

***Planning for
Results 2018***

***Strategic
Planning
Committee
Members***

Kate Dahl

Deputy Doug Dodge

Carl Dye

Julie Engelsen

Tanya Pea

Shawntel Skousen

Marcia Yowler



**Concho Public Library
#18 CR 5101 (Cinder Rd)
P.O. Box 339
Concho, AZ 85924
Phone & Fax:
(928) 337-2167**

**Library Hours:
MONDAY-THURSDAY
12pm-6pm**

**Jodie Humphrey
Library Manager**

**Mary Brown
Library Specialist I**

**Mandy Whiting
Library Specialist I Floater**

**Jeff Udall
Library Specialist I Floater**



**Apache County
Library District**



**Concho Public
Library
Strategic Plan
2018-2021**

Concho Public Library provides a welcoming environment where people of all ages can increase and express their creative knowledge and learn about community organizations, services, and programs in Concho.



**2018-2021
Goals and Objectives**



Express Creativity

Residents will have the library services and support needed to express themselves creatively in original print, video, audio, or visual formats in a real world or virtual world.

Goal #1: Teens will have the library support necessary to increase their knowledge of creative materials available in the library and online.

Objective #1: The library will present two demonstrations featuring online and physical creative materials to the 7th-8th grades at Concho Elementary School per school year, 2018-2021.

Objective #2: 25% of registered teens at Concho will access physical and online creative materials in 2019 with a 20% increase each year.

Objective #3: The library's electronic, print and online materials featuring creativity and creative expression will increase by 25% each year.

Goal #2: Families will have the support and the resources necessary to learn together how to access in the library and online creative materials and programs in a variety of formats.

Objective #1: 25% of families registered at the library will complete four scavenger hunts that feature creative materials per year.

Objective #2: Fifteen pathfinders that feature creative materials and subjects will be completed by 25 % of Concho's patrons.

Objective #2: 25% of Concho patrons will check out fifteen pathfinders created by the library that feature creative materials and topics.

Objective #3: Twice a year library staff will write articles in the Concho Connection per year highlighting the creative materials available in the library and online.

Goal #3: Local artists will have opportunities to exhibit their creative expressions at the library.

Objective #1: The library will feature an art show and event once a quarter featuring local artists, authors and musicians and will include one art show featuring teenage artists.

Objective #2: The number of art show and teenagers participating in art shows will increase by 25% each year.



Know Your Community

Residents will have a central source for information about the wide variety of programs, services and activities provided by community agencies and organizations.

Goal #1: Residents will learn about services and materials available at the library.

Objective #1: Library staff will write two articles about the library, its resources and services in the Concho Connection each year.

Objective #2: 25 copies of the Concho Connection will be taken from the library a month with a 25% increase each year.

Goal #2: Residents will have access to community information outside of library hours.

Objective #1: There will be a minimum of twenty community postings on the outdoor bulletin board in 2019. Those postings will increase by 25% in 2020 and in 2021.

Objective #2: 20% of the surveys created and distributed by the library will state that the outdoor bulletin board helped users find information about community services and organizations.

Goal #3: Residents will have greater access to information about businesses, community organizations and emergency services in and around Concho.

Objective #1: The library staff will create a directory featuring local businesses, organizations and services in and around Concho in 2019. It will be distributed in print and electronically and updated annually with 500 copies available in 2019, 400 in 2020 and 300 in 2021.

Objective #2: 50% of organizations featured in the directory will report an increase in patronage due to being in the library's directory.

Objective #3: 20% of surveys in the directories will be returned each year with a 25 % increase rate of return.

Objective #4: 50% of patrons surveyed will state that they gained more information about services and organizations in Concho by looking the library directory.