



STRATEGIC PLANNING PROCESS 2021

LOVELAND PUBLIC LIBRARY- COMMUNITY CONVERSATIONS 2021

PREPARED BY

AMY PHILLIPS

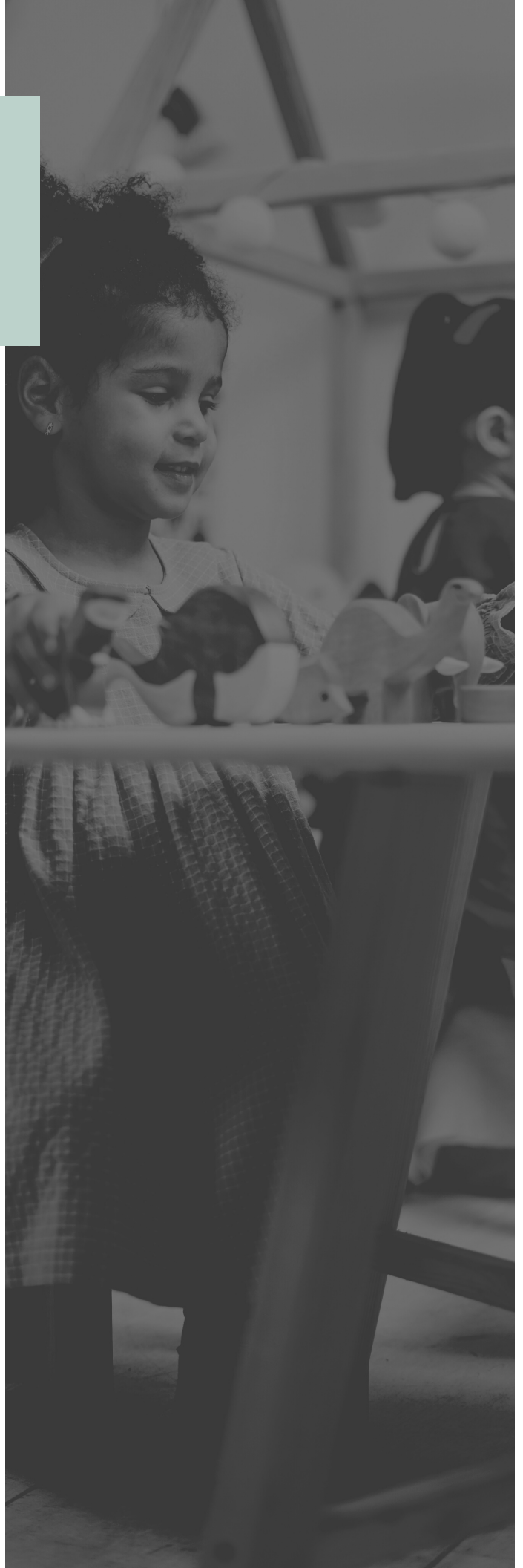
Manager of Adult and Collection
Services

OCTOBER 2021

ABOUT

Community Conversations has been a way for the Loveland Public Library to get feedback from our community. It differs from more traditional formats such as surveys and focus groups as it uses an appreciative inquiry approach. The process uses opened-end questions to find out the type of library that the Loveland community would like to see or what needs to happen to create this. The response to these and other questions provide information that will be used to build the strategic plan for the library.

The Loveland Public Library held conversations over the summer of 2021 to gather information through the Community Conversations process. The format of the conversations ranged from input from service organizations, responses at community events, in-person conversations, and an online survey.



HIGH LEVEL THEMES

HIGH LEVEL THEMES EMERGING FROM THE DATA

WELCOMING LIBRARY

People want a welcoming library with friendly knowledgeable staff. They want resources for all ages from children to seniors. They want to feel safe when coming to the library.

A ROBUST COLLECTION

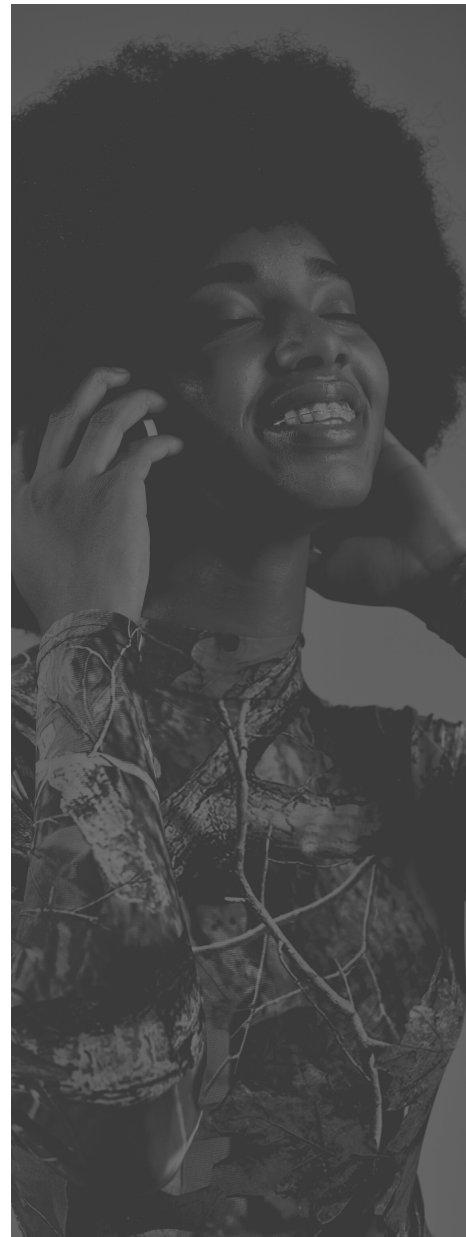
People would like to see a robust collection. They want to see up-to-date materials on the shelf when they walk through the door. They also want digital materials accessible and a diverse library of things.

COMMUNITY ORIENTATED

People want to see the library involved with different community groups. They want us to be a community hub that offers programing both inside and outside the library.

OPPORTUNITY TO SERVE A GROWING COMMUNITY.

People want to see a second branch or services to the area where Loveland is growing. They would like to see strong support and funding from the City



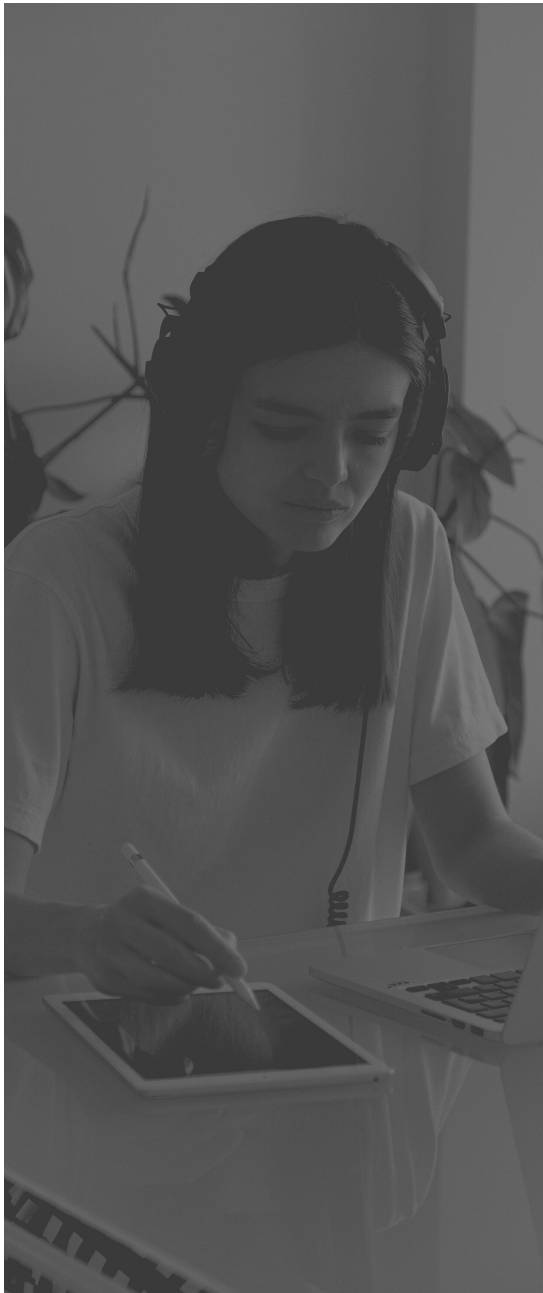
THEMES FROM INDIVIDUAL CC QUESTIONS

WHAT KIND OF LIBRARY DO YOU WANT FOR LOVELAND?



- Inviting and welcoming to diverse groups of people.
 - Knowledgeable staff that provides great customer service and knows their patrons.
 - Strong robust collections that are diverse and have a variety of formats.
 - Strong technology for all ages: STEM opportunities for children and teens; technology classes for adults and seniors.
 - Opportunities for continued learning past high school and college.
 - A library that partners with different community organizations to expand services and programs.
 - A progressive library that is offering services that serves the community as it is now and not in the past.
 - A library that offers community space that can be used by a diverse group of organizations.
-

WHAT ARE SOME OF THE THINGS THAT NEED TO HAPPEN TO CREATE THE LIBRARY YOU WANT?



- Expand access to library space - allow people and groups to book online for ease of use of space. Be transparent about how the space is being used.
 - Build a second branch library or allow for remote pickup and drop off of materials.
 - Outreach to the community through partnerships and programming.
 - Fund the collection so that people can easily access materials in the format they prefer.
 - Programming that spans across all age groups: Family, Tweens, Teens, and diverse Adult age groups.
 - Assure that the library retains the place in the community as a resource for all residents.
 - Better funding for the library so collections, programming, and staff can increase.
 - Community support of the library especially from the City and City Council .
 - Promote a safe environment where everyone feels welcome.
 - Expand hours especially on Sunday.
-

WHAT COULD HELP YOU TO ACHIEVE YOUR LIFE GOALS, EXPLORE THE WORLD, OR CONNECT WITH THE COMMUNITY?



- Programming to help promote personal growth for all ages.
 - Communication of Library and community programs.
 - Continue to be the heart of the community that promotes, information, literacy, and personal growth.
 - Provide space for groups of all ages to connect with other people with similar interests.
 - Tween/Big Kid classes and groups.
 - New and updated technology for Teens.
 - Play areas for family groups.
 - Small business support.
-

WHERE YOU BELONG....WHY IS THIS IMPORTANT?



- Library needs to be a community connector to resources, happenings both in the library, and to other community groups.
 - Assure support continues for both our children and teens. Resources for school success plus engaging programming and diverse collections.
 - Social connections for older adults are especially important as there are less opportunities today.
 - Promote different views so all people in the community feel connected to the Library.
 - A second branch to connect Northern Loveland to the library community.
 - Increase expansion of outreach to diverse community groups.
 - Be willing to promote difficult discussions in the community.
-

OTHER TAKEAWAYS

Along with the themes listed above, there were other takeaways from the survey that should be considered as we build our strategic plan.

One takeaway is a lack of awareness of the partnerships and community work that the library is already doing. Many people commented that we should be engaged with community organizations to assist us with our mission.

A frustration with our collections. Many people wanted to see more up to date materials on the shelf especially books. Others expressed frustration with the limitations to our digital collections. People also wanted to see a strong collection of things- robotics, craft kits, and tools.

Multiple people commented that the library is not a safe place for people to come. People expressed concern with the homeless and people sitting outside causing a security problem.

There was a feeling that the Library should be open and transparent about why we are creating or sponsoring some of programs. People wanted assurance that there wasn't a "hidden" agenda behind things. .

WHERE WE'RE GOING

Overall, people see the library as a trusted resource in the community. We are a community hub for families, teens, and seniors. People still want traditional services. Yet, there are voices out there who want to make sure we are moving forward with 21st century ideas. They want us to connect with the community and continue to build on our already solid services we have.
