

'24-'26

# Strategic Plan.

Q2 2024



# 2024-2026 Strategic Goal:

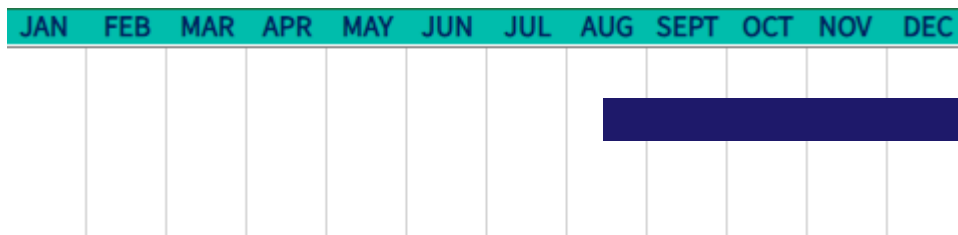
Celebrate distinctive communities by proactively prioritizing meaningful partnerships and patron relationships, finding commonalities with our neighbors and intentionally connecting resources.



## 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 and 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 Q2 Update

On Track   **Paused/Delayed**   Canceled   Completed

Due to the Manager of Community Engagement leaving the position in May and the assessment of the position’s primary focuses and hiring timeline, this initiative has been deferred until 2025. The initiative will be an ideal project for the new manager, with support of the Programming & Outreach Manager and BOPS (Branch Outreach and Programming Specialists), to lead in order to establish best practices for systemwide and branch outreach priorities, fostering greater community impact.

Strengthening Community

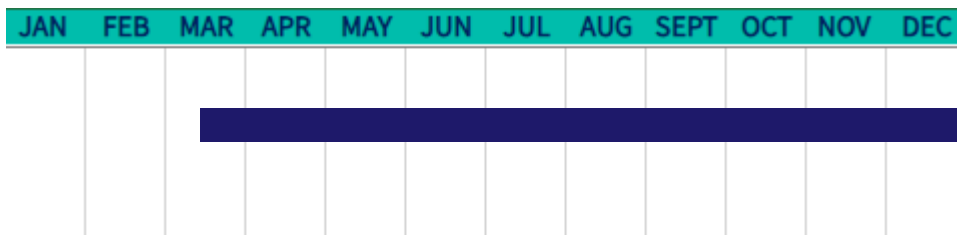
# 2024-2026 Strategic Goal:

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 Q2 Update

On Track

Paused/Delayed

Canceled

Completed

Over the past few months the team has defined the in-branch experience, moving away from the passive programming terminology. An in-branch experience is a unique patron engagement activity that does not require staff to moderate and does not usually have a start or end time.

After visiting some local institutions for engagement ideas, the project team is working on a new survey form to capture ideas from all KDL staff for what they are currently doing within their branches, and ideas for things to try. This will allow for better idea sharing within the system. The team is also making preparations for the two pilots: a community quilt, where visitors can contribute to different sections that will be assembled into a larger piece, and a selection of board games for visitors to enjoy. Both the form and pilots are on track to come out in late July or early August. We will tentatively be piloting the Community Quilt at the Comstock Park, Nelson Township, Plainfield Township and Wyoming branches, and the Board Games at the Cascade Township, Grandville and Plainfield Township branches.

The team will also be working on budget recommendations for the 2025 fiscal year.

Strengthening Community

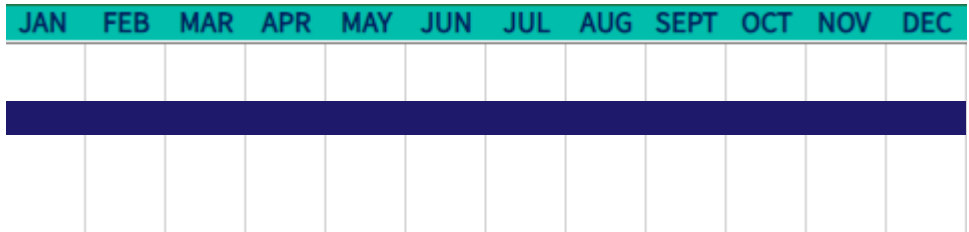
# 2024-2026 Strategic Goal:

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 Q2 Update

On Track

Paused/Delayed

Canceled

Completed

The esports project successfully concluded Phase 1, which was exploratory, involving machine testing in a pilot lab, hosting events, and developing knowledge and community. The technology impressed both the project team and gamers, with Open House events generating positive feedback and valuable insights. Key takeaways included enthusiastic community reception and potential opportunities with existing KDL services. On April 24, the project team presented these insights to KDL's Leadership Team, informing Phase 2: deploying an esports lab to a real library setting at the Kentwood Branch. The gaming lab pilot at Kentwood has seen over 100 new gaming accounts created, and new programs like an Introduction to Fortnite Creative have been launched. Despite some esports labs failing elsewhere, our community-focused approach has garnered initial success, setting a strong foundation for future growth and has been well received by the teens in the Kentwood area, and the established gaming community.

Technology

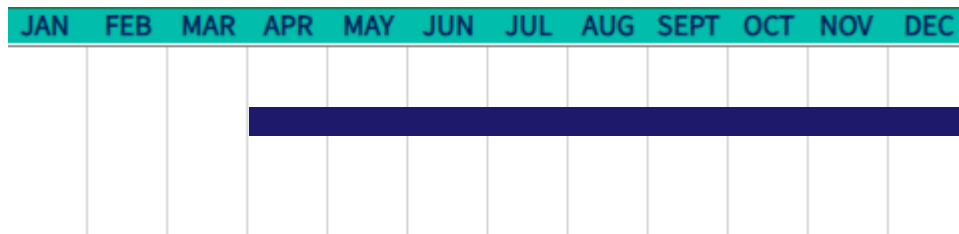
# 2024-2026 Strategic Goal:

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 Q2 Update

On Track

Paused/Delayed

Canceled

Completed

KDL currently has two active projects to see this initiative through: Automated Materials Handler and Time Studies.

The 46-bin sorter, nicknamed “the Big Green Machine,” was delivered on schedule on May 14 and became fully operational on May 30, resulting in what has loosely been estimated as a 50% reduction in daily delivery process time across the board. This will be confirmed with the official time study slated for late September or early October.

The project team assembled a group to lead in-branch trainings on the Tote Check-In Software, which took place during the first two weeks of June. These sessions successfully trained all branches, and the new process was implemented by June 17. Initial feedback from staff has been very positive, with many noting that this has been one of the smoothest tech rollouts KDL has experienced.

Staff have been advised to use the saved time to interact more with patrons, and systemwide guidance on utilizing the extra staff time will be provided after the second time study in the fall.

Technology

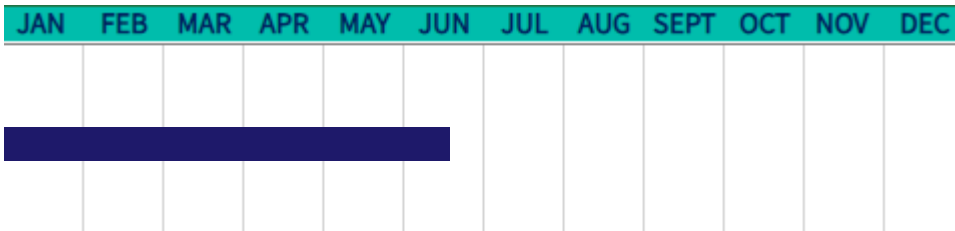
# 2024-2026 Strategic Goal:

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 Q2 Update

On Track

Paused/Delayed

Canceled

Completed

A crowd of more than 1,000 guests filled the Calvin University Covenant Fine Arts Center in April 2024. On the Same Page also featured more than 55 in-person events at Kent District Library branch locations and more than 9,000 checkouts of Ann Patchett's and Kevin Wilson's books, most of which were of Tom Lake, Ann's top-selling release. Patron feedback and staff project rollout feedback were both overwhelmingly positive with a few things to consider for next time, like the registration process, a long waitlist of over 400 people, changing venues each year, and ensuring a diversity in our author selection year over year.

You can view a recap video of the event by clicking [HERE](#).

The second annual event was approved to begin planning just after the first concluded! The project team has voted on author pairings, and has begun to work with an agency to book the top combo choice, striving to maintain the "in-conversation" format. The team hopes to keep to a similar timeline as last year, with the authors announced at the start of Let it Snow on December 1. This project timeline is longer than the first to allow a plan to fully operationalize the program after two years of planning experience and to hand it over to the Adult Services Programming group.

KDL is soliciting for email addresses so that patrons can stay informed about the next On the Same Page at [kdl.org/samepage](http://kdl.org/samepage).

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.

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

## 2024 Q2 Update

On Track

Paused/Delayed

Canceled

Completed



A lot of progress has been made on the Legendary Readers program over the second quarter! After the theme of cryptids was established, the name "Legendary Readers" was unanimously chosen as a nod to the legends of these creatures and how legends are stories. The domain and trademark for the name were secured, and KDL partnered with Anthony Carpenter, the artist who created the beautiful Summer Wonder illustrations, to develop artwork for the program. KDL has been striving to "dovetail" programs and cross-promote, so as part of the marketing plan, book-

marks were developed to be inserted into the youth book prizes for Summer Wonder completers to inform future participants and encourage them to return to get a reading log when it launches in September. The log is being finalized, and the option is being added to Beanstack for our digital users to help with the discovery of the program. The team is now focused on brainstorming intentional outreach over the course of the fall to launch it.

Core Programming