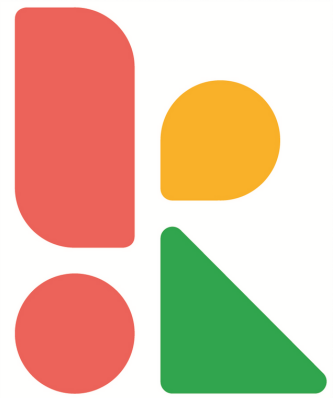


STRATEGIC PLAN 2021–2023



FIRST QUARTER UPDATE
2022

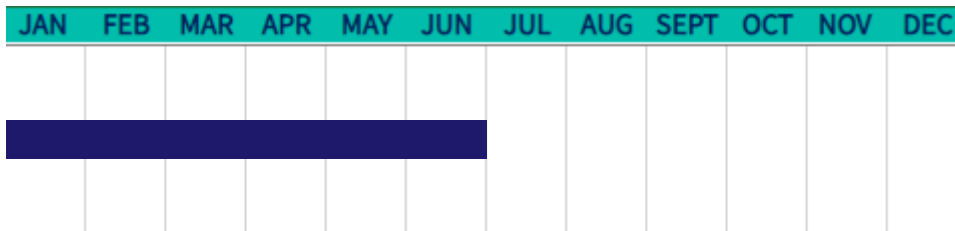


2021–2023 Strategic Goal:

Align all library services, staffing
makeup and partnerships to be
reflective and inclusive of the
diverse communities
we serve.

2022 Initiative #1

Design and implement a travel-themed interactive program for Summer Wonder that moves from region to region, including food, drink, reading, music and history. The program will be highly social, will foster relationships and will educate the community on what types of cultural diversity and ethnic groups we have in our communities and the special traditions they celebrate.



2022 Q1 Update

On Track

Paused/Delayed

Canceled

Completed

The Programming Department, along with the Adult Programming Workgroup, worked to bring a variety of cultural programs to various branches for Summer Wonder 2022 to make the popular summer program more appealing to and inclusive of adult and family activities. Middle Eastern Dance, Native American Dancers, The Storytellers (music and stories from around the world), and Motherland Cultural Connection (African music) are some of the engaging and culturally diverse offerings that will be available to patrons. Currently, KDL is exploring a drop-in concert featuring diverse artists from the KDL Vibes artist list to be held at the Kentwood Branch this fall.

The original vision of this strategic initiative was to include food and drink and to have offerings travel from branch to branch, but due to COVID concerns early on in the year, KDL decided to prioritize safety and refrain from those two elements. It will continue to be a priority for KDL to further EDI efforts through programming.

Equity, Diversity, Inclusion (EDI)

2021–2023 Strategic Goal:

Align all library services, staffing
makeup and partnerships to be
reflective and inclusive of the
diverse communities
we serve.

2022 Initiative #2

Continue quarterly Paradigm trainings and discussions with the expectation of 100% (88% with turnover and leaves factored in) employee engagement.

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC

2022 Q1 Update

On Track

Paused/Delayed

Canceled

Completed

KDL missed its goal of 88% for the third round of training by 2%. The 86% completion rate for the third training factored in turnover and leaves as before, and was up from 84% last quarter. The third session of Paradigm REACH training focused on Allyship:

COURSES (45-60 minutes each):

- Practicing Allyship
- Allyship Workshop

MICROLEARNINGS (2-7 minutes each):

- The Case for DEI
- Introduction in Intersectionality
- What is Belonging?
- What is Allyship?
- How Do I Become an Ally?
- Trans Allyship 101

The training also included the review of several resources/documents: Practicing Allyship Discussion Guide for Moderators, Strategies for Practicing Allyship, Building Effective Allyship Skills is Critical and Reading List: Allyship in Action. The document review was identified as something that staff were missing and not clicking through on, so Training Manager Trish Reid developed a checklist for each training and sent out completion progress reports to managers. New to this round of training was also a virtual manager discussion hosted by EDI Workgroup Lead Shaunna Martz. This was conducted before the branch and department discussions so managers felt more prepared and so they could talk through sensitive topics or things that came up last time to develop consistent approaches.

KDL's fourth segment of Paradigm Reach training will kick off April 12 and will focus on inclusive work culture.

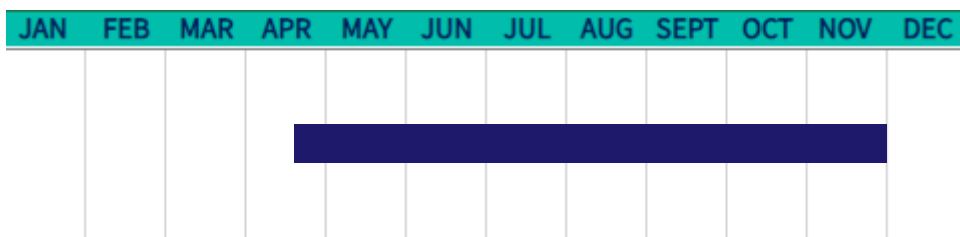
Equity, Diversity, Inclusion (EDI)

2021–2023 Strategic Goal:

Increase the value delivered to the community by focusing on demonstrated needs.

2022 Initiative #3

Clarify what excellent service looks like in each role and task and create role guides. Identify how service has been impacted by COVID-19 and how KDL can proactively incorporate changes, and document these changes in a clear, easy way for staff in a revision of the KDL Way Toolkit (released June/July).



2022 Q1 Update

On Track

Paused/Delayed

Canceled

Completed

A team of directors and managers met in early 2022 to finalize the charter for this strategic initiative and define the scope and all deliverables. The existing KDL Way toolkit was difficult to locate and it was revealed through that discussion that it was not often revisited. Instead of revamping a staff-facing toolkit, the team felt that a toolkit for managers to help manage service expectations would be more impactful, and something simpler was needed for onboarding and in the branches as an ever-present, visual reminder of the KDL Way.

The overall vision of the KDL Way will be largely unchanged: it will tie back to our mission with the concept of going further since KDL exists to further all people.

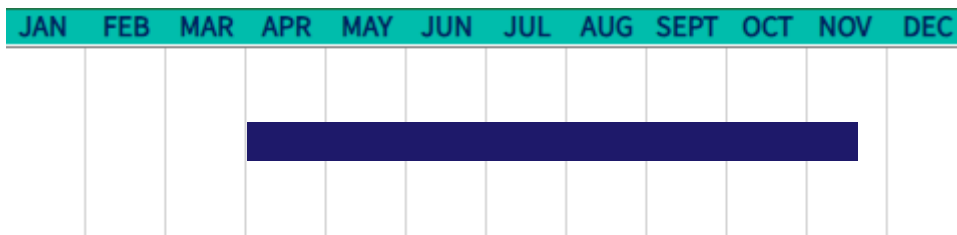
During this discussion, the need for a mechanism to regularly discuss and revisit elements of the KDL Way was identified. The timeline of this initiative has been adjusted to start later to incorporate a third party tool that HR is exploring and to align the rollout with the October 3 All Staff.

2021–2023 Strategic Goal:

Increase the value delivered to the community by focusing on demonstrated needs.

2022 Initiative #4

Revamp new cardholder orientation/onboarding. Identify areas of patron interest upon sign-up, train staff to promote materials of interest, give patrons a tour, and identify and promote branch specific "member" perks to build awareness of KDL's many services and programs and build strong relationships.



2022 Q1 Update

On Track

Paused/Delayed

Canceled

Completed

This initiative has not yet begun, but it is on track to begin in April. User Experience Manager Morgan Hanks and Director of Projects and Planning Jaci Cooper will be leading and sponsoring this initiative, respectively, and met to further document the scope of the project. The project charter is being reviewed by managers, the team is being finalized, and work will officially begin in the coming weeks.

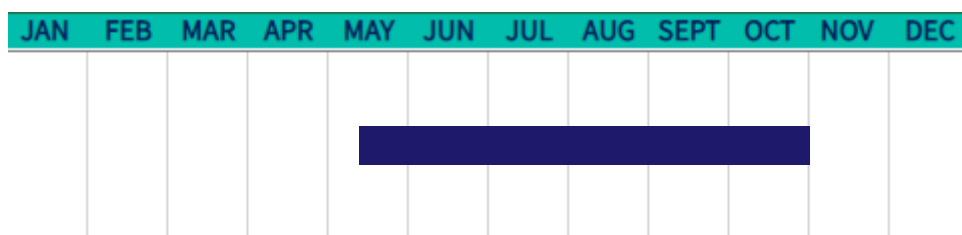
Craig Buno, Regional Manager II for Walker, Tyrone, and Alpine also submitted a project proposal to do celebratory giveaways to boost new cardholders for National Library Card Month in September. Craig will be a part of this team and that idea will be absorbed by this project as an added deliverable.

2021–2023 Strategic Goal:

Increase the value delivered to the community by focusing on demonstrated needs.

2022 Initiative #5

Partner with local health organizations to give early literacy kits to new parents containing information about Kent County Success Basics, information about KDL's physical and digital resources and programs, library card applications, and a board book to help foster early relationships with the library.



2022 Q1 Update

On Track

Paused/Delayed

Canceled

Completed

This initiative's projected timeline spanned from January through March, but after discussion with the Early Literacy Workgroup, adjustments were made to more realistically reflect a project of this scope. The project will now begin in May and conclude in October.

Community Engagement has been working on providing a clear way to meaningfully partner with healthcare organizations and other relevant actors in this project, so that the Early Learning Workgroup has all the necessary information to choose the appropriate materials to include in the kits. So far, they have identified four main healthcare systems that KDL is hoping to reach (Trinity Health Saint Mary's, Spectrum Health, University of Michigan Health-West and Cherry Health) as well as two advocacy and navigation non-profits (Health Net of West Michigan and Great Start Collaborative Kent County). Manager of Community Engagement Sara Proaño created a chart to document how these organizations are already supporting and connecting new parents to resources so we can determine where our efforts best align.

The Early Literacy Kits were budgeted in Outreach budget for the 2022 fiscal year, but if this initiative is a success, Outreach will work with Fund Development to seek grants or corporate sponsor to sustain it, and two major health organizations have already expressed interest.

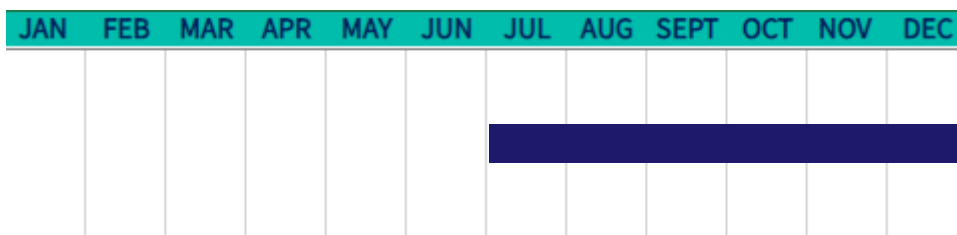
Engagement + Service

2021–2023 Strategic Goal:

Evaluate and streamline operational, environmental, and fundraising processes to ensure a sustainable library.

2022 Initiative #6

Develop a process for planning and tracking relationship management with community resource partnerships and activities that incorporates a Customer Relationship Management (CRM) system so all departments have a better picture of patrons' cross functional library involvement.



2022 Q1 Update

On Track

Paused/Delayed

Canceled

Completed

Not scheduled to begin until July; no updates.

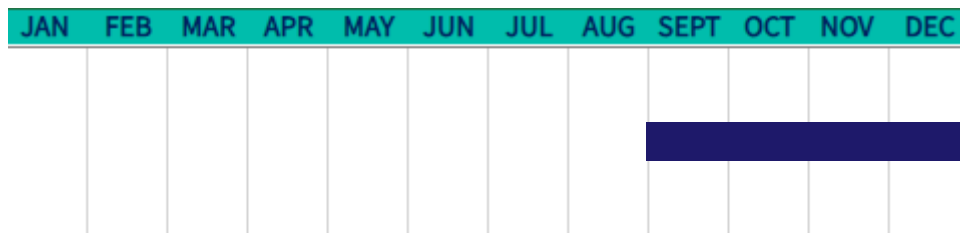
Sustainability

2021–2023 Strategic Goal:

Evaluate and streamline operational, environmental, and fundraising processes to ensure a sustainable library.

2022 Initiative #7

Establish a library ambassador pilot program to convert library lovers into strong advocates and develop referrals for volunteering and fund development. This program will enhance our volunteer program and train volunteers to reach out to their friends, local businesses and schools to help spread awareness of KDL services and offerings. Ambassadors will be granted first access to KDL swag, special events, etc.



2022 Q1 Update

On Track

Paused/Delayed

Canceled

Completed

Not scheduled to begin until September; no updates.

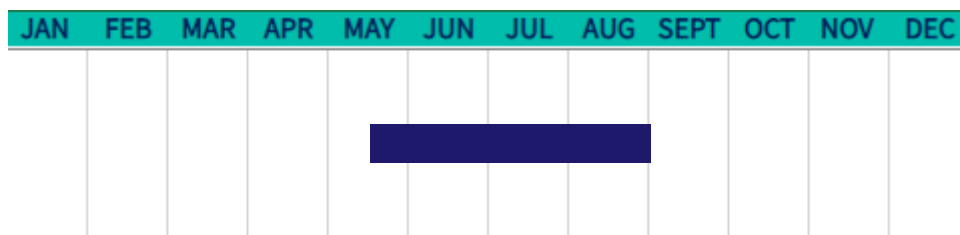
Sustainability

2021–2023 Strategic Goal:

Evaluate and streamline operational, environmental, and fundraising processes to ensure a sustainable library.

2022 Initiative #8

As part of the overarching Circulation Moonshot framework, assess and refine KDL's purchasing philosophy to mitigate waste, ensure alignment with having a popular materials collection, and ensure patrons and staff understand what a popular materials collection is and how to help patrons get materials from other resources.



2022 Q1 Update

On Track

Paused/Delayed

Canceled

Completed

Though the project has been slow to start due to staffing changes in the department, the team has officially scheduled their kickoff meeting for April 18 and looks forward to establishing the new purchasing philosophy and procedures.

Sustainability