



To: Kaukauna Public Library Board of Trustees
From: Library Director Ashley Thiem-Menning
Date: 8/20/23
Re: 2024 Goals

We need to submit our Department Cover Sheets to Finance by October. As such, here are my notes about the progress of our 2023 goals and recommendations for 2024.

2023 Goals and Objectives

Increase operating hours

We were able to increase operating hours right away in January of 2023 by opening at 8:00a each week day morning, resulting in the addition of 5 hours a week. This has been going wonderfully. It has allowed us to start programs right at 9:00a and we have had good foot traffic during this hour. We continue to work with City to expand hours so they are consistent during the summer with the school year.

Create a programming survey for the community

The full time staff worked together to put together a programming survey to help determine programming wishes for community members for preschool, school age, teen, and adult programs. This was done in the second quarter of the year with the intent of using it to help plan fall-winter and winter-spring programs.

Begin implementing the marketing plan

The marketing plan has been enacted and we have been working on increasing our marketing to educators, with a targeted plan. We conducted a teacher survey and used the result to form a new educator's brochure and to push the marketing of our teacher packs.

Merge the KPL Foundation with the Friends of the KPL

The merge has been completed and the Foundation has been officially terminated. There is still some additional work to do within the Friends, which will be a goal for next year.

Implement a new hire onboarding manual/training program

This goal has been completely unattainable this year due to lack of time. Until we can hire additional staff to take some of the duties that our Adult Services Librarian is currently doing, this task will likely remain unreached as a goal. I have removed it from our focus and will not be considering it for 2024 either. James has been

training new staff almost constantly since the beginning of the year, leaving him no extra time to take on a task of this scope.

2024 Goals and Objectives

Secure funding for summer hours

We will continue to work with City to develop standardized yearly hours of operation instead of the current school year and summer model.

Work with the Friends group to better develop the organization including, but not limited to writing policy, updating financials, and creating a fundraising plan.

With the dissolution of the Foundation and the merge of Foundation Board members with Friends Board members, now is a good opportunity to rebuild the organization. Many important organizational documents have been created as a result, but there is still work to be done with policy, financials, and fundraising.

Explore opportunities to address space constraints within the building

With the FEH study citing our current space being over 4,000 square feet too small, we need to address how we can manage growing collections, programs, and services.

Create a toolkit for volunteers to help advocate for the library

Communications Coordinator Schink will be creating a brand guide for staff, as well as a document for library advocates to use to help increase our reach on social media.

Increase outreach to local school districts

The Youth Services Librarian would like to focus on more school outreach in 2024. With the addition of a Native American Outreach & Engagement Coordinator and a Hispanic Outreach Coordinator, now is an ideal time to begin increasing our outreach within the district and with the parochial schools.

Translate all library event and informational brochures and flyers into Spanish

Communications Coordinator Schink will work with our Spanish speaking staff to ensure that library publicity and information is translated.

Create game based programming for older adults

Our Adult Services Librarian would like to target older adults for programming next year, specifically focusing on events where individuals that might be suffering from social isolation can come, make new friends, and find companionship.

Create a technology-recycling plan and complete asset inventory

With the new procedures for acquisitions and processing increasing efficiency, Technology Coordinator Heise will create a technology recycling plan, which will include a complete asset inventory with acquisition dates and potential

recycle dates to help us budget for the replacement of new technology more regularly.

