

STRENGTHS AND SUCCESSES

(CONTINUED)

Bookmobile

With our service area being expansive, we have invested in a bookmobile – WOW (Words On Wheels) – to provide services to those who may have limited or no access to the Hudson Library. WOW makes stops at the charter school, the middle school, two assisted living centers, the RV Park, and to the two elementary schools within Lochbuie and Keenesburg areas. These stops allow patrons to check out materials from the collection; as well as, providing library programming – STEM, crafts – at these stops.

Culture of Innovation

In 2022 we remodeled a portion of our teen area to make room for a MakerSpace-Create HQ. In our Create HQ space we offer a laser cutter/printer, Cricut machines, heat presses, sewing machines, 3D printer, button maker and much more. As our patrons learn to use the machines they are able to come in and create on their own projects. We offer classes each month to learn the different machines and help our patrons create projects they never thought they would be able to do in a library.

Financial Prudence of the Director/Board

With the due diligence of the past and current Board of Trustees, the library building was built in 2015 without a loan or incurring any debt. The Board of Trustees has worked diligently to invest the money received from its tax payers and is properly managed per public entity regulations. The Library Board and Director have consciously provided funds to invest in the care and maintenance of the Hudson- Library building. The Library offers competitive wages and benefits to attract and retain valued staff members.





CHALLENGES

Communication with the Public

The library's major challenge has been communication. Our main communication source is social media; however, not everyone uses social platforms. It has been difficult to effectively share library activities with the community. Currently, we send a newsletter to the three towns (Hudson, Keenesburg, Lochbuie) which they include with their water bill, and share information on all community pages via Facebook. These channels leave gaps in our communication delivery to which we need to address.

Geographic of Service Boundaries

The library is physically located in the center of our expansive service area; and, it is a challenge to reach those from the surrounding communities including the unincorporated rural areas.

Bilingual Services

The library has not offered many bilingual programs for our community. We have two bilingual employees to provide opportunity to add more of this programming in the future.

Financial Perception

In the past five years, the library tax revenue has benefited from the Oil & Gas Industry in Weld County. Managing these funds through investing and strategic growth are primary to our goal- setting priorities.

SERVICE PRIORITY GOALS



Goal One

Improve accessibility of library services.

Goal Two

Increase engagement with the community.

Goal Three

Increase services to Spanish speakers.

Goal Four

Increase the engagement of the Board of Trustees.

Goal Five

Continue the library's culture of 21st Century innovation.

Goal Six

Augment current programming to meet demand identified in community feedback.

GOAL ONE

Improve accessibility of library services

Objective 1.1: Extend library hours

- Initiate new trial hours by January 2024, and track usage and staff capacity during these times
- Complete a public survey in June 2024 to define level of change in meeting community demand
- Continue to adjust biannually until public survey provides a success response at 80% or higher

Objective 1.2: Revise bookmobile outreach

- Evaluate bookmobile collection and identify additional locations for services by March 2024
- Research new bookmobile types and vendors, and contract with bookmobile consultant if necessary, by May 2024

Objective 1.3: Conduct community needs assessment and feasibility study to evaluate expanding library service locations

- Complete community needs assessment by December 2024
- Complete feasibility study to evaluate library service expansion by December 2025



GOAL TWO

Increase engagement with the community

Objective 2.1: Develop communication plan

- Communication plan to be created and implemented by December 2024

Objective 2.2: Increase library engagement at community events

- The library will be engaged in the community for at least eight events per year with no fewer than two per town, per year beginning in 2024



GOAL THREE

Increase services to Spanish speakers

Objective 3.1: Investigate bilingual pay differential to reward staff for additional workload and encourage bilingual applicants to fill future positions

- Research and bring policy to the board by July 2024

Objective 3.2: Evaluate Spanish collection and location(s)

- Test displays and locations quarterly beginning in January 2024

Objective 3.3: Offer Spanish-language programming, including bilingual Storytime and programs for adults

- Offer bilingual Storytime at least once a week beginning in March 2024
- Offer at least one adult program in Spanish quarterly beginning in fall 2024





GOAL FOUR

Increase the engagement of the Board of Trustees

Objective 4.1: Provide board development at least once per year

- Determine what development areas are needed/requested and provide Board development session at least once per calendar year

Objective 4.2: Obligate each trustee to attend at least two library programs or events each year

- Trustees to attend at least two library programs or events by the end of each calendar year providing feedback per each program attended during Board of Trustee meetings

Objective 4.3: Establish annual audit of policies with attorney reviews as appropriate

- Policy committee will be assigned each January to set schedule for review of policies and attorney consultation as appropriate. Committee will recommend revisions as necessary at Trustee meetings with the goal that each policy will be audited by the end of each calendar year

GOAL FIVE

Continue the library's culture of 21st Century innovation

Objective 5.1: Create a Library of Things – more experience passes for Denver activities, seed library, adult board games, video games

- Research based on community needs and feedback by end of 2024
- Offer additional collection items by December 2025

Objective 5.2: Develop outdoor space for community programming

- Create outdoor space and programming by June 2026



GOAL SIX

Augment current programming to meet demand identified in community feedback

Objective 6.1: Facilitate relationships between long-time residents and new residents with community events and an oral history project

- Develop oral history collection by December 2026
- Offer at least one cross-cultural/generational program per quarter beginning in January 2025

Objective 6.2: Develop homeschooling programming in partnership with homeschool families

- Create registry of homeschool families beginning in July 2024
- Offer monthly meetups beginning in September 2024

Objective 6.3: Increase programming for babies/toddlers, teens and seniors

- Provide a suggestion box to gather information to provide programs that are relevant to our communities needs
- Increase programs for this patron base by providing two additional activities per month by December 2024



Next Steps

With an abundance of opportunity among the current community challenges, the strategic planning committee had to limit this plan to the most urgent strategic priorities over the next three years. Some objectives cited are already underway thanks to the foresight and eagerness of library staff. A schedule will be developed for the remaining objectives to ensure the specified measurements are met.

Quarterly evaluations and progress assessments will guide adaptive adjustments, ensuring the library remains dynamic and responsive to the evolving needs of our diverse community. Should a modification be deemed crucial, the committee will make a recommendation to the Board of Trustees to amend this plan.

With strategy in place, the library is poised to evolve in an appropriate and fiscally responsible way for our community.





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