



STRATEGIC PLAN REPORT

2023



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MISSION

The Goshen County Library is an intergenerational community hub with many experiences, services, and materials that seek to enrich and honor all community members.

VISION

WE STRIVE TO PROVIDE:

LIBRARY SERVICES

- A welcoming and lively center with valued and used services by people of all ages, backgrounds, belief systems, and experiences.

QUALITY

- A well-trained and highly capable staff that works to provide quality service to all users.
- Appropriate facilities which are inviting and well-maintained.

RELEVANCE

- Timely, accurate, and credible information, technology, collections, and services that are relevant to community needs, accessible and user-friendly.

COMMUNITY

- Intellectual freedom and the confidentiality of each individual's use of the library.
- A close working relationship with other libraries, community agencies, and organizations that foster cooperation.

GOOD STEWARDSHIP

- An environment that fosters the love of literature from early childhood throughout adulthood.
- The most efficient and effective use of the taxpayer's resources.

OUR VALUES

CUSTOMER FOCUSED

Our users are not only our customers; they are the reason the library exists. We provide quality service and treat all users fairly, equally, and with respect. Services are provided in a non-judgmental manner that is sensitive to and supportive of human differences.

STAFF EXCELLENCE

Our employees and volunteers are valued as individuals and for their important contributions to the organization. An open exchange of ideas is encouraged throughout the system. We nurture our talents and each other.

ORGANIZATIONAL GROWTH AND INNOVATION

We are a learning organization that is responsive to community needs. We constantly reassess our services and methods and try to see ourselves through the public's eyes.

We maintain integrity and high standards in our work and provide access to all individuals.

OUR HISTORY

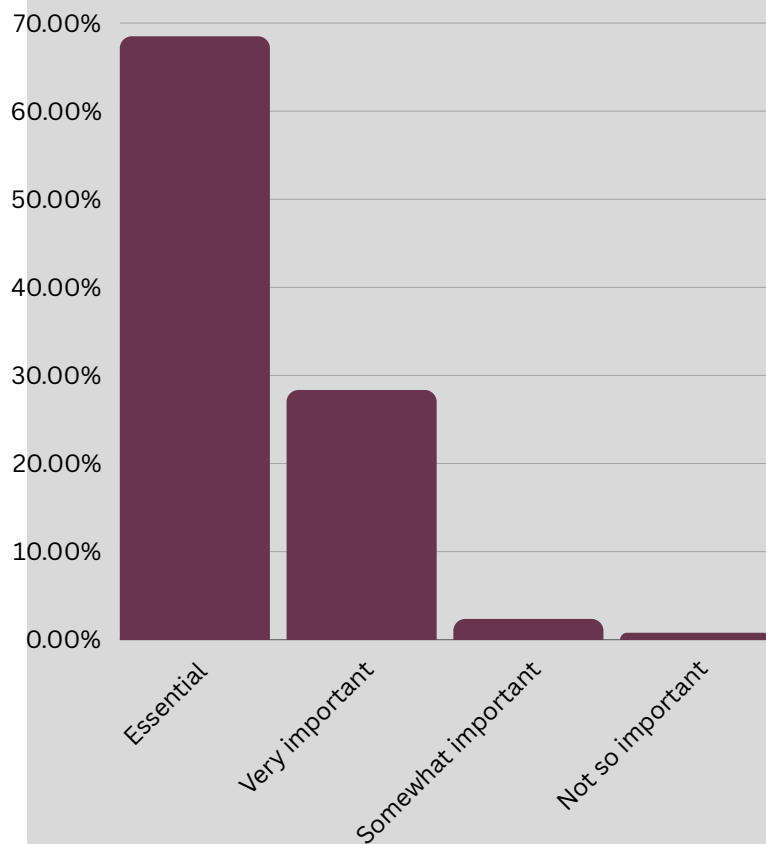
Wyoming was one of the first states to pass a law making it possible to establish county libraries. In 1921, interested and civic-minded citizens laid the groundwork for such a library in Goshen County. In 1922, the Torrington Women's Club organized the library. On November 9, 1922, the county commissioners appointed Erle H. Reid, Odessa M. Dearing, and Lois E. Sevison to the library board. On November 14, 1922, the Goshen County Library Board was incorporated. The county commissioners levied a tax of one-eighth of one mill, the minimum allowed for library purposes. School District No. 3 agreed to furnish a room for the library in the newly completed high school building. The Goshen County Library has operated perpetually in Torrington, Wyoming since its incorporation in 1922.



SURVEY RESULTS

As a part of the Goshen County Library Strategic Plan, a community survey was conducted. The survey was posted online, sent to email contacts, and handed out in paper format. We had 130 responses. Participants were asked questions about the library

How important is the library to the quality of Life in Goshen County?



TOP 3 SERVICES

1. Books
2. Public Computers
3. Facilities - Quiet, safe, attractive, and welcoming

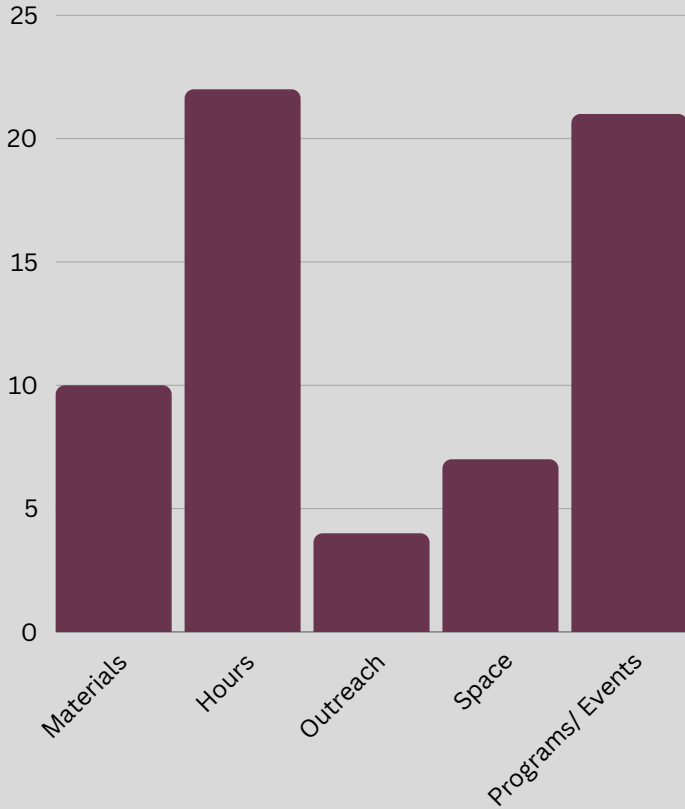
TOP 3 MOST IMPORTANT CHANGES

1. More popular materials (books, DVDs, audiobooks)
2. More hours of operation
3. More literary/ cultural programs

Looking to the FUTURE, what would be the most impactful project?

- Monthly Speakers (Art, Tech, Authors, Etc)
- Book Sales
- Outreach Van

If the library had _____ or provided _____ for our Goshen County community, I would visit more often."



Materials = more books, a wider range of YA materials

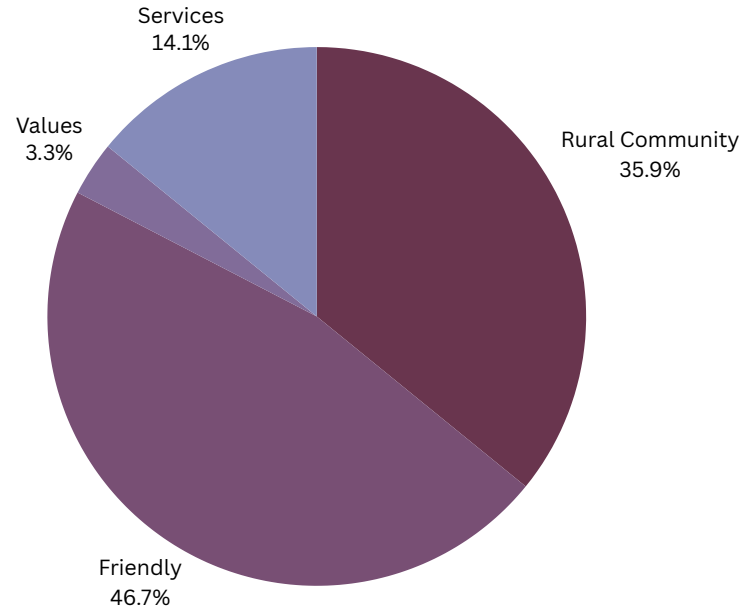
Hours= more hours, longer hours, evening hours, all-day Saturday hours

Space = meeting rooms, more space for kids, outdoor space

Outreach = mobile service, bookmobile

What do you like about our community?

This was an open-ended question. Participant's comments fell into the following categories:



TOP 3 NEEDS FOR OUR COMMUNITY

This was an open-ended question. Participant's comments fell into the following categories:

1. Recreation - recreation center/community center
2. Economy - jobs and retail space
3. Youth Activities



COMMUNITY RETREAT

The Goshen County Library hosted a community retreat on November 2, 2022, at 21st & Main. 20 members of the Goshen County community gathered to discuss the state of the library. The conversation was facilitated by Brian Greene, Wyoming State Library, and Richard Landreth, Lincoln County Library Director. Participants were divided into groups and asked to discuss the following topics. Underneath each topic are the ideas given by participants through our brainstorming.

ROLE OF THE LIBRARY

Free Access to Resources

Books

Place for kids & Youth

Accessible to differing abilities

Knowledgeable Staff

Reliable Information

A place to just BE with no pressure to spend money

MARKETING

Mailers

Podcasts, Radio

Email, Text

School Presentations

Social Media

Flyers

Electronic Sign

COLLECTION NEEDS

Hot Spots

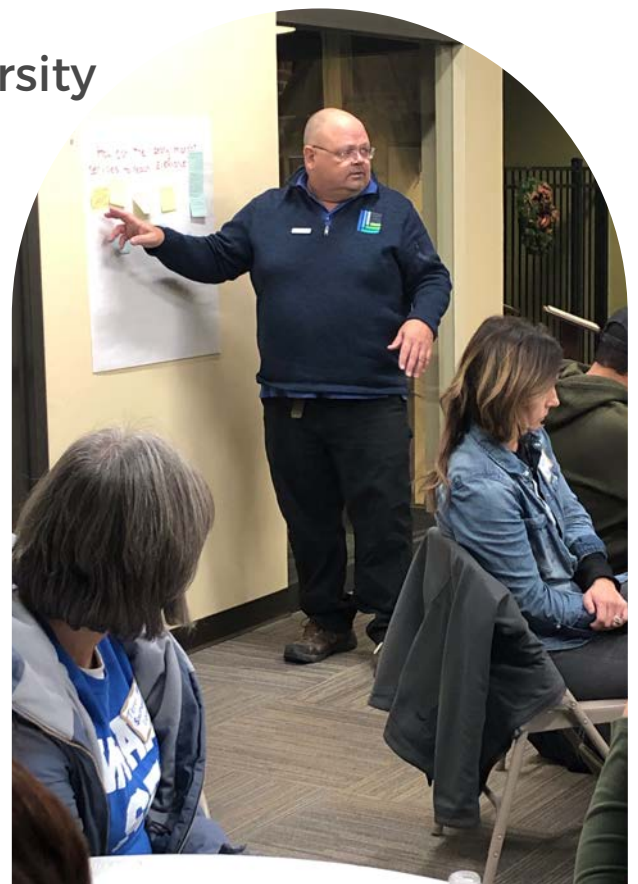
Have a complete collection of books in a series

More Maker Space kits

Children's books

Spanish books

Diversity



THE LIBRARY CAN BETTER SERVE BY PROVIDING:

Longer Hours

Storytime in each community

Partnering with Existing Organizations

After hours Access

Coworking Space

Free Little Libraries

Offer off-site classes, for example, the Senior Center

Round Table Discussions



OBSTACLES

Money

Branding

Transportation

Location

Space

Threat to Freedom to Read

Past/ History

NEEDS CURRENTLY NOT BEING MET

Storytime in each Community

Area to eat & drink

Bookmobile to each community

Pop-up Libraries

Outdoor seating

Family Nights

STRATEGIC PRIORITIES

The following strategic priorities came out of our strategic committee conversations, community survey and community retreat.

OUTREACH

The Goshen County Library will seek to provide access to all the members of the community. This extends to members of the community that live outside of Torrington and those that are unable to use the library during our current business hours.

Goal 1: Extended Hours

Goal 2: Outlying Outreach - van, pop-up etc.

Goal 3: Increase staff to meet the needs of Outreach and Programming

PROGRAMMING

The Goshen County Library will seek to meet the needs of all the members of the community. GCL will work to provide a wide variety of programs to meet the multigenerational needs across the county.

Goal 1: Adult Programming - lecture series, community ed classes, etc.

Goal 2: Children & Families - Family Night, Homeschooling Help, Afterschool Programs, etc

Goal 3: Meet the changing needs of the community, for example, the 4-day school week

EXPOSURE

The Goshen County Library will seek to communicate effectively with the community at large about our services.

Goal 1: Rebrand

Goal 2: Press Plan that keeps the community in the loop

Goal 3: Develop an email list

EXCELLENCE

The Goshen County Library will pursue organizational excellence through the development of people, policies, and practices to better serve the Goshen County community.

Goal 1: Provide a healthy work environment for staff

Goal 2: Continue to review policies to be sure that they are relevant and equitable

Goal 3: Create practices that graciously enforce the policies approved by the board



IMPLEMENTATION & EVALUATION

OUTREACH

IMPLEMENTATION

Goal 1: Extended Hours

In response to the needs of our community, the library will work to add hours to the library schedule. The goal will be to be open Monday - Thursday from 9 am - 7 pm, Friday 9 am - 5 pm, and Saturday from 10 am - 2 pm. This will require additional staffing.

Goal 2: Outlying Outreach - van, pop-up etc.

The library will develop a partnership with the Senior Center to start Pop-Up libraries across the county. If the opportunity arises, the library will seek grant funding and work with the Goshen County Library Foundation to acquire funds for an Outreach Van.

Goal 3: Increase staff to meet the needs of Outreach and Programming

The library will advocate for funding to increase the staff to meet the needs of the community.

EVALUATION

The Director and the Board will evaluate outreach efforts quantitatively through data collection and qualitatively through community networking and conversations.



IMPLEMENTATION & EVALUATION

PROGRAMMING

IMPLEMENTATION

Goal 1: Adult Programming - lecture series, community ed classes, etc.

The library will host at least one program a month for Adults. These programs will range from technology instruction to lecture series. Possible programs will be

Goal 2: Children & Families - Family Night, Homeschooling Help, Afterschool Programs

The library will partner with the homeschooling group and the Afterschool Program to meet needs as necessary. Family Nights will be offered on a quarterly basis beginning in the Fall of 2023.

Goal 3: Meet the changing needs of the community, for example, the 4-day school week

The library will plan consistent activities for children and youth on Fridays. For example, book groups, robotics, and Legos.



EVALUATION

The Director and the Board will evaluate outreach efforts quantitatively through data collection and qualitatively through community networking and conversations. Programs will be fine-tuned to meet the needs of the community.

IMPLEMENTATION & EVALUATION

EXPOSURE

IMPLEMENTATION

Goal 1: Rebrand

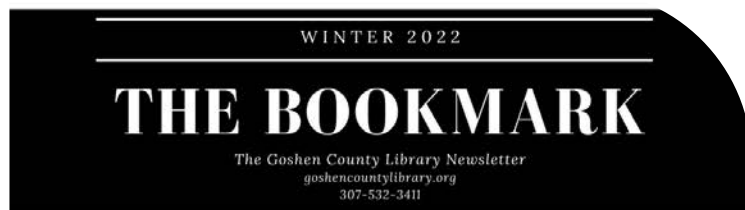
The library will implement new branding through publication templates and materials. The goal will be to tell our story as a "intergenerational hub"

Goal 2: Media Plan that keeps the community in the loop

The library will create a plan that will be used to communicate all special events and consistent programming. Newsletters will be sent out biannually to all members of the county.

Goal 3: Develop an email list

Emails will be gathered from patrons and community members to send out a monthly email newsletter. Newsletter will be created using our rebranded template.



EVALUATION

The Director and the Board will evaluate outreach efforts quantitatively through data collection and qualitatively through community networking and conversations. Evaluation data will include analytics from emails and social media.

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FLOURISHING TOGETHER

CRISTINE BRADDY, DIRECTOR

When I look back on the many celebrations for our 100th year, it is not the events that are foremost in my mind. It is **gathering as friends** to paint, arrange flowers, play mini-golf, and listen to music. It is laughter and reflecting on the past while dreaming about the future.



November 14, 2022 - 100th Bir
with confetti canons and cake

Throughout this newsletter, you will see the new and programs, technology, and services that have been ad last year. It is not these exciting additions that a

IMPLEMENTATION & EVALUATION

EXCELLENCE

IMPLEMENTATION

Goal 1: Provide a healthy work environment for staff

The library will identify organizational needs (staff strengths, programming, and staff capacity). This will inform scheduling, hiring, and professional development practices. Library staff will be given the opportunity to grow through professional development, conferences and training.

Goal 2: Continue to review policies to be sure that they are relevant and equitable

The library board will review policies yearly to be sure that policies continue to be relevant and equitable in an effort to serve our community.

Goal 3: Create practices that graciously enforce the policies approved by the board

Library staff will create practices based on policies. These will be reviewed on a yearly basis.

EVALUATION

The Director and the Board will evaluate organizational excellence efforts on a yearly basis. This will be done through staff surveys and board evaluations.

