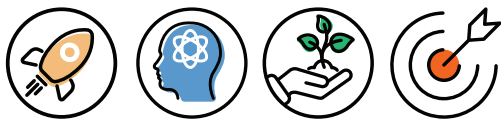
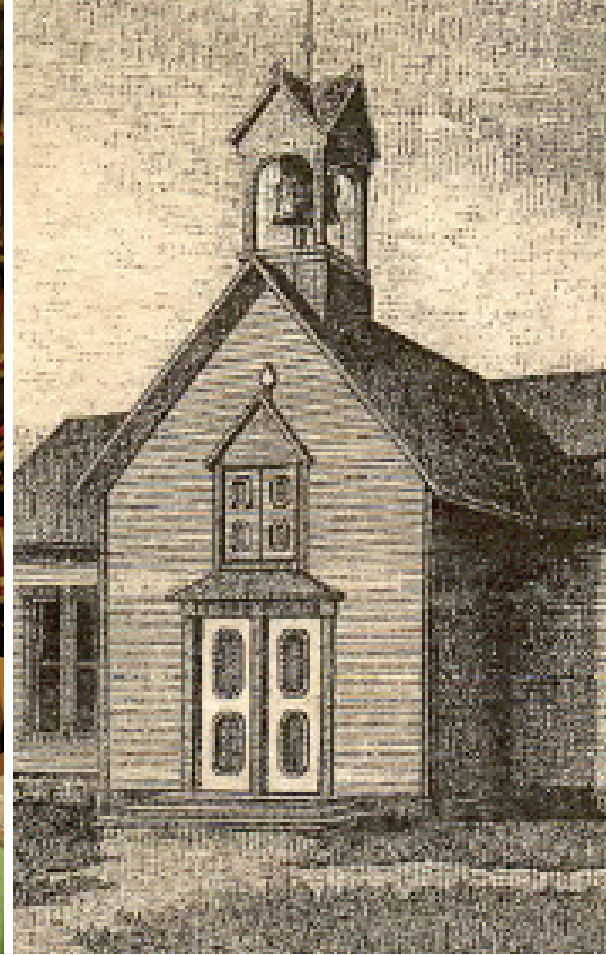


CITY OF
Longmont
Public Library

2025 - 2030 Strategic Plan



2025 - 2030 Strategic Plan

The Longmont Public Library's 2025-2030 Strategic Plan has been thoughtfully crafted, reflecting a revised mission statement, our collective vision and core values, and priorities we have set in place to meet the evolving needs of our community.

This strategic plan sets out clear and actionable goals designed to enhance our services, expand our reach, and continue evolving in our leadership as a vibrant and essential community hub.

Welcome! This is our roadmap.
We are excited to share it with you.

Our **mission** reflects what the Longmont Public Library does today.

A mission statement defines the core purpose and focus of an organization. It explains why the organization exists, what it does, and for whom. It provides a clear and concise summary of the organization's goals and objectives.

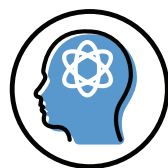
Our **vision** expresses the Library's aspirations for how it will grow and impact the community in the future.

A vision statement outlines what an organization aspires to achieve in the future. It paints a picture of the ideal long-term outcome the organization seeks to create. It's meant to inspire and guide decision-making as the organization works toward its future goals.



Mission Statement

The Longmont Public Library leads the community as the essential, welcoming space for all to learn, grow, and be.



Vision Statement

The Longmont Public Library aspires to enrich lives through diverse and meaningful collections, programs, and services for all regardless of who they are and how, when, or where they engage with us.



Core Values

LEADERSHIP
EQUITY
PROTECTION
FUN
CONNECTION
SUPPORT

Core Values in Action

WE LEAD

We lead Longmont by responding to and initiating change, meeting needs and aspirations of our communities through innovative programs, services, and collections.

WE ARE EQUITABLE

We serve our community by being culturally responsive, breaking down barriers, and providing equitable access to everything the Library offers.

WE PROTECT

We protect and defend the right of all community members to read and access Library resources as they choose, while also protecting their privacy and confidentiality.

WE ARE FUN

We take pride being a source for fun, entertainment, and inspiration, contributing to a sense of joy and happiness for the community.

WE CONNECT

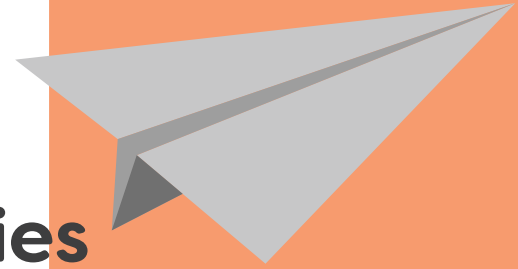
We are the community hub connecting people with information, opportunity, and to each other.

WE ARE SUPPORTIVE

Library staff foster a work culture of accountability for a unified approach to Library service and community building.



Strategic Priorities and Objectives



The Library has identified the following priorities to guide our progress:

PROGRAMS

SPACES

LITERACY

COLLECTIONS

STAFFING

PROGRAMS

Diversify and prioritize the Library's programs and their audiences, including where programs are presented, to best serve the community.

SPACES

Expand the Longmont Public Library into neighborhoods currently not served while ensuring existing spaces exceed community expectations.

LITERACY

Prioritize and expand programs, services, and online tools that offer high quality literacy resources and life-long learning experiences for all ages.

COLLECTIONS

Provide relevant and accessible physical and digital collections.

STAFFING

Provide staff support and expand current staffing levels. Connect with other city departments and resources to expand capacity in order to better serve our community.



Strategic Priority: Programs

To include historically marginalized and under-served populations, the Longmont Public Library offers expansive, quality programming that promotes a culture of inclusion and diversity by dedicated and well-trained staff to meet the needs and interests of the entire community.

KEY OBJECTIVE:

Diversify and prioritize the Library's programs and their audiences, including where programs are presented, to best serve the community.

WHAT NEEDS TO HAPPEN

- Collaborate on programming with other city departments
- Cultivate new relationships with outside organizations
- Support or provide training opportunities for staff in program delivery
- Create impactful and strategic marketing
- Maintain funding for a dedicated programming budget
- Collaborate with presenters from historically-marginalized communities
- Prioritize programs based on community interests and feedback

WHAT WE EXPECT TO DELIVER:

- Programs for all ages both in and out of the Library with other city departments and outside organizations
- Programs for new immigrants
- Prioritized children's programs that foster early childhood literacy and social-emotional learning
- Services for small businesses and entrepreneurs
- Programs, classes, and one on one opportunities to increase familiarity with technology and help bridge the digital divide



OUTCOMES WE EXPECT TO SEE:

- The Library is a critical partner in meeting community needs and interests.
- The Library plays an essential role for new immigrants and residents in getting integrated within the community
- The Library has sufficient funding to support programming.
- More people see themselves reflected in our program offerings
- Increased access and use of relevant and innovative technologies
- Broader, more-inclusive access to Library programs
- Increase in community engagement
- Diversity in program participation
- Improvement in quality of life
- Increase in Library visits

**Our programs nurture
a culture of inclusion
and diversity for all,
including historically-
marginalized
and under-served
populations
in Longmont**



Strategic Priority: Spaces

The Longmont Public Library serves both new and existing communities by reaching under-resourced neighborhoods lacking essential Library services. This includes offering responsive programs and social spaces while also creating innovative, sustainable, and accessible environments. The Library is dedicated to being a safe and welcoming place for everyone in our community.

KEY OBJECTIVE:

Expand the Longmont Public Library into neighborhoods currently not served while ensuring existing spaces exceed community expectations.

WHAT NEEDS TO HAPPEN

- Gather and analyze Longmont demographic data to better understand where and in what ways the Library needs to grow
- Evaluate existing Library space for current and future needs
- Identify funding options for additional branches, and improve existing Library space for accessibility needs and diverse learners
- Seek funding for additional staff to provide outreach services
- Dedicate space for the Friends of the Library store
- Improve staff office spaces to accommodate new positions and support existing employees

WHAT WE EXPECT TO DELIVER:

- New and innovative spaces in underserved areas
- Library resource van to help with materials delivery and expanded outreach efforts
- Renovated spaces in existing location: additional study rooms, community meeting space, more seating options
- Dedicated and expanded youth services programming space and storytime area that can safely accommodate large audiences and provide a developmentally appropriate physical space that enriches early childhood learning
- Dedicated and expanded programming spaces to improve and broaden adult program offerings

OUTCOMES WE EXPECT TO SEE:

- The Library sees increased community support
- The Library meets the needs of community members in currently underserved areas
- The existing Library building is more accessible and relevant to community needs and interests
- All Library spaces create a sense of belonging for everyone and can comfortably and safely accommodate growing attendance numbers

Expand into neighborhoods currently not served while ensuring existing spaces **exceed community expectations**





Strategic Priority: Literacy

The Longmont Public Library supports and encourages learners of all ages, from birth through adulthood, by investing in and providing access to high-quality, culturally relevant early childhood, information, digital, and language literacy services and spaces.

KEY OBJECTIVE:

Prioritize and expand programs, services, and online tools that offer high quality literacy resources and life-long learning experiences for all ages.

WHAT NEEDS TO HAPPEN

- Provide consistent staff training and professional development
- Identify current programs that foster literacy development and opportunities for new programs
- Seek funding to create an Early Childhood-focused staff position
- Connect and partner with community organizations
- Invest more of the existing and future budgets to literacy-related programs and staffing
- Market the Library as the place to be for literacy
- Improve access and expand resources for reading, writing, speaking, and listening, including large type and audio-visual collections
- Identify and prioritize literacy needs through demographic data and targeted outreach efforts

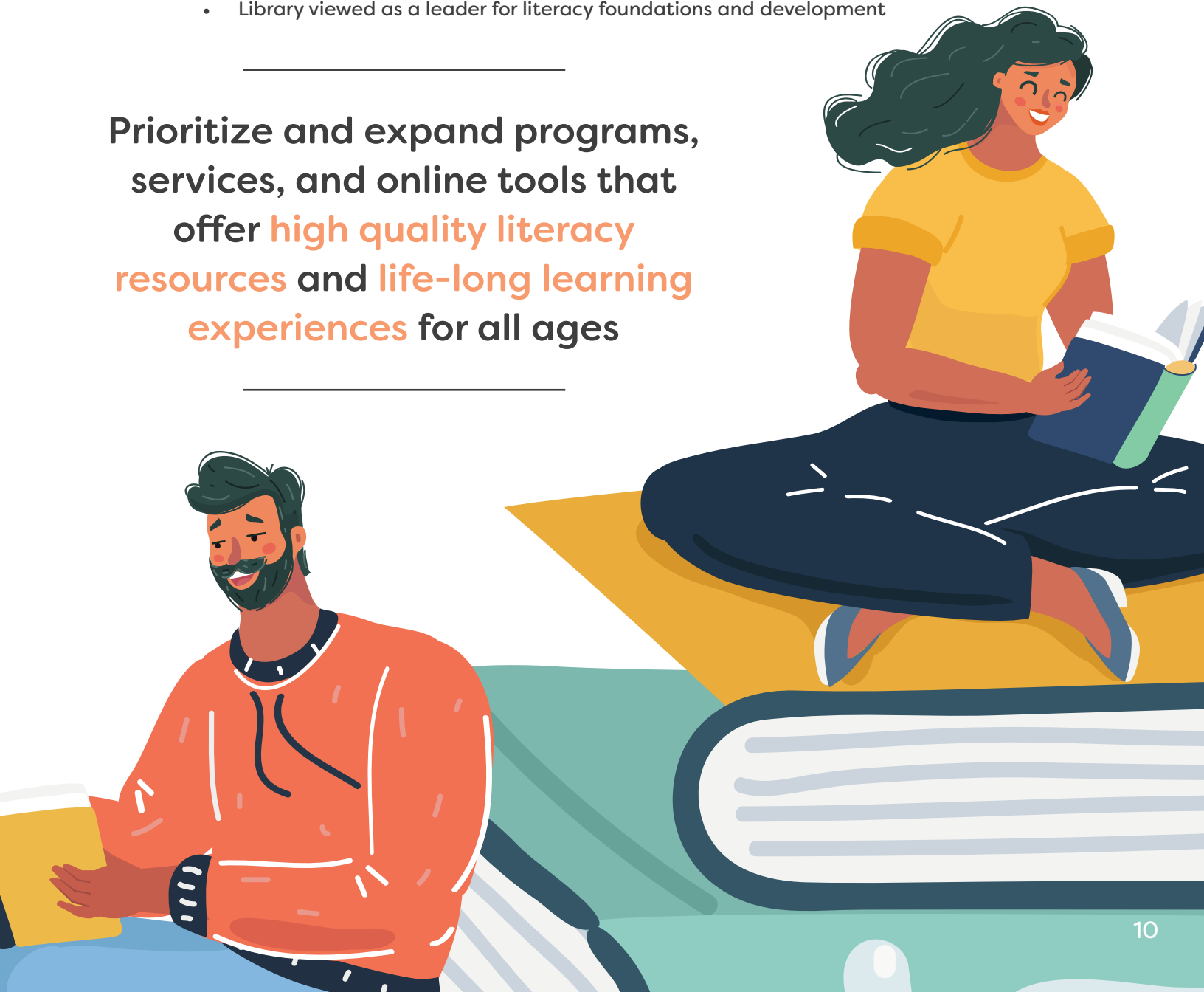
WHAT WE EXPECT TO DELIVER:

- Patrons have access to varied Early Childhood experiences and education at the library, formally and informally
- Staff feel prepared and knowledgeable about these topics
- Relevant and meaningful adult education and technology programs and services
- Expanded language-learning programs and services

OUTCOMES WE EXPECT TO SEE:

- Children in Longmont are better prepared to succeed in school and beyond
- Reading levels increase for elementary-aged children
- Adult literacy rates are improved
- People are more equipped to find work, and the work force is more developed
- People can better navigate the information world, online and in print
- Increased awareness and familiarity with emerging technologies
- Increase in community partnerships
- Knowledge of targeted areas/communities of need
- Library viewed as a leader for literacy foundations and development

Prioritize and expand programs, services, and online tools that offer **high quality literacy resources** and **life-long learning experiences** for all ages



Strategic Priority:

Collections



Through curated and diverse physical and digital collections, the Longmont Public Library will reach new users and better serve existing patrons.

KEY OBJECTIVE:

Provide relevant and accessible physical and digital collections.

WHAT NEEDS TO HAPPEN

- Identify sources for increased funding and capacity to support expanded collections, especially for non-traditional collections such as tablets, the Library of Things, Discovery Passes, board games, and more
- Seek funding for and implementation of collection analysis and diversity auditing software

WHAT WE EXPECT TO DELIVER:

- Collections which better represent and fill the needs and interests of the entire community
- Improved access to our collections

OUTCOMES WE EXPECT TO SEE:

- Higher patron satisfaction with our collections
- Our collections are more diverse and reflect the entire Longmont community
- Barriers to accessing the collection are significantly reduced
- Increase in collection use

We will **reach** new users and
better serve existing patrons

Strategic Priority:

Staffing



The Longmont Public Library has a robust, well-trained, diverse staff who maintain subject-matter expertise and continue to meet or exceed our expanding, core library needs. Our personal and professional development is supported and encouraged.

KEY OBJECTIVE:

Provide staff support and expand current staffing levels. Connect with other city departments and resources to expand capacity in order to better serve our community.

WHAT NEEDS TO HAPPEN

- Assess and identify funding sources for additional staffing needs
- Require staff training and education on equity, diversity and inclusion
- Recruit staff with diverse backgrounds, experiences, and language abilities

WHAT WE EXPECT TO DELIVER:

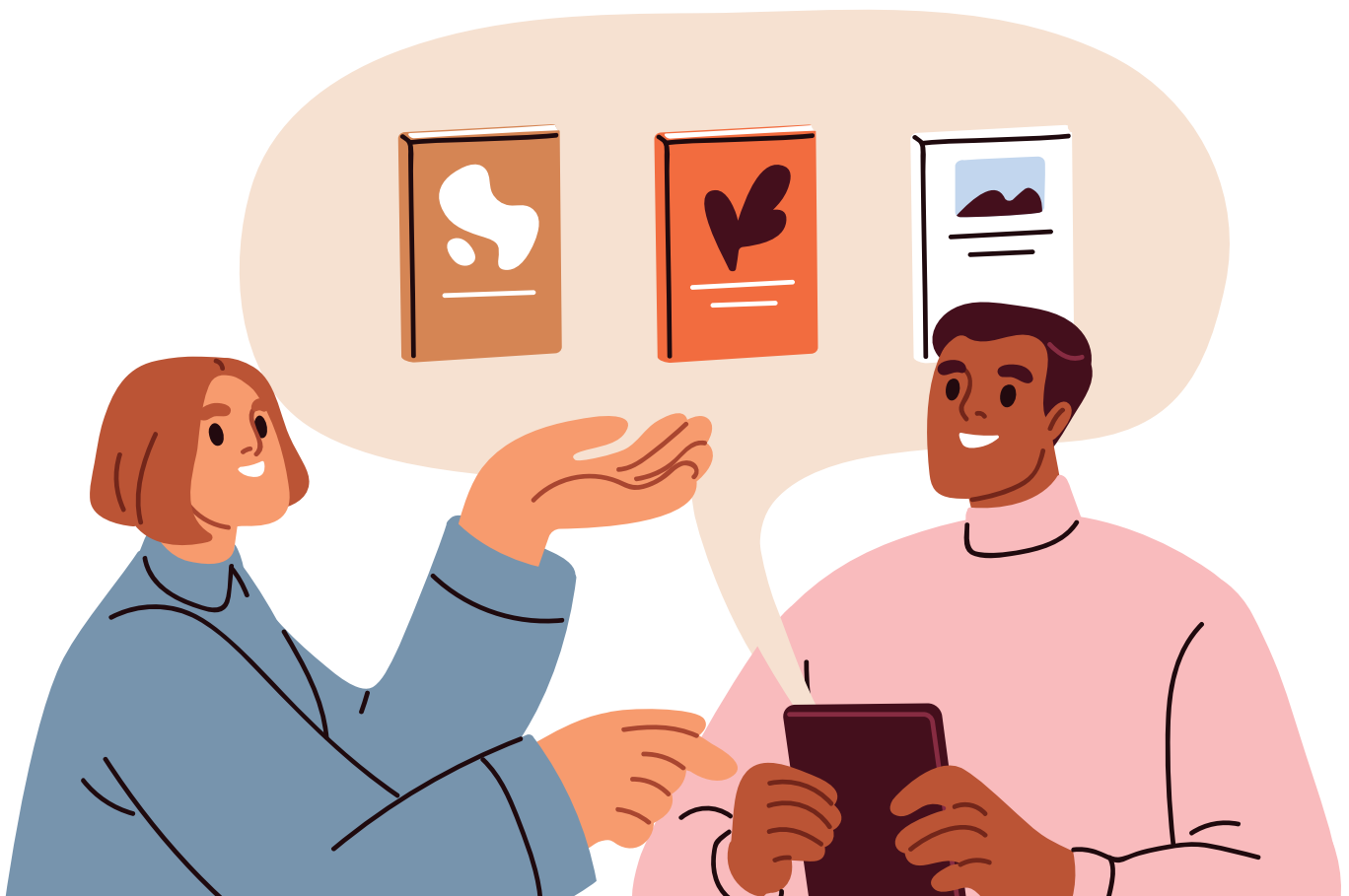
- Expert and diverse staff who feel valued and appreciated
- Increased staffing levels to effectively support the community
- Effective and consistent communication and collaboration between the Library and other city departments
- Improved ability to reach underserved populations

OUTCOMES WE EXPECT TO SEE:

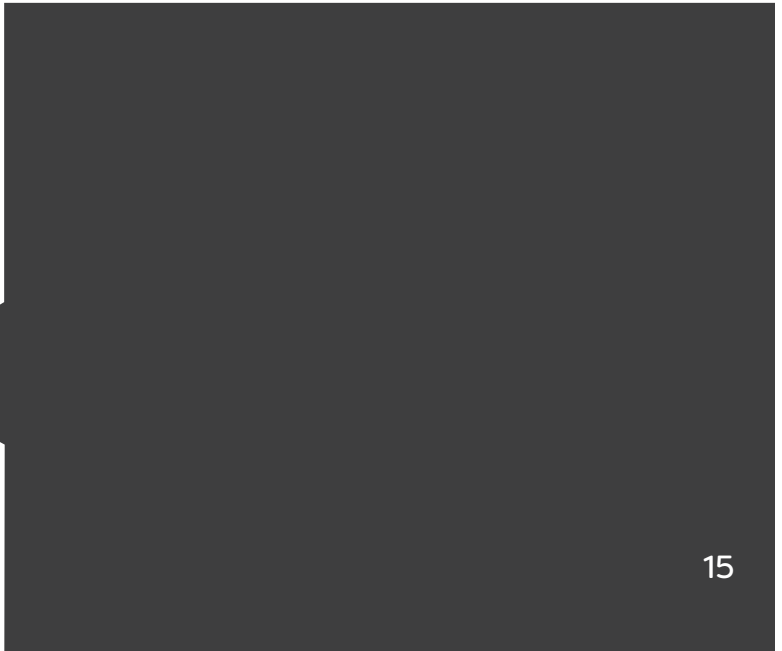
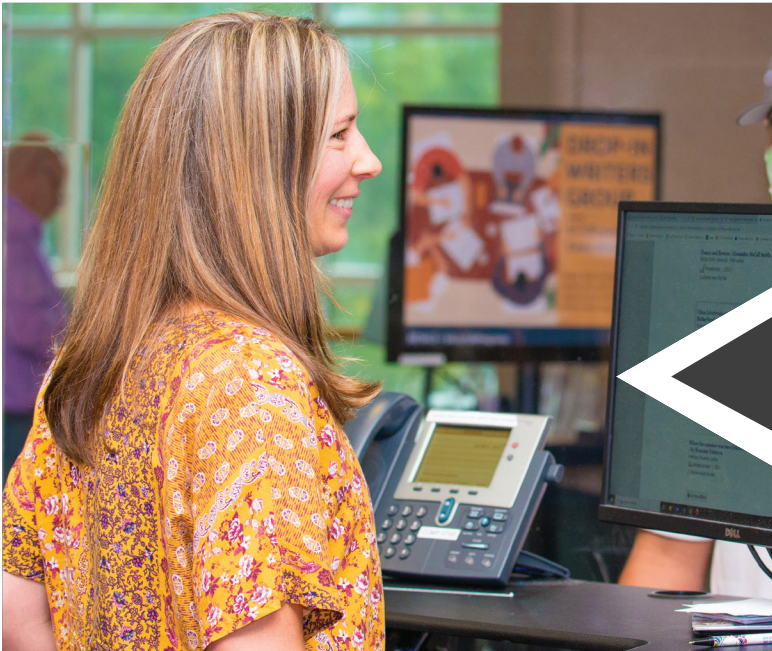
- Community members feel valued and appreciated by Library staff
- The community sees itself reflected and represented by Library staff
- Enhanced, equitable, and inclusive customer service
- Job satisfaction, motivation, and retention are realized
- Internal inequities are addressed, and accountability is embraced
- Staff feel supported, valued, and fairly compensated for their work

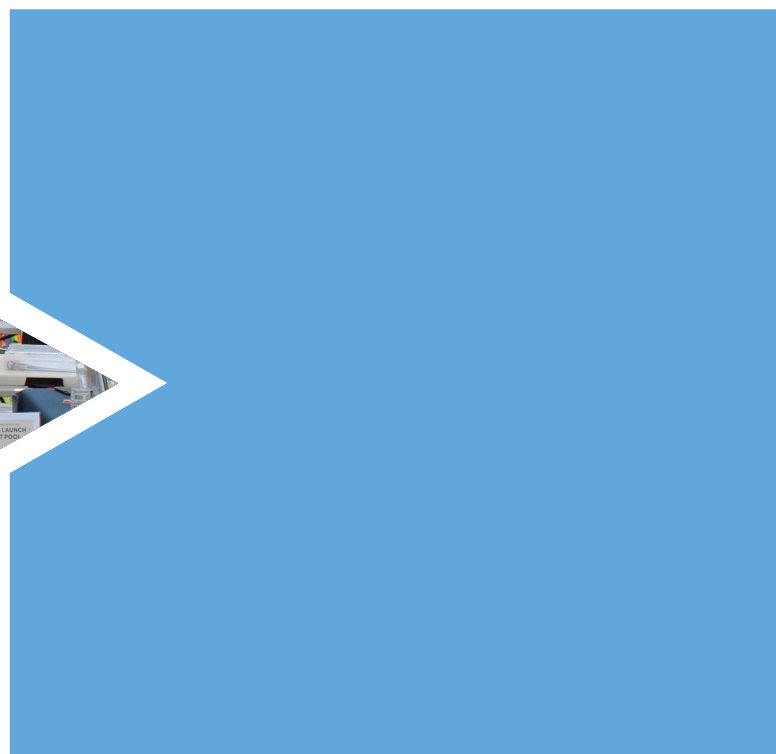


We are a well-trained and **diverse** staff
who maintain subject-matter
expertise and **support** each other
and our **community**









We look forward
to the next five
years.



Longmont Public Library

409 4th Ave.
Longmont, CO 80501

Phone: 303-651-8470

Monday-Thursday: 9 am – 8 pm
Friday-Saturday: 9 am – 5 pm
Sunday: 1 pm – 5 pm

