

UINTAH COUNTY LIBRARY

Strategic Plan

2027 – 2029

Connecting Community • Preserving History • Inspiring Futures

Main Library • Regional History Center • Bookmobile

Vernal, Utah

Adopted: [Date] • Next Review: 2028

Executive Summary

The Uintah County Library serves as the intellectual, cultural, and civic heart of Uintah County. The Library system includes a Main Library in historic downtown Vernal, the Regional History Center located on the first floor of the County Administration Building, and a Bookmobile that delivers library services directly to residents throughout the county’s rural communities. Approximately 66% of county residents live within a five-mile radius of the Main Library in Vernal City’s historic downtown; the Bookmobile extends the Library’s reach to the remaining population across Uintah County’s vast rural geography.

This Strategic Plan charts the Library’s course from 2026 through 2031, building on the momentum of the 2024–2026 plan and recognizing the Library’s remarkable recent accomplishments — including the Utah Library Association’s Library of Exceptional Service Award, the successful launch of the Bookmobile, the opening of a new Makerspace, a director’s office, and dedicated study and conference rooms. It aligns with Utah State Library certification standards and national best practices from the Public Library Association (PLA).

The plan is organized around six strategic pillars: (1) Community Engagement & Lifelong Learning, (2) Collections Excellence, (3) Technology & Digital Access, (4) Bookmobile Services, (5) Regional History & Cultural Stewardship, and (6) Organizational Excellence. Each pillar contains measurable goals, actionable objectives, assigned responsibilities, and resource requirements.

Section 1: Mission, Vision & Values

1.1 Mission Statement

The Uintah County Library supports people in their quests to learn, grow, and discover. We promote individual and community growth by providing opportunities for lifelong learning and enrichment.

1.2 Vision Statement

Residents of Uintah County will see their Library as the community’s social, educational, and civic hub - a welcoming place where people of all ages and backgrounds connect, discover, and thrive through access to excellent resources, programs, and services.

1.3 Core Values

The following values guide every decision, interaction, and service the Library provides:

ACCESS	We believe information is a public good. Every resident of Uintah County deserves free, equitable access to the Library’s resources regardless of age, background, ability, or income.
COMMUNITY	We exist to serve the people of Uintah County. We actively listen, build partnerships, and co-create programs that reflect our community’s unique character and needs.

LIFELONG LEARNING	We champion curiosity at every stage of life — from storytime to senior programs — fostering a culture of continuous growth and discovery.
STEWARDSHIP	We responsibly care for the collections, facilities, and public funds entrusted to us, preserving them for current and future generations.
INTEGRITY	We operate with transparency, honesty, and the highest ethical standards in all aspects of service, governance, and collection management.
INCLUSION	We celebrate the diversity of Uintah County. We strive to represent all community voices, including Indigenous, rural, and historically underserved populations.
INNOVATION	We embrace new ideas, technologies, and approaches to stay relevant and responsive to a changing world.

Section 2: Organizational Profile & Community Context

2.1 About the Library

The Uintah County Library operates as a department of the Uintah County government under the oversight of the Uintah County Library Board of Trustees and the County Commission. The Library system comprises:

- **Main Library** — The flagship facility at 204 East 100 North in Vernal’s historic downtown. Houses the primary circulating collection, Children’s and Teen services, adult programming, the Makerspace, digital resources, study and conference rooms, and administrative offices.
- **Regional History Center (RHC)** — Located on the first floor of the County Administration Building (152 East 100 North). A dedicated branch preserving and providing access to archival materials, local history collections, genealogy resources, oral history projects, and the Center for Stories, all relating to the Uinta Basin and the broader region.
- **Bookmobile** — A mobile library branch that delivers rotating collections, library cards, holds pickup, and community services directly to residents in rural communities across Uintah County who are not within easy reach of the Main Library.

Approximately 66% of Uintah County’s residents live within five miles of the Main Library. The Bookmobile extends service to the remaining county population across a large, largely rural geography, ensuring that distance is not a barrier to library access.

2.2 Community Demographics & Context

Uintah County is situated in the Uinta Basin of northeastern Utah, a region defined by its Native American heritage (including the Ute Indian Tribe of the Uintah and Ouray Reservation), energy industry workforce, agricultural communities, and strong outdoor recreation culture. Key contextual factors informing this plan include:

- A growing population with diverse educational and economic needs, including a significant workforce connected to the oil and gas industry.
- A substantial Indigenous population with distinct cultural heritage and information needs.
- Rural geography across Uintah County creates access challenges for residents in outlying communities, now served by the Bookmobile.

- A robust community of citizen historians, genealogists, and educators who rely heavily on the Regional History Center’s collections and the Center for Stories program.
- Increasing digital literacy needs across all age groups, particularly among seniors and rural residents.
- A library team recognized with the Utah Library Association’s Library of Exceptional Service Award, reflecting a strong organizational culture of excellence and innovation.

Section 3: SWOT Analysis

The following SWOT analysis was developed through staff input, board discussions, review of the 2024–2026 plan outcomes, and alignment with community feedback. It informs the strategic priorities and goals outlined in subsequent sections.

STRENGTHS	WEAKNESSES
• Established presence in historic downtown Vernal with strong community visibility • Utah Library Association Library of Exceptional Service Award winner (2025) • Dedicated Regional History Center with unique archival, genealogy, and oral history collections • Active Bookmobile extending services to rural communities across the county • New Makerspace, director’s office, and purpose-built study and conference rooms • Reorganized collection layout, driving measurable increases in nonfiction circulation • Strong alignment with Uintah County, the Museum of Uintah County, and community partners • Committed, professional staff with deep community knowledge and low turnover • Robust existing digital resources: e-books (Libby), databases, and online services	• Limited marketing and community awareness capacity relative to the Library’s scope • Technology infrastructure requires a systematic, ongoing refresh cycle • Staff training budget is constrained relative to the scope of professional development needs • Digital collection licensing costs are escalating faster than materials budget growth • Bookmobile is a new service; routes, stops, and usage patterns are still being optimized • Limited evening and weekend Bookmobile service hours • Regional History Center collections are not yet fully inventoried and digitized • No formal annual community needs survey process is currently in place
OPPORTUNITIES	THREATS
• Expand and optimize Bookmobile routes to maximize rural community reach • Grow oral history, citizen historian, and Center for Stories programs with digital tools	• Flat or declining county budget allocations amid competing community priorities • Rapid technology change outpacing staff capacity and budget cycles

- Deepen Makerspace programming for youth, workforce development, and adult learners
- E-rate and federal/state grant funding for technology and digital infrastructure
- Expand partnerships with Uintah School District, USU Extension, and Ute Indian Tribe
- Growing demand for digital literacy and workforce development programming
- Leverage ULA award recognition to expand community visibility and donor support
- Integrate the Museum of Uintah County and RHC help-desk services for patrons

- Intellectual freedom pressures and the national censorship climate are affecting collection decisions
- Difficulty recruiting and retaining qualified library professionals in rural Utah
- Increasing patron demand for digital content at premium licensing costs
- Bookmobile vehicle maintenance and replacement costs over the plan period
- Deferred building maintenance creates long-term cost and safety considerations
- Natural disaster or infrastructure disruption affecting library services or collections

Section 4: Strategic Goals & Objectives

Six strategic goals guide the Library's work for 2026–2031. Each goal is supported by specific, measurable objectives, key performance indicators (KPIs), clearly assigned responsibility, and a timeline for implementation.

Goal 1: Community Engagement & Lifelong Learning

Goal 1: Community Engagement & Lifelong Learning	
Objectives	1. Develop and implement at least 12 new programs annually, aligned with community needs, across all age groups and at both the Main Library and the Bookmobile. 2. Establish or formalize partnerships with at least 5 local organizations (schools, nonprofits, civic groups, Ute Indian Tribe) per year. 3. Implement an annual community needs survey with a minimum of 200 responses to guide programming and service decisions. 4. Expand outreach to underserved populations, including rural residents served by the Bookmobile, Indigenous community members, and seniors. 5. Develop programming specifically for the Bookmobile, including pop-up storytimes, reading challenges, and community events at Bookmobile stops.
KPIs / Measures	• Annual program attendance totals (target: 10% year-over-year growth from 32,000+ baseline) • Number of active community partnerships documented • Library card holders as % of county population (baseline: 2002 figure of 20,100 cards; establish current baseline Y1) • Community survey response rate and satisfaction scores • Bookmobile-specific program count and attendance per year

Responsible Party	Library Director, Adult Services Librarian, Children’s Librarian, Bookmobile Staff
Timeline	Survey: Annual (begin Q1 FY2026) New programs: Ongoing annually

Goal 2: Collections Excellence

Goal 2: Collections Excellence	
Objectives	1. Maintain and annually review the Library’s adopted Collection Development Policy, ensuring it reflects current community needs, ALA Bill of Rights principles, and all applicable standards. 2. Conduct a diversity audit of all circulating collections and address identified gaps by Year 2. 3. Expand the digital/e-resource collection by 15% over the plan period, with emphasis on databases, e-books (Libby), and streaming media. 4. Maintain the systematic weeding schedule aligned with CREW standards, reviewing each collection section on a rolling 3-year cycle. 5. Develop and grow a curated Local Authors Collection representing regional and Uinta Basin writers. 6. Develop and maintain a dedicated Bookmobile Collection of rotating, high-demand materials appropriate for mobile delivery. 7. Ensure Regional History Center collections are progressively inventoried, cataloged, and digitized in collaboration with the Museum of Uintah County.
KPIs / Measures	• Collection Development Policy reviewed annually; updates documented and board-approved • Diversity audit completed by Year 2; gap-filling purchases documented • Digital collection item count and annual circulation statistics (+15% over plan period) • Percentage of collection weeded/refreshed per fiscal year (CREW standard) • Bookmobile Collection size and rotation frequency tracked
Responsible Party	Library Director, Collection Development / Cataloging Administrator, RHC Supervisor
Timeline	Policy review: Annual Audit: Year 2 Digital expansion: Ongoing Digitization: Years 1–5

Collection Scope Overview

The Library’s existing Collection Development Policy governs selection, acquisition, and management across all formats. The following scope overview summarizes the Library’s collection priorities and depth levels as a reference for strategic planning.

Collection depth levels are drawn from the Western Library Network (WLN) Conspectus framework, a nationally recognized standard used by public libraries to describe the relative depth of subject collections:

Level	Description
Level 1 — Minimal	Few selections beyond very basic works. Best-sellers, popular titles, and general overviews. Regularly reviewed for currency; outdated material withdrawn.
Level 2 — Basic Information	Selective collection covering introductory materials and general interest titles across a subject area. Supports casual inquiry and recreational reading.
Level 3 — Study	Supports sustained, independent study. Includes a broad range of materials on a subject, including introductory and some advanced titles. Adequate for general adult research needs.
Level 4 — Research	In-depth coverage of a subject area, including specialized, archival, and retrospective materials. Supports extensive research and original scholarship. Applied to the Local & Regional History collection held at the Regional History Center.
Selective / Rotating	A curated sub-collection developed for a specific purpose (e.g., Bookmobile, Local Authors). Depth and scope are determined by patron need, space, and format rather than a fixed level.

Collection Area	Scope Level	Notes / Priorities
General Fiction & Nonfiction	Comprehensive (Levels 1–3)	Popular, bestseller, and informational titles; nonfiction reorganized for prominence; current editions prioritized
Children’s & Young Adult	Comprehensive	Age-appropriate materials at all reading levels; diversity and representation emphasized; bookmobile rotating titles
Local & Regional History	Research Level (Level 4)	Uinta Basin, Uintah County, Utah history; archival and special collections; Center for Stories; digitization priority
Genealogy	Study Level (Level 3)	Local and national resources; online database subscriptions; Utah and regional focus
Digital / E-Resources	Growing (Levels 2–3)	E-books, audiobooks (Libby/OverDrive), databases, streaming; targeted 15% expansion over the plan period
Reference	Basic to Study (Levels 1–3)	Core print and digital reference; government documents; legal self-help; health information
Audio-Visual	Basic (Level 2)	DVDs, audio CDs, popular titles, and educational content
Periodicals	Basic (Levels 1–2)	Local newspaper, regional-interest magazines, key national titles; digital subscriptions where available
Local Authors	Selective Collection	Minimum one copy per local/regional author; dedicated ‘Local Authors’ collection at Main Library
Indigenous / Cultural Heritage	Study Level (Level 3)	Materials relating to the Ute Nation, Uinta Basin Indigenous history; community-informed acquisitions
Bookmobile Collection	Rotating / Popular (Level 2)	High-demand fiction, nonfiction, children’s, and YA; optimized for mobile delivery and patron access at stops

Goal 3: Technology & Digital Access

Goal 3: Technology & Digital Access	
Objectives	1. Maintain a coordinated technology planning approach with Uintah County MIS (IT Department), using a rolling 3-year outlook reviewed annually. Technology changes rapidly, and assumptions made beyond three years often become outdated; an annual review ensures the plan stays realistic, secure, and aligned with current needs, funding, and available technology. 2. Support the UEN (Utah Education Network) consortium in leading the E-rate process. The Library is the eligible E-Rate applicant; UEN serves as the consortium lead, covering internet access and network services delivered statewide to participating libraries. Uintah County MIS manages internal connections, Wi-Fi equipment, and network hardware inside Library buildings. 3. Coordinate with Uintah County MIS on a rolling refresh schedule for public-facing computers, peripherals, and public Wi-Fi infrastructure, aligned with county IT cycles. 4. Expand digital literacy programming for patrons of all ages at the Main Library and through community partnerships. 5. Improve ADA accessibility and physical wayfinding across library locations. 6. Maintain and evaluate the Integrated Library System (ILS) and patron-facing digital services to ensure they meet community needs.
KPIs / Measures	• Technology planning cycle: rolling 3-year plan reviewed annually with MIS; documented each year • E-rate consortium participation maintained; annual funding outcome tracked • Computer/hardware refresh schedule coordinated with MIS; documented replacement dates • Digital literacy programs offered annually; attendance and patron outcomes tracked • ADA compliance review completed; action plan adopted and implemented
Responsible Party	Library Director, IT Systems Manager (Uintah County MIS liaison), Librarian
Timeline	Tech planning & E-rate: Annual ADA review: Year 1 Digital literacy: Ongoing

Goal 4: Bookmobile Services

Goal 4: Bookmobile Services	
Objectives	1. Analyze Year 1 Bookmobile usage data — patron counts, stop locations, and circulation by stop — and use findings to optimize routes and stop schedules for maximum community reach. 2. Develop Bookmobile-specific programming, including pop-up storytimes, reading challenges, and community events at stops, particularly in underserved rural areas. 3. Develop and maintain a dedicated Bookmobile Collection of rotating, high-demand materials (fiction, nonfiction, children's, YA) appropriate for mobile delivery. 4. Develop a Bookmobile vehicle maintenance and long-term replacement reserve plan to ensure the sustainability of mobile library services. 5. Explore expanded service hours or additional stops based on community demand and available staffing.
KPIs / Measures	• Patron count per stop tracked quarterly; route optimization completed by Year 1 • Bookmobile-specific programs offered per year; attendance tracked • Bookmobile Collection size and rotation frequency tracked • Vehicle maintenance log maintained; replacement reserve fund established • Annual review of stop schedule; any new stops or hour changes documented
Responsible Party	Library Director, Bookmobile Staff, Children's Librarian
Timeline	Route optimization: Year 1 Programming: Ongoing Vehicle reserve plan: Year 1–2

Goal 5: Regional History & Cultural Stewardship

Goal 5: Regional History & Cultural Stewardship	
Objectives	1. Grow the named oral history program (Center for Stories) to capture and preserve community voices across the Uinta Basin's diverse populations. 2. Expand the Regional History Center's digital presence and online catalog to make collections accessible to remote researchers worldwide. 3. Develop integrated help-desk services with the Museum of Uintah County, creating combined physical and virtual service touchpoints for patrons.

	4. Build user-friendly citizen-historian tools that enable community members to contribute to local history curation through the Community Webs Program. 5. Continue public history programming, including genealogy classes, cultural heritage events, and Ashley National Forest History initiatives. 6. Pursue LSTA and other archival grants for arrangement, description, and digitization of priority RHC collections.
KPIs / Measures	• Oral history interviews conducted annually (establish Y1 baseline; target 10% growth/year) • RHC online catalog records added per year; website unique visitors tracked • Museum–RHC joint service model documented and operational (Year 2) • Community Webs/citizen historian contributions tracked annually • Number of public history programs delivered; attendance figures
Responsible Party	Regional History Center Supervisor, Library Director, Museum Manager
Timeline	Oral History growth: Annual Digital Expansion: Years 1–3 Joint Desk: Year 2

Goal 6: Organizational Excellence & Staff Development

Goal 6: Organizational Excellence & Staff Development	
Objectives	1. Conduct a comprehensive staff training needs assessment and develop an annual professional development plan. 2. Seek matching grant funding (LSTA and state grants) to support staff development and certification goals. 3. Conduct biennial reviews of all job descriptions to ensure they remain current, competitive, and aligned with the Library's strategic direction. 4. Implement a formal community feedback loop: annual patron survey, focus groups as needed, and quarterly program evaluations. 5. Develop and publish an Annual Library Report to increase community awareness, demonstrate impact, and support budget advocacy. 6. Evaluate and maintain Library Board governance tools, including onboarding materials, training resources, and policy review cycles.
KPIs / Measures	• Training needs assessment completed; PD plan adopted (Year 1 milestone) • Grant applications submitted for staff development; funding secured and tracked • Job descriptions reviewed biennially; updates documented • Annual patron survey conducted; results published and acted upon • The Annual Library Report is published each fiscal year
Responsible Party	Library Director, Assistant Library Director, HR Coordinator, Board of Trustees
Timeline	Assessment & PD Plan: Year 1 Annual survey: Begin Q3 FY2026 Ongoing annually

Section 5: Action Plans & Implementation Timeline

The following action plans translate strategic goals into specific, time-bound activities with clear ownership and resource requirements. The Library Director is to update the status quarterly and report it to the Board.

5.1 Community Engagement Actions

Action Item	Responsible	Timeline	Resources	Status
Launch annual community needs survey (200+ responses)	Asst. Library Director	Q1 FY2026	Survey platform, staff time	
Develop Bookmobile-specific programming calendar	Bookmobile Staff + Programming & Outreach Librarian	Q2 FY2026	Programming budget	
Launch 3+ new programs targeting underserved groups	Programming & Outreach Librarian	Q3 FY2026	Programming budget	
Formalize 5 community partnership MOUs	Library Director	FY2026–2027	Staff time, legal review	
Develop an outreach plan for the Indigenous community	Library Director + RHC Supervisor	Q2 FY2026	Community engagement	
Publish Annual Library Report (Year 1)	Library Director + All Staff	Q4 FY2026	Design/print budget	

5.2 Collections Actions

Action Item	Responsible	Timeline	Resources	Status
Annual review and update of Collection Development Policy	Library Director + Cataloging Admin.	Q1 FY2026 (annually)	Staff time, board approval	
Complete diversity audit of circulating collections	Cataloging / Collection Dev.	FY2026–2027	Staff time, consultant	
Expand digital collection by 5% in Year 1	Cataloging Administrator	FY2026	Materials budget +\$5K	
Establish and grow the Bookmobile rotating collection	Cataloging Administrator	Q1 FY2026 (begin)	Materials budget	
Establish/grow Local Authors Collection and signage	Cataloging Administrator	Q2 FY2026	Shelving, labels, ~\$500	
Continue the CREW weeding schedule for all sections	Cataloging Administrator	Ongoing	Staff time	
Digitize 500+ priority RHC archival items (Year 1)	RHC Supervisor + Volunteers	FY2026	Scanner, staff time	

5.3 Technology & Digital Access

Action Item	Responsible	Timeline	Resources	Status
Coordinate annual rolling 3-year tech plan with MIS	IT Systems Manager + Director	Q2 FY2026 (annually)	Staff time, MIS coordination	
Support UEN E-rate consortium process; track annual outcome	IT Systems Manager + Director	Annual (per E-rate cycle)	Coordination with UEN/MIS	
Coordinate public computer refresh schedule with County MIS	IT Systems Manager	Q2 FY2026	MIS coordination, budget plan	
Launch digital literacy workshop series	Adult Services Librarian + IT Mgr.	Q3 FY2026	Program budget, staff time	
Conduct ADA accessibility review – all locations	Library Director + Facilities	Q2 FY2026	ADA consultant ~\$3,000	
Review ILS and patron-facing digital services annually	IT Systems Manager + Director	Annual	Staff time, vendor review	

5.4 Bookmobile Services

Action Item	Responsible	Timeline	Resources	Status
Analyze Y1 Bookmobile usage data; optimize routes and stops	Library Director + Bookmobile Staff	Q1–Q2 FY2026	GIS data, staff analysis	
Develop Bookmobile programming calendar	Bookmobile Staff + Children's Lib.	Q2 FY2026	Programming budget	
Establish and grow the Bookmobile rotating collection	Cataloging Administrator	Q1 FY2026 (begin)	Materials budget	

Develop a vehicle maintenance and replacement reserve plan	Library Director + County Fleet Mgmt.	Q3 FY2026	Fleet assessment, planning	
Annual review of stop schedule; evaluate expanded hours/stops	Library Director + Bookmobile Staff	Annual (Q1)	Staff time, usage data	

5.5 Regional History & Cultural Stewardship Actions

Action Item	Responsible	Timeline	Resources	Status
Expand the Center for Stories' oral history program	RHC Supervisor + Library Director	Q1 FY2026 (ongoing)	Recording equipment, \$3,000	
Apply for the LSTA archival grant for RHC collections	Library Director + RHC Supervisor	Q1 FY2026	Grant writing time	
Launch updated RHC online catalog / finding aids	RHC Supervisor + IT Systems Mgr.	Q3 FY2026	ILS/website hours	
Design Museum–RHC joint help-desk model	Library Director + Museum Manager	Q2–Q3 FY2026	Planning sessions	
Expand Community Webs citizen historian platform	IT Systems Mgr. + RHC Supervisor	FY2027	Web dev or ILS module	
Host 4+ public history programs/workshops per year	RHC Supervisor	Annually	Programming budget	

5.6 Organizational Excellence Actions

Action Item	Responsible	Timeline	Resources	Status
Complete staff training needs assessment	Asst. Library Director	Q1 FY2026	Staff time, survey tool	
Develop an annual professional development plan	Library Director + Asst. Director	Q2 FY2026	PD budget, staff time	
Biennial review of all job descriptions	Library Director + HR	FY2026 (then every 2 yrs)	Staff time, HR review	
Apply for the LSTA staff development matching grant	Library Director	Q1 FY2026	Grant writing time	
Implement an annual patron satisfaction survey	Asst. Library Director	Q3 FY2026 (launch)	Survey platform	
Develop Board onboarding and training materials	Senior Staff	Q2 FY2026	Manual, training materials	

Section 6: Resource Allocation

Effective implementation of this strategic plan requires deliberate allocation of both financial and human resources. The following section outlines estimated budget requirements and personnel responsibilities aligned with the six strategic goals. All figures are estimates subject to annual budget approval by the Uintah County Commission.

6.1 Budget Projections by Strategic Category

Estimated annual strategic investment above the Library's baseline operational budget (FY 2026–2028):

Category	FY 2026	FY 2027	FY 2028	Notes
Community Engagement Programming & Advertising	\$26,800	\$30,000	\$31,000	Outreach, events, signage
Collections (Print + Digital Expansion)	\$157,000	\$165,000	\$177,000	Digital: +15% over plan
Technology Refresh & E-rate Projects	\$18,000	\$30,000	\$40,000	Front-loaded; E-rate offsets data centers' increasing cost
Library Vehicle Fuel, Maintenance, and Repairs	\$2,000	\$2,500	\$3,000	Tires, windshield, fuel, maintenance, etc.
Bookmobile Operations & Collection	\$15,000	\$20,000	\$25,000	Fuel, maint., rotating coll.
Bookmobile Vehicle Reserve Fund		\$28,000	\$28,000	Long-term replacement fund
Facilities: ADA Accessibility, Upkeep, Maintenance & Improvements	\$122,000	\$150,000	\$175,000	Phased ADA improvements, Building upkeep & supplies
Office Expenses	\$17,500	\$18,000	\$18,500	Operating Supplies
Utilities	\$80,000	\$85,000	\$90,000	Lights, Heat & Water
Regional History Center (Digitization + Grants)	\$4,600	\$7,500	\$10,000	Equip., LSTA grant match
Staff Professional Development	\$25,500	\$35,000	\$40,000	Training, conf., cert.
Marketing & Annual Report	\$9,000	\$9,500	\$10,000	Print, digital, design
ESTIMATED TOTAL (Strategic)	\$477,400	\$580,500	\$647,500	

Note: These figures represent strategic plan investment above the Library's baseline operating budget. Grant funding from LSTA, E-rate, and other sources should be actively pursued to offset costs.

6.2 Personnel Allocation & Responsibilities

Strategic plan implementation is embedded in the responsibilities of existing Library staff. The table below identifies primary ownership of each strategic goal area by role.

Staff Role	Primary Strategic Goal(s)	Key Responsibilities
------------	---------------------------	----------------------

Library Director	All Goals (Lead)	Overall plan oversight, board reporting, partnerships, budget advocacy, and community representation, Annual Report
Assistant Library Director	Goal 6, 5.1 & 5.6, (Lead); Goals 1, 3, (support)	Staff development, policy coordination, patron feedback, and daily operations
Cataloging / Collection Dev. Admin.	Goal 2 (Lead)	Collection policy reviews, weeding, diversity audit, local authors, and bookmobile collection
RHC Supervisor	Goal 4 (Lead); Goal 2 (Support)	Center for Stories, digitization, Community Webs, public history programs
IT Systems Manager	Goal 3 (Lead, tech); Goal 2 (digital)	Technology refresh, E-rate, digital collections infrastructure, network/security
Programming & Outreach Librarian	Goal 1 (Lead, adult programs)	Adult programming, community outreach, underserved populations, partnerships
Programming & Outreach Librarian	Goal 1 (Lead, youth programs)	Youth and teen programming, school partnerships, summer reading, and bookmobile programs
Bookmobile Staff	Goals 1, 3 (Lead, mobile services)	Route delivery, patron services, bookmobile programming, and community presence
Museum Manager	Goal 4 (Partner)	Museum–RHC joint services, shared programming, cultural heritage coordination
All Staff	Goals 1, 5 (Shared)	Customer service, community feedback, program delivery, and professional development

Section 7: Evaluation, Monitoring & Reporting

7.1 Annual Review Process

The Library Director will present a strategic plan progress report to the Library Board of Trustees at least annually. Reports will include:

- Status update on each goal and action item (On Track / In Progress / Deferred / Complete)
- KPI data for each strategic goal area
- Budget expenditure relative to strategic allocations
- Community survey results and patron feedback summary
- Recommended adjustments to goals, timelines, or resource allocations

7.2 Mid-Plan Review

A comprehensive mid-plan review will be conducted in Year 3 (FY 2028–2029). This review will assess progress, incorporate updated community needs data, and make any significant revisions necessary to ensure the plan remains relevant and achievable. The Board of Trustees must approve any material changes to strategic goals.

7.3 Success Metrics Dashboard

The following high-level metrics will be tracked annually and published in the Annual Library Report:

Metric	Baseline (FY 2025)	2031 Target
Annual program attendance	32,000+ (2024 actual)	45,000+ (40% growth)

Physical items circulated annually	218,000+ (2024 actual)	250,000+
Digital items circulated annually	108,000+ (2024 actual)	140,000+
Annual library visitors	70,000+ (2024 actual)	85,000+
Active library card holders	[Establish Y1 baseline]	Maintain or grow
Bookmobile patrons served annually	[Establish Y1 baseline]	10% growth/year
RHC items digitized (cumulative)	[Establish Y1 baseline]	2,500+ items
Patron satisfaction score	[Establish Y1 baseline]	4.0 / 5.0 or higher
Staff receive PD annually	[Establish Y1 baseline]	100% of full-time staff
Grant funding secured	[Establish Y1 baseline]	\$50,000+ over plan period

Items marked “[Establish Y1 baseline]” should be captured in the first quarter of FY 2026 to enable meaningful year-over-year comparison. Items with 2024 actuals are drawn from the Library’s reporting in its Utah Library Association award documentation.

Section 8: Acknowledgments & Adoption

This Strategic Plan was developed through a collaborative process involving library staff, the Library Board of Trustees, and community input. The Library acknowledges the foundational work of the 2024–2026 Strategic Plan and the contributions of all who participated in shaping this vision for the next five years. The Library also acknowledges the Utah Library Association’s recognition of its exceptional service as validation of the strong organizational foundation upon which this plan is built.

This Strategic Plan was reviewed and approved by the Uintah County Library Board of Trustees.

Date Adopted: _____

Board Chair Signature: _____

Library Director Signature: _____

Appendix: Strategic Plan Quick Reference — 2026–2031

Goal #	Goal Title	Key Milestones (Years 1–5)
Goal 1	Community Engagement & Lifelong Learning	Y1: Community survey launched; Bookmobile programming; Y2+: Partnerships, new programs annually
Goal 2	Collections Excellence	Y1: Policy review; Bookmobile collection; Y2: Diversity audit; Y3+: Digital expansion, CREW weeding
Goal 3	Technology & Digital Access	Annual: Rolling 3-yr tech plan with MIS; E-rate coordination; Y1: ADA review; Ongoing: Digital literacy

Goal 4	Bookmobile Services	Y1: Route optimization; Programming calendar; Vehicle reserve plan; Y2+: Expanded stops/hours
Goal 5	Regional History & Cultural Stewardship	Y1: Center for Stories growth; Y1–3: Digitization; Y2: Museum–RHC joint desk; Y3+: Citizen platform
Goal 6	Organizational Excellence	Y1: Training assessment, job desc. review, PD plan; Annually: Patron survey,

Uintah County Library • Vernal, Utah • library.uintah.gov