



Kansas City, Kansas
Public Library

Strategic Plan 2010-2012

Steering Committee Members:
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Kansas City, Kansas Public Library (KCKPL) is part of the Kansas City, Kansas Public School District #500. KCKPL is composed of five branches plus the Support Services Center. As part of Kansas City, Kansas Public Schools, the two organizations share a common board and many of the same goals for the residents of Wyandotte County.

KCKPS focus on the children of the KCK school district, but as a public library KCKPL recognizes that the library serves all residents of Wyandotte County, no matter age or economic conditions. This service area comprises a large diverse population that is challenged by levels of poverty and poor economic conditions. KCKPL is mainly funded by a separate mill levy paid by the citizens of USD#500, though partial funding is supplied by a mill levy paid by the citizens in the area under the Wyandotte County Library Board.

Kansas City, Kansas Public Library's strategic plan is an important tool that will help the library and its stakeholders move together in the same direction. It will help our patrons and potential patrons to understand our priorities and how we will strive to meet the community needs. It also helps library staff see how their work and duties fit into the future of KCKPL. The plan is a flexible and living document that changes as KCKPL evolves. The goals of the plan speak to broad community needs, including adequately located, maintained, accessible and secure public spaces; to ensure that services being offered to patrons are current and meet the needs of a constantly evolving community; to ensure that KCKPL is a good steward of tax-payer dollars; and that all citizens of Wyandotte County have access to library services.

Kansas City, Kansas Public Library's Mission

Connecting a dynamic community with tools, resources, and welcoming spaces to enrich lives in Wyandotte County.

Kansas City, Kansas Public Library Vision:

To be one of the leading public library systems in the State of Kansas.

Kansas City, Kansas Public Library is committed to the following Values:

*Excellence in Public Service
Innovation in Service Delivery
Intellectual Freedom
Embracing Diversity
Integrity and Responsibility
Outstanding Leadership
Teamwork and Community Partnership
Valuing and Empowering Employees
Patron Privacy*

Strategic Initiative One

Services

Library services reflect a wide variety of issues. Collections, technology, access to resources, public access computers, empowered patrons and efficient staff is just a few of the areas that make up library services. Ensuring that KCKPL provides these services to the best of its capabilities is its ultimate goal. KCKPL's patrons deserve access to materials that interest them, the latest in technology, access to libraries and information 24/7 and the ability to serve them when desired. It takes an efficient, organized and knowledgeable staff behind the scenes to provide first rate services. KCKPL is committed to learning as much as possible about our users, the community and their wants and needs.

Goal One

To ensure that all of KCKPL's service area receives adequate library services by achieving parity between USD #500 taxpayers and the rest of KCKPL's Wyandotte County service area.

- 1) Introduce three-year parity plan to Wyandotte County Library Board
 - a) Each year the proposed mill levy increase would be voted on and approved
- 2) Use the increase resources to provide expanded and/or improved facilities and services

Goal Two

Improve the self service features offered at KCKPL to allow a more self-sufficient patron base.

- 1) Self-registration for patrons
 - a) Investigate possibility of self-registration by web site
- 2) Self-service printing
 - a) Integrate self-service printing into VendPrint or other print management
- 3) Self-service ILL
 - a) Develop capabilities for patrons to initiate ILL requests via web
- 4) Self-payment on library account using E-pay
 - a) Expand credit card payment to include payment via web
- 5) Self-service renew by automated phone
 - a) Investigate possibility of auto renewal by phone service
- 6) Self check-in
 - a) Investigate possibility of self check-in machines
- 7) Self registration for programs
 - a) Activate program registration on Evanced software
- 8) Self registration for meeting rooms
 - a) Analyze options for turning on meeting room reservations by web site

Goal Two

Educate patrons to optimize use of self service features

- 1) Web site
 - a) Create section outlining array of self-service features
- 2) Brochures and bookmarks
 - a) Create brochures/bookmarks outlining self-service features
- 3) Programs
 - a) Create slate of public programs to highlight self-service features
- 4) Virtual tours and tutorials
 - a) Create video virtual tours for the web site outlining self-service features

Goal Three

Evaluate the communication plan for library services to avoid duplication, unnecessary work and improve efficiency.

- 1) Efficiency
 - a) Identify and eliminate 'busy work'
 - b) Consistent forms for reporting, programming, outreach
 - c) Concentrated effort to evaluate all departments

Goal Four

Ensure KCKPL technologically connected to our patrons in an up to date manner.

- 1) Technological communication
 - a) Develop schedule for updating web 2.0 tools (facebook, twitter, flickr)
 - b) Investigate possibility of offering chat service as option
- 2) Integrated Library System
 - a) Investigate possibility and cost of replacing SIRSI with a more efficient, effective system.
- 3) Evanced
 - a) Fully utilize all aspects of Evanced software

Goal Five

Improve functions of iBistro/Workflows for patrons' ease of use

- 1) Limit downtime of iBistro
 - a) Investigate possibility of doing live updates
- 2) Display Order
 - a) Modify display order to show title browse first instead of year of publication
- 3) Remove schools call numbers from iBistro
 - a) Confusing for patrons to see school materials that are not available to the public
- 4) Web based workflows
 - a) Investigate web base Web Client for faster service to patrons
- 5) Move iBistro to new, separate server
 - a) Move to new server for faster service

- 6) Move iBistro to either E-library or Enterprise
 - a) iBistro will be unsupported by SIRSI in future, decision to be made. This decision could be doubtful if move to new ILS
- 7) Remove schools from Workflows database
 - a) Investigate possibility of eliminating schools from database for public
- 8) Clean out old on-order records
 - a) Delete old on-order records in catalog from all records past the backorder period

Goal Six

Improve efficiency of holds process to get books in patrons' hands faster.

- 1) Holds-to-copies ratio
 - a) Evaluate 3:1 ratio for cost effectiveness and service merit
- 2) SVA voice notification of holds
 - a) Investigate cost of software to auto call patrons to notify of holds
- 3) Self pick-up of holds
 - a) Investigate logistics of putting holds out for patrons for pickup

Goal Seven

Improve efficiency of computer and computer lab service.

- 1) VAM software vs. Envisionware
 - a) Evaluate moving to new software for lab computer management to include self-print, account pre-pay, etc.
- 2) Wireless printing for laptop users
 - a) Allow printing for patrons using current wireless network
- 3) Laptop checkout for in-house use
 - a) Develop plan to purchase and implement checkout of wireless laptops for patrons' in-house use

Goal Eight

Improve staff efficiencies.

- 1) Allow call number maintenance in a batch process
 - a) Bath process to allow for quicker conversion of collection changes
- 2) Develop process for maintaining records with OCLC, i.e. deletions
 - a) Outline plan for cleaning up OCLC process and maintaining KCKPL current records with them
 - b) Complete upload of KCKPL records to OCLC so that ILL is accurate

Goal Nine

Create a more accessible Kansas City, Kansas Public Library

- 1) Delete old bills
 - a) Determine expectation limit for collecting old bills and then delete old bills to help cleanup up patron database
- 2) Complete inventory of collection
 - a) Complete inventory of KCKPL collection so catalog is accurate

- 3) Simplify the circ map
 - a) Overhaul circ map for simplification purposes
- 4) Debit/Credit at all branches
 - a) Expand credit card services to include all branches and web
- 5) Pre-expiration notices via email
 - a) Activate advance notice of library care expiration via email
- 6) Create 'you are here' maps for all branches
 - a) Directional maps for all branches outlining the layout of the collection

Goal Ten

Improve use of existing collections

- 1) Promote downloadable and e-books on web site with a pre-set search
 - a) Create pre-set search on website to promote use of all digital media
- 2) Digitization of Kansas Collection
 - a) Investigate cost of digitization of Kansas Collection for web site
- 3) Revamp music categories cataloging system
 - a) Develop and implement new music classification system for easier patron use
- 4) Collection development
 - a) Evaluate effectiveness, cost, etc. of the existing standing order plans

Goal Eleven

Provide patrons with the materials they are interested in

- 1) Kindle, CD players
 - a) Survey to investigate patron material interests and needs
- 2) Games: PlayStation, Gameboy, Wii, etc
 - a) Survey to investigate patron material interests and needs
- 3) Playways
 - a) Survey to investigate patron materials interests and needs
- 4) Circulation analysis of collection
 - a) Annual analysis of circulation by material category

Goal Twelve

Provide quality library service to all segments of KCKPL service area.

- 1) Community analysis
 - a) Annually look at statistics for KCKPL service area by age, gender, etc.
- 2) Library user analysis
 - a) Annually look at statistics for KCKPL users to identify underserved groups
- 3) Improve outreach efforts
 - a) Develop list of outreach activities and schedule KCKPL staff attendance at events

Strategic Initiative Two

Personnel/Staff Training

The personnel and training aspects of the system's strategic plan plays an integral part as it outlines current and future development and resources for staff in a user friendly format and full utilization of the staff area on the library's web site.

Goal One

To make sure all staff is adequately trained on all modules of the ILS to perform their job duties efficiently. This will be achieved by using a mixture of online and ILS training, including SIRSI ClientCare

- 1) Circulation Module training
- 2) Acquisitions Module training
- 3) Cataloging Module training

Goal Two

Staff orientation manual and regular scheduled training

- 1) Create staff orientation manual to be used by all new staff
- 2) Create ongoing training for all current staff

Goal Three

Offer specific Supervisor Training annually

- 1) Will be offered throughout the year
- 2) Will utilize current staff
- 3) Will also offer specific legal issues

Goal Four

Create and offer tutorials about procedures and policies both on-line and by video means to staff.

- 1) Create tutorials using current staff to help staff to understand procedures
- 2) Make tutorials available both online and by video to staff on the front lines

Goal Five

Staff Development

- 1) Offer information on low cost training, workshops and conferences to enhance staff skills
- 2) Research and post CE grants that are available for staff use, for both higher education and continuing education

Goal Six

Quarterly Employee Service Awards

- 1) Initiate an employee service award system to be awarded quarterly for exemplary service to the public library (Will seek board approval before initiating)

Goal Seven

Other areas to be reviewed and studied

- 1) Board policies
- 2) Procedures
- 3) Forms
- 4) Classifications
- 5) Salary scales/ranges
- 6) Utilization of new web site
- 7) WikiSpace for staff communications
- 8) Current training opportunities to be posted on internal web site

Strategic Initiative Three

Patron Policies

Policies regarding patron's use of the library need to be constantly updated to reflect the changing times and needs of the community and the library system. Policies regarding patron use of the library at KCKPL have not been reviewed in many years and in some cases decades. As a result some of our policies are out of step with other libraries in the area. In many cases, our library's policies are more restrictive towards our patrons than neighboring library systems. In addition, policies have created roadblocks for staff in providing customer service or are needlessly complex for staff to enforce. All procedures related to patron access to materials and services will be reviewed and compared with other libraries with the goal of creating policies that are relevant for today, comparable to those of other libraries in the area. We will also look for ways to make our policies less restrictive for patrons and simpler for staff to work with. A system will also be put into place to provide for a regular review of all library policies addressing patron's use of our services in the future.

Goal One

Review of Circulation Policies

- 1) Library fines and fees
 - a) Compare KCKPL fines and fees with other metro library systems to bring KCKPL's more in line
- 2) Damaged and lost materials policy
 - a) Review KCKPL policies and those of other metro libraries to make sure KCKPL's are in line
- 3) Patron categories and unattended children policies
 - a) Compare our patron categories
 - b) Compare our unattended children policies and recommend any needed changes
- 4) Registration policies
 - a) Review and compare KCKPL policies to make it easier for patrons to register and also easier for staff

Goal Two

Policy Notification System

- 1) Mechanisms to alert staff to procedure changes
 - a) Devise a system to notify all staff in an efficient and timely manner of any changes that might affect their duties and to help reduce conflict with patrons.

Goal Three

Patron Conduct and Security

- 1) Patron Conduct Policies
 - a) Review and compare KCKPL current policies and recommend changes to make the libraries to be safer for both staff and patrons.
- 2) Guidelines for enforcement

- a) Review existing guidelines, make changes as needed and develop detailed instructions for staff to better handle situations

Goal Four

Technology Policies for Patrons

- 1) Computer lab policies
 - a) Review policies for children's and adult labs and look for ways to ease patron access and for staff to provide service
- 2) Electronic Resources
 - a) Review policies regarding use of electronic resources and look for ways to simplify patron access and make recommendations for changes that will ease patron use of the library

Goal Five

Miscellaneous Service Policies

- 1) Reference Service
 - a) Review and compare current KCKPL policies to be sure to provide best reference service possible to patrons
- 2) Children's Policies
 - a) Review and compare current KCKPL policies to be sure to provide best reference service possible to patrons

Goal Six

Patron Instruction on Policies

- 1) Review Patron Publications
 - a) Review all publications for clarification of message and for up-to-date information. Re-create as necessary
- 2) Patron Policy Handbook
 - a) Create small handbook of all patron policies that would be available at each branch to answer patrons questions or concerns
- 3) Phone System
 - a) Review current phone system and look for ways to use them better to keep our patrons informed.

Goal Seven

Miscellaneous Policies

- 1) Volunteer Policies
 - a) Review and look for ways to increase volunteer opportunities with maintaining high standards for volunteers
- 2) Library Café Policies
 - a) Review policy and make changes to make café area more inviting to patrons
- 3) Reconsideration of Materials Policy
 - a) Review to make sure it an effective and easy process for both patrons and staff

- 4) Materials Classification System more User-Friendly
 - a) Explore for better ways to organize collection to make more user friendly.
- 5) Patron Comment Form
 - a) Look at revising form to one that is less “complaint” oriented
 - b) Put into place a system to track and handle the complaints
- 6) Auditorium/Meeting Room
 - a) Review and compare KCKPL policies and make recommendations as needed.

Goal Eight

Regular Policy Review

- 1) Devise a schedule and review All Policies every two years
- 2) Create a master file of all policies

Strategic Initiative Four

Facilities

The Facilities Committee is working to create a forward thinking development plan that will allow Kansas City, Kansas Public Library to progress in such a manner that reflects its ever-expanding community. The committee will recommend system-wide changes, maintenance and improvements for a 10 year time period. This committee has a further view than the three year time line by the other committees. This forecasting is to allow KCKPL to plan for the changes and improvements needed in its capital outlay line budget for the coming years.

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- 1) Introduced three-year parity plan to Wyandotte County Library Board
 - a) Each year the proposed mill levy increase would be voted on and approved
- 2) Use the increase resources to provide expanded and/or improved facilities and services

Goal Two

Demographic Study of Population trends for the Northeast and Piper Areas

- 1) Using census data and UG statistics to study the population trends for the two underserved areas.

Goal Three

Develop a needs assessment survey for the Northeast and Piper areas

- 1) See attached survey

Goal Four

Engage the community and Staff in a Facility Assessment Survey

Goal Five

Rank and prioritize list of KCKPL facilities projects

(Amounts given are estimates ONLY)

- 1) West Branch – roof - \$600,000
- 2) Argentine branch – new construction - \$4,000,000 (library portion)
- 3) Support Services moving to 625 Minnesota - \$600,000
- 4) Services to the Northeast area – Explore satellite/store front branch
- 5) Increased services to the Piper area – Expansion of West Branch
- 6) West Branch – parking lot - \$90,000
- 7) FLS Schlagle – close in the second floor - \$250,000
- 8) Turner Community Library addition – expansion from 1,630 sq ft to 5,900 sq ft

Strategic Initiative Five

Marketing

KCKPL has and does suffer from an identity crisis. With two major library systems within 10 miles of each other with very similar names, most people believe that KCKPL is really Kansas City Public Library. In numerous press releases and news stories KCKPL has been mistakenly referred to as KCPL. KCKPL's image is further confused being governed by a Board of Education and not a typical public library board.

KCKPL had a Marketing Coordinator but that position was eliminated during the reduction in force process July 2009. Since that time a marketing committee has been formed with members from all different departments of the library. The priorities will help to better brand and identify the library system to the citizens of Wyandotte County.

Goal One

Marketing Plan to help provide a unified "voice" for KCKPL

- 1) Develop a marketing plan
- 2) Develop a marketing manual

Goal Two

Create a new, interactive web site to be a 'virtual' branch for KCKPL

- 1) Research and bid out and select design company
- 2) Work with company to develop new web site

Goal Three

Create a new dynamic mission statement for KCKPL

- 1) Held a ½ day retreat with community members and staff to form mission statement
- 2) New mission statement created 4/11/09

Goal Four

Develop a plan to get KCKPL's mission and vision out to the community

- 1) Engage major partners in funding and advertising for the library

Goal Five

Develop a branding campaign to push out one cohesive image for KCKPL

- 1) Development of new logo
- 2) Development of new web site

Goal Six

Use new web 2.0 tools to better reach our patrons with library services and information

- 1) Use Facebook to reach a 'always connected' patron base
- 2) Use Twitter and Flickr to further enhance KCKPL's voice in the technology being used by patrons
- 3) Explore the use of RSS feeds to keep patrons always up-to-date