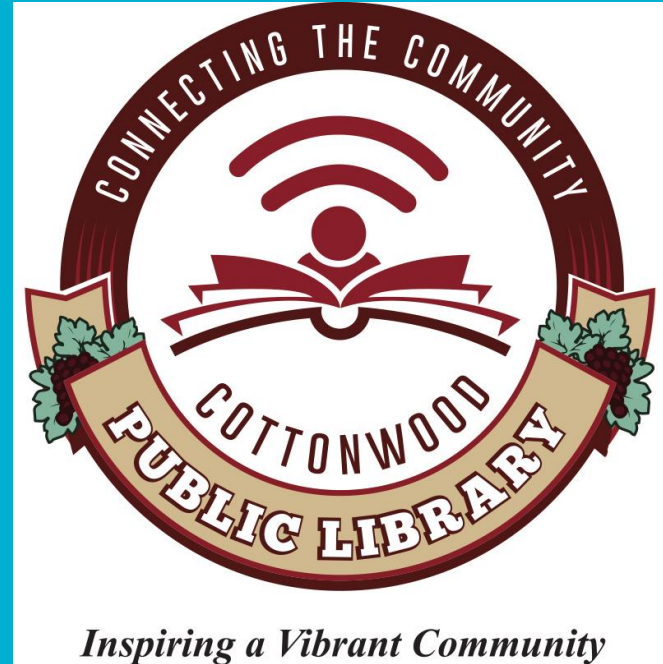


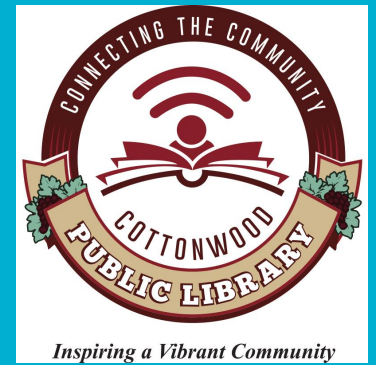
Cottonwood Public Library Strategic Plan

Accomplishments and Review



Strategic Plan Data Collection

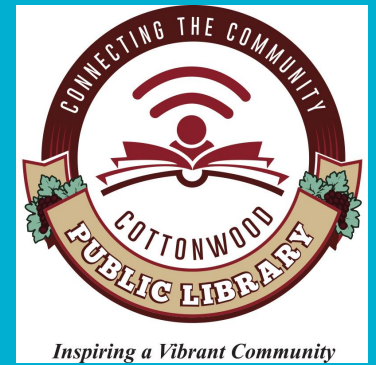
- Surveys
 - 250 Library Patrons
 - 96 Mingus Union High School Students
 - 95 Community Members
- Interviews
 - 17 Local Leaders
 - 13 Library Staff



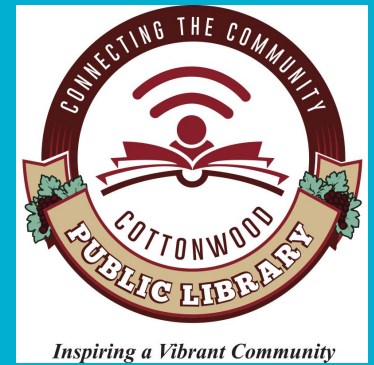
Input from 471 community members

Strategic Priorities

- Create an Inviting Space for Everyone
- Maximize Hours of Operation
- Provide Cultural Diversity
- Encourage Children to Experience the World
- Improve Adult Digital Literacy
- Strengthen Community Connectedness
- Engage Community Members Not Now Utilizing the Library



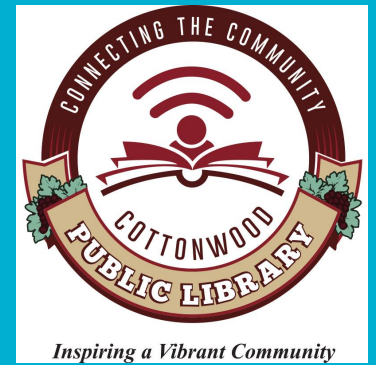
Create an Inviting Space for Everyone



- Upgrade and Reorganize furniture
 - SouthWest Room
 - Adult Patron Computer Area
 - Main Entrance
 - Children's Play Area
 - Teen Computer Lab
- Complete Transition to LED Lights
 - Youth Services entirely LED
 - Add Lighting in Adult Book Stacks for Improved Visibility
 - Replace Outdoor Cove Lighting
- Improve Phone Message System
 - Include Spanish Option

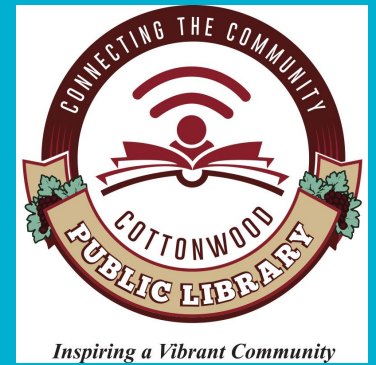
Create an Inviting Space for Everyone

- Create Volunteer Greeter Position
- Update Staff Name Tags



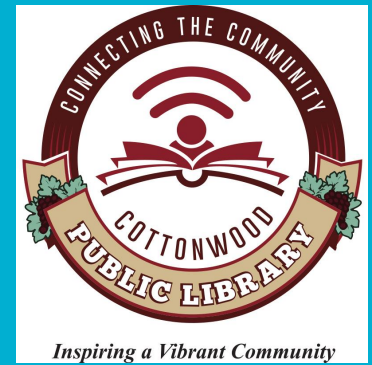
Maximize Hours of Operation

- Increase Hours of Operation
 - Three additional hours open to public per week
 - Monday hours increased from 10:00 am - 2:00 pm to 9:00 am - 5:00 pm
 - No additional staffing costs
 - Evening hours on Tues. and Wed. for working patrons

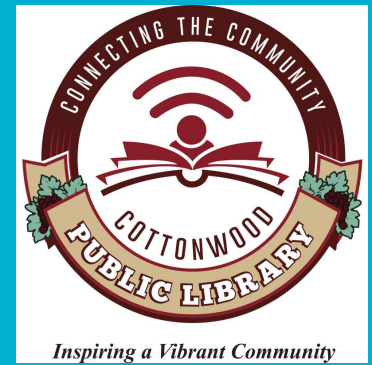


Provide Cultural Diversity

- Receive \$4,000 LSTA Grant to Improve Spanish Materials
- Partner with Camp Verde Community Library for Spanish Speaking Survey
- Continue Monthly Open Mic Program
- Introduce Quarterly Music in the Stacks



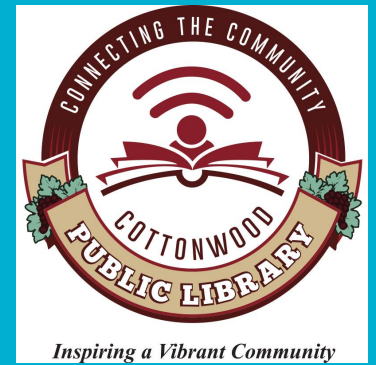
Encourage Children to Experience the World



- Introduce coding robots to Cottonwood Community School
- Implement Teen Coding Club
- Summer Reading Program Prizes to Include Experiences
 - Trip to Lowell Observatory
- Host 4th Annual Verde Valley Comic Expo
- Continuation of Star Parties in partnership with the Verde Valley Astronomers
- Introduce Teen American Sign Language
- Implement quarterly program “Running with the Wild”
 - Introduction of Moonlight - the blind owl

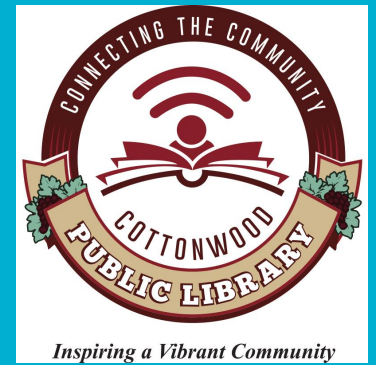
Improve Adult Digital Literacy

- Host Free Goodwill Digital Skills Courses
- Continuation of one on one “Tech Time” classes
- Implement “How to Overdrive” class

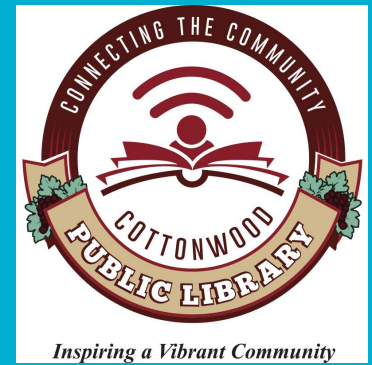


Strengthen Community Connectedness

- Installation of Community Garden
- Reinstate “Food For Fines” program
- Conduct Storytimes at Garrison Park
 - Verde Valley Audubon Society
 - VFW Storytime at Veteran’s Memorial Park
- Participate in Mingus Union High School Connect Leadership Team
- Host FRANK Talk on Water in the Southwest
- Host Riders of the Orphan Train program



Engage Community Members Not Now Utilizing the Library



- Host Verde Valley TV's "Inside Cottonwood" bi-monthly
- Create and utilize library logo similar to City logo
- Update Library Brochure in English and Spanish and distribute locally
- Attend Community Events
 - National Night Out
 - We are Cottonwood
 - Trunk or Treat
 - Head Start Resource Fair
 - Cottonwood Christmas Parade - Received First Place - Again
- One Year of Advertisements in Local Newspapers
 - Funded by Bookmarks - Friends of the Cottonwood Public Library

What's Next

The Cottonwood Public Library plans to continue to pursue these strategic priorities while also adapting to our new normal. We anticipate our community having some mending to do, and we will be with them every step of the way.

