Englewood Public Library
Action Plan 2020

City of Englewood Mission: To promote and ensure a high quality of life, economic vitality, and a uniquely desirable community identity.

City of Englewood Vision: To promote and ensure a high quality of life, economic vitality, and a uniquely desirable community identity through the delivery of reliable, affordable, and flexible services and by proactively collaborating with our citizens and businesses to develop an environment that fosters safety and opportunity.

Organizational Values:
- Integrity
- Trust
- Respect
- Excellence
- Accountability
- Teamwork

Community Goals:

- Safe and Healthy Community
- Thriving and Vibrant Local Community
- Sustainable Natural Environment
- Good Governance
- Orderly Well-Managed Growth and Development
- Effective Mobility and Reliable Infrastructure
- Attractive, Engaged, Inclusive and Welcoming Community with Desirable, Livable Neighborhoods
- Recreational, Cultural, Educational and Life-Long Learning Opportunities
The Library contributes to achieving our Community Goals by providing

Recreational, Cultural, Education and Life-Long-Learning Opportunities and will

- Collaboratively promote a diverse variety of accessible opportunities that focus on the arts, advance cultural enrichment, stimulate life-long learning and knowledge enrichment
- Ensure access to quality educational materials, technical training, information resources, and literacy enhancement for all ages
- Support and encourage community events and celebrations that foster a sense of community and embraces its cultural diversity

Focus areas for 2020 will be:

- Increase awareness of the library throughout the community
  1. Make concerted marketing and outreach efforts to new and existing residents and local businesses. This could include methods such as welcome packets, other forms of marketing, and partnerships with local groups and businesses.
  2. Improve social media, email, and website marketing by creating and implementing a social media plan and calendar, revive library newsletters, and improve our website user experience.

- Increase library engagement with Teen population
  1. Outreach with local schools specifically targeted towards middle and high school aged students.
  2. Increase in teen programming and program attendance by building on 2018 successes to continue to build library engagement with this age group.

- Increase use of the library facility and collections
  1. Increase overall circulation of library’s physical and digital collections through means such as collection marketing and analytics on collection usage.
  2. Increase in-person and virtual visits to the library by means such as collecting data on patrons’ library experiences and outcomes.

- Improve access to and awareness of the community’s rich local history
  1. Improve accessibility and awareness of our local history resources by making it easier for both staff and the public to discover this collection.
  2. Complete migration of existing online photo collection into the Marmot Digital Archive by the end of the year.