



## 2023 Library Goals

Based on our Strategic Plan, I am recommending the following goals for us for 2023:

### Goal 1: Increase operating hours

In an effort to not impact the City budget, but still increase operational hours to get closer to Tier 1 standards, I am recommending that we begin opening at 8:00a versus 9:00a Monday through Friday starting in 2023. Many details for this still need to be worked out as staff traditionally use the first hour of the morning to get the building ready for use by the public. We also need to explore if we are interested in making a change to Saturday hours at that time as well. I would like to complete a survey before year-end to see if patrons and staff would prefer Saturday hours of 8:00a-12:00p or 9:00a-1:00p. In 2024, we would like to increase Saturday hours to year round.

### Goal 2: Create a programming survey

As part of the strategic plan survey results, patrons want to see increased programming. To ensure that we are offering programming that is of interest to our community, we need to create a survey to explore the wants and needs of our community members. This will help us to create a better programming package for 2024.

### Goal 3: Create and begin implementing a marketing plan

Assistant Director Schneider did receive a grant in 2022 for a marketing in public libraries workshop and project. As such, we would like to take that knowledge and create a plan and begin implementing it. Many participants in our Strategic Plan 1:1 interviews and focus groups mentioned a major lack of marketing on the part of the library. As such, we pledged to increase our budget line for marketing annually, but we also need to have a plan in place to successfully market our programs and services to our community.

### Goal 4: Merge the KPL Foundation and the Friends of the Library

With participation and board retention issues concerning both groups, we feel it is in the best interests of the library to merge our two support entities into one. While much of the background work is being completed this year, the merge will include a unique first year as a combined entity.

### Goal 5: Implement a new hire onboarding manual/training program

With the help of HR, we would like to have an official onboarding process and formalize a manual and training program for the different positions we have within the library. James and Angela have been working diligently on it, however this was something discussed at the Carnegie library and it has not been able to be a priority for the organization until now. Timing wise, this falls in line well with the new City performance review implementation and 30-60-90 plan.