DENVER PUBLIC LIBRARY
Strategic Objectives and Initiatives 2012

FOCUS
Customer Experience
Community Engagement/Advocacy

IMPACT ON THE COMMUNITY

Children from birth are immersed in literacy-rich environments where they discover the joy of reading and learning, motivating them to achieve and graduate from high school.

Early Literacy Storytimes and Outreach to Parents, Caregivers and Teachers
Implement Every Child Read to Read (ECRR) principles in all DPL story times and in all DPL outreach to young children, parents, caregivers and teachers. ECRR principles include the six pre-literacy skills: print awareness, print motivation, letter knowledge, narrative skills phonological awareness and vocabulary. The target audience is children birth to six years old.

Early Literacy Marketing Campaign
Plan and implement a multi-platform community-wide media campaign that solidifies and supports the value and importance of early literacy. Engage external community and library partners.

Read Aloud
Develop pre-reading skills and provide opportunities for at-risk, low income preschool children to experience the love of books and the joy of reading through weekly story times provided by volunteers and staff at Head Start and other programs.

Summer of Reading
Engage children from birth to high school in an incentive-based reading program over the summer. Events, activities and suggested reading lists are also features of the summer program.

After School Programs
Provide “After School is Cool” programs and children’s literacy/cultural programs in conjunction adult English Language classes at several branch locations.

AskColorado Homework Help
Provide online homework help to K-12 students 24/7, except on major holidays, in collaboration with a state-wide network of reference librarians.

Reading Rocket (Bookmobiles)
Supplement school library collections with fun, popular materials that children can take home and share with their families through weekly bookmobile visits to elementary schools.

People’s lives are improved by acquiring the resources and skills needed to prosper and contribute to Denver’s economy.

Job Search Assistance
Assist job seekers by offering materials, classes and one-on-one assistance to strengthen work and technology skills.
**One-on-One Appointment Services**
Market and provide quality reference services by appointment to provide customers with in-depth information in the areas of small business development and student research.

**Services to New Immigrants**
Provide English literacy, computer and other life skills classes targeted to non-English speakers and their families in tandem with Community Learning Plazas CCLP. The CLPs provide an intergenerational and flexible format for participants with limited English proficiency to choose activities, to practice skills or work on goals independently or with one-on-one assistance from staff.

**Technology Access and Training**
Provide increased technology access and training at Central and eight or nine branches through the expanded Community Technology Center, strengthened technology docent program and the American Recovery and Reinvestment Act funded Broadband Technology Training Program.

**People’s lives are enriched by reading, learning and engaging in experiences that make Denver a better place to live.**

**Fresh City Life and Fresh City Life My Branch**
Offer Fresh City Life adult cultural programming at Central and seven branch locations.

**Creating Communities**
Implement "Creating Your Community," a collaborative grass roots effort to increase online access to personal and institutional historical treasures in the metro area.

**Blair-Caldwell and Western History/Genealogy Exhibits**
Offer exhibits and programs and add digital complements to real world presentations.

**Interactive Web 2.0 Technologies**
Launch new Spanish and teen web sites, improve catalog features including staff reviews, and expand audiovisual content and interactive features for customers.

**Downloadable Media**
Develop and implement strategies to ensure our customers have easy access to downloadable content for books, movies and music and provide training in its use.

**OBJECTIVES**

**Strengthen Customer Loyalty**

**Roving Reference**
Identify and pilot mobile devices including City-provided VOIP devices to improve roving reference service at Central, Cherry Creek, Schlessman, Bear Valley and University Hills Branch Libraries.

**Signage / Way finding**
Using new DPL branding guidelines, develop and implement consistent signage and way finding at all DPL locations to improve customer experiences.

**E-Commerce**
Plan and implement e-commerce functions for online and self check customer payment of fines and fees and digital images. Work with City to ensure network security and PCI compliance.
Two New Branches

Branch and Central Renovations
Complete capital maintenance, technology and renovation projects.

Service Delivery
Conduct research and analysis of demographic, life style, community and DPL usage data in 2012 for selection and implementation of the right mix of service responses for DPL in 2013.

Resource Sharing
Re-launch Prospector.

Enhance Operational Performance

Computerized Maintenance Management Software (CMMS)
Implement CMMS used by the City to improve scheduled maintenance, justify annual capital improvement and repair budgets (CIP) and staffing needs, and meet regulatory compliance.

Safety (Facilities)
Develop and implement agency-specific safety policies and plans in accordance with Executive Order 65.

Technology in Central Library Meeting Rooms
Update the technology in Central meeting rooms to allow presenters to efficiently utilize collaborative tools including laptops, projectors, and interactive white boards.

New Email System
Implement new email system after industry review with City Technology Services.

Data Management Warehouse
Identify data needs, create data warehouse and train staff to more effectively collect and use data for decision-making.

Floating Collections
Implement floating collections to provide more timely access to materials and decrease the handling of materials.

Preservation of Historical Materials
Develop and implement a comprehensive preservation strategy for all historical materials.

Promote Employee Empowerment

Learning and Performance Management Software
Install software to create and monitor individual learning plans, measure the effectiveness of the training program and create a more consistent, effective employee performance evaluation process. Train staff to effectively use the system.

Staff Technology Training Program
Track, evaluate, and incorporate staff technology training including technology competencies, self-paced options and formal classes to improve staff ability to assist customers and perform their work tasks.

Employee Satisfaction
Monitor and implement E-Team action plan in response to issues identified in the employee surveys.

**Online Training**
Expand online training options for staff.

**Career Enrichment**
Survey staff to determine needs and implement as resources allow. Create resource page on staff web related to mentoring, career options and associated training.

**Demonstrate Fiscal Stewardship**

**Performance Management (Quarterly Review Process)**
Review strategic initiatives quarterly to track budget and achievement of performance targets and re-allocate resources as needed.

**Sustainable Funding**
Secure more stable long-term funding to provide the level of service needed by the community.

**Contract Management**
Identify Library contracts and related contracting process to be in compliance with City requirements and participate in the City’s automated contracting process.

**Expand/Fortify Partnerships**

**Evaluate and Track Partnerships**
Develop and implement an on-going system to identify and evaluate strategic partnerships throughout DPL to allow for better coordination, improve results and leverage resources to maximize community impacts.

**DPLFF Coordination**
Implement agreement to better align fundraising and advocacy efforts between the Library and Friends Foundation. Enhance private funding and work to ensure long-term support for the Library.

**Communicate Library Value**

**Advocacy Plan**
Develop strategies and messages to share with key stakeholders to address long-term funding issues. Position the Library for a successful ballot initiative in November 2012.