

Playbook 2026

All In To Win

Inclusion x Innovation x Involvement

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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

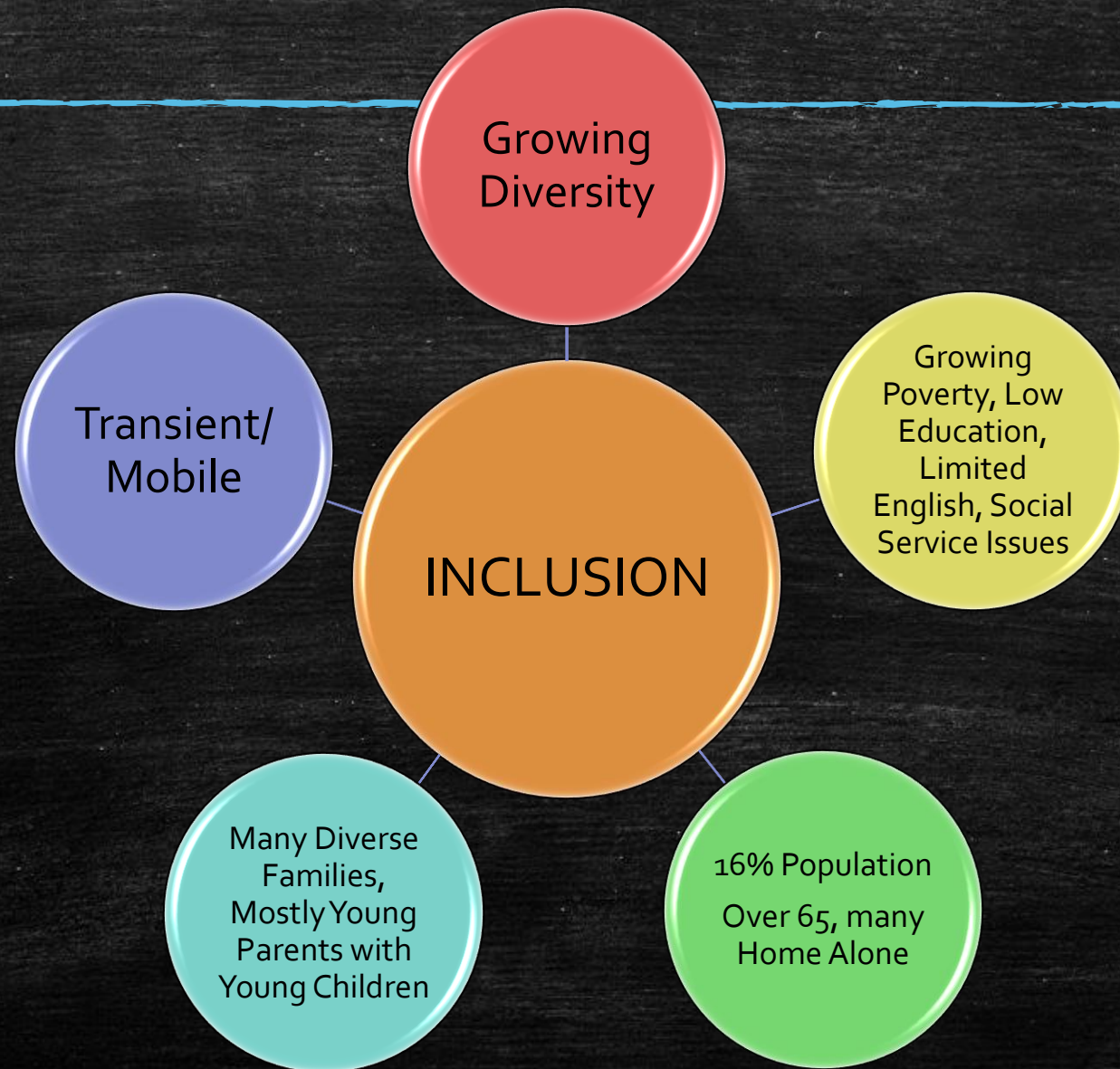
UNLV Student Evaluation Surveys

- 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

- ✓ 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

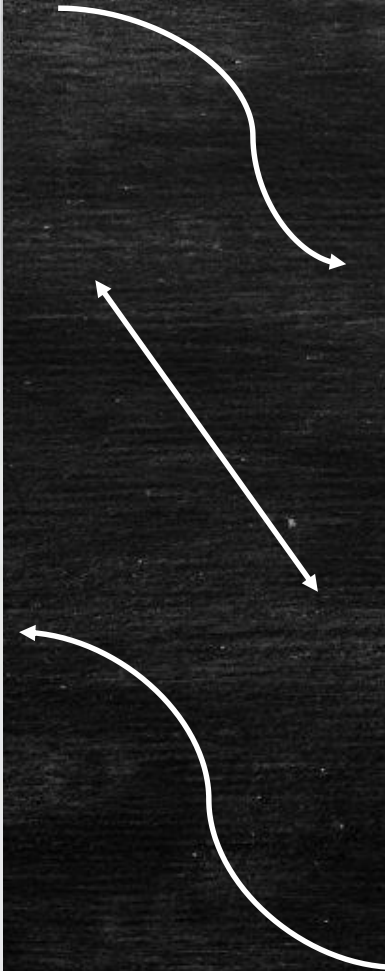
X ECONOMIC- Pandemic
Instability and Distress, Unemployment,
Affordable Housing, Workforce Skills
Mismatch with Available Jobs, Automation,
Remote Work, Gig Economy, Sustainable
Wages



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

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

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

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

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

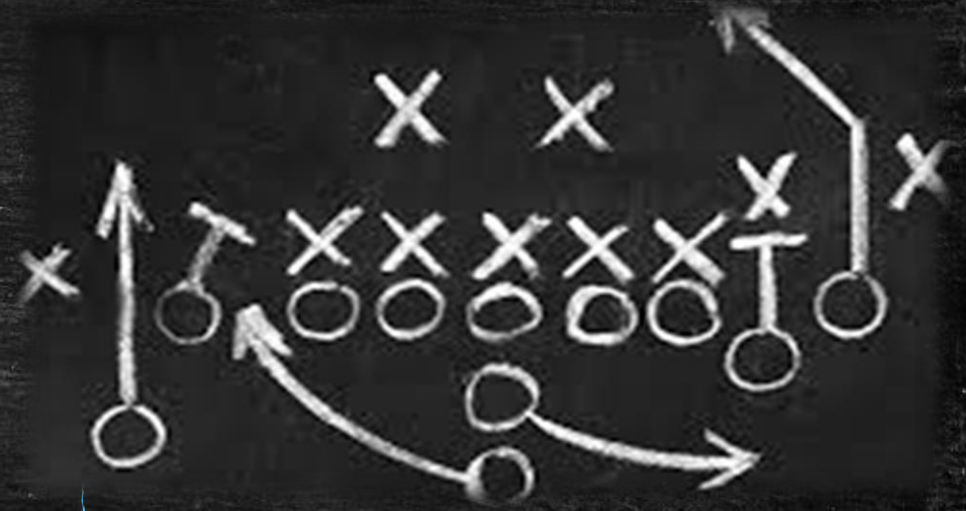
- UNLV and CSN Centers for Social Justice
- Delivery/gig companies
- Autism groups
- People First of Nevada
- Gender Justice of NV
- Parks and Recreation
- Community gardens
- Small local businesses
- Environmental organizations
- Opportunity Village
- PIMA Medical Institute
- Local sports teams
- Local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