

KIRKWOOD PUBLIC LIBRARY 2025 - 2029 Strategic Plan

Our Big, Hairy, Audacious Goal (BHAG)

Kirkwood Public Library is a leading innovator in defining the modern library where staff, resources, and experiences reflect our diverse and vibrant community.

Key Objective #1: Community Engagement

Deepen relationships with patrons and the broader community in ways that promote active engagement with the library.

Tactics

- **Innovative outreach** - Develop innovative outreach and partnership activities that allow KPL to engage the community outside of our walls, while inviting the community to explore all of the library's offerings
- **Foster active civic engagement** - Expand programming that encourages open public dialogue
- **Patron feedback** - Develop tools to more effectively gain patron feedback on KPL's programming, patron interests, and potential barriers
- **Marketing & communications** - Utilize diverse marketing channels to connect with and deepen engagement with patrons on-site, on-line, and in the community
- **Diversity, equity, & inclusion** - Ensure that all tactics and activities apply a DEI lens

Key Objective #2: Diversity, Equity, & Inclusion

Actively seek to engage diverse voices and consciously create an environment in which everyone feels valued, respected, and welcomed.

Tactics

- **Establish a strong foundation** - Increase the library's understanding of DEI
- **Embed** - Create a culture and an environment that values and is committed to DEI
- **Staff** - Create a staff with diversity reflective of our community through staff hiring and recruitment

Key Objective #3: Life Span Engagement

Develop services that engage across generations, ensuring that all can freely access information, learn, grow, develop, and connect.

Tactics and Activities

- **Understanding our patrons** - Increase our understanding of how patrons interact with us and how they could interact with us at each life stage
- **Strengthen programming and collections** - Develop and offer relevant programs and collections for each age group that promote seamless transitions through life stages to meet the needs of patrons as they age
- **Equip staff** - Train and empower staff to serve all age levels regardless of primary department
- **Diversity, equity, & inclusion** - Ensure that all tactics and activities apply a DEI lens

Key Objective #4: Technology

Actively seek out ways to use and integrate technology into all levels of library operations to enhance patron engagement.

Tactics and Activities

- **Staff training/knowledge** - Deliver necessary training and tools to provide staff with the technology skills to empower them in their duties while assisting patrons
- **Patron access** - Provide patrons with the tools and knowledge they require to navigate technology in the library and their lives
- **Integration** - Integrate technology across departments and operations, utilizing technology to complement and maximize operations and programming
- **Diversity, equity, & inclusion** - Ensure that all tactics and activities apply a DEI lens

Key Objective #5: Sustainability

Ensure that the library is sustainable and positioned to meet current and future needs.

Tactics and Activities

- **Building** - Increase library sustainability by evaluating and implementing a strong building plan
- **Financial** - Provide a clear plan for future expenses to create a foundation for growth in all library operations
- **Personnel** - Empower and support staff through evaluation procedures, policies, hiring practices, professional development, and resource allocation
- **Diversity, equity, & inclusion** - Ensure that all tactics and activities apply a DEI lens