

2020-2024

Fremont County Library System  
Strategic Plan

# Statement from the FCLS Board



The Fremont County System Library Board is excited to endorse the 2020-2024 strategic plan for the Fremont County Library System. We recognize that the library staff worked hard to seek community input and created this plan based on that feedback as well as day-to-day observations of library patrons. We believe this new strategic plan provides a useful and inspiring framework for the libraries to provide for Fremont County citizens' reading and educational needs as it seeks to fulfill the library system's vital mission to "contribute to healthy, vibrant communities by enriching lives and engaging minds in Fremont County."

Molly Herber, Chair; Susan Gose, Terry Hafner, Jane Lynn, Rick Metzger  
Fremont County Library System Board

# Statement from the Director



I am excited to present the 2020-2024 Fremont County Library System Strategic Plan. This plan is a blueprint for guiding public policy, making strategic decisions, and leading the organization forward in its mission to engage minds and enrich lives.

In developing the next chapter of our strategic plan, Fremont County Library System (FCLS) used the Aspen Institute’s framework to gather data, to engage the community, and to better understand our staff. Review of national trends and best practices will also continue to be part of our forward movement to ensure that FCLS is providing the best possible service to the citizens of Fremont County.

I would like to thank the staff, the Fremont County Library Board, and our community partners for their participation in the process.

Janette McMahon, Executive Library Director

# FCLS Mission

The Fremont County Library System contributes to healthy, vibrant communities by enriching lives and engaging minds in Fremont County.



Lander Library



Dubois Branch



Riverton Branch

# Executive Summary



The 2020-2024 Fremont County Library System Strategic Plan strives to expand the FCLS role as a community center in all three of its communities and to enrich the lives of all Fremont County citizens through well-developed collections, innovative programming, and reliable information.

In this time of great change and reinvention for libraries across the country, this strategic plan seeks not to predict but to prepare FCLS for adapting to a changing society and its needs. The 2020-2024 Fremont County Library System Strategic Plan focuses on the library system as a whole rather than individual facilities.

**The public library is where place and possibility meet.**

**—Stuart Dybek**

# What Emerged from the Process



Four specific focus areas emerged from the planning process.

## 1. Community Connections

- A. Build stronger community partnerships.
- B. Become a community hub for local information.
- C. Explore service delivery possibilities for the entire County.

## 2. Public Awareness

- A. Increase marketing across Fremont County.
- B. Represent FCLS at events.
- C. Establish consistent practices of marketing and promoting the FLCS mission and services.

## 3. Education and Learning Opportunities

- A. Offer educational programs for all demographics.
- B. Vary the style of program offerings.
- C. Collaborate with organizations to utilize their expertise for the benefit of patrons.

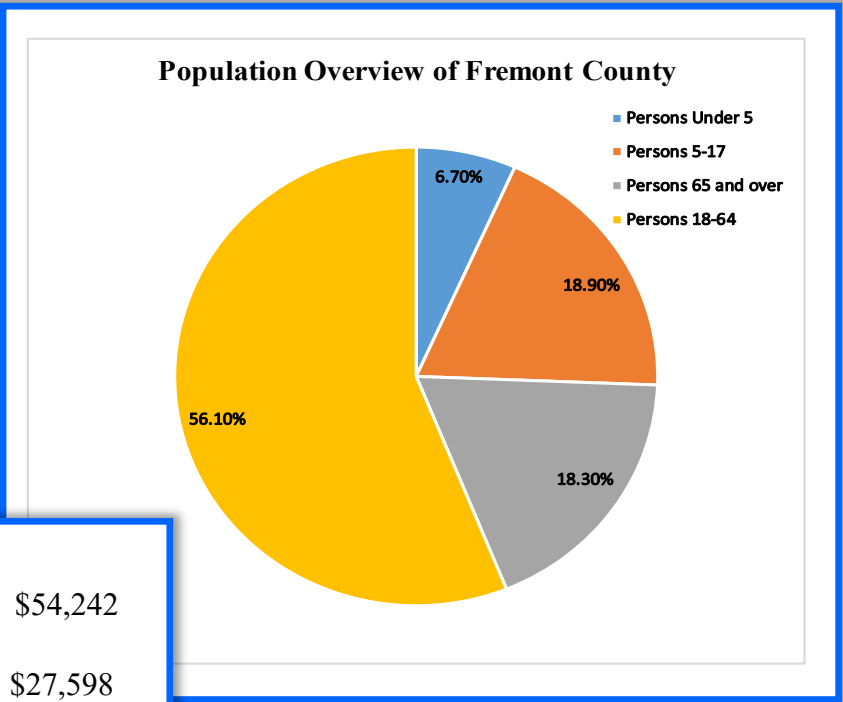
## 4. Organization Health

- A. Support staff education and opportunities for professional growth.
- B. Promote the FCLS throughout the organization.
- C. Foster a work culture of good communication, trust, and accountability.

# Key Community Vital Statistics

## Population and Demographic Information

<https://www.census.gov/quickfacts/fact/table/fremontcountywyoming/>



### Income Information

Median Household Income (2014-2018)	\$54,242
Per Capita Income (2014-2018)	\$27,598
Persons in Poverty (2018)	15.7%

### Percentage of Fremont County Fourth Grade Students at a Proficient or Advanced Reading Level by School District

(2018 Wyoming Kids Count Data Book)

Fremont #1	68%	Lander	Fremont #21	40%	Ft. Washakie
Fremont #2	82%	Dubois	Fremont #24	46%	Shoshoni
Fremont #6	52%	Pavillion	Fremont #25	53%	Riverton
Fremont #14	16%	Ethete	Fremont #38	19%	Arapahoe

State of Wyoming 64%

# Areas of Strategic Focus



## Community Connection



1. Create a space for local information at each FCLS facility.
  - A. Build relationships with local organizations for providing information to the community.
  - B. Purchase display equipment for local information.
  - C. Work with Chamber of Commerce offices in each community to provide community welcome packets.
  
2. Build effective partnerships with local organizations for programming opportunities and promotion of the community.
  - A. Library managers will work closely and maintain communication with local organizations.
  - B. Collaborate with local organizations to provide programming.
  - C. Encourage joint advocacy of shared goals.
  - D. Promote use of FCLS meeting room spaces.
  - E. Provide up-to-date technology in meeting rooms for public use.



# Areas of Strategic Focus



## Public Awareness



1. Develop consistent marketing for FCLS.
  - A. Use the FCLS logo on all marketing produced by FCLS.
  - B. Develop the FCLS newsletter to fit the needs of the organization.
  - C. Collaborate with the Wyoming State Library to fully utilize information dissemination tools in the online public access catalog.
  - D. Pursue staff stability for the marketing position.
  - E. Develop effective social media strategies at each FCLS facility.
  
2. Utilize local avenues for marketing.
  - A. Evaluate the current forms of public marketing including radio, social media, and newspaper.
  - B. Establish a presence on the new social media avenues provided by local news organizations.
  - C. Maintain the FCLS section of the new Fremont County website.

# Areas of Strategic Focus

## Education and Learning Opportunities

1. Provide diverse opportunities for continued education outside a school setting.
  - A. Develop educational growth opportunities for senior citizens.
  - B. Increase STEM and STEAM opportunities for family groups.
  - C. Grow an online presence that includes all three facilities.
  - D. Develop an FCLS-wide plan for providing educational opportunities.
  
2. Understanding the distances in Fremont County, provide educational outreach opportunities.
  - A. Use the Mobile Create Lab for outreach programming to small communities and the Wind River Indian Reservation.
  - B. Establish goals at each FCLS facility for increasing outreach programming.
  - C. Support self-directed learning resources and incorporate emerging technologies.
  
3. Adapt collection development planning as usage and societal needs change.
  - A. Maintain and promote electronic collections for public access.
  - B. Adjust budget dollar allocation as needed according to collection circulation statistics.
  - C. Evaluate and enhance collections for specific population groups.
  - D. Review collection usage utilization of transit and develop a rotation of FCLS materials between all three facilities.

# Areas of Strategic Focus



## Organization Health



1. Train and provide educational support for staff.
  - A. Provide continuing education opportunities to all staff.
  - B. Develop guidelines for staff and continuing education opportunities.
  - C. Develop and provide annual training concerning facility procedures for each facility.
  - D. Define clear expectations for staff within their job description for educational expectations and opportunities.
  
2. Assess FCLS volunteerism.
  - A. Develop and update the Volunteer Policy and application form.
  - B. Define proper roles of volunteers across the system.
  
3. Maintain FCLS facilities.
  - A. Assess and review landscaping for outdated features, safety issues, and maintenance.
  - B. Update and maintain technology network for building maintenance and community usage.
  - C. Develop a comprehensive, long-term maintenance plan for each facility.
  - D. Develop a comprehensive technology plan for replacement and maintenance.

# Anticipated Outcomes



Many positive outcomes will result from achieving even one goal. As we work toward achieving the 2020-2024 Fremont County Library System Strategic Plan focus objectives, we anticipate the outcomes listed below.

- ◆ Increased foot traffic through the doors
- ◆ Greater patron satisfaction
- ◆ Stronger community partnerships
- ◆ Higher attendance at programs
- ◆ Increased number of outreach programs
- ◆ Fewer unanticipated facility costs
- ◆ Greater staff satisfaction
- ◆ Improved visibility in the community
- ◆ Recognition as a strong community partner
- ◆ Increased collection circulation across the system
- ◆ Greater responsiveness to community needs
- ◆ Stronger accountability by FCLS to the public and funding entities

# Measurement Tools



The Library System uses many tools to gather data. The following tools are utilized simultaneously to ensure accurate and inclusive reporting.

- ◆ Door counts
- ◆ Program counts
- ◆ Number of programs
- ◆ Number of requested repeated programs
- ◆ Surveys using Project Outcome and paper
- ◆ Budget allocation reviews
- ◆ Time management evaluations
- ◆ Word of mouth interactions
- ◆ Social media interaction numbers
- ◆ Circulation data reports
- ◆ Requests for FCLS participation in community events