

Strategic Plan 2008-2010

The Rangeview Library District



Message from the Director

We think that using libraries should be a great experience. When you walk in the door, it should be filled with great books, movies, and music. It should also be easy to find the things that you are looking for, as well as surprising when you find new things you didn't even know existed. We do everything possible to help you feel smart in our libraries, not intimidated. We are merging the comforts of the traditional library with innovations for our future.

Welcome to the new Rangeview Library District, where everyone can feel at home. We are part corner store, part community living room, cultural center, book and media center and friendly learning space. Whether you need to use a computer, find some great books to read to your children, watch a favorite movie, find a recipe for tonight's dinner or finish a term paper, we are partners helping you to succeed. Rangeview Libraries are places where you can explore your neighborhood or your world... we open doors for your curious minds.

The 2008-2010 Rangeview Library District Strategic Plan outlines our vision and strategies for creating these libraries. It is my distinct pleasure to be part of this remarkable challenge and adventure.

Pam Sandlian Smith
Library Director



Vision, Mission and Values Statements



Our Vision

Rangeview Libraries belong to everyone.

They are beautiful cultural environments, operated by caring, passionate people who welcome one and all. As uplifting public gathering spaces, our libraries contribute to a higher, more rewarding quality of life. They offer opportunities for transformative experiences of the mind and spirit, making them uniquely viable centers for the community as a whole, and cherished resources for the individuals who live and work there.

With that in mind, all of us in the Rangeview Library District family are working together to improve the way we serve our communities. The Library Board studies library service developments and trends and advises the library director on policies, financial viability and strategies for the future. Staff and administration operate the array of day-to-day technologies and activities that bring people together with ideas. Together, we are creating a new model of service that welcomes knowledge seekers and provides them opportunities to have positive and memorable experiences in their search for information, enlightenment, or entertainment.

We believe that the library experience will fill many desirable and vital needs of our communities. By creating spaces for community connections which encourage discovery of ideas, our libraries will function as hubs of unlimited imagination and places of interaction and learning.

Our Mission

We open doors for curious minds.

Our Values

We are guided by these shared values in everything we do:

- Compassion for our customers and for each other
- Passion for our product
- Eagerness to learn
- Optimistic attitude – we believe that anything is possible

Strategic Outcome

Enhance the quality of life in Adams County by providing opportunities for transformational experiences that spark learning, adventure and inspiration for the mind and soul.

Success Indicators

We intend to evaluate our successes in achieving our strategic outcome in these ways:

- Adams County citizens rank their library as a key asset in the community
- Public libraries ranking in the top 1/3 in Colorado
- Favorable regional and national press coverage
- National library and civic awards finalists
- Foundation support
- High industry ranking as a great place to work



Strategic Initiatives

We have identified six strategic initiatives with related goals that will enable us to achieve our strategic outcome for improving the quality of life in Adams County:

- I: Deliver Superb Customer Service, Products and Programs*
- II: Build Beautiful and Inspiring Environments*
- III: Deliver Convenience and Innovation through Technology*
- IV: Provide Meaningful Communications*
- V: Provide Highly Effective Organizational Development*
- VI: Create Financial Sustainability for the Future of RLD*

Initiative I: Deliver Superb Customer Service, Products and Programs

Our libraries are recreation centers for the mind and spirit, and our high level of customer service together with a top-of-the-line array of library products will become our hallmark.

- Goal 1:** Design libraries that are user-friendly and easy to navigate. Build in convenience services to expedite efficiencies.
- Goal 2:** Deliver programs and products that anticipate customer needs.
- Goal 3:** Create innovative ways for customers to ‘open doors’ to intellectual adventures (listen to music, video, create media, learn life skills, read for skills as well as pleasure, connect with other people).
- Goal 4:** Create a new paradigm for library fines.



Initiative II: Build Beautiful and Inspiring Environments

Our clean, attractive, safe, easy-to-use environments are welcoming places for people to gather and individuals to dream, learn, innovate and play.

- Goal 1:** All of our new planned facilities are inspiring, Colorado-influenced new environments and are completed and opened to the public.
- Goal 2:** Our legacy facility renovations are accomplished.
- Goal 3:** All of our environments are unique 'experience' places that celebrate the positive power of words, images, sounds and emotions and become popular cultural destinations.
- Goal 4:** All of our environments and operations utilize responsible and sustainable environmental practices.
- Goal 5:** All facilities proudly and professionally display the RLD look and brand, are well maintained and sparkling clean.
- Goal 6:** Leadership evaluates impacts of new facilities in the community with regard to future growth.



Initiative III: Deliver Convenience and Innovation through Technology

Integrate state-of-the-art technologies that improve and enhance the delivery of library services.

- Goal 1:** Build a technological infrastructure that supports customer and staff needs.
- Goal 2:** Utilize technology to deliver innovative library services and products which assist people in creative expression and connections.
- Goal 3:** Integrate technologies to manage efficient use of resources and to expedite speedy delivery of services and products. Create new, easy and entertaining ways of accessing information online.

Initiative IV. Create Meaningful Communications

Accurate and timely internal and external communications get the message out to all our stakeholders about who we are and what we are doing. Our messages are crafted to be relevant to our various customer types and encourage meaningful interaction with us.

- Goal 1:** Develop and deploy consistent internal and external communication plan which conveys the RLD experience. Develop support functions to effectively implement these communications.
- Goal 2:** Create brand identity and implement this consistently in our environments through the RLD cohesive graphics system, including displays, signs, colors, staff mode of dress, electronic designs, and furnishings.
- Goal 3:** The new RLD vision will be delivered holistically through brand messaging, guerrilla marketing, public relations, media relations, partnership development, staff and word-of-mouth by everyone who walks through our doors.



Initiative V: Provide Highly Effective Organizational Development

Create a highly effective organization whose staff is confident, competent, and passionate about their work.

- Goal 1:** Work with the Library Board of Trustees to create a culture of innovation, creativity and optimism.
- Goal 2:** Create challenging, productive work that is rewarding and inspiring.
- Goal 3:** Create, implement, and live new service standards, and job expectations.
- Goal 4:** Create a continuous learning environment that supports staff intellectual growth and fosters highly effective interpersonal skills.
- Goal 5:** Create job perks and benefits that support our values and our transformational culture.

Initiative VI: Create Financial Sustainability for the Future of RLD

Our financial structure and processes assure adequate, sustainable funding for Rangeview Library District staffing and operations through 2010 and beyond.

- Goal 1:** Allocate and expend resources through the annual budget to accomplish key goals and strategies of RLD. Maintain fiscal discipline that creates a sustainable financial future.
- Goal 2:** Develop alternative streams of funding including grant and foundation support.
- Goal 3:** Complete our capital construction projects within budget.
- Goal 4:** Maintain the highest financial integrity of the institution by consistently providing our community with an excellent value for their financial support.

