

Strategic Plan

FY22 & FY23



Vision

Champion a knowledgeable and engaged community

Mission

Be a hub for engagement, literacy and learning, and lifelong curiosity and discovery

Our Commitments

- Free and easy access to the printed and digital word, information, and cultural enhancement
- A rich reading and literacy culture for children and adults
- Dynamic, current, pertinent, and uncensored collection of materials in a variety of formats
- Well-trained professional librarians, employees, and volunteers serving our community
- Responsible resource development, management, and sharing
- State-of-the-art technology and digital resources
- Innovative and welcoming facilities to meet the needs of all people of Laramie County
- Promotion of library services through a variety of communication channels
- A flexible, nimble, and responsive approach to community needs
- Equity, diversity, and inclusion of all members of our community



Did you know the library offers...

- Ebooks & Audiobooks through Libby
- A Book Sale Room
- Curbside Pick-up and Remote Printing Pick-up
- Meeting Rooms
- Computer Centers
- The Seed Library of Laramie County
- Local and Western History Collections
- Library to Business (L2B) Services
- Notary Services
- Assistive Devices for People with Disabilities
- Events for Children, Teens, and Adults

Laramie County Library System Locations

Cheyenne

2200 Pioneer Avenue
Cheyenne, WY 82001
307-634-3561
LaramieCountyLibrary.org

Burns

112 Main Street
Burns, WY 82053
307-547-2249
LaramieCountyLibrary.org/branches/burns

Pine Bluffs

110 East 2nd Street
Pine Bluffs, WY 82082
307-245-3646
LaramieCountyLibrary.org/branches/pinebluffs

Bookmobile

307-773-7228
LaramieCountyLibrary.org/outreachservices



LARAMIE COUNTY

LIBRARY

Laramie County Library System

2200 Pioneer Avenue
Cheyenne, WY 82001
307-634-3561
LaramieCountyLibrary.org



LARAMIE COUNTY

LIBRARY

The Planning Process

Since 1992, Laramie County Library System has conducted strategic planning every two to four years. Strategic planning ensures that your library is not static or adrift, but conscientiously moving forward in an intentional, thoughtful and visionary way. For this eleventh strategic plan, two circumstances helped drive the discussions of the planning team: the pandemic and the fact that mineral extraction is now part of the revenue picture for library operations. All library users received a survey to reconnect the planning team with the community's views, insights, and feedback regarding the library and its services. Library employees completed a survey so that the planning team could understand their aspirations and vision for library service. The 2021 Strategic Planning Team then met in three sessions to take on the work of creating strategies and goals for the next two years. The Strategic Plan was approved by the Laramie County Library System Board of Directors in June 2021 for FY22 & FY23. This summary explains the strategic areas of focus. The complete plan may be found on the library's website at LaramieCountyLibrary.org/strategicplans

2021 Strategic Planning Team

Board of Directors

Elizabeth Dillow, *Chair*

Julie Daniels, *Vice-Chair*

Stacia Berry, *Secretary*

Rob Dickerson, *Treasurer*

Michael Pearlman

Buck Holmes, *Laramie County Commissioner Liaison to the library board*

Library Administrators

Carey D. Hartmann, *Executive Director (County Librarian)*

Laura Block, *Deputy Director of Operations*

Jeff Collins, *Deputy Director of Public Service*

Employee Representatives

Cara Nett, *Manager of Computer Center & Cataloging Services*

Megan Fox, *Assistant Manager of Youth & Outreach Services*

Kasey Mossey, *Communications Coordinator*

Laramie County Library System Strategic Plan FY22 & FY23 Key Focus Areas

Key Focus One: Expand and diversify our marketing and communications efforts to connect with all community members

The planning team discussed the impact of the pandemic on library usage. With this area of focus, we will look to re-engage those of you who continued to use the library during the pandemic and reintroduce our services and worth to all of Laramie County.

Goal 1.1: Revitalize and invigorate library usage and attendance

Goal 1.2: Enhance and increase partnerships through creative thinking about underserved and under-partnered areas of our community

Key Focus Two: Engage with the whole community through outreach and diverse events

The pandemic put a halt to in-person events both at library facilities and in outreach to the community. Our creative teams in Adult Services, Youth & Outreach Services, and our two rural branches are excited about getting back to this part of their job, and look forward to bringing you even more events where you can learn, have fun, and engage with the world around you.

Goal 2.1: Increase and improve adult events using the nationally recognized LCLS youth events program as a model

Goal 2.2: Increase youth participation in events so that more children and parents are exposed to and use the resources the library provides

Key Focus Three: Meet the reading and discovery needs of the community through diverse print, digital, and library of things collections

During the pandemic, we were able to work on the library's material collections to ensure they are in good physical shape, up-to-date, and meeting the needs and interests of our community. We also migrated to a new digital platform for ematerials, Libby by OverDrive. We will look at new ways to invite the community to explore what the library offers for reading, listening, and watching. We also aim to provide a new collection of useful everyday items for the community to check out and borrow.

Goal 3.1: Develop new and diverse collections to meet the current needs of our members and community

Goal 3.2: Expand digital collections and digital opportunities

Goal 3.3: Increase utilization of the whole collection

Key Focus Four: Provide good stewardship of existing and future resources

Building on work that our library boards have done over the years, the Laramie County Library System Board of Directors will create proactive plans for good financial stewardship. By reconnecting with the excellent Laramie County Library Foundation Board of Directors, the System Board will engage in an ongoing dialog to assist in effective, long-range, and responsible financial management of the library's resources.

Goal 4.1: Create a long-range financial plan that identifies long-term needs and projects and identifies potential funding opportunities

Goal 4.2: System and Foundation Boards engage in dialog to enhance the relationship and best leverage the abilities of each

Goal 4.3: Explore and create a plan for how LCLS might eliminate fees and fines

Key Focus Five: Easier utilization of library resources with reduced barriers to use

Before the pandemic, the library was working on several projects to improve user experience in its facilities and in its outreach services. This focus will help library teams re-engage with the community to ensure that your needs are being met, and that your feedback is being heard and considered. We also hope to create services that surprise you and provide you with something you didn't even know you needed. Remember Key Focus One? Key Focus Five will ensure that what we are promoting actually meets your needs.

Goal 5.1: Meet users where they are and improve user experience

Goal 5.2: Expand and evaluate service offerings to reach more people