



Great Libraries.
Great Communities.
GREATER YOU.

Introduction

Libraries are much more than bricks and mortar, and much more than a repository of books and other materials. In fact, they are the heart and soul of a community, one of the few places where people can gather to learn and grow. We want our libraries to offer a safe and productive environment where diverse populations can come together to meet their individual and collective needs.

Our service area is large, stretching from the foothills of the Rocky Mountains to the edges of Metropolitan Denver (pop. 2.8 million). We serve a diverse set of Colorado communities, from Lakewood (pop. 144,000) to Morrison (pop. 420), to unincorporated Jefferson County (pop. 190,000). We also serve diverse populations, ranging from the very wealthy to the poor and underserved, representing nearly every demographic.

We believe that a “one-size-fits-all” approach to library services does not serve us, or the county, well. Instead, we’re working hard to strengthen our relationship with all of our communities and to address their specific needs. To launch that effort, we have adopted the following strategic framework to guide our programs and services through 2013.

VISION

Jefferson County Public Library meets the changing needs of our communities by providing information and environments that promote personal growth and community transformation.

STRATEGIC PRIORITY 1

The Library Serves a Vital Role in the Development of Young People

Children carry our hopes and aspirations forward and help us build better communities. In Jefferson County, children and teens comprise 24 percent of our population. Today, many of our children do not have access to books or computers at home; 36,000 qualify for free or reduced school lunches; more than 15,000 live in poverty; and only 77 percent of our children graduate from high school. At JCPL, we support thousands of children every year with programs and services designed to promote early literacy, academic achievement, socialization, workforce readiness and more. We work hard to give our children the tools they need to become happy and productive adults and to instill in them a lifelong love of education and personal development.

Focus Areas:

- Establishing a strong basis for literacy
- Supporting academic achievement
- Promoting positive social skills
- Supporting workforce readiness
- Instilling a lifelong love of reading and learning

Sample Programs:

- Storytimes (early literacy classes)
- Every Child Ready to Read (literacy resources for parents and children)
- Summer Reading Club
- Traveling Children's Library



STRATEGIC PRIORITY 2

The Library Promotes Technology as a Core Skill of Users and a Resource for the Community

The Internet has become a major source of information and communication, connecting people and communities. Every day, more Americans are going online to conduct day-to-day activities, and being digitally connected is becoming a requirement for full economic and educational advancement and community participation. Technology can also lead to increasing inequality in social and economic advancement, especially for those who do not have access to computers or the Internet. According to a 2009 Census Survey, nearly 25 percent of people living in Colorado do not have Internet access at home. At JCPL, we are committed to providing equitable, convenient and universal access to the latest technology resources people need to participate fully in the information economy.

Focus Areas:

- Providing access to technologies
- Offering training and instruction in new technologies
- Enabling people to connect to information
- Providing knowledgeable and effective staff support
- Using technology to streamline Library processes

Sample Programs:

- Basic computer skills training
- Downloadable audio and eBooks
- Online library (access to online resources)
- eTrain (mobile computer training lab)



STRATEGIC PRIORITY 3

The Library Supports the Educational, Economic and Cultural Development of Individuals and Communities

Lifelong learning helps people develop new skills, enhance employability, support personal and business endeavors, engage with others and use their abilities to make the world a better place. In Jefferson County, adults comprise 63 percent of the population and senior citizens comprise nearly 13 percent. By 2030, those percentages will shift to 52 percent and 25 percent respectively. We are committed to providing the materials, services and facilities adults and seniors need to support personal growth, address their needs and create opportunities for civic, social and cultural engagement.

Focus Areas:

- Supporting personal growth and lifelong learning
- Providing access to employment information
- Offering resources for entrepreneurs and business owners
- Providing programs and services that deliver rich cultural experiences
- Enhancing the lives of senior citizens

Sample Programs:

- Classes for adults
- Senior programs
- Discussion groups
- InSight & InPerson Distinguished Author Series
- Online databases and research resources



STRATEGIC PRIORITY 4

The Library Works Hard to Be a Good Neighbor

At JCPL, we want to be more than a collection of facilities housing books and other materials. We want to be active participants in our communities, by building productive partnerships with other community groups, understanding the diverse needs of our populations, offering materials and resources to address community needs and serving as a catalyst for community engagement and transformation.

Focus Areas:

- Aligning with community needs
- Partnering with community groups
- Providing outreach to special populations
- Promoting civic education and engagement
- Connecting patrons to community resources and services
- Embracing sustainable practices

Sample Programs:

- Bookmobile (Service to seniors)
- Homebound Program
- Meeting Rooms
- Culture Pass
- "Green" Initiatives



STRATEGIC PRIORITY 5

The Library Practices Effective Stewardship of Community Resources

As an entity of Jefferson County Government, JCPL receives a majority of its funding through County-assessed property taxes and other assessments. We have always practiced good stewardship of taxpayer dollars through the efficient use of technology, innovative approaches to service delivery, solid financial controls and careful expense management. Going forward, we will continue to manage our operations to benefit of our communities by:

Focus Areas:

- Ensuring financial sustainability;
- Developing new sources of support;
- Providing high-quality resources, services and facilities;
- Managing effectively and efficiently; and
- Providing a meaningful return on investment.

Sample Programs:

- Long range financial plan
- Internal financial controls
- Enhanced advocacy
- Project management processes (facilities and programs)
- Efficient and Effective Service Review
- Bright Ideas



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