

2019 STRATEGIC PLAN

Community Impacts

The library measures success in three specific areas which positively impact the civic, cultural and educational health of Denver:

1. Children enjoy reading and learning and flourish in school and life.
2. People connect to resources and acquire the skills they need to thrive.
3. We build community through fun, inspiring and creative experiences.

2019 Strategic Initiatives

CUSTOMER EXPERIENCE

Implement recommendations and observations to increase positive customer interactions and deliver quality, consistent service at all locations and online. Strengthen our culture of listening to customers and commit to continually improving our services. Focus on building strong relationships with our community by creating a welcoming campaign.

EQUITY, DIVERSITY AND INCLUSION

Conduct a perception survey with staff to understand the current needs of EDI in the organization. Results of the survey will inform the development of a comprehensive equity, diversity, and inclusion strategy.

COMMUNITY ENGAGEMENT

Engage Denver communities by listening and better understanding people's values and aspirations, through enhanced strategies including incubator sites, community conversations, outreach and mobile services. Develop staff training to build internal capacity to ensure Turning Outward practices are being used to make decisions that will ultimately empower our city, its neighborhoods and communities to thrive. Continue engaging strategic partners to take actions on community issues identified in community conversations held 2016-2018.

CHARTING THE COURSE

Lead stakeholders including staff, Commission and community thought leaders to help analyze trends and data which in turn will be used to develop a future roadmap that guides strategic planning, budgeting and resource development for the next decade beginning in 2020.

What guides our work

Mission

The Denver Public Library connects people with information, ideas and experiences to provide enjoyment, enrich lives and strengthen our community.

Vision

An inspired and engaged Denver.

Guiding Principles

We believe people take pride in doing an excellent job and are devoted to providing exceptional customer service. We believe powerful results are possible when every person—every day—brings his or her intellect, compassion, creativity and unique talents to our common goals. We believe that engaged employees produce high quality work resulting in high customer satisfaction. We believe that with trust, respect, teamwork, communication, engagement and shared responsibility, we create a work environment that supports learning, growth, innovation and risk-taking. Together we make an extraordinary difference in our community.

Our Values

Customer Satisfaction and Loyalty

- Recognizing that every interaction with every customer builds loyalty
- Providing materials and information customers want, and providing services at a time and place customers want
- Finding ways to say “yes” to our customers
- Making the library easy to use
- Listening to our customers and anticipating future needs of our community

Equality of Service

- Respecting individual diversity and welcoming all members of our community
- Not judging our customers or their choices
- Making library services free whenever possible

- Eliminating barriers to library use
- Ensuring our community knows about our services
- Hiring, training and supporting a diverse staff that represents all facets of our community

Intellectual Freedom

- Upholding customers’ First Amendment rights, allowing for the freedom of expression and the freedom to explore all points of view
- Providing programs, services, exhibits and a collection which represent many points of view
- Providing a place for groups of many affiliations and diverse interests to meet and exchange ideas

Confidentiality of Use

- Respecting our customers’ privacy in the use of library services
- Protecting the privacy of personal information

Collaboration with Partners

- Developing and maintaining relationships
- Seeking shared goals, common ground and meaningful outcomes
- Sharing our successes and asking for support when we need it

The Trust of our Community

- Building on the library’s reputation and legacy
- Honoring and preserving our community’s history
- Caring for the library’s assets
- Using resources wisely
- Using internal and external data for informed decision making
- Being accountable and transparent in all we do
- Acting with honesty and integrity
- Engaging and listening to our community

A Culture of Innovation

- Taking calculated risks
- Empowering staff to be creative
- Exploring new ways of providing service
- Learning as we go
- Fostering creativity in the community