



Following are the five overarching services, goals and specific objectives that will guide KPL's work through 2013.

Create Young Readers

GOAL 1: Young children (birth to 5) will have programs, services, and materials to prepare them to enter school ready to learn.

- Young children will check out more easy readers picture and board books.
- More young children will attend library programs.
- More young children will participate in the annual summer reading game.

GOAL 2: Parents/caregivers will have the tools and skills needed to prepare young children (birth to 5) to learn when they enter school.

- Parents/caregivers will say that the library helps prepare children to enter school with skills they need to succeed.
- Parents and caregivers will attend library programs designed to give them the tools to help their children.

Stimulate Imagination

GOAL 3: Children (6-11) will have materials and services that provide pleasurable reading, viewing, and listening experiences.

- Children will check out more fiction, nonfiction, music, and movies.
- More children will attend library sponsored or co-sponsored programs.
- More children will participate in the annual summer reading game.

GOAL 4: Teens and Tweens (12-18) will have a supportive environment that provides pleasurable reading, viewing, and listening experiences.

- Teens will check out more fiction and nonfiction.
- Teens will say they found something good to read, listen to, or view at the library.
- More tweens/teens will attend and enjoy library programs.
- Tweens/teens will say their library spaces are fun and welcoming.



GOAL 5: Adults will enjoy a variety of popular reading, viewing, and listening materials.

- Adults will check out more fiction, music, and movies.
- Adults will report that they found something good to read, listen to, or view.
- Adults will say that they received reserved items in a timely manner.
- Library-sponsored programs will attract 7,500 adults each year.

Connect to the Online World

GOAL 6: Everyone in Kalamazoo will have free high-speed access to the online world.

- More people will use library computers and wireless network.
- Library users will say KPL's online services and staff support are very good.



Build Successful Enterprises

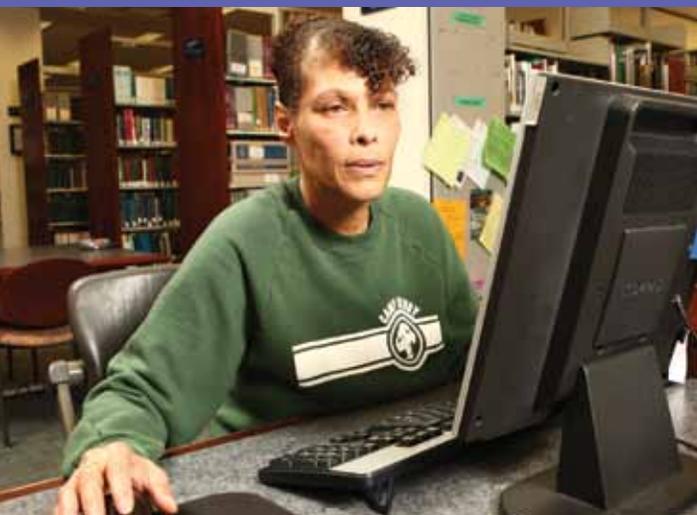
GOAL 7: Nonprofit organizations will have the tools to build capacity and achieve excellence provided by a securely funded ONEplace.

- At least 1,500 people will attend a ONEplace program each year.
- More individuals or groups will receive assistance from ONEplace.
- Users will evaluate such assistance as very good or excellent.

Discover Your Roots

GOAL 8: Everyone will have resources to know local history and to connect past with present through family histories.

- At least 1,000 people will attend a local history/genealogy program each year.
- Staff will answer at least 6,000 local history/genealogy questions each year.
- Users will evaluate local history/genealogy services as very good or excellent.
- More people will access local history or genealogy webpages each year.



Evaluation

KPL will use a variety of methods to assess progress in achieving strategic plan goals and objectives.

Library managers have set challenging but realistic targets through the end of fiscal year 2013 based on available historic data. Some objectives require keeping track of library use in new ways, others involve regularly seeking library patron input via surveys about services and programs.

Library Locations

Central Library

315 S Rose St, 553-7800

Eastwood

1112 Gayle Ave, 553-7810

Oshtemo

7265 W Main St, 553-7980

Alma Powell

1000 W Paterson St, 553-7960

Washington Square

1244 Portage St, 553-7970

Library Board

During Strategic Planning 2010-11

Cynthia Addison
Fenner Brown II
Robert Paul Brown
Lisa A. Godfrey
Cheryl TenBrink
James VanderRoest
Valerie Wright



KALAMAZOO
PUBLIC
LIBRARY

www.kpl.gov/strategic-plan



Kalamazoo Public Library

Strategic Plan

Kalamazoo Public Library launched a strategic planning process early in 2010 to consider current, anticipated, and possible future community needs—then determine which of those needs KPL can help meet.

Working with a highly regarded library strategic planner, we determined what library services are most needed and valued in Kalamazoo, keeping in mind resources available from other organizations.