

EVALUATION & PLANNING ESSENTIALS CHECKLIST FOR ALL COLORADO PUBLIC LIBRARIES

- ❑ Use the Colorado Public Library Standards to assess strengths and identify areas for growth and improvement. Refer to each standard for additional guidance specific to that standard.
- ❑ Establish your library's unique vision, mission, and values based on the diverse needs, interests, and aspirations of those in the community as well as the singular role of the library within the community served.
- ❑ Develop an annual strategic plan for library services and operations that include goals, activities, and measures. Use this plan to inform the annual budget, align with staff performance and evaluation, and prioritize services for all in the community.
- ❑ Review library goals and activities regularly to gauge progress, effectiveness, and success. Report regularly to the library board and staff on the progress of the annual plan.
- ❑ Develop an annual report of library use and impact to share with community leaders and the public.
- ❑ Submit an annual report to the Colorado State Library as required by law (C.R.S. § 24-90-109(2.5)). (See also Administration and Governance Standard).
- ❑ Review local, state, and national public library statistics, at least annually, to gain perspective from other libraries and to determine the library's success in supporting broad community goals.

EVALUATION & PLANNING ESSENTIALS + CHECKLIST FOR LARGER LIBRARIES

- ❑ Develop a community-centered strategic plan to guide budget, resource allocation, library service priorities, and library improvements. Engage stakeholders, including community members and organizations, in the process of developing the library's strategic plan.
 - ❑ Implement an ongoing, integrated process of community and library analysis, planning, evaluation, and community impact that covers two to five years, and involves the library board, staff, and community members.
 - ❑ Identify annual performance outcomes for library services and operations. The goals, objectives, and measures of this annual plan inform the annual budget and align with staff plans and performance.
 - ❑ The board of trustees identifies and undertakes actions to support the plan.
 - ❑ Communicate the plan to the community, gaining input along the way as the plan is developed and providing updates as implementation milestones are met.
- ❑ Assess current services with qualitative and quantitative measures and user feedback to identify areas for improvement of offerings.

- ❑ Employ or contract for data specialists to track, analyze, and report on use data and other evaluation to ensure accountability with your strategic plan.
- ❑ Conduct community analysis in alignment with library use, such as market segmentation, GIS mapping of library users, census and demographic data analysis, and other methods to gain understanding of community member interests, needs, library use, and other relevant metrics. Use analysis to predict future trends that can inform planning.
- ❑ Develop short and long-term plans for various aspects of library operations, including but not limited to, financial, staffing, facilities, collections, marketing, and technology. See also the specific standard in this document for more detail on each area.