

# **Loveland Public Library Strategic Plan**

## **2018 – 2021**

### **Mission Statement:**

To inform, enrich and inspire a strong, engaged community.

### **Focus Areas:**

1. **INFORM: Cultivate Personal Growth**  
Individuals are empowered to meet their life goals
2. **INSPIRE: Spark Curiosity**  
Individuals are motivated to explore their world in new ways
3. **ENGAGE: Build Community**  
Individuals are connected through shared experiences

### **Strategic Goal #1: Build a New Branch**

By 2021, the Loveland Public Library will have a second location funded, located, designed and planned with an anticipated opening date before 2023.

To accomplish this goal, the Library will work in partnership with other City agencies to engage the community in an evaluation of potential projects, funding possibilities and community support for a ballot measure in November 2018.

#### **Action Items:**

- 2018 Community Improvement Program
- Library Feasibility Study
- Outreach/Community Engagement Plan

### **Strategic Goal #2: INFORM= Life Skills Programming Expanded**

By 2021, the Loveland Public Library will offer an expanded range of programs that will empower community members to meet their life goals.

#### **Action Items:**

- Increase programming in the iLearn space in partnership with other Library Departments and outside organizations to meet customer needs for workforce training and technology skills
- Adults connect with the resources they need to support their life goals through online resources, up-to-date print collections and professional assistance

- Teen and children's programs will build on and support developmental milestones to provide a strong foundation for future success. (Literacy, volunteering, parent support, summer reading)

### **Strategic Goal #3 INSPIRE: Activate Library Spaces to Enrich Customer Experiences**

By 2021, the Library will be a destination for visitors to come and feed their curiosity and explore their world in new ways.

Action Items:

- Library visitors experience fun, self-guided activities outside of formal programming (passive programs, pop-up programs, interactive art exhibits)
- Collections and interior spaces are designed to enhance the customer experience (shelving, merchandising, theme bins, cataloging, signage, service desks, balance active and quiet spaces)
- Robust opportunities for maker activities are available for all ages throughout the library (low- and high-tech, hands-on experiences: crafting, robotics, 3D printing, cooking)

### **Strategic Goal #4 ENGAGE: Expand Library Users**

By 2021, more Loveland residents will be aware of library programs and services and connect with each other through shared experiences.

Action Items:

- Use community feedback and data to inform services
- Target communications to populations that are currently not using the library
- Create a collection development plan that aligns with current and anticipated community use
- Target outreach efforts to underrepresented user groups

Approved by Library Advisory Board, April 19, 2018