



STRATEGIC PLAN

2024-2026



HUDSON
PUBLIC LIBRARY



THE PLAN

This Strategic Plan is a roadmap for library services through 2026. While the Hudson Public Library aims to meet all objectives put forth, the plan will be adjusted to address emerging opportunities and community needs when necessary.

THANK YOU

Hudson Public Library thanks the residents, community leaders, and library staff who attended a focus group or responded to our survey. Their input was a valuable part of our planning process.

THE COMMITTEE

Tami Crossen- Library Director

Jayra Rodriguez- Assistant Director/Children's Librarian

Rick Medrano- Library Trustee-Co-Chair

Lynda Pruett- Library Trustee-Secretary

EXECUTIVE SUMMARY

The Hudson Public Library's strategic plan for the next three years is a visionary document that reflects our dedication to responsiveness, inclusivity, and service excellence. Informed by a collaborative process involving community stakeholders, staff, and the board, this plan encapsulates our commitment to create an interconnected community where lifelong education, creativity, and adventure are valued by all.

This plan began in August 2023 with the formation of a strategic planning committee. This group of library staff and trustees created mission and vision statements to guide the institution, and analyzed the strengths and weaknesses of current library operations. The committee also examined the results of demographic data from the 2010 Census and 2021 American Community Survey estimates to reveal community evolution over time, along with pre-pandemic and post-pandemic library usage statistics. These findings, along with insights gathered from focus groups and community surveys, form the bedrock of our strategic priorities.

Following a two-month period of research, the strategic planning committee developed service priorities through 2026 with benchmarks to measure the progress of the plan. This is not a static document, however; it is a living framework that will evolve in response to emerging opportunities and community needs. The committee will meet on a quarterly basis throughout the lifespan of the plan to reevaluate and adjust the library's objectives as necessary.

We extend our heartfelt thanks to the diverse range of voices that contributed to the planning process. The community's invaluable contributions have been instrumental in shaping this strategic roadmap, ensuring it resonates with the aspirations and needs of the diverse population we serve.





THE LIBRARY

Hudson Public Library has been in existence since 1951. It started with volunteers and donations from the community and beyond. The Town of Hudson helped fund the library and it was housed in the back half of the Town Hall building. In 1985 the residents voted to join the Weld Library District which is now the High Plains Library District. The Hudson Public Library serves the residents that reside in the RE3j School District which includes three major towns (Hudson, Keenesburg, Lochbuie) and all of the rural, unincorporated areas within the School District. Library patrons have access to thousands of materials and over a million more through HPLD, Prospector, and InterLibrary loan. The Library caters to users of all ages by offering a diverse multitude of daily, weekly, and monthly programs.

Building Size

11367 sq ft.

Open 54 hours each week

Number of Staff

7 FTE

2022 Service Statistics

- 24,882 items circulated
- 936 WiFi sessions
- 2,340 reference transactions
- 1,340 resident cardholders

2022 Programming

- 107 programs for children
- 29 programs for young adults
- 196 programs for adults
- 8,436 total program attendees

2022 Materials & Resources

- 20,421 print books
- 1,268 audiobooks
- 4,054 DVDs & Blu-Rays
- 591 newspaper/magazine subscriptions
- 279 kits including STEM and games
- 100 electronic databases through High Plains Library District
- 37,558 eBooks through HPLD
- 33,517 eAudiobooks through HPLD

WHO WE ARE

Our Mission

Hudson Public Library is a hub to share ideas, facilitate learning, and bring together our unique community.



Our Vision

To create an interconnected community where lifelong education, creativity, and adventure are valued by all.

WHAT WE VALUE

Positive Community Relations
Lifelong Learning
Fiscal Responsibility



METHODOLOGY

The strategic planning committee used two main methods for researching community needs and current public perceptions of the Library: focus groups and a community survey.

FOCUS GROUPS

The library undertook a community needs assessment to gauge its strengths and to determine gaps in services. Three focus groups in October 2023 gathered thoughts from community leaders, staff, and library board.

COMMUNITY SURVEY

A survey was conducted throughout October 2023 in English and Spanish. The survey was available online for both languages.



FOCUS GROUP RESULTS

Focus groups were facilitated by Chelsea Coleman, Colleague on Call, East for CLiC. Audio taped for accuracy, groups responded to approximately ten open-ended questions over a period of one hour. Key findings reveal that the library is perceived as warm, welcoming community hub. Staff are viewed as friendly, helpful and knowledgeable. There was concern about the proximity to the other communities that are part of the service area and their access to the library. Some of the community leaders indicated that there is a general divide among the communities that isn't necessarily tied to the library. The hope is to bring the communities together through the events and outreach the library offers.

OVERALL SUMMARY

Total participants: Staff (8), Board (7), Community (8)

- Many participants cited small-town-feel as an attractive element to living in the area.
- Some participants are concerned about growth and the sense of community disappearing. This represents the divide between long-time and newer residents.
- All remarks respective of the library staff were positive.
- The major barriers indicated include location and hours.
- Perception of public libraries does not reflect actualities. Many participants believe that books are going away and that people only want digital, which does not reflect available data.
- Many participants indicated they would like to see the library become a gathering place with a new coffee machine and snack services. Several mentioned having outdoor space.



FOCUS GROUP RESULTS

(CONTINUED)

Reasons for not using the Library

- Unaware of the ability to book meeting rooms online
- Library hours
- Distance barrier because Hudson is rural
- Not aware that there was a library in the area
- Not familiar with all the library offerings

Key Strengths

- Meeting, Gathering Place
- Focal point of community activities
- Library facility and staff create a pleasant environment
- Kid friendly
- Everyone has access to a library card and the bookmobile; the community is served well.

Areas for Improvement

- Awareness of all the library offerings
- Communication between the community and the Library Board of Trustees
- More programs for babies

Recommendations

- More adult learning classes
- Business classes
- Bring in more authors for talks
- More programming and access for homeschool families



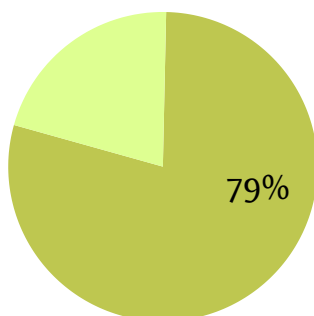
SURVEY RESULTS

A survey was conducted in October 2023. A sample of over 200 library patrons and community members completed the survey.

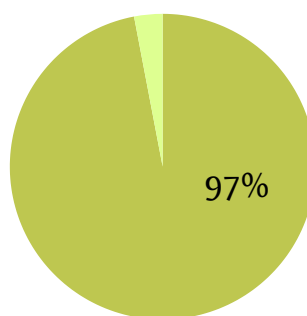
RESPONDENT DEMOGRAPHICS

Total responses: 226 in English, 5 in Spanish

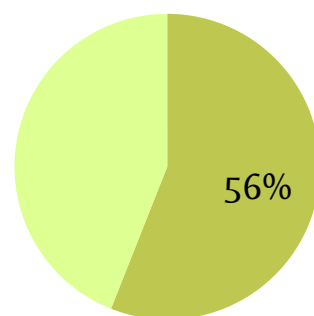
- 45% were between the ages of 36-65 and 35% were between the ages of 18-35.
- 79% say community events and opportunities to learn new things would motivate them to visit.
- 35% of responses came from Hudson; 48% from Keenesburg and Lochbuie combined.
- 73% of all respondents have library cards.
 - 97% of cardholders rated the library as "good" or "excellent."
- 38% of English-survey respondents are familiar with the library as an information resource; 20% of Spanish respondents are familiar.
- Slightly more than half are familiar with digital materials.
- 56% discover activities via social media; 80% of Spanish respondents discover activities by flyers or word of mouth.
- 6% regularly visit the bookmobile; 22% didn't know if visited their area.
- 40% of Spanish respondents find the library deficient in programs and hours.



motivated to visit
with community
events



rated library
good/excellent



discover activities
through social media

SURVEY RESULTS

(CONTINUED)

Highest Overall Rating

Customer service
Facilities

Poorest Overall Rating

Library collection
Variety of programs

Most Used Resources

Library materials
Programs and events
Internet access
Computers, printing, faxing

Top Topics of interest

Opportunities to learn
Community events
Programs for all ages

Preference of Communication

Social media
Word of mouth



LIBRARY SERVICE AREA STATISTICS

2010 Census data and 2021 American Community Survey estimates reveal:

- Population increased by 50%, with most growth in Keenesburg and Lochbuie.
- Average income increased by 30% and poverty has declined by 13%.
- Average unemployment rate dropped from 5.6% to 3.4%.
- Hispanic population is at 45%, an increase of 111%.
- Average age is 33.6. 28% are under 18. 10% are over 65.
- An average of 29% of residents in each town speak a language other than English at home, predominantly Spanish, with a growth of 53% over the last ten years.
- 11% have Bachelor's degree or higher.
- 13% of community is disabled.



language diversity



increased average income



increased population

STRENGTHS AND SUCCESSES

Friendly Helpful Staff

The Hudson Public Library staff take providing service in the community very seriously. We strive to provide a place where everyone is welcome and believes their needs have been met.

Programming Variety and Diversity of Ages

As we move into an age of more people working from home, the library is creating programs and activities for all ages to come to the library to engage with their peers. By providing beneficial programs for creating and learning, we offer something for all members of our community.

Facilities

The current library building was constructed in 2015 with our community in mind. The community was in need of meeting spaces, work spaces, and community gathering spaces. The library has met those needs in various ways. Whether it is parents/grandparents/guardians getting together to socialize while their children play or a business using the space for staff workshops.

