

'24-'26

Strategic Plan.

1st Quarter Update 2025



2024-2026 Strategic Goal:

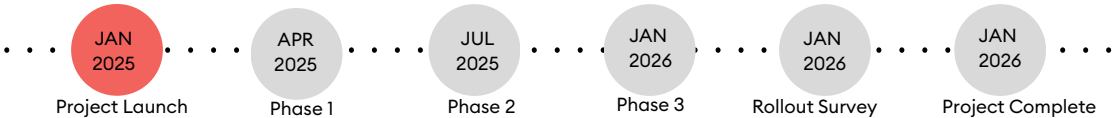
Celebrate distinctive communities by proactively prioritizing meaningful partnerships and patron relationships, finding commonalities with our neighbors, and intentionally connecting resources.



2025 Initiative #1

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 a “Who is My Community” sheet & map for reach branch so key partnerships are highlighted and communicated.

Project Timeline: January 2025 - January 2026



2025 Q1 Update

On Track Paused/Delayed Canceled Completed

This strategic initiative, originally planned for 2024, was paused during the transition of the Manager of Community Engagement role. In January, the project launched under the leadership of Craig Buno, the new Community Engagement Manager. With no established method for evaluating and prioritizing collaborations with external partners, the team began analyzing existing data in Salesforce and Savannah to identify key partners, assess engagement levels, and highlight gaps and overlaps for future opportunities.

Research is the foundation of this project. Phase One has focused on analyzing data related to KDL’s market penetration, languages spoken other than English, percentage of seniors, households under the poverty level, and households with children under 18. This information, broken down by region, will inform the “Who is My Community” sheet—a branch-specific resource providing staff with a clear picture of local partnerships and demographics. Beyond data analysis, the team has also reviewed a number of outreach and partnership toolkits from public libraries and educational institutions to inspire and guide the team as they work on a version for KDL.

Lastly, the team has conducted interviews with existing community partners, gathering insights into their missions, goals, and experiences working with KDL. Over 40 partnerships were identified and 11 responses have already helped shape a clearer picture of KDL’s role in community engagement. Moving forward, the focus will shift to creating a structured intake process that incorporates clear partnership definitions, data-driven decision-making, and a streamlined method for tracking engagement.

Strengthening Community

2024-2026 Strategic Goal:

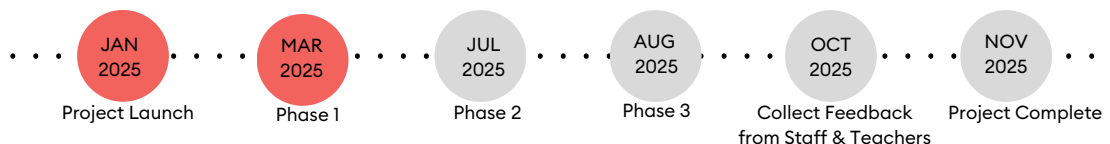
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2025 Initiative #2

Develop a comprehensive school outreach menu for branches, showcasing various ways to partner and collaborate with teachers and students. Establish clear boundaries for staff prep time and designate specific months for focused outreach efforts. This initiative aims to engage students and educators effectively while respecting the unique dynamics of each partnership.

Project Timeline: January 2025 - November 2025



2025 Q1 Update

On Track

Paused/Delayed

Canceled

Completed

This initiative aims to create a structured and effective framework for engaging with students and educators and is led by Julie Ralston, Branch Outreach and Programming Specialist. Phase One's focus is on research and planning, with the team gathering and evaluating data regarding current school partnerships.

To start, the team has created a comprehensive list of all current types of school outreach (e.g., storytime, database training for students, ebook access tutorials etc.) Next, a staff survey was published to gather any school partnerships not captured in the list above so that all schools and existing services are considered. This, combined with data in Salesforce, has helped shape a clearer picture of outreach trends and identified opportunities for stronger partnerships.

Simultaneously, an assessment of the Student and Teacher Card processes is underway to ensure that staff and teachers have easy, well known best practices around issuing cards that are aligned with KDL's philosophies. This foundational work will directly inform the next phase, ensuring that the outreach menu is built on a well-researched and strategic approach. The goal is to have this menu ready for the 2025-2026 school year.

Julie met with the Project Management Office to closeout Phase One's deliverables and provide updates on the project and is excited and eager to begin Phase Two.

Strengthening Community

2024-2026 Strategic Goal:

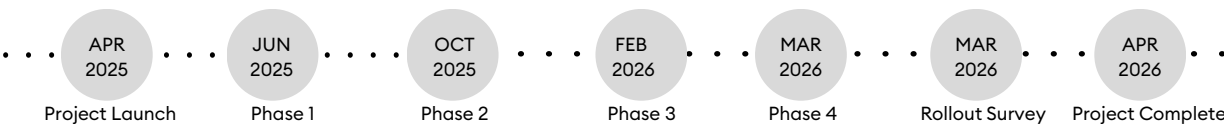
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2025 Initiative #1

Strengthen and promote technology instruction in the library by ensuring staff have the training and equipment to assist patrons at the desk and in one-on-one sessions with emerging technologies. Evaluate tech tutoring to create clarity and centralized processes around offerings and align efforts with ENTF's digital inclusion strategies and the National Digital Inclusion Alliance to tackle the expanding digital divide with best practices and existing framework.

Project Timeline: April 2025 - April 2026



2025 Q1 Update

On Track

Paused/Delayed

Canceled

Completed

This initiative is focused on enhancing and expanding KDL's tech-tutoring services to provide a more consistent, efficient and accessible experience for both patrons and staff. Currently, tech tutoring varies across branches, leading to inconsistencies in service, and a lack of clear guidelines on what staff can and cannot assist with.

This project will define the scope of services to clarify what technology support KDL provides and what falls outside our capabilities. It will implement a centralized scheduling system using Microsoft Bookings to streamline tech-tutoring appointments. Staff will receive training and resources to ensure they are equipped to assist patrons effectively and consistently.

Morgan Hanks, User Experience Manager, will lead this project and a team with a wide range of responsibilities and expertise has been assembled. The team will have its kickoff meeting in mid-to-late April.

Technology

2024-2026 Strategic Goal:

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2025 Initiative #2

Collect and reflect on the eGaming lab data from KDL's 3 branches. Expand eSports as patron interest supports, evolving usage from open play to formal team engagement and game creation, while integrating eGaming as a central STEAM component for next summer's programming to enhance educational and career opportunities for public and homeschool students.

Project Timeline: January 2025 - December 2025



2025 Q1 Update

On Track

Paused/Delayed

Canceled

Completed

In 2024, we embarked on a year-long esports initiative to explore egaming and how the library can provide both access to high-quality content equipment and a space for the gaming community. By the end of 2024, four egaming labs were launched, laying the groundwork for future expansion. Building on that momentum, this initiative will focus on expanding both physical egaming labs, and partnerships with schools and the esports community. Kurt Stevens, Director of IT, will once again lead this project.

In January, the project team kicked off the year by hosting The Rice Bowl, an esports tournament for West Michigan high schools. Held at the Service Center, the event brought in over 80 visitors. The strong turnout highlighted the growing excitement around esports.



Teams were spread out across the Service Center to compete in Smash, Mario Kart and Rocket League.

In early February, the Plainfield Esports Lab was launched. Six new Alienware PCs were installed transforming the former teen room into a dedicated AV/gaming space.



Stop by the Plainfield Branch to see their new egaming lab!

Technology

2024-2026 Strategic Goal:

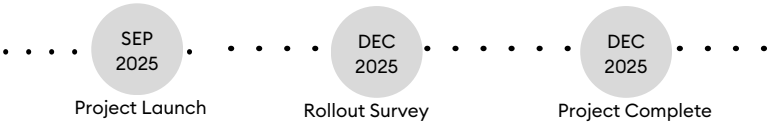
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2025 Initiative #1

Develop a clear framework and timeline for cross-promotion and invite-back strategies within our programs to enhance visibility and engagement, and to maximize the reach and impact of our services across all branches. Establish guidelines to streamline promotional efforts and ensure consistent messaging.

Project Timeline: September 2025 - December 2025



2025 Q1 Update

- On Track
- Paused/Delayed
- Canceled
- Completed

Work on this initiative will begin late summer/early fall, with a focus on identifying best practices for cross-promotion and a structured approach that can integrated into existing programs and services.

Lulu Brown, Regional Manager I of Cascade and Caledonia will lead this project.

Core Programming

2024-2026 Strategic Goal:

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



2025 Initiative #2

Define and establish pathways for core programs, ensuring structured development and implementation. Create a schedule to regularly reassess and refine each core program. This initiative aims to maintain program relevance, ownership and effectiveness over time.

Project Timeline: July 2025 - December 2025



2025 Q1 Update

- On Track
- Paused/Delayed
- Canceled
- Completed

KDL offers a wide variety of programs, which can vary from branch-to-branch, leading to confusion about what constitutes a “core” program.

This initiative will begin this summer with the goal of defining core programs versus branch-specific offerings. Additionally, a rubric and reassessment schedule will be developed to ensure core programs remain relevant and continue to engage the community.

Hennie Vaandrager, Manager of Outreach and Programming, will lead this initiative.

Core Programming