'24-'26 Strategic Plan

2nd Quarter Update 2025

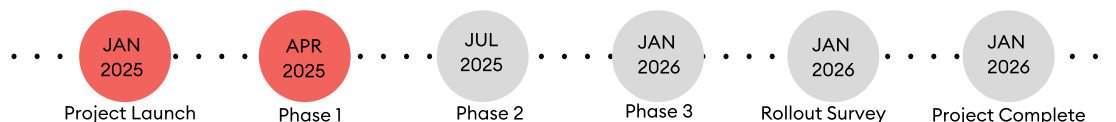Kent District Library
kdl.org

Information
Ideas
Excitement!

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

| JAN 2025	APR 2025	JUL 2025	JAN 2026	JAN 2026	JAN 2026
Project Launch	Phase 1	Phase 2	Phase 3	Rollout Survey	Project Complete

2025 Q2 Update

(On Track)   Paused/Delayed   Canceled   Completed

In April, Phase One of this project came to a close with a deep analysis of KDL's partnership data and community demographics. The project team developed interview questions with existing partners and over half responded to the team's interview questions. These interviews, along with research, informed the creation of KDL's toolkit and partnership intake process.

Out of all this work and ground laying, the team created the *KDL Partnership Guide*, the purpose of which is to assist in examining relationships between KDL and any outside organization.
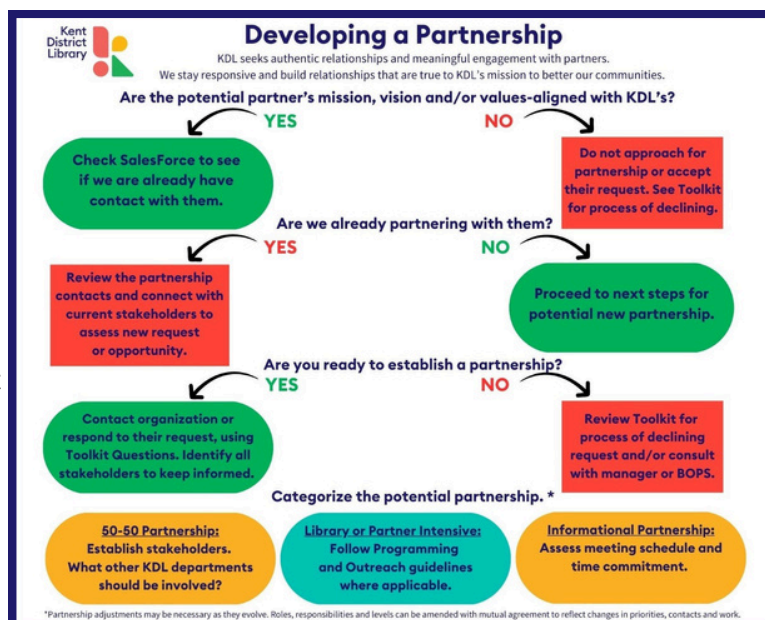
Craig Buno and the project team created this partnership flowchart to help staff identify key stakeholders to involve & procedures to follow for successful partnership outcomes.

This guide includes defining KDL partnerships and the four types of partnerships within that definition: 50-50 partnerships, library-intensive, partner-intensive and informational partnerships. Phase Two is well underway, with the main deliverables being developing a strategy for partnership planning, with a key focus on the designing of *"Who is My Community"* template for branch-specific maps. The data collected from Phase One will be analyzed with specific guidance, looking at areas with overlap in demographics like households with children under 18, KDL market penetration, households below the poverty level, etc. to determine if potential partners are in those areas.

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

JAN 2025	MAR 2025	JUL 2025	AUG 2025	OCT 2025	NOV 2025
Project Launch	Phase 1	Phase 2	Phase 3	Collect Feedback from Staff & Teachers	Project Complete

2025 Q2 Update

On Track   Paused/Delayed   Canceled   Completed

This quarter, project leader Julie Ralston and her team continued to make great progress on Phase Two: develop and design KDL's school outreach menu and tools. The project team focused on categories, descriptions, and content for the menu.

A draft of the menu has been submitted for graphic design, and the team looks forward to sharing it with a wider audience, including teachers and board members, before finalizing the menu.

Enjoy a sneak peek of the School Outreach Menu.
Note: this version has not yet received final approval.

Another exciting part of this project is redesigning the webpage for educators on KDL's website. A subgroup of the team worked with KDL Webmaster Remington Steed to refresh and update the webpage so that teachers are able to easily find information and resources available.

Along with this planning, the team is also developing guidelines which will help direct managers and librarians with time management and scheduling for school outreach visits. The goal is to have the menu, training, and webpage ready by the 2025-2026 school year.

Strengthening Community
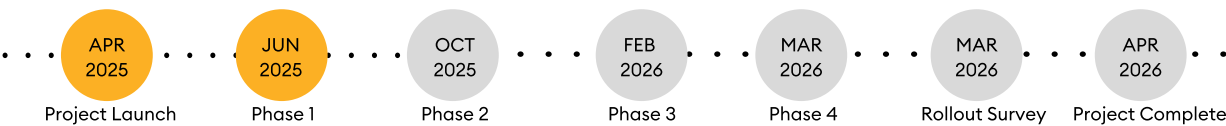
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2025 Initiative #1

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

APR 2025	JUN 2025	OCT 2025	FEB 2026	MAR 2026	MAR 2026	APR 2026
Project Launch	Phase 1	Phase 2	Phase 3	Phase 4	Rollout Survey	Project Complete

2025 Q2 Update

On Track   Paused/Delayed   Canceled   Completed

Since launching in April, the Tech Tutoring Revamp initiative made substantial progress toward evaluating and strengthening KDL's approach to tech help services and support. The team worked together to define the scope of tech help that staff can reasonably offer, and is working on a document that clearly outlines what falls within, outside, or into a gray area of service, so that staff have clarity on what to assist patrons with immediately, and what to refer to appointments, or outside businesses/services. This document was informed by a categorized list of tech help topics, ranging from digital resources to job application assistance. The team hopes that categorizing tech support topics empowers staff to offer consistent experiences for patrons system wide.

As project leader Morgan Hanks, User Experience Manager, prepares for the closeout of Phase One, which is scheduled for completion June 30, discussions are underway to develop a formal training document based on tech help categories along with a tech help flow chart for navigating patron requests. Hanks will meet with the Project Management Office (PMO) in early July to formally close out Phase One before the team begins the work of Phase Two: creating a centralized scheduling process using Microsoft Bookings, which is already used for study rooms.

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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

JAN 2025	NOV 2025	DEC 2025
Project Launch	Rollout Survey	Project Complete

2025 Q2 Update

On Track   Paused/Delayed   Canceled   Completed

KDL continues to build its presence at local community esports events and competitions. In April, members of the project team attended the Kent County Cup, a high school esports competition. This was the second annual Kent County Cup, and project leader Kurt Stevens, Director of IT, is eager to build on KDL's esports presence in the community.

The competitive esports season for schools ended in late spring, allowing the project team to shift its focus to both expanding gaming labs in branches and collaborate with Programming for esports related programming that aligns with STEAM for Summer Wonder. In May, the Nelson Twp. Branch was the sixth location to open an egaming lab, with six gaming stations installed. Simultaneously, the project team worked to integrate esports offerings into *Summer Wonder* programming, with a variety of opportunities to explore the esports labs with programs like Super Smash Bros. Tournaments, Mario Kart Tournaments, and Teen Zone programs with Nintendo Switches.

Stop by the Nelson Twp. Branch to see their new egaming lab

Assistant Branch Librarians Jonah Chickering & Dan Nguyen hosted a table at the Kent County Cup with swag, buttons and a sample of games available for checkout

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

SEP 2025
Project Launch

DEC 2025
Rollout Survey

DEC 2025
Project Complete

2025 Q2 Update

On Track   Paused/Delayed   Canceled   Completed

This initiative will launch in September 2025, when branches and departments are less busy than in summer. The PMO plans to meet with project leader Lulu Brown, Regional Manager I of Cascade Twp. and Caledonia Twp. Branches, in early August to review the project charter and timeline and to solidify the project team. Randy Goble, Director of Engagement, will be the project's sponsor.

Core Programming
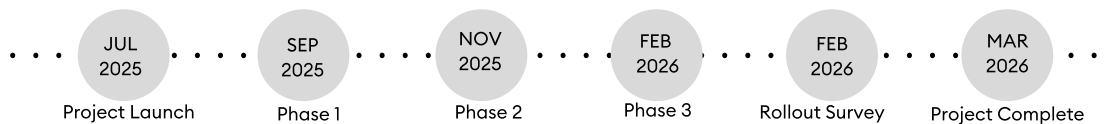
2024-2026 Strategic Goal:

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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 - March 2026

JUL 2025	SEP 2025	NOV 2025	FEB 2026	FEB 2026	MAR 2026
Project Launch	Phase 1	Phase 2	Phase 3	Rollout Survey	Project Complete

2025 Q2 Update

~~On Track~~ (circled)   Paused/Delayed   Canceled   Completed

This initiative is scheduled to launch in late July and will be led by Hennie Vaandrager, Manager of Outreach and Programming. In June, project sponsor Jennifer DeVault, Director of Operations, and Vaandrager met with the PMO to review the project charter, clarify the project's goals and deliverables, and begin shaping the project team. The meeting provided an opportunity to align expectations and as a result, the PMO chose a new closeout of early March 2026. This updated timeline ensures adequate time for planning and execution.

Looking ahead, Jaci Cooper, Director of Projects and Planning, will share the finalized project charter with regional managers at the July meeting and confirm members of the project team. The team's focus will be to define what constitutes "core programming" at KDL, creating clarity, consistency, and a shared understanding of programing expectations across the system.

Core Programming