Strategic Plan | 2018-2020

Information: **KDL Improves Kent County 3rd Grade Reading Proficiency to help kids succeed in school and beyond**.

<u>Fact</u>: *In the 2017 Kids Count Michigan profile, in Kent County 48% of students were not proficient in grade three English Language Arts.*

#1 (Information)		
Theme School Partnership, Literacy	**Goal**	By 2020, KDL will work with 6 area schools with the lowest 3rd Grade Reading Proficiency.
	Success Metrics	KDL will work with Kent Schools Services Network and schools to monitor reading scores for students regularly visiting the library or the bookmobile.
	KDL Impact	Through recreational reading, students will increase their reading at school and at home with a positive impact on their reading scores.
	Activity #1	*By September 2018, KDL staff will be hired and trained to deliver story time with an emphasis on the early literacy skills.* ***[Community Engagement/Youth Services]***
	Activity #2	*By August 2018, KDL staff will schedule school visits with the bookmobile to coincide with parent participation and not compete with the school's library.* ***[Community Engagement]***
	Activity #3	*By October 2018, A collection will offer materials of interest to each community (and reflective of that community's demographics) to encourage personal reading choices and the concept of reading as fun.* ***[Collection Development]***
	Activity #4	*By November 2018, Parents will be trained to access the school's parent portal. KDL will provide technology to do this on the bookmobile. As a result, parent's engagement with their student's school performance will increase by 30%. Parents will report their child's reading scores and/or grades to the library to measure improvement.* ***[Community Engagement/IT]***

#2 (Information)

Theme	Goal	Goal By 2020, KDL will reach 10% more students each year with a County Wide Reading Program for new readers to encourage leisure reading through its school partnerships.
School Partnership, Student Engagement	**Success Metrics**	KDL will sign up students and watch progress through outreach efforts with area schools.
	KDL Impact	Through recreational reading, at risk students in underserved groups will start on a path where reading is enjoyable with positive impact on their reading scores leading up to third grade.
	Activity #1	*By November 2018, KDL will create updated booklists for promoting the collection to new readers* **[Collection Development and Early Literacy workgroup]**
	Activity #2	*By December 2019, KDL staff will work with Grand Rapids Public Library and Kent Intermediate School District staff to create a County Wide Reading program designed to encourage new readers, replacing/revamping the existing KDLand Reading Program.* **[Youth Specialists]**
	Activity #3	*By December 2019, KDL will create a marketing campaign around the program.* **[Communications Department]**
	Activity #4	*By December 2019, KDL will work with Kent Intermediate School District and local schools to track the reading growth of students participating in the program.* **[Director of Branch Services and Operations and Manager of Community Engagement]**

#3 (Information)

Theme	Goal	By 2020, KDL will give student library cards to 80% of the students in public school in the KDL service area.
School Partnership, Student Success	**Success Metrics**	KDL will give student cards with a focus on schools whose kids can't easily get to the library with an emphasis on elementary school. • D Branches: 60% of schools. • C Branches: 60% of schools. • B Branches: 80% of schools. • A Branches: 90% of schools.
	KDL Impact	Students with a library card can use the library collection and databases to check out material they are interested in in order to increase reading scores.
	Activity #1	*By March 2018, student library cards will be issued to Kentwood Public Library Schools as part of the Library Card Challenge project.* ***[Community Engagement]***
	Activity #2	*By April 2018, a newsletter will be sent to parents and teachers at Godwin Public Schools and Kelloggsville Public Schools to promote the use of the student library card, connecting students to library materials and database resources.* ***[Community Engagement]***
	Activity #3	*By October 2018, a library card drive campaign will be launched to get students to sign up for library cards in our service area.* ***[Community Engagement/Communications]***
	Activity #4	*By November 2018, student library cards would be issued to Kent City Public Schools as part of the Library Card Challenge project.* ***[Community Engagement]***
	Activity #5	*By December 2018, explore options to extend use of KDL digital collection to student library cards included in the Library Card Challenge project.* ***[Director of Innovation]***

#4 (Information)

Theme	Goal	By 2020, KDL will give volunteers an opportunity to work with at risk students in the schools as reading buddies or as a Literary Lunch volunteer.
Community Engagement, School Partnership, Student Success	**Success Metrics**	KDL will recruit volunteers who want to read to students – either as a group or one on one – to expand these programs in more schools. • D branches: 4+ schools. • C Branches: 3+ schools. • B Branches: 2+ schools. • A Branches: 1+ schools.
	KDL Impact	KDL gives meaningful volunteer experiences to volunteers to help students increase their love of reading and their reading scores. Student success is shared with volunteers.
	Activity #1	*By May 2018, work with local school districts to identify schools serving at risk students and establish relationships. **[Volunteer Coordinator, Branch Managers and Youth Staff]***
	Activity #2	*By June 2018, create a Design Thinking Team to create a prototype for a Reading Buddy/mentor program. **[Volunteer Coordinator]***
	Activity #3	*By November 2018, collaborate with local partners to establish best practices, test prototype to get feedback for the Reading Buddy/mentor program. **[Volunteer Coordinator, Community Engagement Manager and Reading Buddy Design Thinking Team]***
	Activity #4	*By November 2019, create a literacy lunch and reading buddy training program for volunteers. **[Youth Staff and Volunteer Coordinator]***
	Activity #5	*By December 2020, volunteers will be recruited, trained, and placed with schools as reading buddies/literacy lunch facilitators. **[Youth Staff and Volunteer Coordinator]***

*Ideas***: KDL Increases program opportunities for adults and senior citizens to increase lifelong learning options in Kent County.**

Fact: Half of college students who are 50 years of age or older attend community colleges to connect with other people, have fun and retool for a new career. From the American Council on Education.

#1 (Ideas)		
Theme Underserved Population, Community Engagement	**Goal**	Increase opportunities for residents to experience community engagement that exposes them to a new part of their community.
	Success Metrics	KDL will offer opportunities at area branches which increase each year. • 2018: 6 Opportunities • 2019: 10+ Opportunities • 2020: 14+ Opportunities KDL will engage with community groups (who have not previously worked with the library) who feel welcomed to the library and included in the community.
	KDL Impact	Residents will have the opportunity to learn or share about other groups and people in their community.
	Activity #1	*By August 2018, begin offering "front porch" program at three branches during summer, where patrons are invited to sit outside on lawn chairs and have conversations with people they don't already know.* ***[Programming Department]***
	Activity #2	*By December 2018, identify, meet and create a plan to create programming featuring six community groups at different branches that want to partner with KDL on cultural/underserved population programming.* ***[Programming Department]***
	Activity #3	*By December 2018, create two programs based on the findings of the needs of community groups that feature their culture or underserved population.* ***[Programming Department]***
	Activity #4	*By December 2020, KDL will seek new partnership opportunities to further the library's mission to further all people by reaching out to other organizations with similar missions in order to expose the library to new people in the community.* ***[Programming Department and Community Engagement Department]***

#2 (Ideas)

Theme	Goal	Increase opportunities to learn something new on a variety of topics through community experts.
Lifelong Learning, Community Engagement	**Success Metrics**	KDL will offer lecture opportunities on a wide range of topics with a growing series each year. • 2018: 10+ Opportunities • 2019: 14+ Opportunities • 2020: 20+ Opportunities • D Branches: 40+ people in attendance. • C Branches: 30+ people in attendance. • A/B Branches: 25+ people in attendance. Patrons will travel to new branches to have these learning opportunities.
	KDL Impact	Residents will have access to experts to encourage lifelong learning.
	Activity #1	*By June 2018, host speaker series in partnership with the World Affairs Council this spring at the Wyoming branch on civil discourse.* ***[Programming Department / Director of Innovation]***
	Activity #2	*By August 2018, host Ethics Book Clubs at East Grand Rapids branch and evaluate the program for potentially adding more of these book clubs at other branches.* ***[Programming Department, East Grand Rapids branch]***
	Activity #3	*By November 2018, expand KDL speaker series to include a series of programs in Fall '18, where patrons have a chance to attend free, interesting, lectures on relevant topics, building on the success of the Comstock Park branch's Live and Learn Fall series.* ***[Programming Department, Comstock Park Branch]***
	Activity #4	*By December 2018, offer two speakers to branches for consideration to offer each quarter that focus on learning opportunities such as home improvement and financial literacy. Provide these for 2018 Summer, Fall and Winter seasonal programming.* ***[Programming Department and Adult Programming Work Group]***
	Activity #5	*By December 2018, create connections with local universities and organizations to facilitate the procurement of lecturers that would be of interest to KDL's patrons.* ***[Programming Department]***

#3 (Ideas)

Theme	Goal	Increase opportunities to do activities that normally cost money to participate.
Underserved Populations, Community Engagement	Success Metrics	KDL will pay for instructors to come to the branches and offer learning opportunities for community activities that normally cost. • 2018: 5+ Opportunities • 2019: 10+ Opportunities • 2020: 15+ Opportunities
	KDL Impact	Residents can participate in activities that normally cost money.
	Activity #1	*By August 2018, survey and ask patrons what activities they can't participate in due to cost. Results will inform the 2019 budget and program planning. [Programming Department and Adult Programming Work Group]*
	Activity #2	*By November 2018, offer programs with GRCC's Leslie E. Tassell M-TEC instructors in Fall 2018 in their area of expertise that can be done at our branches, i.e. automotive or construction trades. [Programming Department]*
	Activity #3	*By November 2018, offer new home improvement and repair programs with Home Repair Services in Summer and Fall 2018. [Programming Department and Adult Programming Work Group]*
	Activity #4	*By December 2018, investigate the potential for a repair workshop-type program ("repair cafes") to be held at KDL branches, such as jewelry repair workshops. [Programming Department and Adult Programming Work Group]*
	Activity #5	*By December 2018, offer an artisan chocolate making class in 2018 for adults. [Programming Department]*

#4 (Ideas)

Theme	Goal	Increase opportunities to learn about the history of their community.
Lifelong Learning, Community Engagement	**Success Metrics**	Over the three years, each branch will offer at least one local history program.
		Branches with more than 30 people in attendance should increase this expectation to an annual amount.
		New people will attend programs at the library.
	KDL Impact	Residents will learn something new about their community.
	Activity #1	*By June 2018, provide a program on tintype photography with a local speaker for multiple branches to host. **[Programming Department, Adult Programming Work Group and Adam Oster (Kentwood Librarian)]***
	Activity #2	*By August 2018, create an informational packet of each branch's local history rooms and collections and the historical society that serve's each branch's population. Research the best way to have this information available to patrons (website page, flyer, etc.) and available at local history programs. **[Programming Department and Communications Department]***
	Activity #3	*By November 2018, provide a program honoring the anniversary of World War One with at least one speaker on the local connection to the war. **[Programming Department, Adult Programming Work Group and Adam Oster (Kentwood Librarian)]***
	Activity #4	*By December 2018, facilitate the hosting of local history programs in connection with local historical societies at 4 or more KDL branches in 2018 (continuing to add to this number each year until all 19 have hosted a local history program by December 2020) that feature an aspect of that community's history. Branches will offer several ideas for patrons to vote on. **[Programming Department]***
	Activity #5	*By December 2018, partner with area genealogy groups to host new genealogy instructional programs for adults. Survey participants to find out what other topics they want to see offered. **[Programming Department, Adult Programming Work Group and Adam Oster(Kentwood Librarian)]***

***Excitement*: KDL enhances children's learning through unique learning opportunities to make reading and learning fun with a positive impact on school achievement.**

Fact: An amalgamated research field called the science of learning has identified four key ingredients of successful learning: learning occurs best when children are mentally active (not passive), engaged (not distracted), socially interactive (with peers or adults), and building meaningful connections to their lives. From National Association for the Education of Young Children.

#1 (Excitement)		
Theme Student Success, Community Engagement	**Goal**	Increase STEAM (Science Technology Engineering Art Math) opportunities with community partners and experts.
	Success Metrics	New experts will present STEAM (Science Technology Engineering Art Math) programs at the library or offsite. Branches will offer these programs as follows: • 2018: 8 opportunities • 2019: 12 opportunities • 2020: 18 opportunities Attendance will be: • D branches: 25+ • C branches: 20+ • A/B branches: 15+ Children will attend more than one STEAM (Science Technology Engineering Art Math) program.
	KDL Impact	Children will have an introductory STEAM (Science Technology Engineering Art Math) experience with access to experts to continue their interests.
	Activity #1	*By November 2018, partner with Grand Rapids Community College to bring their Mobile Manufacturing Trailer to multiple branches in 2018.* ***[Programming Department]***
	Activity #2	*By November 2018, host our own maker fair, the KDL LAB Extravaganza with new STEAM partners and presenters in fall 2018.* ***[Programming Department and KDL LAB Work Group]***
	Activity #3	*By November 2018, participate in Chemistry at the mall, along with other local maker groups, bringing STEAM KDL LAB activities to Woodland Mall.* ***[Community Engagement Department]***
	Activity #4	*By December 2018, continue KDL's presence on the Grand Rapids Maker's Fair Planning Committee making connections with local maker groups.* ***[KDL LAB Work Group]***

#2 (Excitement)

Theme	Goal	Bring STEAM (Science Technology Engineering Art Math) activities into school outreach activities.
Student Success, School Partnership	**Success Metrics**	Staff will bring KDL Lab tubs into school outreach opportunities. Branches will offer these programs as follows: 2018 - D branches: 6+ - C branches: 4+ - A/B branches: 3+ 2019 - D branches: 8+ - C branches: 6+ - A/B branches: 4+ 2020 - D branches: 10+ - C branches: 8+ - A/B branches: 6+ Children will go to the library to use the KDL Lab space in the branches.
	KDL Impact	Children will learn something new (STEAM-related) while having fun.
	Activity #1	By April 2018, KDL staff will bring KDL LAB STEAM activities (Snap Circuits, Paper Circuits and Revved Up) to Sand Lake Elementary *[NEL Youth Staff]*
	Activity #2	By May 2018, KDL staff will bring KDL LAB tubs into three different Forest Hills Schools (Northern Trails, Meadow Brook Elementary and Knapp Forest Elementary). *[CAS Youth Staff]*
	Activity #3	By June 2018, KDL staff will bring KDL LAB to Kent City Elementary Schools as part of their after school programs. *[TYR Youth Staff]*
	Activity #4	By June 2018, KDL staff will continue to bring KDL LAB to Martin Luther King Jr Leadership Academy for their after school programs. *[EGR Youth Staff/Outreach Specialist]*
	Activity #5	By December 2018, KDL staff will bring Da Vinci/catapult activities to Kentwood Public Schools as part of the STEAM for 5th graders events. *[KWD Youth Staff]*

#3 (Excitement)

Theme	Goal	Offer fun learning opportunities during school breaks.
Student Success, Community Engagement	**Success Metrics**	New experts will present STEAM (Science Technology Engineering Art Math) programs at the library or offsite. Branches will offer these programs as follows: • 2018: 8 opportunities • 2019: 12 opportunities • 2020: 18 opportunities Attendance will be: • D branches: 25+ • C branches: 20+ • A/B branches: 15+ Children will attend more than one STEAM (Science Technology Engineering Art Math) program.
	KDL Impact	Children will have opportunities to explore STEAM (Science Technology Engineering Art Math) interests that lead to school success and new career interests.
	Activity #1	*By May 2018, at multiple branches, host Build a Rocket with The Geek Group, hosted by experts from The Geek Group during spring break.* ***[Programming Department and KDL LAB Work Group]***
	Activity #2	*By May 2018, provide spring break program at GRCC M-Tech for 4th through 8th grade students getting hands on experience with skills like tilling, virtual welding and more.* ***[Programming Department]***
	Activity #3	*By May 2018, during spring break, host Engineering Challenge at the Geek Group, where teams of students will compete, building large-sized bridges.* ***[Programming Department and KDL LAB Work Group]***
	Activity #4	*By December 2018, continue to work with community partners such as Geek Group and M-Tech to plan for future school break programming options for school age children.* ***[Programming Department and KDL LAB Work Group]***

#4 (Excitement)		
Theme Student Success, Community Engagement	**Goal**	Creatively use branch space after hours for fun, learning programs.
	Success Metrics	Branches will offer these programs as follows: • 2018: 4 opportunities • 2019: 8 opportunities • 2020: 12 opportunities Attendance will be: • D branches: 35+ • C branches: 25+ • A/B branches: 15+ Children will bring a friend who is new to the library. Homeschool students will participate in these learning opportunities.
	KDL Impact	Children will make memories at the library and enjoy these learning opportunities.
	Activity #1	*By July 2018, select branches will host KDL CRAM Nights for students giving them the whole library and a set time to study for exams.* ***[Programming Department]***
	Activity #2	*By November 2018, provide a KDL LAB Maker night after hours at one or more branches highlighting our KDL LAB activities in a multi-station program.* ***[Programming Department and KDL LAB Work Group]***
	Activity #3	*By November 2018, provide a Gaming night for all ages featuring video games, board games and more unique games in an afterhour's program.* ***[Programming Department]***
	Activity #4	*By November 2018, promote CRAM Night and Maker Night to area homeschool students. Complete by December 2018.* ***[Programming Department, KDL LAB Work Group, Communications Department, Community Engagement Department and Youth Services]***
	Activity #5	*By August 2018, survey teens at these events as well as summer Teen CREW members to get ideas for the 2019 budget.* ***[Programming Department and Youth Services]***