Ouray Public Library
Draft Strategic Plan 2017

Mission: The mission of the Ouray Public Library is to meet the evolving educational, recreational, and informational needs of the public by providing modern Library resources and services. In fulfilling our goal, the Library will strive to collect materials, plan programs, and provide services that reflect an understanding and consideration of the community it serves, giving concern for all ages, backgrounds, interests, abilities, and levels of education.

 Although the Library will attempt to give the best possible service to its users, it also recognizes an obligation to collect materials and to search for methods to address the needs of members of the community who have not traditionally utilized its services. Furthermore, the Library will attempt to anticipate and plan for the future needs of the community to provide timely service.

Short-Term Plans (Years 1 and 2)

Strategy A: Circulation
- Goal – Promote holdings and ensure consistent circulation of adult and youth collections.
- Objective – Maintain current circulation levels and increase use of digital resources.
- Outputs – Maintain annual circulation at approximately 20,000; increase annual use of digital resources by 20%.
- Outcome – Circulation of the collection validates the relevance of the library and demonstrates the community's awareness of its resources.

Strategy B: Collection Management
- Goal – Provide a current and relevant collection of both fiction and nonfiction.
- Objective – Reduce the overall collection to 15,000, replacing items as warranted.
- Outputs – Reduce the nonfiction collection by 40% using criteria set by director; reduce the general collection by approximately 10%.
- Outcome – A well-maintained collection should feature relevant resources and current publications to ensure that the public has access to the latest information.

Strategy C: Community Outreach
- Goal – Examine the role of library in the community and evaluate how it can best be leveraged.
- Objective – Pursue involvement in events and membership in organizations as both residents and library employees.
- Outputs – Support at least one community-wide activity and join at least one new organization.
- Outcome – Participation in community organizations demonstrates the library's investment in and support of its community.

Strategy D: Facility
- Goal – Achieve exploratory and preliminary planning phase for facility expansion; begin budgeting phase.
- Objective – Acquire plans from the University Technical Assistance Program and begin cost estimates; explore planning grants.
- Outputs – Obtain revised plans and initial bids needed for the project; secure a planning grant in cooperation with the City of Ouray.
- Outcome – An expanded and modernized library with appropriate meeting and program space as well as updated facilities will better meet current demand.

Strategy E: Fiscal
- Goal – Continue fiscal responsibility and operate within budget timelines, obtain grants as needed to augment public funding and explore options for funding the expansion and renovation.
- Objective – Obtain grants sufficient to augment operations; continue to increase renovation fund.
- Outputs – Supplement annual budget by approximately 10% through award of $8,000–$10,000 in grants; supplement renovation fund by approximately 25% through award of $2,500 in grants.
- Outcome – Grant money enables the library to provide services in excess of what public funds otherwise could provide.

Strategy F: Operations
- Goal – Provide extended hours to better meet the community's needs.
- Objective – Identify potential days and hours to extend the library's operations.
- Outputs – Extend the library's opening hours from 35 to 37 hours per week from September to May and from 39 to 41 hours per week from June to August.
- Outcome – Offering extended hours of operation outside of usual work times enables a more varied segment of the population to benefit from library services.

Strategy G: Personnel Development
- Goal – Support all personnel, including volunteers, in identifying and pursuing training opportunities.
- Objective – Identify and pursue appropriate workshops, online classes, and other learning opportunities for all personnel and volunteers.
- Outputs – Enroll each employee in at least one day of training; offer bi-annual in-house training for volunteers.
- Outcome – A well-trained staff ensures increased productivity and efficiency in all tasks.

Strategy H: Programs
- Goal – Expand programs to reach youth, teens, and adults.
- Objective – Identify age-appropriate events for all target groups.
- Outputs – Host 48 youth and teen programs, 16 school visits, and 6 adult programs annually.

- Outcome – Use of the library by all age-groups enhances literacy, supports education, encourages reading, and creates an informed public.

Strategy I: Technology
- Goal – Update technology used by staff and patrons.
- Objective – Provide modern resources for staff and patrons.
- Outputs – Replace one public access or staff computer and add one piece of new technology each year.
- Outcome – Updated technology is essential to meet the library's mission of providing modern resources and services.

Long-Term Plans (Years 3–4)

Strategy A: Circulation
- Goal – Promote holdings and ensure consistent circulation of adult and youth collections.
- Objective – Maintain current circulation levels and increase use of digital resources.
- Outputs – Increase annual circulation of holdings by 10%; increase annual use of digital resources by 25%.
- Outcome – Circulation of the collection validates the relevance of the library and demonstrates the community's awareness of its resources.

Strategy B: Collection Management
- Goal – Provide a current and relevant collection of both fiction and nonfiction.
- Objective – Maintain a consistent level of holdings by weeding and replacing items on a regular basis.
- Outputs – Reduce and replace holdings to maintain a collection of 15,000 items.
- Outcome – A consistently maintained collection ensures that the public has access to relevant information and popular resources.

Strategy C: Community Outreach
- Goal – Emphasize the role of library in the community and demonstrate how it can best be leveraged.
- Objective – Maintain involvement in events and membership in organizations as both residents and library employees.
- Outputs – Support at least two community-wide activities and sustain membership in two local organizations.
- Outcome – Participation in community events and organizations demonstrates the library's investment in and support of its community.

Strategy D: Facility
- Goal – Raise sufficient funds for a library expansion and renovation; determine a realistic timeline for construction.

- Objective – Meet with potential funders; communicate financial needs to community.

Strategy D: Facility (continued)
- Outputs – Attend rural philanthropy days to secure 25% of necessary funding; launch a capital campaign to secure 25% of necessary funding.
- Outcome – An expanded, modern library with appropriate meeting and program space will meet growing demand and better serve the community.

Strategy E: Fiscal
- Goal – Continue fiscal responsibility and operate within budget timelines; assess financial implications of staffing, operating, and maintaining expanded library operations.
- Objective – Obtain grants sufficient to augment operations; project renovation fund needs and determine how to achieve necessary funding.
- Outputs – Supplement annual budget by approximately 10% through award of $8,000–$10,000 in grants; supplement renovation fund by approximately 50% through award of $5,000 in grants.
- Outcome – Grant money enables the library to provide services in excess of what public funds otherwise could provide.

Strategy F: Operations
- Goal – Offer extended hours that meet the community's needs.
- Objective – Provide extended hours at days and at times that match patron preferences and use of expanded meeting and program spaces.
- Outputs – Adjust the library's extended hours based on experiences with modifications in years 1 and 2.
- Outcome – Offering hours outside of usual work times enables a more varied segment of the population to benefit from library services and programs.

Strategy G: Personnel Development
- Goal – Support all personnel, including volunteers, in identifying and pursuing training opportunities.
- Objective – Identify and pursue appropriate workshops, online classes, and other learning opportunities for all personnel and volunteers.
- Outputs – Enroll each employee in at least one day of training; offer bi-annual in-house training for volunteers.
- Outcome – A well-trained staff ensures increased productivity and efficiency in all tasks.

Strategy H: Programs
- Goal – Make the library a destination for youth, teens, and adults.
- Objective – Support events and passive programming for all target groups.
- Outputs – Host 48 youth and teen programs, 16 school visits, and 6 adult programs annually and increase the use of passive programming.

- Outcome – Use of the library by all age-groups enhances literacy, supports education, encourages reading, and creates an informed public.

Strategy I: Technology
- Goal – Provide a modern and fully connected library.
- Objective – Ensure that all library services are networked.
- Outputs – Fully connect all library access points, technologies, and services.
- Outcome – A twenty-first-century library ensures that patrons can easily access information in-house or remotely.