

STRATEGIC PLAN 2021-2023

FIRST QUARTER UPDATE
2023

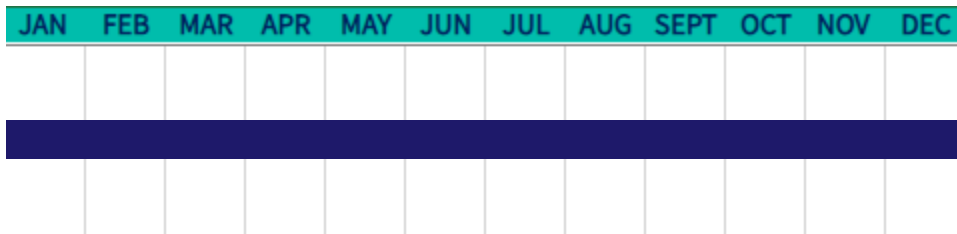


2021-2023 Strategic Goal:

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

2023 Initiative #1

Intentionally deepen relationships with Kent County communities, focusing on one community at a time, by asking questions, listening with humility, creating partnerships, remaining open to opportunities and providing economic engagement when applicable.



2023 Q1 Update

On Track

Paused/Delayed

Canceled

Completed

With a recent change in leadership of this initiative moving from the KDL EDI Advisory Group leader to Elvia Myers, who is also a member of the advisory group, the project goals have been shared with the team. The EDI Advisory group will first prioritize learning about the local Native Americans in KDL's service area. The team is doing research and creating plans for who in the community may lend their expertise. Specifically, KDL wants to find ways to economically engage with the local tribes, seek advice on how to honor the tribal lands our branches reside on, and create partnership or programming opportunities.

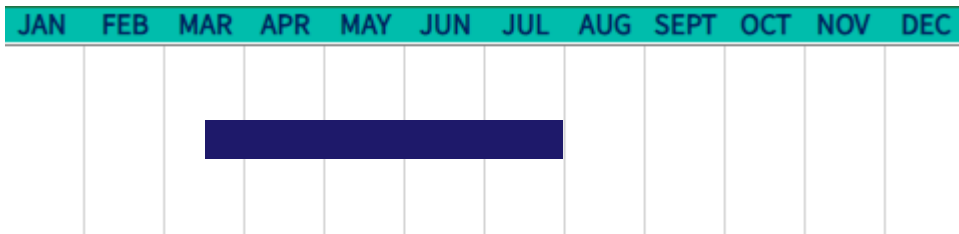
Equity, Diversity, Inclusion (EDI)

2021-2023 Strategic Goal:

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

2023 Initiative #2

To be more welcoming to refugees and non-English speaking members of our community and make the library more accessible by providing more translated services, including over the phone interpretation on demand, reassessing in-branch signage and marketing materials and introducing storytimes in other languages, beginning with Spanish and ASL.



2023 Q1 Update

On Track

Paused/Delayed

Canceled

Completed

According to the 2020 US Census, 12% of Kent County residents speak another language besides English at home. Many of these residents may already be patrons or potential patrons of the library, but due to language barriers may not be receiving the same standard of service as patrons who speak English. KDL has begun to form a plan of action that will guarantee all patrons have equitable access to KDL resources and services. KDL will first prioritize establishing interpreting services via phone or video during business hours through a third-party service such as Language Services International or CyraCom (both of which are leaders in the industry), so that patrons who call in to KDL will be able to receive translation services on the spot instead of waiting for a call back. A successful rollout of this service will include an increase in library users whose primary language is not English and ample use of the language interpretation service itself.

Project Leader Yuliya Bunker (Patron Services Department) kicked this project off. The Patron Services Department will undergo a language simulation training so they have a deepened understanding of the importance of language accessibility and the obstacles LEP (Low English Proficiency) speakers encounter. As part of the research process, the team will also be contacting other libraries that use translation and interpretation services and inquiring about their experience with service integration and reception. At future meetings, the team will begin working on a rubric to help prioritize provider qualities during selection.

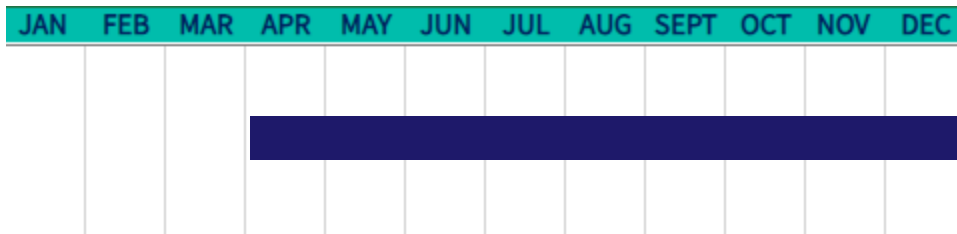
Equity, Diversity, Inclusion (EDI)

2021-2023 Strategic Goal:

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

2023 Initiative #3

Hold a new cardholder drive to engage people who may have antiquated views of the library. Educate them about the fantastic services that KDL offers. Use market data to identify areas in the county where there is opportunity for new cardholder growth while meeting people where they are.



2023 Q1 Update

On Track

Paused/Delayed

Canceled

Completed

Project lead Josh Mosey scheduled an official kickoff meeting in March wherein project members reviewed the project charter and established future meeting times. At this meeting, the team also discussed initial ideas for promoting library card sign-ups at branches with natural areas for community assembly outside of the building, as well as potential staff incentives for encouraging library card signups. Outreach bookmarks that support these efforts are being printed now and will be distributed out to branches in the coming weeks. 64 library cards were issued as part of outreach for the month of March, but with the new QR code materials and the focus on cardholder engagement at outreach, numbers are expected to grow. 4,716 new cards were issued in total for the first quarter of 2023 with a target of 5,060 and a 2023 total goal of 25,000 (with seasonal variances calculated in). Despite this being down 7%, KDL is confident that future concerted efforts will help bridge the gap.



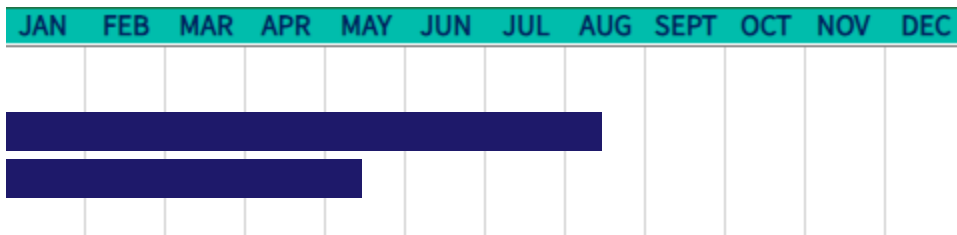
Engagement + Service

2021-2023 Strategic Goal:

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

2023 Initiative #4

In an effort to support the educational and social/emotional needs of children who have spent and continue to spend their formative years during a global pandemic, KDL will enhance and heavily promote its early literacy offerings to children ages 0 to 5. This will include refreshing 1,000 Books Before Kindergarten (1KB4K), piloting Preschool Booster Packs and introducing a Picture Book CORE collection, as well as partnering with local daycares and preschools to promote the aforementioned offerings, WonderKnook playspaces, Early Lit Bits Newsletter and storytimes.



2023 Q1 Update

On Track

Paused/Delayed

Canceled

Completed

The much anticipated 1,000 Books Before Kindergarten (1KB4K) revamp is off to a great start, led by Youth Librarian Dawn Heerspink. 1KB4K is a beloved program offered at libraries across the nation that encourages young children to read regularly with parents and caregivers as a way to prepare them for kindergarten. KDL wanted to rebrand its existing clip art to align with KDL's brand image, and also revitalize the program, invest in more marketing, garner more interest, and increase completion rates. The Early Literacy Programming Workgroup drafted content for five interactive activities based on the Kent County Success Basics (learning and literacy skills) to be included in the new tracking booklet. Creative Services Coordinator Brad Baker also produced a mock-up of the booklet featuring original artwork from a local artist, helping the workgroup to further visualize the experience from a user's perspective. Next steps include reviewing book bag prize samples. The newly rebranded program is anticipated to launch to align with the start of the 2023-2024 school year.

The Picture Book CORE Collection (KDL's fourth CORE Collection) led by Tammy Schneider is scheduled to wrap up early. The beloved picture book perennial favorites have been selected, ordered, and received and will be delivered to the branches before Summer Wonder.

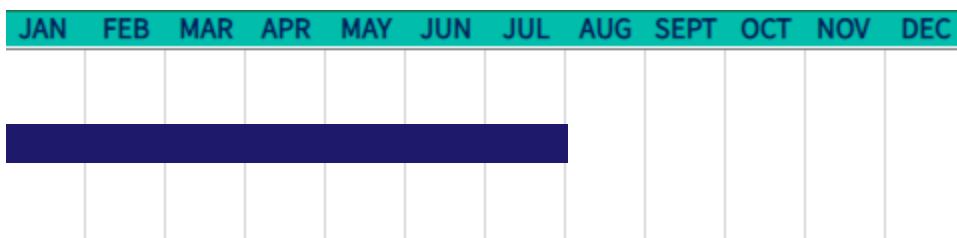
Engagement + Service

2021-2023 Strategic Goal:

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

2023 Initiative #5

Conduct an audit of KDL's magazine, music compact disc and audiobook collections. Assess circulation at each branch and compare designated shelf space and budget. Make reductions to these spaces where circulation, availability and interest do not justify their spatial and budgetary impact. Create training and promote patron adaptation of the digital versions for these dying media formats so that budget dollars and space can be dedicated to items with a higher return on investment.



2023 Q1 Update

On Track Paused/Delayed Canceled Completed

When it comes to the digital divide, KDL will adopt a strategy either for continuing to provide dying media to patrons or for helping patrons to attain access to existing digital materials and platforms. Assessing these collections will not only save staff time in shelving, repairing and processing CDs and audiobooks, but will also free up valuable shelf space and budget dollars to be reclaimed for other collections with higher circulation, like digital materials. Project lead Josh Bernstein scheduled the project kickoff meeting for March 27 and has seen great project team engagement. The team split up into subgroups to assess the data for each format type:

Team Audiobook - analyzing the data and trends for Audiobook circulation and will also look at trends in other libraries. (Sam Hodge, Meredith Schickel, Kurt Lardie and Anna Hesselschwerdt).

Team Music CDs - analyzing the data and trends for Music CD circulation and will also look at Digital Magazine usage options (Marie Mulder, Brynn Doering, Toby Schuler).

Team Magazine - analyzing the data and trends for Magazine circulation and will also look at ways to track in-branch magazine use. (Kelsey Little, Laurie Winkler, Sam Holland).

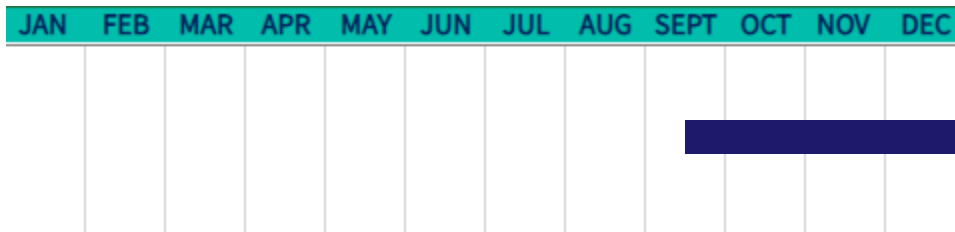
The teams will make recommendations based on format and branch as every community is a bit different.

2021-2023 Strategic Goal:

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

2023 Initiative #6

Redesign a SharePoint communication homepage to better promote internal communication as well as showcase relevant weekly news, trainings, communications and weekly service fundamentals. Reduce staff time spent on various platforms obtaining relevant information so that they can spend more time engaging and serving patrons.



2023 Q1 Update

On Track Paused/Delayed Canceled Completed

Not scheduled to begin until later in 2023.

Sustainability