CANON CITY PUBLIC LIBRARY LONG RANGE PLAN DRAFT

2014-2018

Libraries, in general, are at a crossroads. They are being called upon to redefine their mission, as the manner in which information is accessed and used is not only evolving, but changing at an increasing pace. The Canon City Public Library is not immune to this challenge.

There is comfort in the status quo. While libraries must be sensitive to the past, to get ahead they must go beyond what is familiar. They must be courageous enough to introduce new ideas, take appropriate risks in pursuit of meeting evolving community needs, and embrace new ways.

The Canon City Public Library is important to every citizen of our community and also to the many visitors who come to our community every year. Many people prefer the comfort of the known quantity; however, the library will continue to evolve. It must adapt to the new ways in which people will interact in the future and to the new tools and resources that will be needed to operate effectively in this transformative age. Our library must evolve to keep pace with both electronic change and the diversity of its users. It must ensure that our community and visitors will have access to both traditional resources and to a new world of ideas and opportunities.

This plan is the result of conversations about the future of the library. It must be informed to and vetted by the community the library serves. As that occurs, the resulting plan will provide direction for our library, helping staff and the library board to navigate a period of exciting change and advancement. The plan is intended not only to provide vision and direction, but also to be a dynamic, living document that evolves as the library adjusts and adapts to emerging opportunities and challenges for the benefit of our customers and citizens of our community.

Long-range planning has been an important part of the operation of the Canon City Public Library since the mid-1980's. Many people have contributed to these plans over the span of years, and they have helped form the library we use today. The following plan is the result of an effort put together by library staff, the library board, Sandy Messick, consultant for the Colorado Library Consortium (CLiC), and Doug Dotson, city administrator for the City of Canon City.

SUMMARY OF SERVICE NEEDS

Canon City is largely a residential community with a population of about 16,400 with a high percentage of retired persons. The median household income is ranked on the lower end of the state average. Because of this relatively low median income, the Canon City Public Library sees frequent use of materials and services. In order to provide the best service to the community, the library needs to maintain a substantial and diverse collection, which also helps to maintain and advance current early literacy skills. This policy, in turn, fosters the love of reading in children and their families. The library also needs to prepare for, maintain, and embrace the constant development of technology in libraries such as our public computer center, electronic books and e-readers, and other various creative technology and equipment. The Canon City Public Library strives to provide the types of services and quality of materials that the community needs and to promote partnerships with various civic organizations.

OUR MISSION

The Canon City Public Library enriches lives through encouraging learning, sharing, and creativity.

GUIDING PRINCIPLES

- ➢ We promote **life-long learning and personal growth**
- ➢ We provide **access to information**
- ➢ We provide space and the opportunity for people of all ages to **gather and connect**
- ➢ We **entertain, inspire and communicate**
- ➢ We strive to **meet the needs** of our diverse community
- ➢ We will **adapt and innovate** for the future
- ➢ We seek **strong partnerships** and **civic engagement opportunities**
- ➢ We **protect the intellectual freedom** of our users
- ➢ We strive for **excellence**

Service Goals

I-A   Library users will consistently enjoy positive customer experience that encourages them to be confident, capable and discriminating users of the library, as well as other information resources.

I-B   Students of all ages will receive services and have access to materials that they need to realize their full intellectual potential.

I-C   Library users will receive services and have access to materials that enhance their capacity to imagine and create.

I-D   Library users will receive services and have access to materials that allow them to master the life skills needed to be successful in the areas of their choosing.

Programming Goals

II-A   Library staff will continue with children's story times. These story times will be held at the library several days a week. Staff will be giving programs at daycares, preschools, public schools, and the local farmer's market. Staff will also continue with the Teen Advisory Committee meetings and also the special projects and programs that are put on by the Teen Committee.

II-B   Library staff will work in conjunction with Pueblo Community College in Canon City to offer classes at the Senior Mini College.

II-C   Library staff will continue with the adult Chautauqua programs and also add the Young Chautauqua programs. (Young Chautauqua is a nationally recognized youth program in which young scholars portray historical figures.)

II-D   Library staff will continue to be a partner with the First Friday's Jazz concerts in Cara Fisher Square and help promote other community programs that use this outside space.

II-E   Library staff and board will develop a five year capital improvement plan that incorporates funding for movable shelving and or furniture to be able to have a flexible programming space that is open and comfortable.

Outreach Goals

III-A   All library users will have better access to information resources available within the community.

III-B   Senior citizens will be provided with information and services designed to meet their special needs.

III-C   Community organizations whose goals complement those of the library will receive support that will improve their effectiveness.

III-D   The community will be provided a venue for personal interaction that encourages the creation of new and distinctive interest groups.

Technology

IV-A   Develop a five year capital improvement plan that funds the purchase of an RFID/self-checkout system and the funds to continue to maintain this system throughout the following years.

IV-B   Develop, support, and maintain a mobile creative maker-space.

IV-C   Develop a library website that is functional, user friendly, appealing, and easily accessible.

IV-D   Library users will use 21st century technology more effectively and efficiently.

IV-E   Library will change their Integrated Library System from Autographics to Aspencat for better support, communication, and cooperation with Colorado libraries.

Marketing

V-A   Develop a tag line or brand that fits our community.

V-B   Develop social media sites that incorporate our brand and help the community to connect with the library and each other.

V-C   Use local media to inform the community about library resources, programs, and technology.

Partnerships

VI-A   Develop partnerships with public, private, and non-profit organizations in the community.

VI-B   Actively seek opportunities to work with cultural groups such as book clubs, travel clubs, and writers' groups.