

Navigating the Elective Roadmap to Library Excellence Planning and Evaluation – November 4, 2025

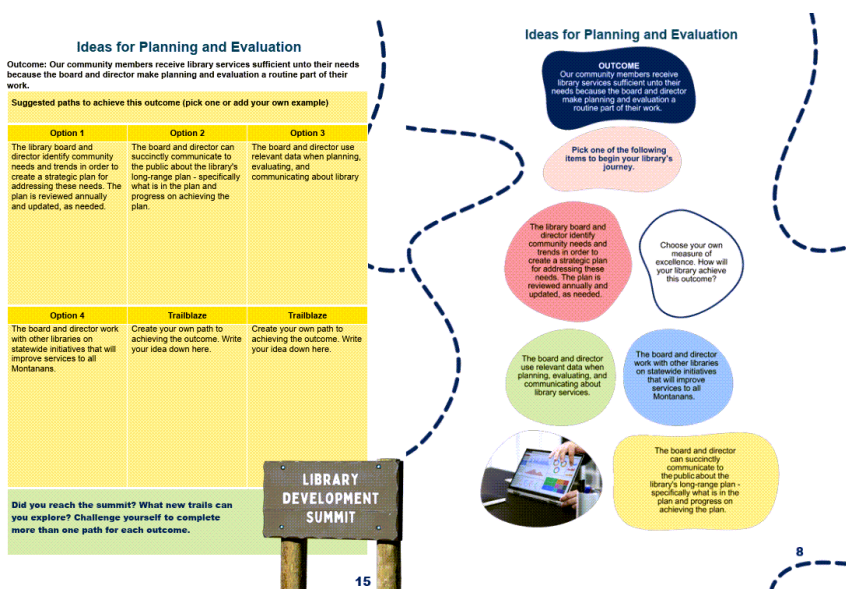


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Webinar Recording

- Recorded on November 4, 2025
- [Watch the Video](#)
- [ASPeN Event](#)



Webinar Summary

- Final session in the Roadmap series.
- Presenters: **Carly Delsigne** (North Jefferson County Library District) and **Alissa Wolenetz** (Lewistown Public Library).

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Carly Delsigne – Community Survey for Strategic Planning

Context:

- North Jefferson County Library District serves ~6,000 people across several unincorporated communities.
- Faced vocal criticism from a small group, prompting the need for broader community input.

Actions Taken:

- Partnered with the Montana Local Government Center to design and distribute a **community survey**.
- Used both digital and paper formats; received 207 responses.

Key Learnings:

- Community feedback was overwhelmingly positive.
- Physical library services and community hub functions were highly valued.
- Internet access and digital services were also important, especially in underserved areas.

Impact:

- Helped counteract negative narratives.
- Provided data to advocate for improved internet access with county commissioners.
- Informed a 2–3 year strategic plan.

Reflections:

- Would have increased outreach and volunteer support.
- Appreciated the forced ranking in the survey for clearer priorities.
- Plans to improve communication of results using infographics (inspired by Alissa).

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Alissa Wolenetz – Communicating Library Impact

Context:

- Lewistown Public Library presents annual reports to city and county commissions.
- Needed a concise, engaging way to communicate value.

Solution:

- Created a **one-page infographic** (originally two-sided) using Canva.
- Shared with patrons, funders, and commissioners.

Content Highlights:

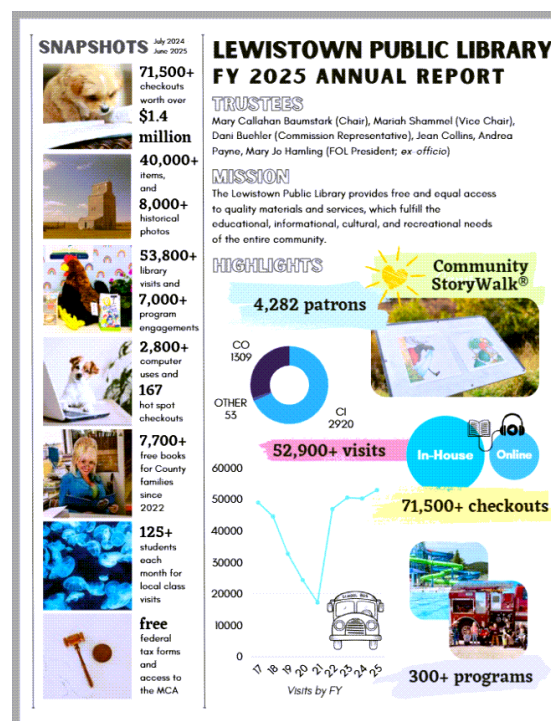
- Checkouts, visits, program participation, computer/hotspot use.
- Dolly Parton's Imagination Library as a popular feature.
- Emphasized local history preservation and archives.

Funding Strategy:

- Uses diversified funding (12 sources).
- Presents multiple funding requests to allow flexibility.
- Uses data to show community engagement and justify requests.

Tips:

- Use relatable stories (e.g., farmers using audiobooks).
- Keep detailed documentation of data collection methods.
- Use BlueCloud Analytics and State Library support for accurate reporting.



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State Library Resources

Presented by Cara Orban:

- **Strategic Planning Handbook:** Comprehensive guide for planning processes.
- **MSL YouTube Channel:** Short videos on planning and evaluation.
- **MSL Learn Course:** Self-paced training on written plans.
- **Public Library Survey Dashboards:** For trend analysis and benchmarking.
- **Connecting with Local Government Officials Handbook:** Includes a logic model template for storytelling and advocacy.

Links from Chat

- [North Jefferson County Library District](#)
- [MSU Local Government Center](#)
- [Lewistown Public Library](#)
- [Annual Report Template](#)
- [Canva for Non-profits](#)
- [Lewistown Public Library - Contributions to Montana History Portal](#)
- [Elective Roadmap to Library Excellence](#)
- [MSL Strategic Planning Resources](#)
- [MSL Public Library Statistics Resources](#)
- [MSL Connecting with Local Government Resources](#)
- [MSL Learn Online Courses](#)
- [MSL YouTube Channel](#)

Discussion Questions

1. **Community Engagement:**
Carly Delsigne emphasized the importance of surveying the community to guide library planning.
➤ *How can your library ensure that community input is representative and not dominated by a vocal minority?*
2. **Data-Driven Advocacy:**
Both presenters used data to advocate for funding and services.
➤ *What types of data have been most persuasive in your experience when communicating with stakeholders or funders?*
3. **Survey Design:**
Carly mentioned the value of forced ranking in survey responses.
➤ *What are the pros and cons of using ranked-choice questions versus open-ended or multiple-choice formats in community surveys?*
4. **Communicating Impact:**
Alissa Wolenetz created a one-page infographic to summarize library impact.
➤ *What are some creative ways your library could visually communicate its value to the public or decision-makers?*
5. **Digital vs. Physical Services:**
Survey results showed strong support for both digital and physical library services.
➤ *How can libraries balance investment in digital resources while maintaining robust physical services, especially in rural areas?*
6. **Strategic Planning:**
The webinar highlighted the importance of having a strategic plan that is regularly reviewed.
➤ *What steps can your library take to ensure its strategic plan remains a living, actionable document rather than a static one?*
7. **Succession and Data Integrity:**
Alissa discussed the importance of documenting data collection methods for future staff.
➤ *What systems or practices does your library have in place to ensure continuity and accuracy in data reporting over time?*
8. **Leveraging Partnerships:**
Carly's library worked with the Montana Local Government Center for survey development.
➤ *What local or state partnerships could your library explore to strengthen planning, evaluation, or outreach efforts?*

Summary and discussion questions generated by Microsoft Copilot.

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Surveys



We want to hear from you! How can we make your library experience even better?

Please take a moment to complete this survey and let us know your thoughts on your community library's services, programs, and facilities. We know your time is valuable so this survey is designed to take less than 5 minutes to complete. Please return to designated box in library, drop box, or library staff.

Your input matters, thank you for your willingness to share your thoughts.

What do you believe is the primary purpose of the Clancy and Montana City Libraries in our communities? (Check all that apply)

- ☐ To provide opportunities for lifelong learning, personal achievement, entertainment, and other information resources to community members
- ☐ To be a community hub—a place of gathering, engagement, events, activities, and local information
- ☐ To provide access to internet, devices, digital resources, and technology troubleshooting
- ☐ Other: If you chose "Other", please describe your response here:

How well do you think the Clancy and Montana City Libraries are serving the needs of our communities?

- ☐ Extremely Well
- ☐ Well
- ☐ Somewhat Well
- ☐ Poorly
- ☐ Extremely Poorly

What could the Clancy and Montana City Libraries do to better serve the needs of our communities?

Do you currently have a library card?

☐ Yes

☐ No

On average, how often do you visit the library or access a library services?

☐ Daily

☐ Weekly

☐ Monthly

☐ A few times per year

☐ Annually

☐ Never. If you selected "Never", please tell us why you choose not to access library services:

Where do you most often access library services (check all that apply)

☐ Clancy Library – North Jefferson County Library District

☐ Montana City Library – North Jefferson County Library District

☐ Boulder Library – Jefferson County Library System

☐ Lewis & Clark Library – Helena

☐ Lewis & Clark Library – East Helena

☐ Lewis & Clark Library – Bookmobile

☐ Digital library services

How important are each of the following library services to you? Please check one answer for each question.

	Not at all important	Slightly important	Moderately important	Very important	Extremely important
Overall, how important is the public library to you and your family?					
Borrowing physical materials					
Borrowing digital materials					
Assistance with accessing information, government services, research, etc.					
Community space & programs (story times, summer reading, etc.)					
Access to the internet and help using devices (cell phones, computers, e-readers, etc.)					
Local information or services					
Other Services or Resources					

How would you rate each of the following public library services? Please check one answer for each service.

	Terrible	Poor	Average	Good	Excellent
Customer service					
Physical Collection (books, DVDs, audiobooks, newspapers, etc.)					
Programs (story times, summer reading, etc.)					
Websites, Online Catalog, research databases, & assistance with accessing information and services, etc.					
Digital Collection (e-books, downloadable movies & audiobooks, newspapers, magazines, etc.)					
Internet access, computers, devices, and printers					
Facilities, hours of operation, & library policies (collection development, fines/fees, etc.)					
Overall, how would you rate the library?					

Please rank the top three priorities that you would like to see Clancy and Montana City Libraries focus their resources over the next 2–3 years. **MARK ONLY 3** (*1=highest priority, 2=2nd highest priority, 3=3rd highest priority*)

___ Digital Library Services (Hoopla, MyMontanaLibrary2Go, Libby, Databases, Website, Online Classes/Events, etc.)

___ Physical Library Services (Collection, Special Collections, Services targeting special communities, Library Themes/Displays)

___ Community Services (Local Information, Accessing Local Resources and Knowledge, Getting to Know/Exploring our Communities, Gardening, Fire Prevention)

___ Community Programming (Summer Reading, Story Time, Social Events, Informational Classes, etc.)

___ Staff Training (Customer Service, Reference Skills, Guidance in Tech Troubleshooting, Job finding, resume, and application Skills, Knowledge in Locating/Filling out government information like FAFSA, Taxes, Benefits, Wills, etc)

___ Service Hours and Staffing (alter or add to hours and number of staff)

___ Library Collaboration (joining with the Jefferson County and Lewis & Clark Library Systems to provide hybrid services)

___ County Collaboration (joining with Jefferson County to provide an outlet for county expertise, information, and resources like Weeds, Extension Office, Mapping etc.)

___ Library Facilities (updating/refreshing furniture and décor)

How do you typically find out about what's happening in the community?

- ☐ Library website or Internet search (Google, etc.)
- ☐ Facebook, Instagram, X/Twitter, NextDoor
- ☐ YouTube
- ☐ Boulder Monitor
- ☐ Helena Independent Record
- ☐ Great Falls Tribune
- ☐ Signs or flyers in the Post Office
- ☐ Signs or flyers on subdivision bulletin boards
- ☐ School bulletins
- ☐ Other: If you chose "Other" , please describe your response here:

Do you face any barriers in accessing the Clancy or Montana City Public Libraries or their services? If so, please share as much as you're comfortable.

What additional services would you like to see provided by the Clancy or Montana City Public Libraries to meet the needs of the community?

Anonymous Respondent Demographic Information

All responses to this survey are anonymous so we cannot track who has and has not provided feedback.

We will use the demographic information below to help us understand which segments of our community we are reaching and how they are utilizing the library. We encourage you to share as much information as you are comfortable.

How old are you/your partner/your child (the people who most frequently use the library services in your family)

0-5 years

6-12 years

13-18 years

19-25 years

26-40 years

41-60 years

61+ years

What is the highest level of education you have completed?

- ☐ Some high school
- ☐ High school graduate or GED
- ☐ Some College
- ☐ College degree or higher
- ☐ Journeyman or Master
- ☐ Other: If you chose "Other", please describe your response here:

Which option below best describes your employment status?

Employed / Self-Employed Stay-at-home Retired Student Unemployed

What area best describes where you live?

- ☐ Montana City
- ☐ North of Clancy (Pinecrest, Blue Sky Heights, Forest Park Estates, Sleepy Hollow, etc.)
- ☐ Clancy
- ☐ Jefferson City
- ☐ Wickes/Corbin
- ☐ Other: If you responded "Other", please describe below:

11 FACTS TO KNOW ABOUT OUR LIBRARIES



1| OUR COMMUNITIES

North JeffCo Libraries serve over 6,000 residents, which is more than half of the county's total population, in 3 main communities, (census-designated places rather than legally organized entities) Jefferson City, Clancy, and Montana City. We are the fastest-growing area in the county. Federal estimates predict that we'll grow another 11-16% in the next decade.

3| TOP MONTANA PUBLIC LIBRARIES SERVING THE MOST AT THE LEAST EXPENSE:

1. DUTTON/TETON PUBLIC LIBRARY
2. DARBY COMMUNITY PUBLIC LIBRARY
3. **NORTH JEFFERSON COUNTY LIBRARY DISTRICT**
4. ROUNDUP SCHOOL-COMMUNITY LIBRARY
5. WILLIAM K. KOHRS MEMORIAL LIBRARY

We came in 3rd!

2| OUR LIBRARY DISTRICT TIMELINE ~2000

Volunteers from north Jefferson County acquired donations and space in Clancy's Old Schoolhouse for a volunteer library so that our communities didn't have to travel to Boulder or pay a special fee and travel to L&C to receive library services.

2004

The volunteer-run Clancy Library became a part-time Jefferson County library. Two years later it became a full-time library with paid staff.

2010

North JeffCo voters created their own library district with their own library board.

2015

North JeffCo Library Board created the Montana City Library.

4| SERVICES

Physical:

Books, Audio-books, DVD/Blurays
Computers
Hot Spots (portable internet)
Early Literacy Programs
Dolly Parton Imagination Library
Family Day Passes
Equipment (cake pans, gold panning equipment, MP3 & CD & Cassette & VHS players, portable projector, portable screen)
Great Courses/
Mystery Dinner Games/
Boy Scout Honor Badge Books

Online:

Hoopla
MyMontanaLibrary2Go
Gale/EBSCO Databases
Consumer Reports
WorldBook Online
Montana Memory Project
Burn Permits/Taxes/Elections/
Cadastral/Legal Help/
Home-school Resources

5| FY25 ANNUAL STATISTICS

Items
Borrowed:
57,277

In-Person
Visits:
77,166

Our patrons
saved
\$829,003*
using their
North JeffCo
Libraries!

*<https://www.ala.org/advocacy/library-value-calculator>

Programs
Offered:
251

Program
Attendance:
3,146

197 participants
for our 11 week
Summer Reading
Programs
(Pre-K, Children, Teen, &
Adult) which we offer
both online and
physically.

NORTH JEFFCO LIBRARIES COMMUNITY SURVEY RESULTS

SURVEY CONDUCTED BY THE MONTANA LOCAL GOVERNMENT CENTER

NORTH
JEFFERSON
COUNTY

PUBLIC LIBRARY DISTRICT

6 | OUR LIBRARIES' PRIMARY PURPOSE ACCORDING TO OUR COMMUNITIES

45% To provide opportunities for lifelong learning, personal achievement, entertainment, and other information resources to community members

29% To be a Community Hub--a place of gathering, engagement, events, activities, and local information

25% To provide access to internet, devices, digital resources, and technology troubleshooting.

7 | HOW WELL ARE OUR LIBRARIES SERVING OUR COMMUNITIES?

43% Extremely Well

36% Well

79%

Ext. Well/Well!

8 | OUR COMMUNITIES' TOP PRIORITIES FOR OUR LIBRARIES

1. Physical Library Services (51%)

2. Digital Library Services (35%)

3. Community Services (19%)

4. Community Programming (17%)

9 | MOST VALUED SERVICES

**81% Physical
Materials**

**66% Digital
Materials**

**65% Local
Information or
Services**

61% Community Space
& Programs

54% Other Services or
Resources

51% Assistance with
Accessing Information,
Government Services,
Research, etc.

48% Access to the
Internet and
Help Using Devices

10 | RATING OUR CURRENT SERVICES

**90% Customer
Service**

**79% Physical
Collection**

77% Programs

76% Digital Collection

**76% Website,
Online Catalog,
Databases**

**74% Internet Access,
Computers, Devices,
Printers**

**74% Facilities,
Hours of Operation,
Policies**

11 | AREAS FOR IMPROVEMENT

**25% Computers/
Improved Online**

**25% Expanded
Physical Collection**

25% More Hours

13% Larger Facilities

6% Programs

6% Improved Staff
Training/Knowledge

207 survey responses

Ages:

60+ 35%; 41-60 27%; 26-40 14%

Employment:

51% Employed; 42% Retired
79% College degree or higher

Area Reside:

MT City 37%; Clancy 27%;
North of Clancy 18%;
Jefferson City 11%