



Grand County Library District

Grand County, Colorado

2027 to 2030
High-Level Strategic Plan

Adopted: August 19, 2026

MISSION

Linking people to
boundless opportunities

Purpose

- Curate valuable resources and services for every user to foster lifelong connections to the Library
- Make our diverse collections, expertise, and services available when, where, and how users need them
- Be an essential service for our community

GCLD Values

Welcoming: Our libraries are inclusive spaces where all are welcome.

Community: Our libraries meets the needs of the community with social opportunities, services, and resources.

Innovative: Our libraries anticipate change and evolve to remain relevant, responsive, and impactful.

Privacy: Our libraries protect personal privacy, promote intellectual freedom, and support open access to information.

Integrity: Our libraries are trusted public institutions that are transparent and accountable.

Learning: Our libraries foster lifelong learning and inspire people to discover, explore, and grow.

Grand County Library District- Strategic Overview



Focus Area	Goals	Key Initiatives
WELCOMING SPACES	Align library district facilities to serve our communities	• Rethink library spaces across the district to align with community needs and provide flexibility • Enhance the outdoor spaces of all GCLD facilities to provide new ways to enjoy the Library • Ensure the Library’s ability to provide safe and welcoming spaces for all
TRUSTED SERVICE	Provide trusted, responsive service that evolves to meet community needs and expectations	• Align library hours with community usage to increase accessibility and convenience • Build trust and meaningful connections with underserved community members through intentional outreach and engagement • Maintain transparent and accountable practices that strengthen public trust in the library
COMMUNITY AWARENESS	Grow awareness that leads to increased library usage	• Evaluate outcome and impact of GCLD marketing strategies • Maximize new and existing partnerships to drive visibility, engagement, and community impact • Create a communications campaign to educate users about library services
VALUED RESOURCES	Support lifelong learning, creativity, and well-being	• Provide innovative ways to offer experiences and resources to meet evolving community needs • Staff are a strategic resource needed to deliver the mission of the Library. GCLD strives to be an employer of choice to attract and retain valuable employees. • Demonstrate responsible stewardship of public resources to ensure the library's long-term sustainability and community impact

WELCOMING SPACES

Align library district facilities to serve our communities.

- ***Rethink library spaces across the district to align with community needs and provide flexibility***
 - ***Enhance the outdoor spaces of all GCLD facilities to provide new ways to enjoy the Library***
 - ***Ensure the Library's ability to provide safe and welcoming spaces for all***
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Overall Outcome:

Our library facilities reflect the unique needs of their communities and provide safe, flexible, and welcoming spaces.

More Specific Outcomes:

- GCLD facilities are enhanced to offer creative and collaborative opportunities.
- Users experience an array of library services and resources on each visit.
- New Kremmling Library facility's design reflects the identified needs of the community.
- Implement recommendations from 2025 Facilities Master Plan.
- Enhance safety and security practices across all library facilities.
- Develop a 5-10 year Capital Improvement Plan.

TRUSTED SERVICE

Provide trusted, responsive service that evolves to meet community needs and expectations

- *Align library hours with community usage to increase accessibility and convenience*
 - *Build trust and meaningful connections with underserved community members through intentional outreach and engagement*
 - *Maintain transparent and accountable practices that strengthen public trust in the library*
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Overall Outcome:

GCLD offers a robust and adaptable ecosystem of service opportunities, connections, and support to the community.

More Specific Outcomes:

- GCLD is seen by users as a trusted source for information.
- GCLD services consistently reflect evolving community needs and expectations.
- GCLD resources and services are easy and convenient to access.
- Underserved populations experience fewer barriers to accessing library services and resources
- Users have increased access to services and resources through outreach and alternative service models.
- Explore mobile services and how GCLD can bring services and resources to the community

COMMUNITY AWARENESS

Grow awareness that leads to increased library usage.

- *Evaluate outcome and impact of GCLD marketing strategies*
 - *Maximize new and existing partnerships to drive visibility, engagement, and community impact*
 - *Create a communications campaign to educate users about library services*
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Overall Outcome:

A community that utilizes the Library at high levels and understands GCLD offerings.

More Specific Outcomes:

- Partnerships with schools and organizations increase awareness of GCLD resources and services.
- Engagement with GCLD (in person, virtually, and social media channels) increases.
- Local leaders and community organizations recognize GCLD as a trusted partner.
- Awareness of how GCLD resources and services impact Grand County.
- Increase visibility of library locations where possible.

VALUED RESOURCES

Support lifelong learning, creativity, and well-being.

- *Provide innovative ways to offer experiences and resources to meet evolving community needs*
 - *Staff are a strategic resource needed to deliver the mission of the Library. GCLD strives to be an employer of choice to attract and retain valuable employees.*
 - *Demonstrate responsible stewardship of public resources to ensure the library's long-term sustainability and community impact*
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Overall Outcome:

Library resources and experiences remain valued, relevant, and responsive to evolving community needs.

More Specific Outcomes:

- Community has increased library satisfaction (surveyed and anecdotal).
- Staff are given the resources needed to think creatively and bring new ideas to the Library.
- GCLD maintains a strong financial position that supports sustainable services, facilities, staffing, and resources.
- Continued staff development, training, and support so GCLD is positioned to effectively serve the community.
- Staff report higher levels of job satisfaction and a healthy organizational culture.