

'24-'26

Strategic Plan .

3rd Quarter Update 2025

Kent
District
Library
kdl.org



Information ●
Ideas ▲
Excitement !

2024-2026 Strategic Goal:

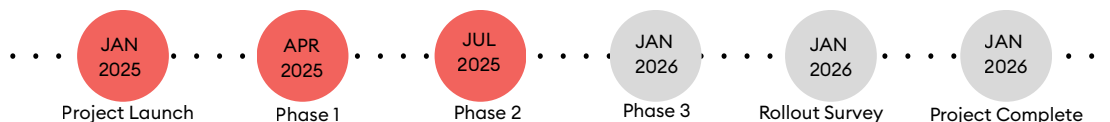
Celebrate distinctive communities by proactively prioritizing meaningful partnerships and patron relationships, finding commonalities with our neighbors, and intentionally connecting resources.



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 each branch so key partnerships are highlighted and communicated.

Project Timeline: January 2025 - January 2026



2025 Q3 Update

On Track

Paused/Delayed

Canceled

Completed

This third quarter saw significant progress for this initiative. In July, Phase Two of the project was completed, paving the way for Phase Three: the development of the *Who is My Community* map. Designed by the project team, this template will allow Regional Managers and Branch Outreach & Programming Specialists (BOPS) to customize a detailed snapshot of their communities, including demographic data and key local partners. In August, the BOPS, who are all members of the project team, were tasked with working with Regional Managers to begin populating the maps using a draft outline and procedure. Feedback from managers prompted updates to the procedure, ensuring greater clarity for the future. The team anticipates that enough of the maps will be complete in time for managers to share about the maps with their staff during branch in-services this November.

Another major deliverable the team is focused on is the creation of a new meeting form in Salesforce, which will allow staff to record meetings with outside organizations or potential partners. This form will specifically ensure that non-event interactions are captured, supporting a more strategic approach to outreach.

As we review this project’s progress, it is already clear that the work being done will strengthen KDL’s ability to build impactful partnerships, while avoiding duplication and inefficiencies. By aligning data insights, local relationships, and system-wide processes, this initiative is laying the groundwork for deeper and stronger engagement in the years ahead.

Strengthening Community

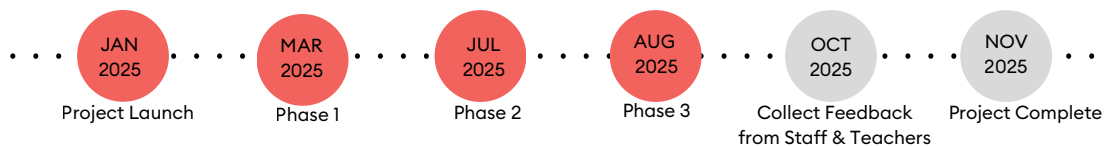
2024-2026 Strategic Goal:

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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 Q3 Update

On Track

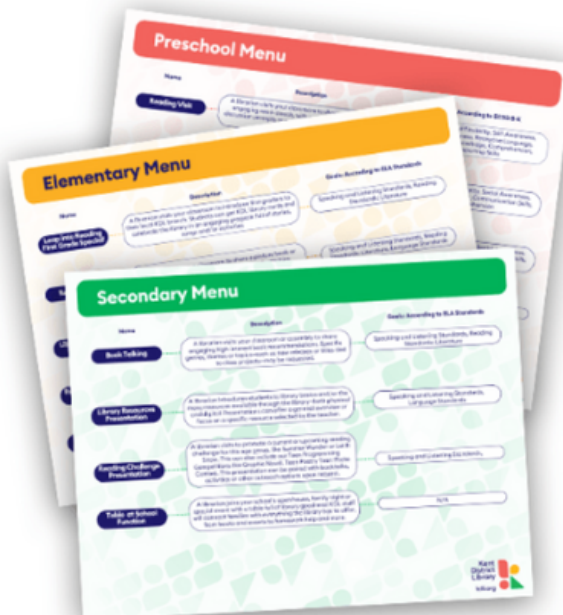
Paused/Delayed

Canceled

Completed

In July, project leader Julie Ralston, BOPS, met with the PMO to review and close out Phase Two of the School Outreach Menu Initiative, with a few deliverables shifted into Phase Three due to delays with Quipu, the library software company KDL uses. One of the most significant challenges addressed by this project has been the longstanding confusion around teacher card profiles, associated rules and student card registration requirements. Ralston ensured that key stakeholders were engaged in the process of revising and improving these systems, and while updates from Quipu took longer than expected, the team was ultimately able to roll out training for staff with the new changes only a few weeks after the start of the school year.

Alongside this work, the team refreshed KDL's [teaching resources webpage](#), making it both inviting and informative. The page now highlights the value educators bring to KDL and features digital versions of the *School Partnership Menu*, with sections tailored to preschool, elementary, and secondary levels, as well as a dedicated page for educators. Looking ahead, the team plans to complete outreach staff time guidelines and develop training materials to introduce staff to these updates, with dedicated time at the youth summits in the winter to ensure full understanding and implementation.



KDL's School Partnership Menu

Strengthening Community

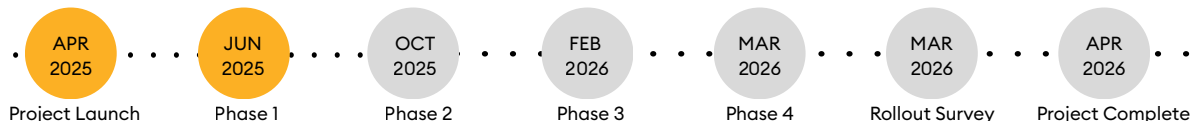
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2025 Initiative #1

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



2025 Q3 Update

On Track

Paused/Delayed

Canceled

Completed

Over the past three months, Phase Two of this initiative has focused on creating a centralized scheduling process for Tech Tutoring appointments using Microsoft Bookings. The team began by developing categories of Tech Tutor appointments, with the goal to better understand patron needs and connect them with the right staff support. Guidelines are also being created to ensure these services are available across the county and include evenings and weekends.

An intake form was drafted to gather the most helpful information from patrons at the start of their appointment. Staff from the Cascade Twp. and Kentwood branches shared their branch-specific Tech Tutoring processes, helping identify practices to inform the new system.

Finally, four branches (Caledonia Twp., Cascade Twp., Gaines Twp. and Kentwood) were selected to pilot the new processes. The pilots will run for approximately two months, with adjustments made along the way.

A screenshot of a Microsoft Bookings appointment form for 'Caledonia Township Branch'. The form includes a title, a description of services, and a duration/price field. The description lists various tech topics like Microsoft Word, Zoom, Facebook, and phone/tablet help.

A sample of the form patrons will complete when scheduling an appointment - helping staff to better understand needs, comfort-level & goals for the session

A screenshot of a Microsoft Bookings 'Provide Additional Information' form. It contains several dropdown menus for selecting preferences and needs, followed by a text area for additional information and a 'Book' button.

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 Q3 Update

- On Track
- Paused/Delayed
- Canceled
- Completed

Over the summer, project leader Kurt Stevens, Director of IT, explored fall esports opportunities that could extend KDL’s presence beyond library walls, including *Confluence* and *Grand Rapids Comic Con*. These events provide opportunities to introduce esports at KDL to entirely new audiences. The impact of these efforts was powerfully affirmed in August, when Northview High School Esports Coach, Mark Lago shared a letter of support highlighting KDL’s role in the *Rice Bowl* tournament. He described KDL as a vital force in fostering learning and connection, recalling how parents who came only to watch ended up cheering, asking questions, and connecting with one another, and how collegiate coaches engaged students about future opportunities. His testimony underscores the meaningful and inter-generational community engagement esports brings to KDL.

As fall approaches, this initiative is expected to be completed ahead of schedule. In September, a rollout survey was distributed to staff. The project team and PMO will review the survey results in October before formally closing this initiative.

Technology

2024-2026 Strategic Goal:

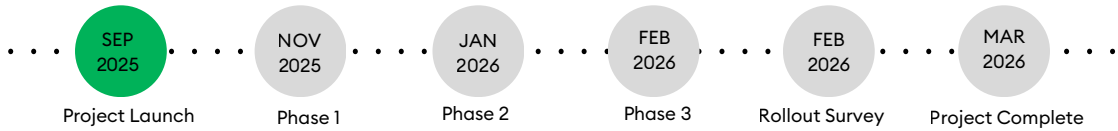
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2025 Initiative #1

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 - March 2026



2025 Q3 Update

On Track Paused/Delayed Canceled Completed

Over the summer, the PMO met with project leader Lulu Brown, Regional Manager I, and project sponsor Randy Goble, Director of Engagement, to review the timeline and deliverables of this initiative. Its launch was intentionally scheduled to follow shortly after the *Define Core Programs* project, as the two initiatives are designed to complement and inform one another. To establish a foundation, a systemwide survey was conducted to better understand staff awareness of KDL’s collections and services, helping to identify areas with lower visibility or circulation opportunities for cross-promotion.

The project was formally approved on September 24, with a kickoff meeting scheduled for October 8. At this session, the PMO will introduce the project process and outline team expectations, while Brown will review the project’s goals, deliverables, and provide space for questions as the team begins its work.

Core Programming

2024-2026 Strategic Goal:

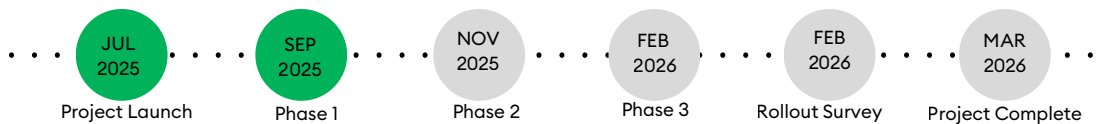
Celebrate distinctive communities by proactively prioritizing meaningful partnerships and patron relationships, finding commonalities with our neighbors, and intentionally connecting resources.



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 - March 2026



2025 Q3 Update

On Track

Paused/Delayed

Canceled

Completed

In late July, this initiative was officially approved, and project leader Hennie Vaandrager, Manager of Outreach & Programming, held the kickoff meeting on August 8. The team met later in the month for a brainstorming session where every program was listed and reviewed, sparking early discussions about how to categorize and approach programs as “Core” and whether that designation should be internal or external. Recognizing that staff understanding of KDL’s wide range of programs and reading challenges is central to this project, a systemwide survey was launched on September 3 to gauge awareness and knowledge. The results confirmed the need for greater clarity and boundaries around programming, setting a strong direction for the project.

By late September, Vaandrager met with the PMO to review Phase One deliverables and prepare for the official launch of Phase Two: define and design Core programs. The project team will divide into two subgroups to address assessment schedules, KPIs, staff time, the role of Friends funding, and pathways for programs to become Core programs. The ultimate outcome will be greater clarity and consistency across the system, supported by thoughtful boundaries that ensure high-quality programming at every branch.

Core Programming