

'24-'26

# Strategic Plan.

Q1 2024



# 2024-2026 Strategic Goal:

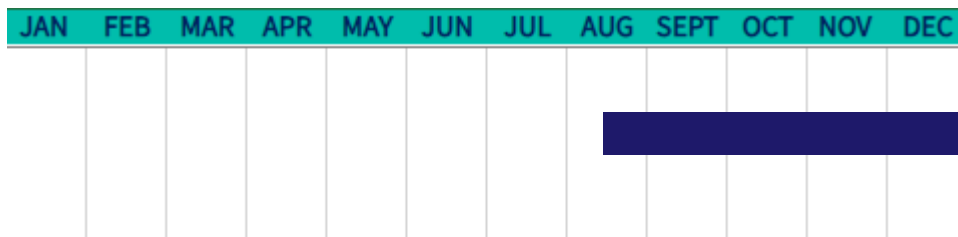
Celebrate distinctive communities by proactively prioritizing meaningful partnerships and patron relationships, finding commonalities with our neighbors and intentionally connecting resources.



## 2024 Initiative #1

### Community Partnership Evaluation

Evaluate community partnerships by accessing data to establish reciprocity and shared goals, develop a partnership intake process and prioritize relationships and partnerships at the branch system levels to reveal where there may be gaps or overlaps. Create “Who is My Community” sheet and map for each branch so key partnerships are highlighted and communicated.



### 2024 Q1 Update

On Track      Paused/Delayed      Canceled      Completed

Not yet started. Pre-work has been assigned.

Strengthening Community

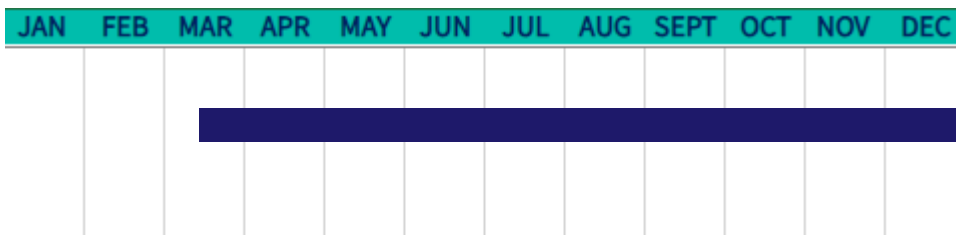
# 2024-2026 Strategic Goal:

Celebrate distinctive communities by proactively prioritizing meaningful partnerships and patron relationships, finding commonalities with our neighbors, and intentionally connecting resources.



## 2024 Initiative #2

Assess each in-branch experience to optimize engagement opportunities and to encourage gathering as well as one-on-one engagement between patrons, and between staff and patrons. Find ways to make the branch a destination.



### 2024 Q1 Update

On Track

Paused/Delayed

Canceled

Completed

A kick-off meeting was scheduled by Laura Youells, project lead and Regional Manager II (Krause Memorial, Spencer Twp., and Nelson Twp. branches) for March 25 so the team could review the project's goals, team member expectations and initial steps. It was decided that collaborative research was the first priority. Subgroups will be formed to visit all 20 KDL branches, along with local libraries and museums. This approach aims to identify successful engagement strategies from both within the KDL system and from other libraries and even other types of institutions. Current in-branch engagement includes puzzle tables, participatory sticker art, scavenger hunts, contests, book drop decorations, art wall, fun polls, trivia questions, questions of the day, pumpkin/gingerbread contests, etc. By assessing current offerings, KDL can determine what is working well, promote more idea sharing, identify areas where engagement could be stronger, and try new things.

From these insights, the team will then develop passive programs to pilot in different branches in the coming months. The team has a strong ABL (Assistant Branch Librarian) presence to really energize those in this role and help continue to align KDL's service priorities to help foster patron interactions. This project promises to enrich the library's offerings and enhance visitor engagement across all KDL libraries.

Strengthening Community

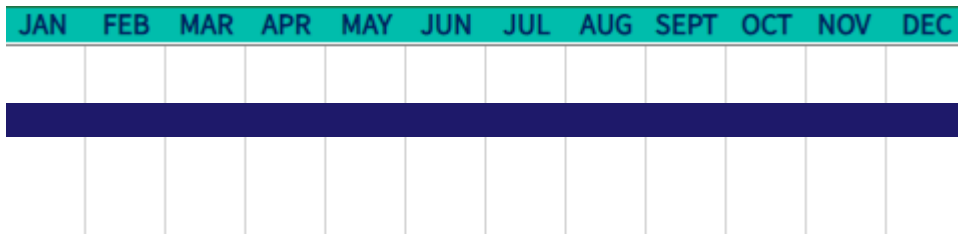
# 2024-2026 Strategic Goal:

Proactively explore evolutions in the ever-changing technological landscape to optimize resources, enhance service and embrace education on adoption.



## 2024 Initiative #1

Get acquainted with the esport and gaming community to better understand where the library is best positioned to take steps toward providing access as well as creating opportunity regarding gaming educational curriculum, programming and spaces to accommodate. Develop a testing lab at the KDL Service Center and determine where the first esports branch lab will be.



### 2024 Q1 Update

On Track

Paused/Delayed

Canceled

Completed

January kicked off with a pilot open house at the KDL Esports Lab at the Service Center. A group of approximately 20 people of diverse ages and gaming experience attended the event and were asked to test the equipment and provide their reactions and feedback. The goal of this event was a success, as valuable responses were collected, which the project team used to prepare for the next event in February.

February saw several possibilities for future collaboration. A group of students and staff from Kelloggsville High School visited the Esports Lab to test the gaming equipment and discuss how KDL and Kelloggsville could work together in future partnerships. Kelloggsville staff were excited about the impact this could have on the school's esports program. A second open house took place on February 24. This event was larger in terms of attendance and included new game features. Participant feedback confirmed the project aligns with the gaming community's interests.

On March 30 the esports project team held their third open house event. 48 visitors and 5 staff members participated in open play and gaming tournaments. The project group received overwhelmingly positive feedback, solidifying the project's potential and providing data that will be instrumental in future phases of the esports project. Phase 1, which centered around exploration, testing equipment, building community, gauging interest, and determining possibilities, is set to finish in late April. Phase 2, which will center around launching an in-branch lab and fine-tuning gaming services, is scheduled to launch in May.

Technology

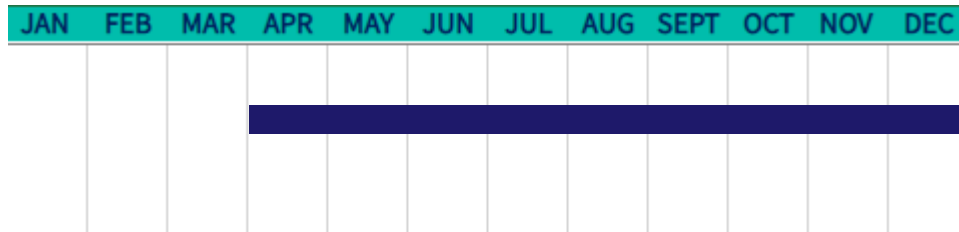
# 2024-2026 Strategic Goal:

Proactively explore evolutions in the ever-changing technological landscape to optimize resources, enhance service and embrace education on adoption.



## 2024 Initiative #2

Invest in technologies to further streamline operational processes to reallocate staff time to better serve and connect with patrons. Conduct a time study and create a detailed time reallocation plan to ensure systemwide priorities remain aligned.



### 2024 Q1 Update

On Track

Paused/Delayed

Canceled

Completed

This project is on track to begin in April with the Training Manager as project leader. Pre-work has started with the plan to conduct two time studies in late April to capture workflow before new sorter arrives in May: one for shelving and one for delivery. Data Coordinator Sheri Glon pulled stats to determine which week in September or October would be a good basis for comparison to run the time studies again after the new sorter machine is in place and workflows have had enough time to get ironed out.

Technology

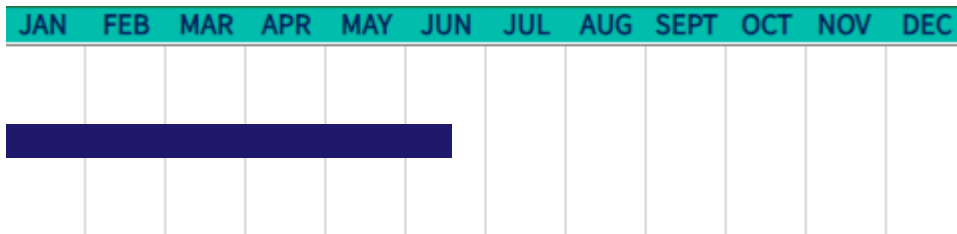
# 2024-2026 Strategic Goal:

Strategically focus efforts on defining and providing exciting, valuable core programming that gives people access to experience and invites further exploration of KDL's services and spaces.



## 2024 Initiative #1

Hold a galvanizing community read program (On the Same Page) to engage current patrons and, more importantly, attract new people in our service area to KDL with all the library has to offer. In addition, focus on events that are guaranteed to bring our community together and find commonalities.



## 2024 Q1 Update

On Track

Paused/Delayed

Canceled

Completed

In January the project team toured the event venue at Calvin University with Michael Wildschut, Director of the January Series. This visit allowed the team to address specific details and prepare for the various aspects of planning and delegation among group members. In an effort to ensure all interested patrons were able to access the eBook, more copies were purchased to encourage community participation.

Planning continued in February, with the project team creating a detailed task list and assigning roles to each member, including finalizing details with Ann Patchett's agent. Multiple interviews and press releases spread the word about the event in April and over 500 individuals subscribed to receive On the Same Page email updates, indicating strong anticipation and turnout.

On March 15, registration for On the Same Page opened and all 1,100 spots were filled by 11:00am, with a waitlist of 480 people at last count. The project team focused on finalizing details including signage, volunteer assignments and scripts. Community excitement for this program is undeniable and the project team expects a successful and engaging community gathering.



Core Programming

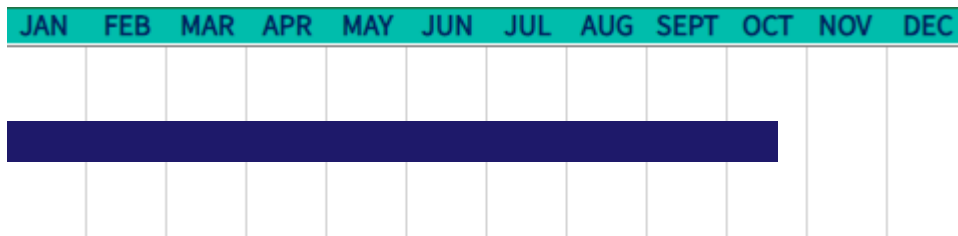
# 2024-2026 Strategic Goal:

Strategically focus efforts on defining and providing exciting, valuable core programming that gives people access to experience and invites further exploration of KDL's services and spaces.



## 2024 Initiative #2

Revamp the Mission: Read! program or create a replacement school-aged program to address third grade reading deficits. Focus on creating a timely, achievable and sustainable program to go in effect fall 2024. Leverage and strengthen school partnerships and market to students who are especially vulnerable.



### 2024 Q1 Update

On Track

Paused/Delayed

Canceled

Completed

The Mission: Read! Revamp project team met with educators from KISD (Kent Intermediate School District) for input on the best format for an elementary reading program that would be suitable for at-home use but endorsed and promoted by teachers. Surveys were sent to educators across the KDL service area during the month of January.

In February, four potential themes were chosen for the replacement reading program: Dinosaurs, Bugs, Sea Creatures and Cryptids. The project team wanted input from the target audience (K - 5th grade) and a sticker poll was created for all branches, asking young patrons to cast their vote. The reason for voting was purposefully vague, as the sunsetting of Mission: Read! has not been formally announced to patrons.

In March the voting concluded, with the winning theme being Cryptids. With patron and teacher stakeholder perspectives included and the mechanics of the program established, the project group will focus on details like prizes and art design. The name "Legendary Readers" has been selected, which suggests an exploration of mythical creatures and timeless tales, and empowers students to become legendary in their own right. Currently Marcom is working on securing the trademark.

# Core Programming

VOTE FOR YOUR FAVORITE!

Kids in grades K - 5, add a sticker by the one YOU like most!



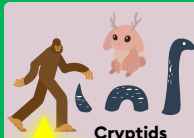
Dinosaurs



Bugs



Sea Creatures



Cryptids

WINNER! (Legendary Creatures)