



ARAPAHOE  
LIBRARIES  
LET'S FIND OUT



# 2017 STRATEGIC PLAN AND BUDGET

## ARAPAHOE LIBRARIES

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## 2017 STRATEGIC PLAN

### ADVISORY SERVICES

Advisory Services will continue to be a focus in 2017. Led by the Information Services Librarian team, but dependent on all staff, Arapahoe Libraries will offer to our patrons vetted and personalized recommendations on books, movies, music, e-resources and more. Having the personal relationships to offer customized suggestions to patrons is one of the things that sets us apart from companies such as Amazon and Netflix. Our staff get to know our patrons and their interests and are knowledgeable about the information and content that would meet the patrons' needs.

In 2016 all Library Specialists were trained on basic advisory services skills and identified specific areas of interest for continued learning; a new website to provide a better advisory experience for patrons was launched; and librarians started spending dedicated time in the libraries offering "in the moment" book talks and recommendations.

In 2017 we will implement creative marketing initiatives to promote advisory services via the new website and inside the library walls; allow patrons to get to know our librarians' areas of expertise on a more personalized level; and roll out additional advisory services training for library specialists staff.

### REBRANDING

The Communications department will lead the effort of continuing to incorporate the new Arapahoe Libraries brand into all aspects of the organization, adhering to the four pillars: VIP (Very Important Patrons), Surprise and Delight, Make Every Experience Matter and Strive for Simplicity, by incorporating the newly-developed brand voice.

Work during 2017 will focus on the implementation of the voice in both the written and spoken word, throughout the organization. The traits of our new brand voice are:

- Curious
- Excitable
- Unexpected
- Good-natured
- Egoless

This will be accomplished through various types of staff trainings, as well as hands-on auditing, proofing, editing, writing and rewriting. The result will be further adoption of our branded voice both externally and internally.

## **TECHNOLOGY**

### **Coding**

In 2016 the Tech Specialist team introduced summer coding camps to our patrons. Each camp was full within the first week of posting. Based on that success, we will continue to offer summer camps while working with the Programming team to explore other times of year that coincide with school vacations. We will also continue to host coding-centric meetups and serialized programs. Usage of self-guided resources such as Lynda and Treehouse increased significantly in 2016. Investment in those resources will be sustained and/or increased in relation to demand. We will seek out new e-resources as they become available. Lastly, with the guidance of the Manager of Strategic Partnerships we will proactively pursue outside partnerships that could help to widen our audience and advance our cause.

### **Makerspaces and Media Labs**

In 2017 we will work to provide patrons more opportunity to work in an autonomous fashion through patron certification on complex tools. We will investigate offering more maker/media lab types of services at new locations with a particular focus on space at the new Kelter Library.

## **SERVICES FOR OLDER ADULTS**

**Expand services to older adults to better meet the needs of the aging population in our service area.**

According to the [Colorado State Plan on Aging](#), the number of people over age 65 increased by 32 percent between 2000 and 2010 while the state's population, in whole, increased 17%.

"This shift marks the first time in Colorado's history where the population over age 65 grew at a faster rate than the general state population." Arapahoe County is ranked third in Colorado for having the largest number of seniors ages 65+. Between 2000 and 2014, Arapahoe County's growth has been 87.1% in the age 60+ population.

In 2016 we hired a Senior Services Librarian to oversee services to older adults for Arapahoe Libraries, and make recommendations for expanding services in the most meaningful way. Several new programs were developed and implemented and new community partnerships formed.

In 2017 we will continue to identify current and future community needs that the library can fulfill, by conducting patron surveys and focus groups to guide us in developing a five-year plan for this initiative.

## **SPACE**

### **RFID (Radio Frequency Identification Project)**

In 2017 Phase Two of the RFID project will be implemented. The goals of the project are to enhance customer service and to increase staff's ability to more directly serve our customers by reducing labor-intensive workflow processes. Six locations will have sorters installed and one location will get a smart book-drop interface that will read the RFID tag and give the patron a receipt for the items returned. We will install no more than one location per month and will not install any sorters in July at the height of summer reading activity. All sorters will be installed by December 31, 2017.

### **New Library on the Eastern Plains**

In 2016 the Board of Trustees decided that the current Kelter Library would be replaced by a new library in Byers and a desirable piece of land was identified. In 2017, we will continue the process of securing the land and taking the necessary steps to start the actual construction sometime in 2018.

### **Eloise May Library Children's Area Remodel**

In our continual effort to make the best use of space at the Eloise May Library, we envision a division between the children's area and the rest of the library. Patrons have frequently shared feedback that the library is too noisy and *one* of the sources of the noise is children enjoying the library.

In 2016 we presented a Request for Qualifications for this Design-Build project, and by the end of 2016 will have selected the architect and general contractor to take us through the design phase of the project. In 2017 we will begin construction with the goal to complete the project by December 2017.