

LIBRARY



WHAT WE DO

The Library is the community's center for information, learning and culture. It is equally accessible to people of all interests and ages, ready to cultivate and apply new knowledge. The Library serves the community by providing borrower services and 24/7 access to information and resources. Librarians provide programming, education outreach and specialized services for children, teens and adults. These activities are enhanced by working with community partners.

SERVICES WE PROVIDE

- Resources - including Book Collection, Databases, Movies, VOX, Board Games, Toys, Maps, Periodicals, Citizenship Information, ESL Information, Gochips, Playaways, etc.
- Educational Outreach and Homeschooling resources
- Technology Classes
- Inter-Library Lending
- Test proctoring
- Programming for all ages - including story times, GED classes, STEM programming, Reading Programs, Humanities Speakers, Gilder Lehrman Institute, Sensory and Music Programming
- Provide volunteer opportunities
- Neutral, safe space

ACCOMPLISHMENTS

- Successful grant writing
- TMC Trailer
- Established GED Program
- Addition of Adult Summer Reading Program
- Recruitment and retention of engaged volunteers
- Increased partnerships with area schools and businesses
- Expanded collection
- Maintained accreditation
- Library Instagram account

Library

Key Initiatives

1 Provide input for the City's community event guide.

START DATE: 2019

STRATEGIC PRIORITY



WHY IS THIS IMPORTANT?

The library provides numerous programs, activities and larger events throughout the year for citizens of all ages. Past citizen surveys have indicated that residents are not aware of many of the opportunities available to them. This will provide new marketing and will encourage staff to plan for programming well in advance.

SUCCESS LOOKS LIKE

Library input for community event guide. Increased attendance at programs. Staff knowledge of expectations and active participation in planning process.

BUDGET REQUIREMENTS

The project will utilize existing resources and funding has been included in the FY20 budget for production and distribution.

PROJECT LEAD

Library Staff

PROJECT COLLABORATORS

Communication Team, Web Team, Community Relations Coordinator

2 Expand the reach of the Library's social media presence by ensuring that content is relevant and informing for the community.

START DATE: 2019

STRATEGIC PRIORITY



WHY IS THIS IMPORTANT?

La Vista library users expect to receive information from the library through social media. Additional library programming can take place, i.e. on-line book club, polls. According to the Community Interest & Opinion Survey, social media one of the important ways citizens find out about library events or services. Click-able links allow for library promotion and links to e-resources, catalog, and databases.

SUCCESS LOOKS LIKE

Content will be shared consistently and will be high-quality. Social media metrics (number of followers, overall reach, video views, etc.) will see steady growth and library staff will be aware of the latest innovations and changes in the industry. The library will experience increased program attendance, sustained engagement of citizens who follow the library's social media, positive reviews, increased number of library followers, and increased number of posts per week

BUDGET REQUIREMENTS

The project will utilize existing resources.

PROJECT LEAD

Library staff

PROJECT COLLABORATORS

Web Team, Communication Team, Web Team, City Administration

Library

Key Initiatives

- 3 Work to design, review, and vet a new library identity, create brand guidelines, and a marketing strategy in alignment with the citywide Marketing and Branding Initiative.**

START DATE: 2019

STRATEGIC PRIORITY



WHY IS THIS IMPORTANT?

The City's strategic plan has identified the need to strengthen perceptions of La Vista and develop and identity that projects the City's image as a destination. This holds true for the library as well. There are many opportunities to establish an identity for the library and its various areas including youth division, adult programming, electronic resources, and services. With a brand in place a formal marketing strategy is necessary to make clear the expectations for communicating with the community.

SUCCESS LOOKS LIKE

Library participation with the City to design, review and vet a new library visual identity, create guidelines, and a marketing strategy. Community and internal engagement and participation. Increase in recognition within community. The library having a separate identify from Metropolitan Community College. Increase programming attendance. YouTube videos to showcase the various aspects of the library.

BUDGET REQUIREMENTS

Funding is included in the FY19 & FY20 biennial budget

PROJECT LEAD

Library Staff

PROJECT COLLABORATORS

Mayor & Council, City Administration, Communication Team, and Library users

- 4 Provide support to design, review, and vet a new library presence on the City's website and mobile app.**

START DATE: 2019

STRATEGIC PRIORITY



WHY IS THIS IMPORTANT?

The average lifespan of a website is four years or less. A redesigned website along with the development and launch of a city mobile app will further increase the on-line services available to residents. The City's website drives the library's presence. The new website will be another marketing tool to reach users 24 hours a day, 365 days a year. The library presence gives users access to on-line resources without physically coming to the library.

SUCCESS LOOKS LIKE

The library will participate in the City's design, review and vetting of a new library presence on the City's website and mobile app. These new products will increase utilization of the website and induce residents to download the app. For the library, success includes increased program attendance, increased usage of electronic resources, and staff and library users' input for redesign.

BUDGET REQUIREMENTS

The project will utilize existing resources and funding has been included in the FY20 budget for production and distribution.

PROJECT LEAD

Library Staff

PROJECT COLLABORATORS

Web Team, Communication Team, Library staff, City Administration - Communications

Library Key Initiatives

5 Expand Library outreach efforts.

START DATE: 2019

STRATEGIC PRIORITY



WHY IS THIS IMPORTANT?

Outreach has been identified by library community to be key to increasing programming and services to the La Vista. Not all groups can transport to the library so the library transports to the various different organizations, associations, groups, and schools. These relationships create a more cohesive community working toward the goal of literacy.

SUCCESS LOOKS LIKE

Attendance at area schools, groups, organizations, and associations where the library can build a relationships towards literacy.

BUDGET REQUIREMENTS

The project will utilize existing resources.

PROJECT LEAD

Library Staff

PROJECT COLLABORATORS

City Administration, City Council, area partners

6 Based on the results of the Community Interest and Opinion Survey, which indicated a high degree of interest and value in computer and technology training & resources, evaluate the types of programming for the Library and make changes accordingly.

START DATE: 2019

STRATEGIC PRIORITY



WHY IS THIS IMPORTANT?

The results of the Community Interest and Opinion Survey identified a number of top-priority items, with computer and technology training & resources being in the top three. We feel the need to offer current trends and technology is vital to the programming the library offers. The library will expand the types of technology programs offered to include adults as well as teens and children. A variety of programming will be examined in other libraries, what the regional and state library systems have to offer as well as grant opportunities.

SUCCESS LOOKS LIKE

Offering a variety of technology programs for adults, teens, and children. Examining any grant opportunities and relating them, if applicable, to technology.

BUDGET REQUIREMENTS

The project will utilize existing resources.

PROJECT LEAD

Library staff

PROJECT COLLABORATORS

City Administration, Mayor & Council

Library

Key Initiatives

- 7 Based on the results of the Community Interest and Opinion Survey, which indicated a high degree of interest and value in electronic books, evaluate the types of electronic books for the Library collection and make changes accordingly.**

START DATE: 2019

STRATEGIC PRIORITY



WHY IS THIS IMPORTANT?

The results of the Community Interest and Opinion Survey identified a number of top-priority items, with electronic book rental being in the top three. We feel the need to offer current trends and electronic books are vital to the library collection. The library will expand the variety of electronic books offered to include adults as well as teens and children. The electronic books offered in regional libraries will be examined, as well as what the regional and state library systems have to offer.

SUCCESS LOOKS LIKE

Examining the latest trends in electronic books for adults, teens, and children. Evaluating which electronic books to add to the library's collection.

BUDGET REQUIREMENTS

The project will utilize existing resources.

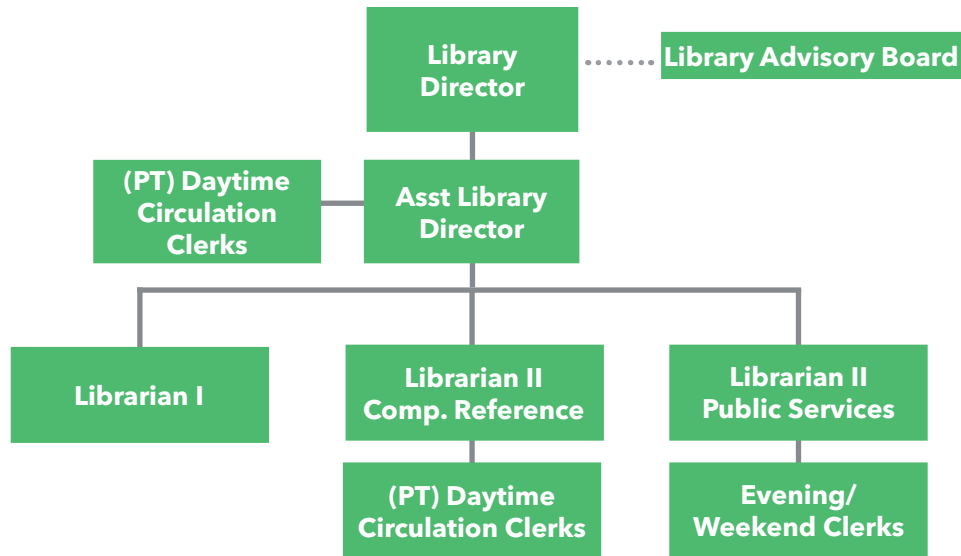
PROJECT LEAD

Library staff

PROJECT COLLABORATORS

City Administration, Mayor & Council

Library



LIBRARY EXPENDITURE SUMMARY

| | FY18 Budget | FY19 Budget | FY20 Budget |
|-----------------------------|-------------|-------------|-------------|
| Personnel | 594,286 | 646,223 | 670,809 |
| Commodities | 128,821 | 131,914 | 128,774 |
| Contractual Services | 93,917 | 96,646 | 103,191 |
| Maintenance | 4,694 | 4,694 | 4,694 |
| Other Charges | 13,215 | 1,000 | 1,000 |
| Capital Outlay | 0 | 23,290 | 0 |
| Total Expenditures | 834,933 | 904,397 | 908,468 |
| Employees | 20 | 20 | 20 |