

STRATEGIC PLAN 2021-2023

SECOND QUARTER UPDATE
2023

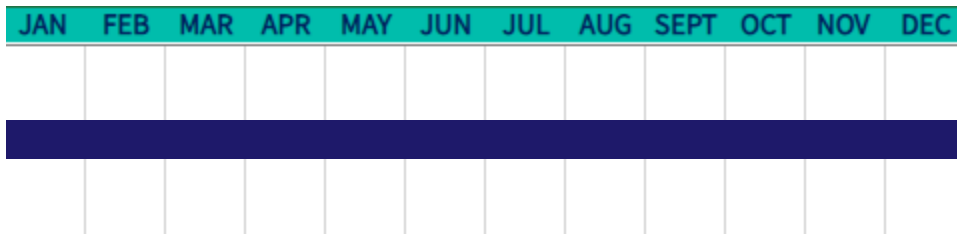


2021-2023 Strategic Goal:

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 Q2 Update

On Track

Paused/Delayed

Canceled

Completed

EDI workgroup members Elvia Myers, Emily Whalen, Sara Magnusen are working with Dee Sherwood, Director WMU Native American Affair Council on KDL partner on Native American Heritage Grant. If awarded, the grant would support a community-University collaborative project in partnership with Kent District Library (KDL) entitled “Celebrating Native American Songs and Storytelling.” The purpose of the project is to address the narrow representation of Native Americans, particularly among youth and young adults in schools, curricula, libraries, universities, and other educational spaces, and to broaden the representation of Native youth and adults to include depth, diversity, and complexity, through songs and storytelling by tribal citizens and Native American community members.

One Community Storytelling Events will be held in the fall of 2023 at 4 branch locations, all events will be an hour. One Community Facilitated Discussion on the American Indian Boarding Schools and intergenerational trauma in Indigenous communities with Western Michigan University Associate Professor Dee Sherwood on will be on September 28, 2023 at 9:00 AM , staff will be required to attend, join virtual or watched the recorded session.

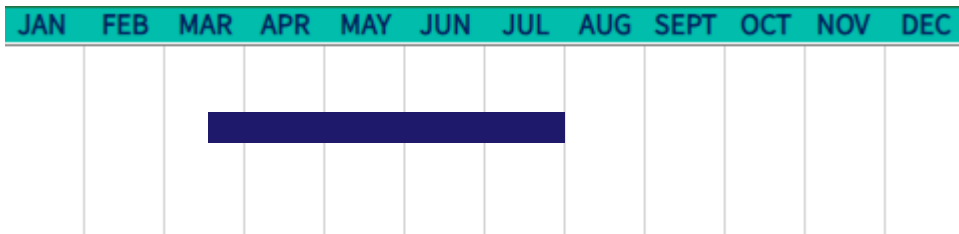
Equity, Diversity, Inclusion (EDI)

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 translating 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 Q2 Update

On Track

Paused/Delayed

Canceled

Completed

In the initial months of this project, the team has completed research on language service providers and gathered preliminary information on services and costs, and have identified criteria to help determine potential candidates. The team followed up with providers for more information on setup and customization and requested demo calls to test the services to select a top choice.

For the demos, the team took into consideration the different ways the calls can be connected, the wait times for service, and the quality of the interpretation. Grace MiguelCipriano, Sara Proano, Graham Lawcock, and Brad Allen all lent their language skill to help us test these services.

After evaluating the language services from our top providers, the project team selected Voices for Health as the provider that KDL will be moving forward with and partner with for KDL's OPI service. This service is a local language service provider with 25 years of experience and the team feels confident in their ability to help us provide exemplary customer service. KDL met with their team to discuss staff training, service customization, and the development of staff educational resources. The project team is now working on creating marketing materials to advertise KDL's OPI service, writing a procedure for the patron services department, and scheduling training for the team.

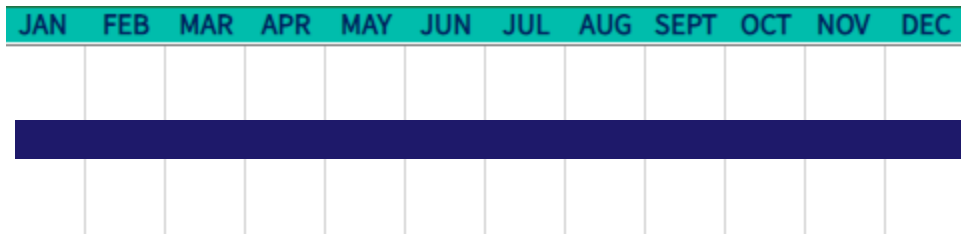
Equity, Diversity, Inclusion (EDI)

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. User market data to identify areas in the county where there is opportunity for new cardholder growth while meeting people where they are.



2023 Q2 Update

On Track

Paused/Delayed

Canceled

Completed

The team has been hard at work strategizing ways to reach area college students, discussing a potential partnership with GRPL to maximize outreach during ArtPrize and narrowed down some partnership organizations for well-attended public outreach events this fall.

Penni Zurgable set up a meeting with GRPL to discuss some partnership opportunities that would benefit both of our systems and promote library card ownership. A new bookmark handout aimed at college students to be distributed by our college library partners with information about how to sign up for either GRPL or KDL cards depending on where the student resides.

The cardholder drive is progressing with the development of the “Get Carded” campaign that will launch after Summer Wonder concludes. Meanwhile, a targeted initiative is underway in the Kelloggsville, Wyoming and Kentwood area that has produced 507 new card signups and re-engaged 2,174 lapsed cardholders. This targeted effort will conclude soon, and the project team will determine if it should be scaled up and implemented within all of the branches. KDL is on track with new cardholder sign ups in regard to year-over-year comparisons, but a big push will need to occur in the fall with the campaign to meet the 2023 target of 25,000.

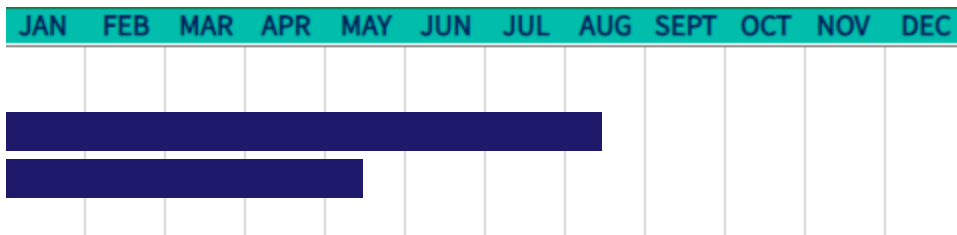
Engagement + Service

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 One Thousand Books Before Kindergarten (1KB4K), piloting pre-school booster packs and introducing a Picture Books CORE collection, as well as partnering with local daycares and pre-schools to promote the aforementioned offerings, WonderKnook playspaces, Early Lit Bit Newsletter and storytimes.



2023 Q2 Update

On Track

Paused/Delayed

Canceled

Completed

Picture Book Core

Picture Book Core, which is a new collection of KDL's 100 most popular children's books was launched in May. This project had perfect timing and was launched right before Summer Wonder began and was a wild success. Most of the books from each branch's collection were checked out within the first couple of days.

1KB4K Revamp

The artwork for 1KB4K is complete and a preview was shown to Branch Librarians at various meetings to positive feedback. The team is critically reviewing the booklet mockup and thinking through how patrons will interact with the landscape, wall calendar-like format and the marking tools kids might use. Due to costs that create a booklet with thinner paper and the double-sided nature of the booklet, stickering or crayons will be used for tracking progress instead of markers. The team is working their way through checking off a promotional and marketing list to make sure all old 1KB4K logos and information are updated come the September launch.

Engagement + Service

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by focusing on demonstrated needs.

The 1KB4K completer bag, which is given to children once they complete the 1KB4K program is now in production. This prize bag was designed to feature the final animal sticker that the children “collect,” on their reading journey: the Robin. A new sign-up brochure is in the design and editing phase, and the activity booklet for 1KB4K continues to evolve with the team’s help and Brad Baker’s design expertise. KDL’s summer graphic design interns, Kyle Strong and Lexi Seidel, are working under Brad to help with parts of this project.

The team also recently had a meeting to focus on how the program will be implemented in the Beanstack app to make sure the digital tracking option is easy to use. Images of the paper experience are below:



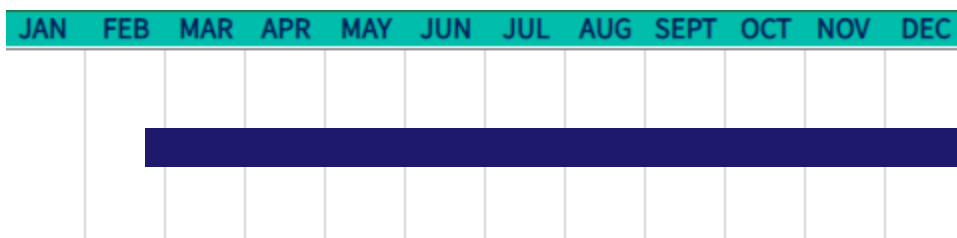
Engagement + Service

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 Q2 Update

On Track

Paused/Delayed

Canceled

Completed

Data related to the circulation, collection size, budgets for periodicals, audiobooks, and music CDs has been compiled to look at for each branch and the team also gathered info from other library systems throughout the country to see what others are doing in regard to their physical collections that may be considered a dying format.

The team also gathered in-branch use data for the periodicals since newspapers and magazines are a high in-branch use item and their value may not be captured in circulation numbers. Stats are being gathered around how often magazines are used in branches each day, whether or not there is interest in a digital option and patron's reported preferences. All of this data pulled surrounding the item types being considered and beginning the process of formulating initial recommendations that can be used to project next year's budget needs.

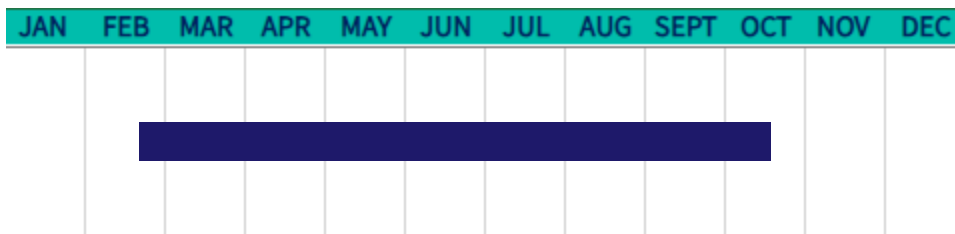
Once compiled recommendations for periodicals, audiobooks, and music CDs will be presented to the managers. Once these recommendations are presented the group will move toward later steps in the project.

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 Q2 Update

On Track

Paused/Delayed

Canceled

Completed

The team has been developing an engaging landing page where recent procedures and Communication Bulletins are prominently displayed and has started tagging (audience and document owner) 2023 Communication Bulletins to make it easier for folks to find/browse less recent Communication Bulletins. The team reviewed procedure topics from PolicyTech and removed and renamed a few. These topics were created a couple of years ago and some have seldom been used. Soon we will start tagging Procedures (Topic, Document Owner, Date last reviewed).

All documents have now been tagged with the appropriate audience, owner, and topic. The team is now making documentation on how to search/browse the site for specific documents, as well as how to update a document and how to draft a new one from a template.

The project team has been working on re-linking all cross-referenced procedures on the new SharePoint site to ensure that staff still has access to all reference materials. The next steps of this project include finalizing training plans, procedures and videos so a system-wide roll-out can happen prior to the stated due date. All parts of this project are on track and this conversion will allow staff to get more comfortable navigating SharePoint before ore changes are made later in the year.