



**GUNNISON COUNTY LIBRARY DISTRICT
STRATEGIC PLAN
2013-2015**

The Gunnison County Library District plays a critical role in the quality of life and the learning needs of its communities. The Gunnison County Library District understands its important role in the community and desires 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. We understand our role as a part of the global community and strive to reach our users wherever they may be.

This plan will strategically guide the library district and its services for the next three years.

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

Objective #1: Outreach to families will increase to 4 outreach events per year and draw new audiences.

Objective #2: All programs for children 0-6 will encompass diverse modalities to enhance learning.

Objective #3: Programming for tweens (ages 8-12) will increase by 10% annually.

Objective #4: The children's collection will be well-organized and will address all reading levels.

GOAL #2: The Gunnison County Library District 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: Student enrollment in ESL and adult basic education programs will increase by 10% annually.

Objective #3: Student attendance in ESL and adult basic education programs will increase by 20% annually.

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

Objective #1: The library district will provide, on a quarterly basis, the training necessary for staff to achieve proficiency in technology and customer service skills consistent with excellent library service.

Objective #2: The library will be an information hub with access to resources and services available to the community.

Objective # 3: Library staff at Gunnison and Crested Butte will attend community meetings and perform outreach to their communities on a quarterly basis.

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

Objective #1: Public awareness of library services will improve due to increased marketing and outreach

Objective #2: Adult programming and classes for adults will be offered 12 times per year in 2013, and will increase 10% each year after

Objective #3: The library district will keep pace with new and emerging technology trends to meet the growing digital needs of the community.

GOAL #5: The Gunnison County Library District will attract a diverse range of residents and visitors into its libraries' comfortable and welcoming physical and virtual spaces.

Objective #1: Physical environments will continually be maintained as attractive, safe, comfortable, and environmentally responsible spaces.

Objective #2: Library spaces will accommodate the needs of library users.

Objective #3: The library website will have an attractive and easy-to-use design and be maintained with current information and events.