

'24-'26

Strategic Plan.

Q4 2024



2024-2026 Strategic Goal:

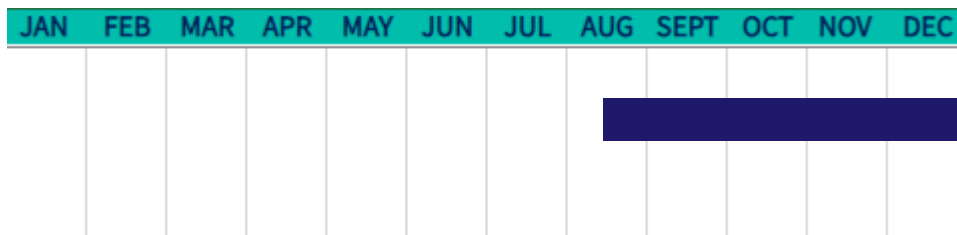
Celebrate distinctive communities by proactively prioritizing meaningful partnerships and patron relationships, finding commonalities with our neighbors and intentionally connecting resources.



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 Q4 Update

On Track **Paused/Delayed** Canceled Completed

This project, originally slated as a strategic initiative for 2024, was paused due to the transition of the Manager of Community Engagement role. Now as 2025 approaches, the project is ready to resume and our new Community Engagement Manger, Craig Buno is excited to lead this initiative.

This project will kickoff in January and will address the current lack of an established method for evaluating and prioritizing community partnerships. By leveraging data, the team will identify gaps and overlaps within our community partnerships and develop a partnership intake process.

We are excited to see this initiative position KDL to be more strategic and impactful in 2025 and beyond!

Strengthening Community

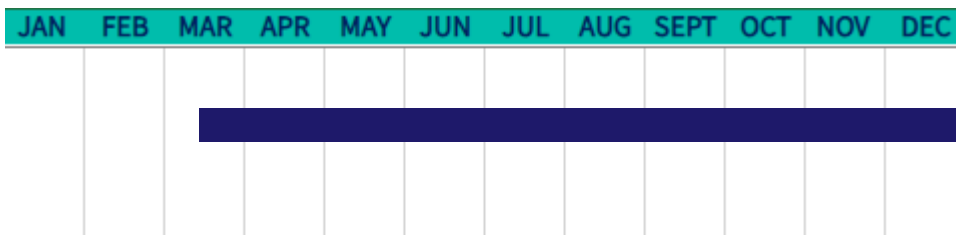
2024-2026 Strategic Goal:

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 Q4 Update

On Track

Paused/Delayed

Canceled

Completed

The In Branch Experience project continues to make great strides in transforming creative ideas into actionable experiences for our branches. In October, the team brought a touch of festive fun to KDL with a highly engaging pumpkin decorating contest. Sixteen locations participated, showcasing over 100 pumpkins in the competition. The final round of voting on Facebook saw exceptional engagement, with posts reaching over 20,000—double the KDL average within the first 24 hours—and receiving hundreds of likes and reactions. On Halloween, Gaines Youth Librarian Jordan Perkins, was crowned the ultimate pumpkin champion for her inventive “Wild Robot” pumpkin.



In November, the team assessed the project’s progress and requested an extension to February 17 to ensure the guide’s quality and the effectiveness of staff training. The PMO approved this extension, and the team has since focused on organizing the collected ideas into a comprehensive In-Branch Experience guide. This guide will provide tools and tips to help craft engaging experiences, such as decorated book drops, adult coloring tables, monarch caterpillars and poetry magnet boards. It will also include a procedure to align branch efforts and address common questions. In anticipation of the project’s completion, the team is working closely with MarCom and the Services advisory group to finalize details and promotion of these experiences.

Strengthening Community

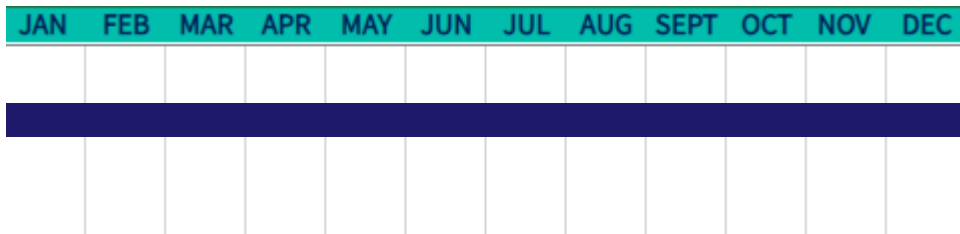
2024-2026 Strategic Goal:

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 Q4 Update

On Track

Paused/Delayed

Canceled

Completed



The second and final phase of the 2024 esports project concluded ahead of schedule in November. Both Kelloggsville and Kentwood launched successful, cutting-edge gaming labs that now host egaming and esports programs that are already making an impact in the community. For instance, Kelloggsville High School's esports team, previously challenged by the need to practice at home with personal equipment, now has access to a dedicated practice space outfitted with top-tier technology. Coaches and students are geared up for their competitive season and we are eager to see how their team performs.



Kentwood



Kelloggsville

This second phase provided valuable insights, allowing the project team to test egaming programs, document lessons learned and establish a streamlined process for future gaming labs at KDL. As 2025 approaches, expanding esports and operationalizing how we approach these programs will be a strategic initiative. Conversations with the Programming department and related workgroups are already underway to explore esports offerings to spring and summer programs. With this initiative complete, KDL is positioned to continue expanding its esports presence, strategically building momentum and fostering connections within the community.

Technology

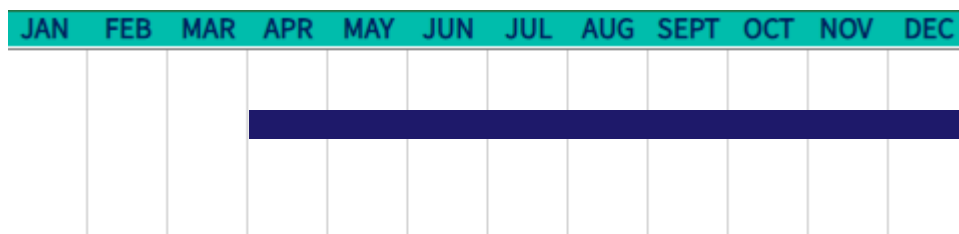
2024-2026 Strategic Goal:

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 Q4 Update

On Track

Paused/Delayed

Canceled

Completed

All aspects of this initiative have been successfully completed, with a close-out meeting held in December. The second round of data collection was compiled and will help guide future decision-making and service improvements. Conducting time studies across 20 branches presented challenges due to variations in branch processes, but the findings reveal notable efficiencies achieved—particularly in larger branches. These efficiencies align with the shelver reduction plan, as the bulk of time savings are being directed toward absorbing shelving tasks.



The Central Sorter (also known as “The Big Green Monster”) has cut delivery processing in time in half!

The sorter system has proved to be a valuable addition to KDL, with both quantitative and anecdotal data demonstrating improvements in efficiency for both branches and Collection Services. Staff have reported that the updated process is much more streamlined, freeing up time to focus on assisting patrons and managing other branch tasks. Collection Services also experienced increased efficiency, enabling the team to keep pace with processing new materials and handling MELCAT processing.

Technology

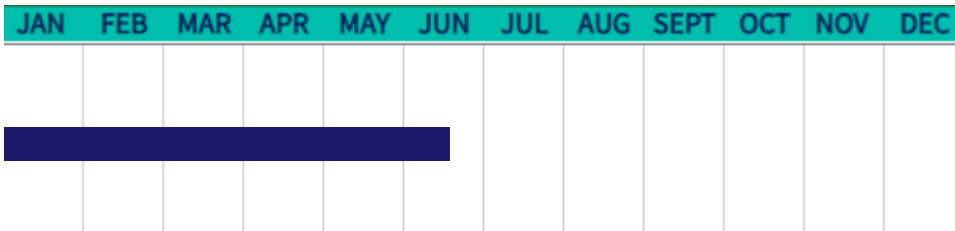
2024-2026 Strategic Goal:

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 Q4 Update

On Track Paused/Delayed Canceled **Completed**

The 2024 event was a huge success & much of the planning to operationalize this core program and make 2025 a hit is underway. Hennie Vaandrager continues to work with her team to establish On the Same Page as a signature KDL program. In November, we officially announced to the public the featured speakers and their books: *Martyr!* by Kaveh Akbar and *Wandering Stars* by Tommy Orange on Wednesday, April 30. We were especially excited to secure these speakers, as they were personally recommended by 2024 On the Same Page speaker, Ann Patchett, who even created a [promotional video](#) for KDL to use to reveal the guest authors to the public. Physical and ebooks of these titles are circulating at high volumes, and there is enthusiastic engagement across the community for these selections and the event.

We are thrilled to see On the Same Page solidify into a program that addresses the loneliness epidemic in both big and small ways, fostering connection across our community.



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 Q4 Update

On Track

Paused/Delayed

Canceled

Completed

The Legendary Readers program continues to gain momentum through in-branch promotion and outreach visits across the KDL service area. In October, the team developed promotional "Nessie Heads" to file among the books to help spread awareness of the program as patrons browse the stacks. These, along with prize bookmarks and stickers, were delivered to branches in December to cross-promote with Let It Snow.



"Nessie Heads" were placed in books for children to discover and learn more about Legendary Readers

January will mark a significant milestone for the project as prize pick-up season officially begins. Staff at all branches have received training to log completers in Beanstack and the project team is optimistic that aligning the prize pickup process for both Let It Snow and Legendary Readers will maximize participation and encourage cross-program promotion engagement among families.

The remainder of the project for 2025 will focus on data and assessing participation and any small changes needed for the upcoming year.



Prize bookmarks have been sent to branches for completers to pickup starting in January

Core Programming