

# Playbook 2026

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All In To Win

Inclusion x Innovation x Involvement

Adopted by the LVCCLD Board of Trustees on July 8, 2021



# TEAM ROSTER

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# LAS VEGAS - CLARK COUNTY LIBRARY DISTRICT

## VISION

All people in Southern Nevada thrive and enjoy educational, economic, and social well-being.

## MISSION

The Las Vegas-Clark County Library District nurtures the educational, economic, and social well-being of individuals and communities in Southern Nevada. The District is committed to building communities of people who come together to pursue their individual and group aspirations.

## HOW WILL WE SUCCEED?

- Limitless Learning
- Business & Career Success
- Government & Social Services
- Community & Culture

# DATA POINTS

## 2019 Demographic Survey

- District wide and all branches
- American Community survey conducted annually so data is current
- Market Segmentation Data

## Leadership Interviews

- Fall 2019
- Questions to community thought leaders

## UNLV Student Evaluation Surveys

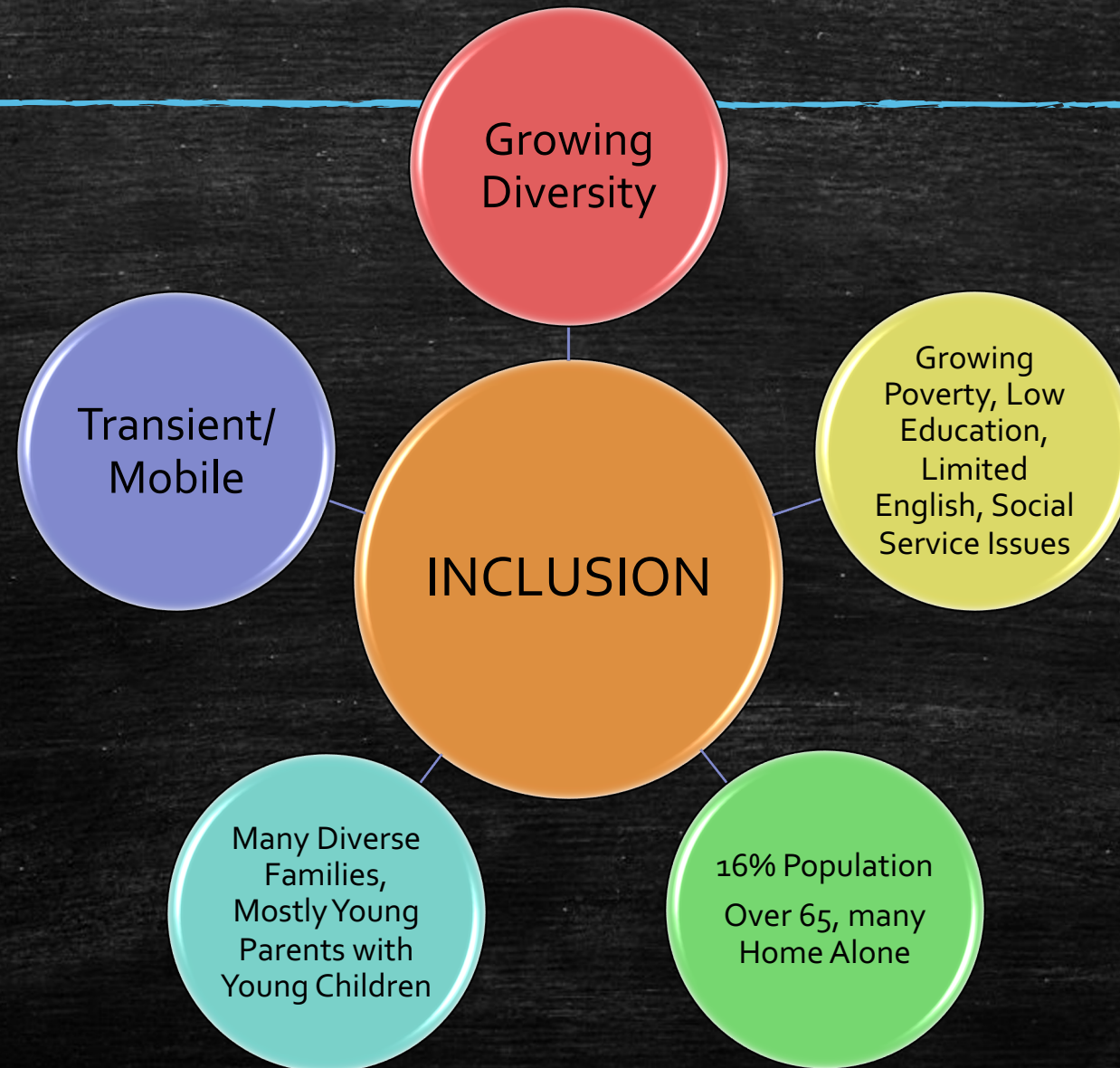
- January –February 2021
- 244 Employees
- 4 Board Trustees
- 40 Partners

## Staff Survey

- Disruptive trends
- Positive trends
- Challenges
- Strengths
- Most impactful programs
- Refining strategies
- Ways to increase library effectiveness
- 10 year headlines



# CHALLENGES OF INCLUSION





# COMMUNITY CONDITIONS

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- ✓ Leadership interviews of biggest challenges- education, unemployment, small business vitality, family sustaining wages, lack of technology skills
- ✓ Impacts of Pandemic- Unemployment still at 230,000
- ✓ Mismatch of worker skills with emerging employment opportunities
- ✓ DEIA and Systems of Bias- inequities in education, health, food and housing, security, policing, incarceration, LGBTQ+
- ✓ Mental health, substance abuse, addiction
- ✓ Growing homeless population and no solutions to scale
- ✓ Limited and low quality child care sector



# GLOBAL FORCES OF CHANGE REINVENTION OF THE PUBLIC LIBRARY



**X SOCIAL-** Young Families,  
Aging Populations, Customization,  
Responding to Customer Interests,  
Building Cultures of Inclusion, Equity,  
Diversity and Access

**O LEARNING-** Virtual and Live,  
New Learning Platforms, Project-Based  
Learning, Multi-Cultural Content, Digital  
Divide, Special Needs Learners, Focus on  
Customer Experience, Experiential and Lab  
Environments

**X ECONOMIC-** Pandemic  
Instability and Distress, Unemployment,  
Affordable Housing, Workforce Skills  
Mismatch with Available Jobs, Automation,  
Remote Work, Gig Economy, Sustainable  
Wages



**O TECHNOLOGY-** Mobile  
Apps, Cloud, and Virtual Platforms,  
Exponential Change, Fast Adoption, Rising  
Demand for Digital Products and Virtual  
Services, Multi-Channel Customer Care

**X COMPETITION-** Online  
Search, Online Services, Home Delivery,  
Virtual and Shared Work, Google, Amazon,  
YouTube, Tik Tok, Instacart, WeWork

**O PANDEMIC-** Wild Cards that  
Turn the World Upside Down

# PLAYBOOK INNOVATION

Pre- and Post-Pandemic Feedback on V.2020 Strategic Directions



## How Do We Activate the Strategies

What plays can we make to be more inclusive, responsive, relevant and adaptive?

Powerful People

Powerful Places

Powerful  
Partnerships

Powerful Platforms



# STRATEGIC DIRECTIONS

LIMITLESS  
LEARNING

BUSINESS AND  
CAREER SUCCESS

CONNECTING TO  
GOVERNMENT  
AND SOCIAL  
SERVICES

COMMUNITY  
AND CULTURE



# LIMITLESS LEARNING

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## Close the Education Gap

- ✓ Build the learning pipeline- early learning leads to Kindergarten readiness and K-12 school success and graduation
- ✓ STEAM learning opportunities lead to workforce opportunities and greater earning potential
- ✓ Alternative adult learning opportunities- expanded programs, trainings, technology assistance, English instruction, certifications
- ✓ Libraries are essential supports for virtual learning

## Interest-Driven Learning

- ✓ Customers drive their own learning
- ✓ We need to listen and respond
- ✓ Take & Makes with learning objectives
- ✓ Maker Spaces

## Increase Literacies in All Areas

- ✓ Reading, Digital, Health, Financial, Media

## Fun and Fresh

- ✓ Utilize multiple channels, Learning Modalities
- ✓ Do the unexpected, both in the libraries and out in the community where people already gather



# Limitless Learning

## Powerful People

- Customers, community thought leaders, influencers
- Staff, community experts, training partners, book group, DIY enthusiasts, makers
- Educators
- Volunteers, mentors, coaches
- Donors
- CCSD leadership and CCSD Partnership Office
- Local Employers

## Powerful Places

- Place for the whole family to engage in learning activities
- Learning Labs, Maker Spaces, Computer Labs, Device Advice
- Events at libraries and pop-up community places
- Place to master new technologies
- District service model is embedded in all branches
- Branch flavors are encouraged, cultivated, and celebrated
- Casinos, local employers
- Maker spaces

## Powerful Partnerships

- Early learning organizations and child care community
- CCSD, Charter Schools, K-12 educators, tutors
- Adult Education Ecosystem
- Post-secondary partners- CSN, UNLV, NSC, trade schools, certifications
- Out of school time partners- City of Las Vegas, Clark County, nonprofits
- Chambers of Commerce
- NSLAPR, IMLS
- DISCOVERY Children's Museum
- North Las Vegas, Boulder City and Henderson Library Districts
- Vegas PBS
- Cooperative Extension
- Veterans

## Powerful Platforms

- Library as learning place for families, students, adults
- Online learning – databases, courses, apps, COHS, adult education
- Social media
- We are a learning organization
- Outreach Services delivers broadly



# BUSINESS & CAREER SUCCESS

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## Employment and Career Path Support

- ✓ Resume, interview, job fairs
- ✓ Adult education, English language Instruction
- ✓ Technology training
- ✓ Online courses and certifications
- ✓ Events that support remote workers
- ✓ Services and events for re-entry populations
- ✓ Services and events for veterans
- ✓ Free printing

## Business Development, Hubs, and Incubators

- ✓ Small business development services, individual and group
- ✓ Business networking events
- ✓ Online business resources and courses
- ✓ Programs for gig economy workers
- ✓ Access to office equipment, lounges, conference rooms



# Business & Career Success

## Powerful People

- Adult Learning Program staff
- CCSD HS counselors
- Computer lab staff
- Teen media specialists
- Outreach staff
- One-Stop staff
- Recruiters
- Social service agency liaisons
- Apprenticeship liaisons
- LVCCLD HR
- LVCCLD training staff
- Volunteers
- Trainers
- Local Entrepreneurs and Employers

## Powerful Places

- One-Stop Career Center
- Employ NV
- Chambers of Commerce
- Smith Center
- CCSD high schools
- LVCCLD community spaces and study rooms
- Adult services desk
- Maker Spaces
- Computer Labs
- Casino employee break rooms and day cares
- City parks
- Community Centers
- Convention Centers
- UNLV, CSN, NSC
- RTC
- Office space, business hubs, co-working spaces, conference rooms
- Other regional libraries

## Powerful Partnerships

- Workforce Connections
- CCSD, CSN, UNLV, NSC
- Goodwill
- FIT
- Payback
- NV Small Business Development Center
- City of Las Vegas Innovation Center
- Chambers of Commerce
- Local Unions
- Greater Las Vegas Assoc Realtors
- Trade schools, re-entry programs
- The Harbor
- NPHY, Shade Tree, Project 150
- YMCA
- Goodwill
- Governor's Office of Economic Development, LVGEA, OWIN, DETR, Dept of Ed, Business and Industry
- Veteran Organizations

## Powerful Platforms

- Nevada Career Explorer
- Employ NV
- LVCCLD social media
- WebEx, Zoom
- Lifeworksnv.org
- Online career coaching and training
- LVCCLD website, e-resources
- Teen job fairs
- Job Now
- Monthly newsletters
- Career Online High School
- Biz Library
- Staff Day
- OLLI at UNLV
- One-Stop outreach
- PIC Manual
- Marketing outreach and video demo of online services
- Adult learning classes and certifications



# GOVERNMENT & SOCIAL SERVICES

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## Intelligent Referrals

- ✓ Knowledge and current database/web resources for government agencies and services
- ✓ Knowledge and current database/web resources on social service populations and issues
- ✓ Staff training on working with difficult and special needs customers
- ✓ Current information for homeless, mental health, substance abuse, re-entry populations, and veterans

## Public Access Devices and Wi-Fi

- ✓ Technology
- ✓ Training – staff and public

## Effective Partnerships

- ✓ CCSD Counselors, social service agencies, mental health providers, homeless and domestic abuse shelters, Three Square, 211, Nevada Partnership for Homeless Youth, Southern Nevada Housing Authority, The Center, Veterans Affairs



# Government & Social Services

## Powerful People

- Community leaders at City and County, CIS, NV Cooperative Extension, United Way, social workers, faith leaders, police, fire, health providers
- Job seekers, new residents, anyone in need of services
- HR training, staff, customers, students, parents, youth, people waiting in line
- Security and LV Metro Police
- Local medical community

## Powerful Places

- Libraries, community centers, churches, YMCA, shelters, foster care, WIC clinics, hospitals, addiction clinics, SNHD, family service providers, DMV locations, RTC buses, senior centers
- Library computer labs, One-Stop, consultation rooms
- Social service and health fairs
- Other regional libraries

## Powerful Partnerships

- Library Directory of Social Service partnerships
- CCSD counselors, CIS, NV Cooperative Extension, United Way, Urban League, Workforce Connections, NPHY, Three Square, SafeKey, DHHS, veterans organizations, DETR, SNHD, The Harbor, The Center
- HELP of SNV
- UNLV school of social work
- SN Housing Authority
- Veterans Organizations
- Local Health Organizations

## Powerful Platforms

- Pop-Up libraries, Government services kiosks (DMV, USPS)
- Facebook, Twitter, Snapchat, Instagram, LVCCLD website, TikTok
- Voyager, BizLibrary
- Libby, Hoopla, LVCCLD databases
- Library collections
- LVCCLD website connects to referral agencies and nonprofits
- Branding and Marketing



# COMMUNITY & CULTURE

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## Third Place

- ✓ Sanctuary away from home and work
- ✓ Open, comfortable, flexible spaces and furniture
- ✓ Good lighting, great spaces inside and out

## Welcoming Place

- ✓ Culture of respect and recognition
- ✓ Listening to all voices
- ✓ Open door, feeling of belonging
- ✓ Diverse and inclusive collections, programs, events, activities
- ✓ Access to technology for learning, entertainment, play, interaction
- ✓ Enrich community life
- ✓ Strong multi-cultural and multi-channel communications and media partners
- ✓ Collaborative and engaging experiences and events
- ✓ Meet-ups, networking events
- ✓ Make and share, create and share, production showcases
- ✓ A place where all voices are heard and celebrated
- ✓ District is a community culture catalyst
- ✓ Branches reflect the cultures of the neighborhoods and interests of residents



# Community & Culture

## Powerful People

- Staff practice and promote DEIA throughout the organization
- BIPOC, LGBTQ+, Disabled populations seen, heard, celebrated in all activities
- Environmentally conscious users
- Gig workers, makers, creatives, performers, artists
- Cultural competencies

## Powerful Places

- Attractive and accessible branch facilities
- Farmers markets and other places where people gather
- Parks
- Consuls
- First Fridays
- Galleries
- Multipurpose and Performing Arts spaces
- Living Room feel

## Powerful Partnerships

- UNLV and CSN Centers for Social Justice
- Delivery/gig companies
- Autism groups
- People First of Nevada
- Gender Justice of NV
- Parks and Recreation
- Community gardens
- Small local businesses
- Environmental organizations
- Opportunity Village
- PIMA Medical Institute
- Local sports teams
- Local performance and art groups

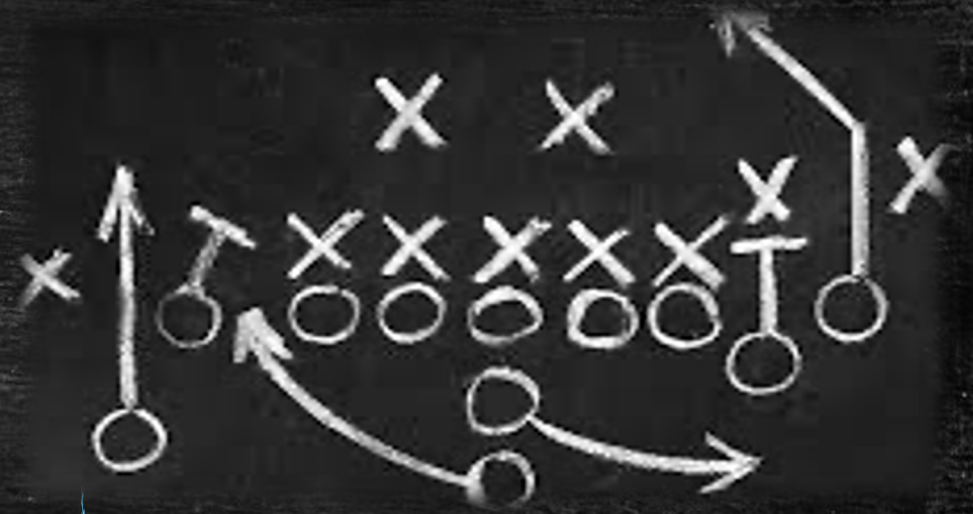
## Powerful Platforms

- Mission Statement
- DEIA is top of mind to build learning circles
- Virtual spaces
- Environment
- Social Justice
- Art Galleries
- BiblioBoard
- Website and Social Media
- Multicultural, Multichannel Media



# INVOLVEMENT

- ✓ When we are all in, all win
- ✓ Employer of choice
- ✓ Organizational culture is driven by equity, inclusion, diversity, and access for all
- ✓ Transform from within to transform services
- ✓ Service decisions driven by community and customer perspectives, interests, and experiences
- ✓ Staff are aware, visible, valued, engaged and empowered
- ✓ Everyone feels welcome
- ✓ All regional residents are aware of library resources and assets
- ✓ Relevance is local
- ✓ District-wide customer experience standards
- ✓ Branches have flavors
- ✓ Public trust is North Star





WE GET THERE WITH YOU, FOCUSED ON:

POWERFUL  
PEOPLE

POWERFUL  
PLACES

POWERFUL  
PARTNERS

POWERFUL  
PLATFORMS