

Kenton County Public Library Strategic Plan 2014-2017

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The Community Planning Committee identified five library service priorities for KCPL:

I. Create Lifelong Readers and Learners

II. Stimulate Imagination

III. Connect to the Online World

IV. Know Your Community Past and Present

V. Visit a Comfortable Place

For each of these five priorities, our plan suggests strategic goals which will remain our focus for as long as they are relevant and important to our community. For the next three years we will be making progress toward those goals by focusing our activities and resources on achieving the measures that follow the strategic goals described below. As part of this ongoing planning process, we will examine all activities currently performed by staff. Activities which don't support achieving the goals and objectives will be reduced or eliminated, where possible, to provide the resources to carry out the plan.

Strategic Goals and Objectives:

I. **Create Lifelong Readers and Learners** -- People of all ages will have the library resources they need to help them read and write, perform well in school and work, and continue to learn throughout their lives.

Goal #1: Children ages 12 and under will be exposed to appropriate literacy skills and receive access to library resources that support and enrich their studies and promote the love of learning and reading.

Measures:

1.1 In FY 2015, attendance at system-wide, in-house programs dedicated to children 9-12 years of age will increase by 5% over FY 2014.

1.2 80% of parents and caregivers surveyed in April 2015 will indicate that Library programming they have attended with their children 12 years and under prepared them to guide their children in the development of literacy skills.

1.3 Circulation in collections aimed at preschool aged children and collections aimed at children ages 6-12 will each increase annually by 2% through FY 2017.

1.4 Racing to Read circulation will increase by 2% annually through FY 2017.

1.5 By the end of FY 2017, the Library will provide certified 4-C staff (at least one at each branch and on the Racing to Read Vehicle) to present professional development training in early literacy skills to daycare providers.

1.6 Circulation of juvenile book discussion kits will increase 10% annually through FY 2017.

1.7 80% of maternity healthcare offices in Kenton County will be contacted and offered Library promotional materials for parents concerning early childhood collections and programs by the end of FY 2017.

1.8 The number of visits to elementary school classrooms (grades K-6) will increase 10% by FY 2015.

1.9 The number of items checked out on educator cards will increase 10% at each branch by FY 2017.

1.10 90% of parents surveyed annually will indicate that they value the Library as a partner, both in their own and their child's literacy growth.

Goal #2: Teens, defined as those in grades 6-12, will have library resources that engage, entertain and educated.

2.1 Teen attendance at programs (in-house, outreach and passive) will increase by 3% annually through FY 2017.

2.2 Circulation of the Young Adult collection (print, honor books, A-V) will increase 2% annually through FY 2017.

2.3 75% of teen Library users surveyed annually through FY 2017 will be satisfied or very satisfied with the services provided them.

2.4 The Library will contact 90% of middle and high school administrators, teachers of youth resource centers annually through FY 2017 to make them aware of the resources available for teachers and students.

Goal #3: Adults of all ages and abilities will have library resources to engage in learning and improving their literacy and life skills.

Measures:

3.1 By FY 2017, 80% of congregant living facilities will have visits from the Library to provide programs.

3.2 The use of career development resources for employment will increase 3% by FY 2017.

3.3 90% of program attendees, who complete program evaluation forms, will indicate that they are satisfied or very satisfied with the programs they have attended.

3.4 Public participation in library instruction will increase by 10% by FY2017 (instruction can be in-person or remotely).

3.5 Attendance at adult programs will increase by 5% annually through FY 2017.

3.6 By the end FY 2014, 10% of Kenton County's population, 65 and over, will have attended a library program targeted at that audience.

<p>II. Stimulate Imagination: Community members will have the library resources they want and need to meet their recreational and leisure time needs, in a timely manner with minimum effort and will have the help they need to make choices.</p>

Goal # 4: People of all ages, abilities and interests will have a wide array of library resources to answer their educational, cultural and entertainment needs.

Measures:

4.1 Circulation of new non-digital items will increase by 2% annually through FY 2017.

4.2 80% of library users surveyed annually will indicate that they were satisfied or very satisfied with the staff assistance they received to help them find material to read, view or listen to for pleasure.

4.3 20% of inactive card holders will have renewed their cards or used their cards by the end of FY 2017.

- 4.4 The total number of active cardholders will increase by 5% annually through FY2017.
- 4.5 Offsite collections will increase to six locations within the county by FY 2017.
- 4.6 Honor books will be expanded to serve teen and children's populations at all branches by FY 2017.
- 4.7 Homebound will increase the number of patrons served by 300 through the end of FY 2017.
- 4.8 By the end of FY 2017, 50% of Homebound patrons will have attended a Library program provided by the Outreach department.

III. Connect to the Online World: The community will have high-speed access to the digital world with no unnecessary restrictions or fees to ensure that everyone can take advantage of the ever-growing resources and services available through the internet.

Goal # 5: People of all ages will have reliable technological and innovative tools, resources and services to stay connected with others and obtain the information they need.

Measures:

- 5.1 80% of users surveyed will indicate the staff's instruction on how to use the internet and online library resources was satisfactory or very satisfactory annually through FY 2017.
- 5.2 80% of in-Library computer users surveyed will indicate they were satisfied or very satisfied with being able to listen, view, or print material in formats that are available annually through FY 2017.
- 5.3 By the end of FY 2017, the number of searches using Library databases will increase 10%.
- 5.4 The Library will increase eMedia circulation 10% by the end of FY 2017.
- 5.5 Users of Library social media will increase by 5% annually through FY 2017.
- 5.6 By the end of FY 2017, 30% of Homebound patrons in congregate living facilities will have participated in some form of technology training.

IV. Know Your Community Past and Present: The community will have library resources to connect with the services and activities in the community as well as understand their own history and cultural traditions.

Goal #6: People of all ages will know the resources available to them, learn more about themselves and their community and connect with their community through a variety of activities and media.

Measures:

- 6.1 By the end of FY 2017, use of Local History and Genealogy resources will increase by 10%.

6.2 The public will be served through Library advocacy activities (attending community groups, writing newspaper columns, serving on local boards, etc.) by 5% by FY 2017.

6.3 The Kentucky History and Genealogy Department will record oral history interviews of veterans in our community.

Goal #7: People of all ages will know the resources available to them, learn more about themselves and their community, and connect with their community through a variety of activities and media.

Measures:

7.1 Young patrons with sensory processing disorders will be offered eight sensory storytimes per location, and on the Read Racer, by the end of FY 2017.

7.2 Patrons of all ages with special needs will have access to a system-wide, cohesive “welcome to the Library” tour and orientation experience at all locations by the end of FY 2016.

7.3 Volunteer hours will increase 3% annually by FY 2017.

<p>V. Visit a Comfortable Place: The community will have safe and welcoming library environments, both physical and virtual, that allow them to enjoy quiet space, meet, interact and network.</p>

Goal #8: Groups and individuals of all ages will have safe, comfortable and accessible spaces in which to both interact and engage in study or work.

Measures:

8.1 80% of patrons surveyed will indicate the spaces in the library designed for their use meet or exceed their expectations.

8.2 80% of patrons surveyed will indicate that the library is safe, comfortable and welcoming.

8.3 The public’s use of library meeting space will increase by 20% by the end of FY 2017.

8.4 80% of patrons surveyed will indicate they are satisfied or very satisfied with the content and functionality of the library’s website and catalog.

8.5 All branches will become certified Code Adam locations by the end of FY 2017.

8.6 Drive Thru usage across the system will increase by 4% by FY 2017.

8.7 The Board of Trustees will make a decision by February 2016 regarding the location of the central Administrative offices.

APPENDIX 1

KCPL Core Values

The Kenton County Public Library is committed to providing excellent service and materials to all residents by adhering to the following Core Values:

Free and Open Access to Information

- The Library will provide a wide variety of materials including print, electronic, media and other resources that support and improve individual and family life.

Promoting Reading

- The Library is committed to early childhood reading readiness and lifelong learning.
- Materials to fulfill one's educational, recreational and informational needs will be provided.

Diversity in the Community

- The Library's facilities, programs, and services are open to everyone in the community.
- Resources will be expended in a fair, equitable and responsible manner.
- The Library strives to employ a diverse staff to best reflect our diverse community.

Excellent Customer Service

- Library staff will provide excellent customer service.
- The Library will provide a welcoming and comfortable atmosphere to all who enter its doors.

Democracy & Community History

- The Library is committed to the concept of intellectual freedom including freedom of speech and the right of patrons to have access to uncensored information.
- The Library is committed to preserving the history of the community.

Collaboration & Community Involvement

- The Library will collaborate with other agencies, governments and institutions to better serve the people of the region.

- The Library will cooperate with other libraries to enhance the services to patrons.

Professional excellence

- Adherence to state standards
- Professional code of conduct

KCPL Mission

The Kenton County Public Library serves everyone in our community by creating lifelong readers and learners and inspiring imagination through a wide variety of resources and services. We help people to connect to the online world, know their community past and present, and provide comfortable, welcoming and safe places, both virtual and physical, to gather together or work alone.