout both library locations, as well as on both Town websites and the local newspaper. Survey takers answered general library questions and had opportunity to leave additional comments.

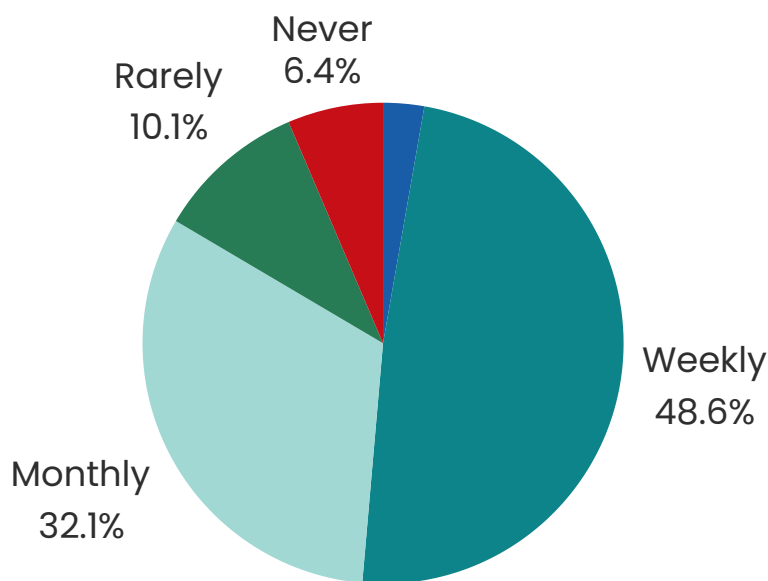
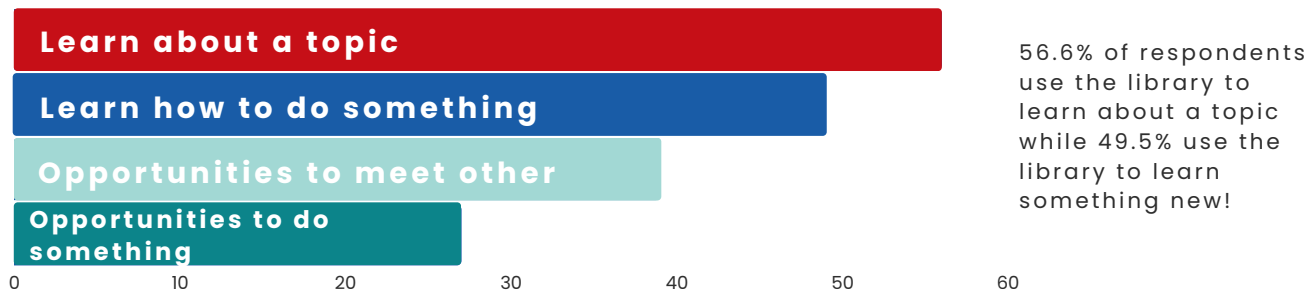
Thank you

The Glenn A. Jones MD Memorial Library would like to thank the residents, community leaders, and Library staff who attended a focus group or responded to our surveys. Your input was a valuable part of our planning process.

Community Insights

From April 25 through June 9, our community responded to our online and physical surveys. While the survey is a feedback/opinion survey, it did provide insight into how our communities use our services and resources.

Crafts, Book Discussions, and Cooking were the top three topics that interest our communities!



Frequency of use

Our libraries are frequently used by the community! 48.6% of our respondents visit the library weekly, followed by 32.1% visiting monthly.



Facilities

Goals

How do we want to improve and evolve our facilities?

Evaluate all opportunities to provide adequate space for physical materials, programs, and services the community wants and needs.

Decipher ways for every patron to use facilities as needed, i.e. children's programming vs. study or working.



Less Waiting, More Access

Goals

How can we meet community needs more efficiently?

Develop financially sustainable and innovative programs and services.

Staying relevant in print materials and programs.

Investigate more Makerspace hours and additional programming for all ages.

Attract new library users in our rapidly growing communities.



Communication

Goals

How can we bring the library to the community?

Provide easy access to information. Communication will be designed to build awareness of the important role the library plays in the community.

Strengthen partnerships throughout our community through collaborative efforts. Be accountable to the needs and wants of the community we serve.

Cultivate library outreach to foster relationships with community organizations and businesses.

Work Ahead

Even before this plan was completed, Library staff initiated many of these objectives with the enthusiasm and passion for which they are known. It is their commitment to our patrons that will drive the work ahead, ensuring we can meet the evolving needs of our communities without losing our reputation of excellence.

Evaluation of plan progress will be conducted annually, with detailed reports to the Library Board that identify successes and areas for improvement. This will allow us to make informed adjustments and stay on track toward our goals. Recognizing the rapid pace of change in library services, we will maintain a flexible approach, ready to pivot and adapt to new opportunities and challenges as they arise.

As this is a living, evolving document, we look forward to continuing to dialogue with you as the library acts on your feedback.

**THANK YOU FOR BEING THE
WONDERFUL COMMUNITIES THAT
WE HAVE THE HONOR TO SERVE.**

For more information, visit us at
GlennJonesMemorialLibrary.org

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