

Strategic Planning Project

Scope

To create a five-year strategic plan focused on PCCLD's mission: "... encouraging the joy of reading, supporting lifelong learning and presenting access to information from around the world."

Process

Needs Analysis	Study strategically significant data points from local systems, regional demographic and income analysis, national community strength indicators, national technology standards, and State Library standards.
Idea Building	Ask community stakeholders, Library Board, staff and representation of users and non-users alike: what are the ways the library's mission can meet the community's economic, social, technological, and information needs?
Review & Refine	With ample data and an understanding of the community's interests, which opportunities can library stakeholders identify that best meet our mission?
Competencies & Issues	What capacity is necessary to enable the library to achieve the goals and objectives identified earlier? Finance, Marketing, Training & HR, Technology, etc. What are other future considerations that may be unique to those perspectives?
Results	Create a document to be reviewed, exchanged, and submitted to the Board for final review and approval.

Considerations

- Survey(s)
- Community Engagement sessions
- Library Leadership Work Group

Next Steps

- Internal support and communication
- Key partners for analysis and facilitation process (State Library, County GIS, etc.)

**Pueblo City-County Library District
2015 KEY RESULTS**

	2014				2015	
	Goal	Result	Increase over 2013		Avg. Yearly Change	New Libraries
Circulation	1,900,000	2,484,858	49.5%		3.1%	500,000
Visits	1,300,000	1,432,303	12.5%		7.7%	450,000
Program Attendance	135,000	179,351	47.5%		13.1%	96,000
Digital Use	750,000	906,548	28.7%		20.2%	280,000
						1,300,000