

***Kitchigami Regional Library Strategic Plan***

***GOALS + STRATEGIES***

***Approved 1.21.2021***

**Goal 1: Marketing & Public Awareness:**

**Raise the visibility of all libraries and promote their value across the Kitchigami region.**

**STRATEGIES:**

- Establish a staff/stakeholder working group to develop a comprehensive marketing plan intended to introduce the library to non-users and identify communities within the region that lack familiarity with core library services.
- Increase library/regional presence in each community, and augment libraries' existing offerings through strategic partnerships with key community partners.
- Develop more robust relationships with local media, both print and e-outlets (in all locations) to enhance public awareness.
- Develop regionwide feedback instrument to continuously gather feedback from KRLS users, as a passive and ongoing way to identify public awareness gaps.

**Goal 2: Enhance the User Experience:**

**Review and foster programming and services regionwide, striving for appropriateness, effectiveness and quality.**

**STRATEGIES:**

- Create an internal programming work group with a clear charter to coordinate centrally produced (and higher profile) programs and balance these with local programming.
- Develop regionwide, ongoing protocols of how programming goals will be measured and new programs added.
- Explore and expand outreach services by going to where community members gather.
- Establish a technology plan which addresses equipment replacement, broadband access, IT support in branches, and ensuring that equipment and access is up-to-date and available to all residents of the region.
- Invest in and migrate to a new Integrated Library System, in order to improve search capabilities and offer other needed functionality.

### **Goal 3: Regional Access:**

**Improve access and remove barriers to use of regionwide resources and services for all residents, while provisioning for and adapting to changing city/county demographics.**

#### **STRATEGIES**

- Expand remote access, delivery, outreach, and other means of bringing the library to the more remote areas of the region's expansive service area, including a reassessment of current bookmobile practices.
- Establish a staff/community working group to explore partnerships and collaborations to address populations underserved by current physical facilities and the mobile library.
- Retain web design firm to design a new and dynamic website that is current, mobile responsive, ease to navigate, easy to maintain, and provides user analytics.
- Implement program/event calendar with online registration, waitlist and other functionality.
- Expand the number and availability of hot spots throughout the region.

### **Goal 4: Regional Success:**

**Ensure that the region has adequate resources and operates effectively, in order to strengthen the region's financial position for sustainability and growth.**

#### **STRATEGIES**

- Conduct ongoing staff development/training programs.
- Initiate efforts to protect and/or restore funding during the COVID recovery process, and advance funding from both public and private sources to provide needed regional staffing levels and other resources.
- Establish an ad hoc board finance committee to create a plan for the distribution of reserve funding in ways that support regional needs.
- Implement a KRLS Board Task Force to establish clear policies/protocols for the establishment of new branches.
- Research the possibility of contracting with a regional county/city department for Human Resource services.
- Create staff committee to establish regionwide policies and procedures relating to patron services, emergency planning for disasters and ongoing COVID issues.