

STRATEGIC PLAN 2021-2023

THIRD QUARTER UPDATE
2023

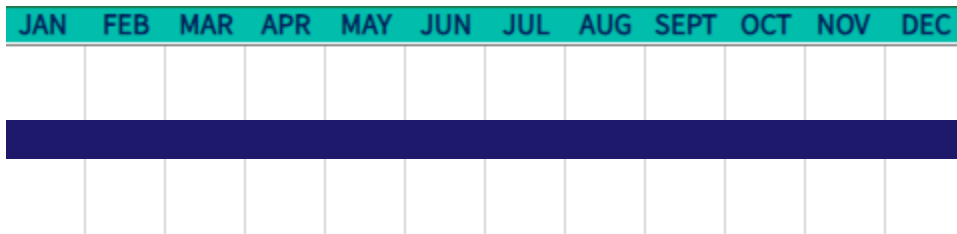


2021-2023 Strategic Goal:

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 Q3 Update

On Track

Paused/Delayed

Canceled

Completed

In the beginning of 2023, KDL took on a strategic initiative called One Community to intentionally deepen relationships with Kent County communities by focusing on one community at a time and by asking, listening, creating partnerships, learning opportunities, and engaging economically. The first goal of this project was to form relationships with the local tribes in Michigan that result in tangible economic exchange and investment in their communities, while offering acknowledgement, reconciliation, and understanding that each tribe has its own unique customs, culture and beliefs.

On September 26, KDL launched a special programming series titled “Native American Storytelling,” aimed at amplifying indigenous voices and inviting all members of the Kent County community to learn and celebrate together. The program features Skyler Wolverton, a citizen of the Pokagon Band of Potawatomi and President of the Native American Student Organization at Western Michigan University, who led a celebration of traditional storytelling, as well as Wandering Nations’ Jonathan Rinehardt, who led an introductory drum ceremony. The program will repeat at various KDL branches throughout the month of October.

As part of an internal staff training, KDL also invited Dr. Dee Sherwood of Western Michigan University to present on “Centering Native Knowledge and Cultures” on September 28, which was engaging and impactful for all who participated. Special thanks to Sara Magnuson, Emily Whalen and Elvia Myers for their hard work and organization. A recording of the discussion is available for any staff who were unable to attend.

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.

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

2023 Q3 Update

On Track

Paused/Delayed

Canceled

Completed

The Language Accessibility project has successfully been introduced to the staff, and the direct language lines are live and ready to go: KDL now offers immediate and 24/7 Over the Phone Interpretation in over 200 languages for anyone who calls the Patron Services Department! All KDL branches have received printed materials with more information about this service. The team is planning to distribute more materials to KDL partners, and at upcoming outreach events to help promote this new service and share information about the new over the phone interpretation (OPI). The focus of the spread of information will be throughout the local communities to inform more patrons that we now provide interpretation services and reach community members that may not have heard of this change. The team will also monitor the utilization of this service, assess, and collect feedback to help maintain, develop and improve this service. KDL is proud to celebrate this important step in making language services more accessible for all residents of Kent County.

ASL and Spanish storytimes have drawn a great amount of interest. The last ASL storytime had 27 and 32 participants. Spanish storytimes draw 5 regular Spanish-learning families each time. KDL will look into doing more Spanish language promotion to native Spanish speakers.

Lastly, in branch signage has yet to be evaluated and will be the last step for this strategic initiative.

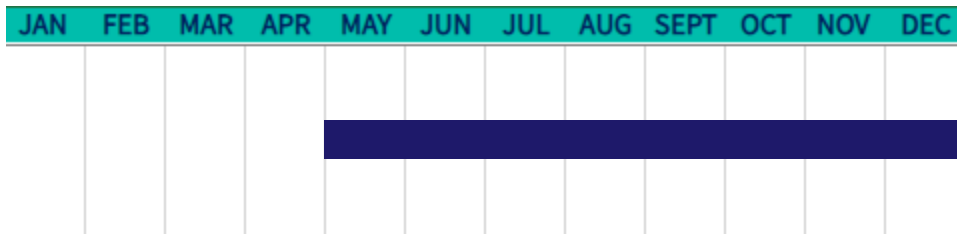
Equity, Diversity, Inclusion (EDI)

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 Q3 Update

On Track

Paused/Delayed

Canceled

Completed

The new cardholder drive continues, and communication bulletins have been issued. All the branches are now equipped with staff buttons that say, “Get Carded,” patron stickers that say, “I got carded @ KDL” and sticky notes with instructions on how to be entered to win prizes for signing up. The project group has also planned several Fall “Get Carded” events in the community to interact with non-library patrons. The project team has also secured a partnership with Schuler Books for the Get Carded Prize Squad, where they film interactions with Schuler Books shoppers while the team asks if they have a library card. If those shoppers do have a library card, they get an instant reward (gift cards to Schuler’s which were donated).

In September 2023, KDL signed up 1,497 new cardholders. This number is down 19% from 2022 at this same time and down 57% from what would be required to reach this year’s audacious goal (set at 5K over last year). That isn’t to say that 1,497 new cardholders aren’t something to celebrate. In fact, there were a number of branches who exceeded their 2022 numbers. Wyoming (16%+), Byron Township (1%+), Englehardt (15%+), Krause Memorial (24%+), Alpine (56%+), Nelson Township (53%+) all saw incredible increases in numbers, and Tyrone Township blew it out of the water with a 100% increase in cardholders from what they signed up in 2022.

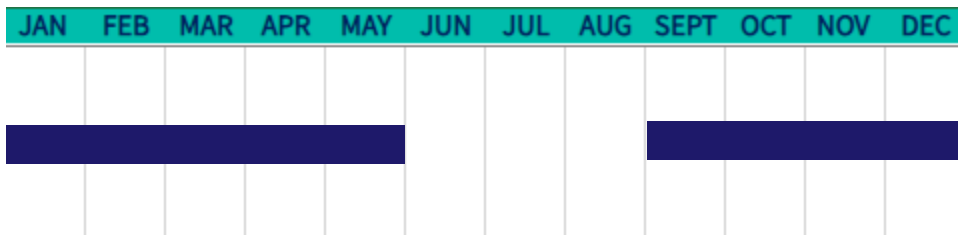
In October, this project will add a new incentive for patrons via the Refer-a-Friend contest. Branches have been handing out flyers inviting current patrons to talk to their neighbors, family and friends about getting a library card. Folks that sign up for a card with the completed form are entered into a raffle for free movie passes.

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 Q3 Update

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Canceled

Completed

The 1KB4K project team experienced a few roadblocks earlier this month with when delivery of the wire bound 1KB4k tracking and activity booklets were delayed on the vendor's end. Regardless, branches still got to work transitioning patrons over to the new 1KB4K program on Beanstack. Brad Baker, Dan Palasek and Katie Zuidema in Marketing + Communications have been instrumental in making sure all branches were stocked up with physical materials, including an in-house printed booklet that patrons can exchange for the official wire bound booklet once delivered. Webmaster Remington Steed also implemented a new design for the 1KB4K website at kdl.org/1kb4k, which features a fun promotional video from Sara Proano and Kevin Kammeraad. Despite the delays, the team has worked hard to otherwise stay on track with this project's stated timeline and deliverables.

The Preschool Booster Packs team just had its first meeting and the team is eager to jump head first into the project. Preschool packs will expand the existing collection of reading booster packs already available to school aged children and will include books, games and activities that caregivers can do at home with their young ones to encourage early literacy skills. The preschool packs in particular will focus on teaching letters, numbers, colors, shapes, sizes, opposites, patterns and sequencing.

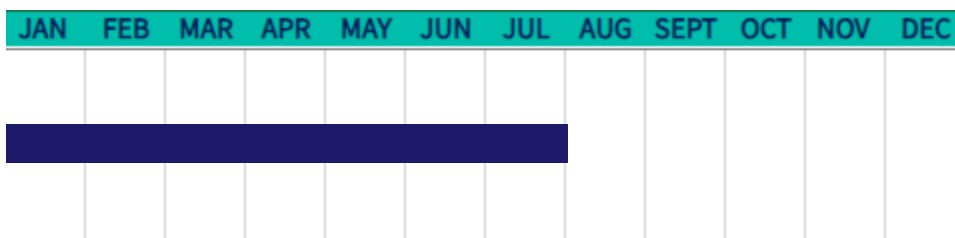
Engagement + Service

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 Q3 Update

On Track

Paused/Delayed

Canceled

Completed

The physical collection audit team has completed the budget reduction recommendation portion of the project. All three collections (magazine, CDs, and physical audiobooks) have been evaluated and recommendations were made in regard to budgets and future timeline and life span of the collection, and those recommendations have been presented to and accepted by the Leadership Team and the RM1s.

With this out of the way, the project team will now focus on crafting an internal Communication Bulletin detailing the changes, as well as exploring sustainable options for dealing with weeded material, making collection recommendations based on unique spatial needs at individual branches, and creating training materials for the new year.

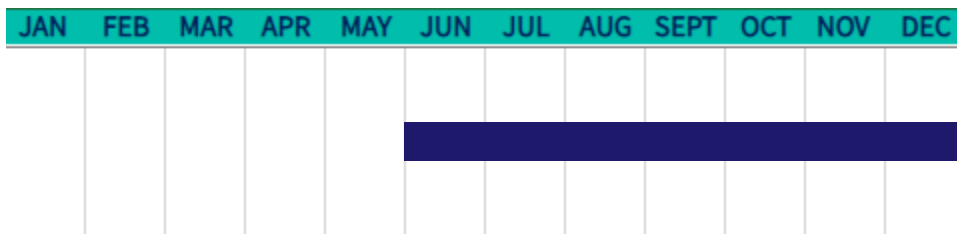
Sustainability

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.



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The PolicyTech to SharePoint Conversion project proved to be a smashing success, with staff and administration rejoicing in equal parts with the sunsetting of PolicyTech software. As of this report, all policies, communications and documents originally stored on PolicyTech have been transferred over to SharePoint and the new KDL InfoHub, a communication-style landing page, is up and running and better than ever. Staff report quicker searching and loading times for all documents and the organization will save an average of \$8.7K annually. Special thanks to the project team for all of their hard work.

Sustainability