

A G E N D A

**Wichita Public Library Board of Directors Meeting
Tuesday, May 21, 2024– 12:00 p.m.
Board Room
Advanced Learning Library, Second Floor
711 W 2nd, Wichita KS 67203**

1. Call to Order/Introductions
2. Approval of the Agenda
3. Public Comment
4. Staff Presentation: Strategic Direction Discussion, Jaime Nix and Lauren Hirsch
5. Minutes of the April 16, 2024 meeting
6. Unfinished Business
7. New Business
 - a) Strategic Agenda Endorsement
 - b) Approval of Invoices Over \$10,000 – Mid-America Library Alliance Courier Delivery
 - c) Officer and Committee Nominating Committee
8. Support Organization Reports
9. Director of Libraries Report
10. Announcements
11. Adjournment



Monthly Activity Report

April 2024

Service Highlights

The Library launched Experience Passes as its newest service to residents. Partnering with 11 area museums and attractions, customers can borrow these family passes for seven days to explore a local attraction at no cost! Participating attractions are:

- [Botanica](#), 701 N. Amidon
- [Cosmosphere](#), 110 N. Plum St., Hutchinson, KS 67501
- [Exploration Place](#), 300 N. McLean Blvd.
- [Great Plains Transportation Museum](#), 700 E. Douglas
- [Mid-America All-Indian Museum](#), 650 N. Seneca
- [Museum of World Treasures](#), 835 E. 1st St.
- [Old Cowtown Museum](#), 1865 W. Museum Blvd.
- [Sedgwick County Zoo](#), 5555 W. Zoo Blvd.
- [Tanganyika](#), 1000 S. Hawkins Lane, Goddard, KS 67052
- [Wichita Art Museum](#), 1400 W. Museum Blvd.
- [Wichita Sedgwick County Historical Museum](#), 204 S. Main St.

Fourteen diverse speakers shared stories of how they shaped their own identities in quick five-minute talks, part of this year's Big Read edition of Wichitalks. The speakers crafted stories of generational identity. Some talks were funny and some were poignant. This program was presented in partnership with KMWU.



Library staff is beginning conversations with Workforce Alliance and other potential partners to explore opening the cafe space at the Advanced Learning Library as a worker training program for young adults.

Other News

Community Services Librarian Parker Daniel (Angelou Branch) and Family Literacy Coordinator Racine Zackula both represented the library at Open Streets ICT last weekend. It was a great time meeting people and talking about library services. Combined, the library talked to 328 people.

Youth Services Librarian Sara McNeil joined Storytime Village's Prisca Barnes for a KWCH segment to talk about the Dia Storytime on April 30 at the Evergreen Branch. Dia is a nationally recognized initiative that emphasizes the importance of literacy for all children of all linguistic and cultural backgrounds by linking children and their families to diverse books, languages, and cultures. The program will feature diverse stories in English and Spanish, followed by light refreshments and a craft. Storytime Village is a program partner and will offer book giveaways for participants.

The Library received e-rate funding for public internet for 2024/2025 (usual 90% rebate). The total cost for public internet was \$109,704 and e-rate will cover \$98,733.60.

Staff completed 259 Book-A-Librarian appointments in April. Customers were given assistance on unemployment filing, resume posting and printing, passport applications, printing court documents, phone assistance, tax forms, and online security issues.

The Library's podcast team completed production on a new episode featuring this year's NEA Big Read author Tommy Orange. In this episode, staff talk about Tommy's newest book and discuss the importance of Indigenous representation in publishing, how he approached his novels, and authors that inspire him.

Volunteers from East High's "Aces in the Community" day came to the library to help with various tasks. They put together make and take kits for Summer Reading, washed and sanitized Legos, and went through old craft supplies to make sure they are still usable for the Summer Reading Program.

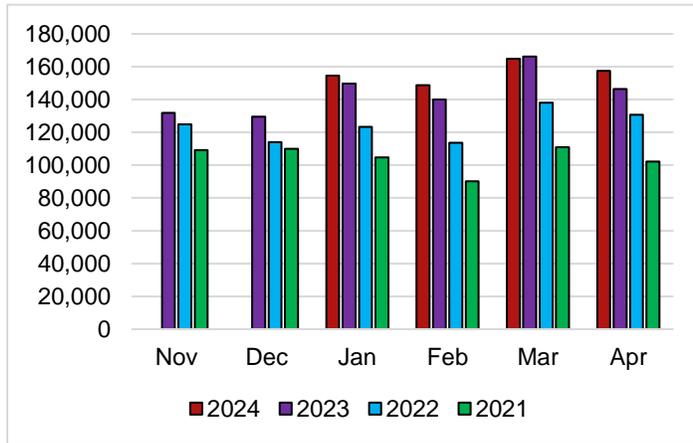
Youth Services Manager Erin Howerton met with principals and library media specialists at Washington and Horace Mann Elementary Schools to gauge their interest in a pilot "Books Before Middle School" program. They were enthusiastic about trialing this program with students and had valuable feedback to share.

The Wichita Journalism Collaborative worked with Education and Engagement Manager Savannah Ball to host a panel discussion on the intersection between housing and addiction recovery as part of the Big Read program. The panel included the founder of Prairie Rose Wellbriety and staff from the Substance Abuse Center of Kansas. The discussion was followed by a resource fair for addiction services.

The Book Bus visited: League 42, Theo's Theory Preschool, WSU Tech, Heartspring, Treehouse, Boys and Girls Club, Child Advocacy Center of Sedgwick County, USD 259 Administration, Green Tree Education Center, Girl Scouts, Envision, and more.

Service Dashboard

LIBRARY VISITS (door count, catalog sessions, and website visits)

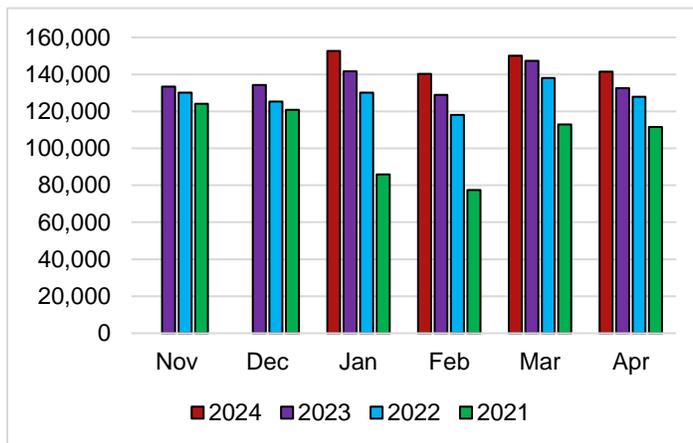


APRIL

	2024	2023	% change
Door Counts	53,490	54,710	-2.23%
Catalog Log-ins	36,932	34,924	5.75%
Website Visits	66,589	56,192	18.50%
CONTENTdm Users	427	644	-33.70%
Total	57,438	146,470	7.49%

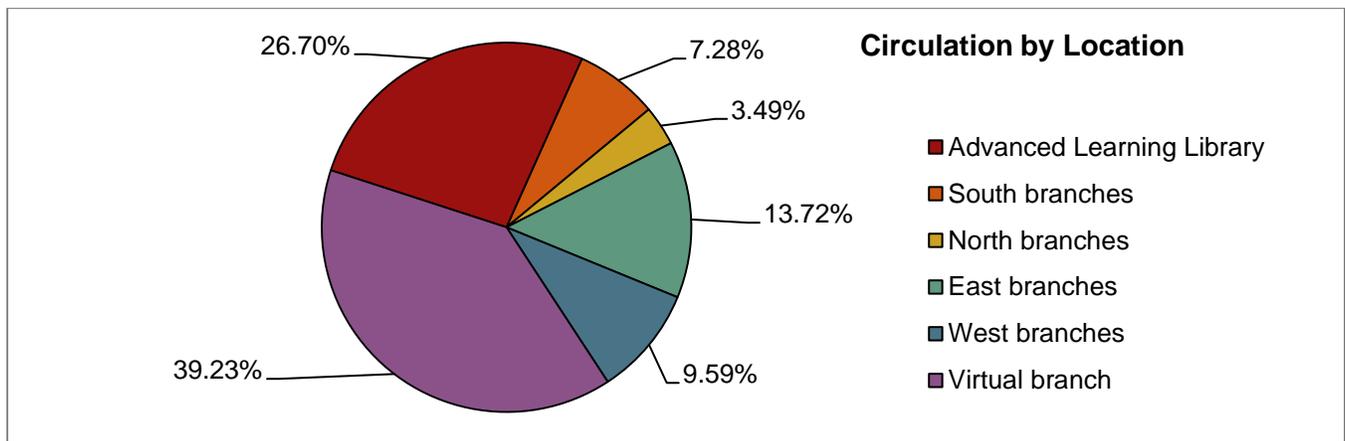
Due to an equipment failure at Rockwell, the number of in-person visits in April 2024 is undercounted.

CHECKOUTS

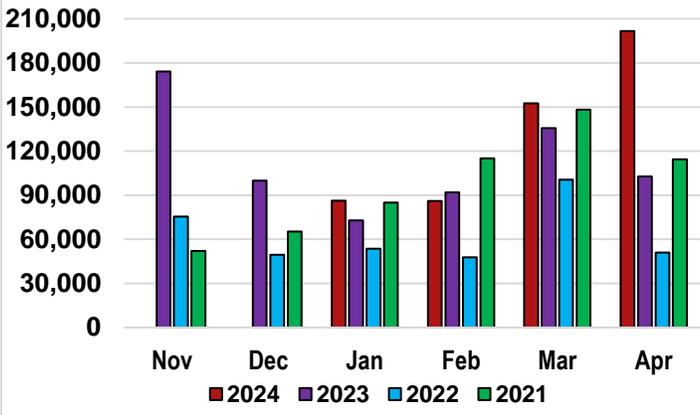


APRIL

	2024	2023	% change
Physical Circ	86,030	88,162	-2.42%
Virtual Circ	55,531	44,340	25.24%
WPL	48,232	36,653	31.59%
State	7,299	7,687	-5.05%
Total	41,561	132,502	6.84%



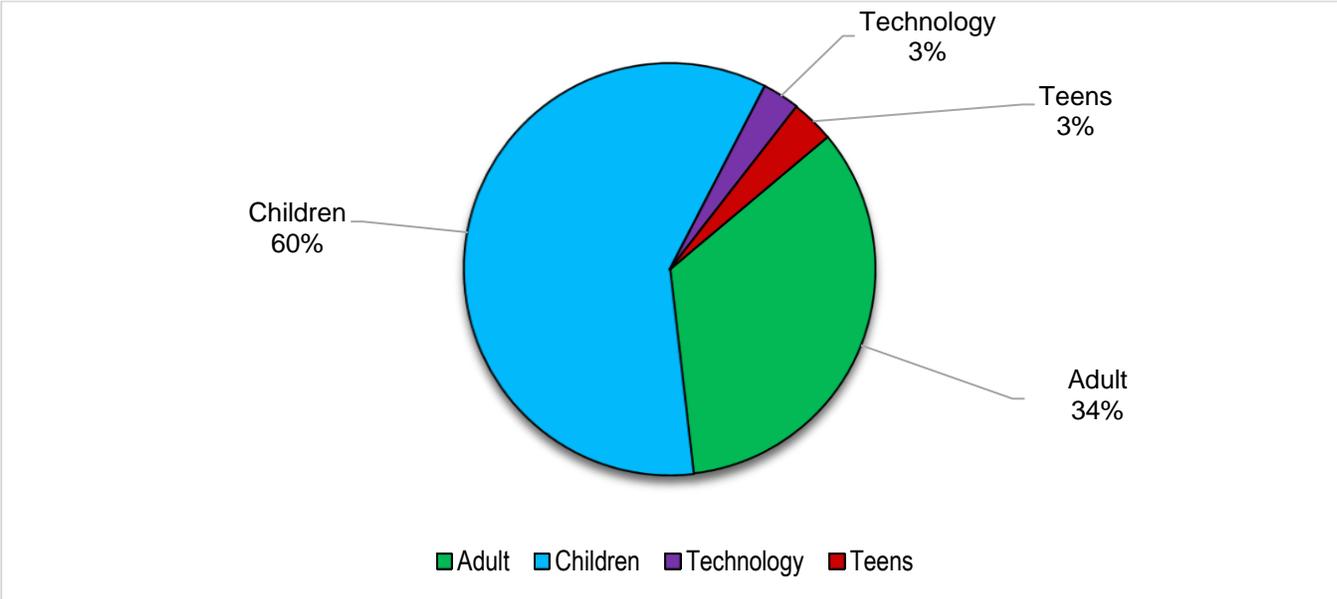
QUESTIONS ANSWERED (by staff in person/phone and through online services)



APRIL			
	2024	2023	% change
Reference Questions	7,158	6,133	16.71%
Database Searches	190,940	93,084	105.13%
Technology Assistance	3,249	3,351	-3.04%
Book-A-Librarian Appointments	280	240	16.67%
Total	201,627	102,808	96.12%

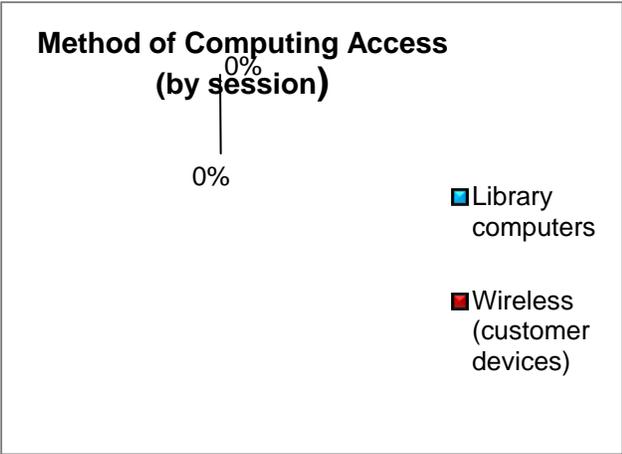
The number of database searches is undercounted for the month of April 2024. That number is expected to be amended in a future report.

PROGRAM ATTENDANCE



APRIL ATTENDANCE			
	2024	2023	% change
Adult events	1,415	2,155	-34.34%
Children's events	2,453	1,456	68.48%
Technology training	121	116	4.31%
Teen events	139	254	-45.28%
TOTAL	4,128	3,981	3.69%

PUBLIC COMPUTING

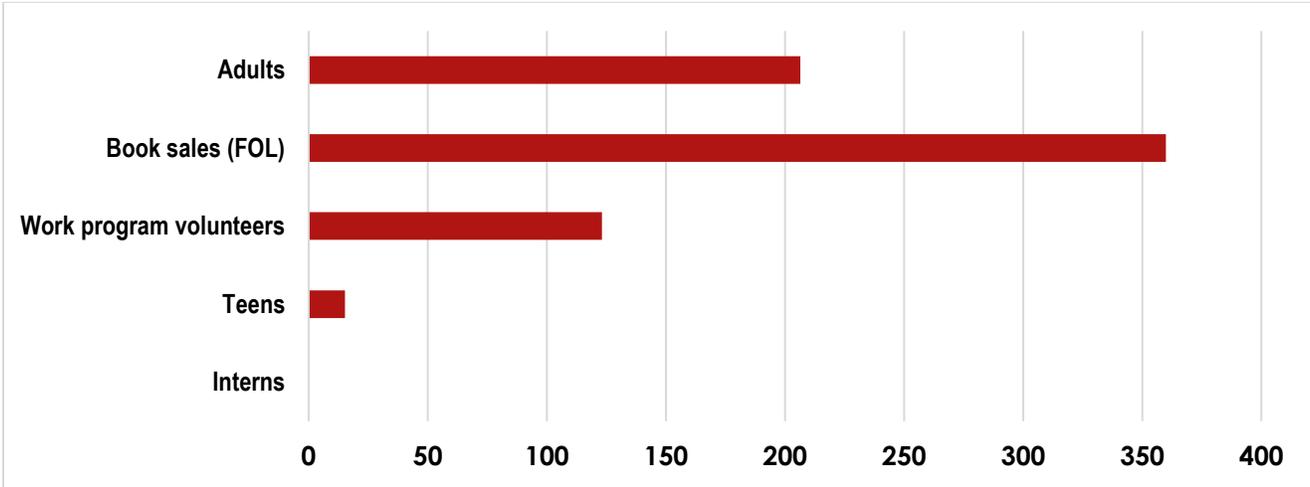


APRIL

	2024	2023	% change
Workstation Sessions	N/A	6,056	N/A
Wi-Fi Sessions	N/A	9,169	N/A
Number of Users	N/A	1,433	N/A
Hours of Access	N/A	9,676	N/A

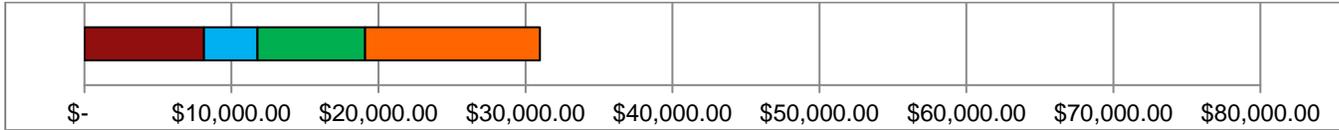
Public computing data for April 2024 are unavailable at this time.

VOLUNTEERS (hours of service)



Number of volunteers YTD = 70 Hours of service YTD = 2,595

MATERIALS DONATIONS (value if purchased)



Year to date total = \$30,995.34 Items added to Library collections YTD = 2,030

Service Snapshot: Recent Raving Fans Stories

Customers using the collaboration rooms at the Advanced Learning Library told staff they appreciate the level of customer service they receive. They said library staff is always polite to them and willing to go above and beyond to help find reservations for them.

As part of a Learning Circle, Library Assistant Ian Bailey incorporated videos from Kanopy into his lessons. A customer asked what Kanopy was, and before Ian could respond, another customer jumped in to gush about how great the streaming service is. Ian used this as an opportunity to explain how Kanopy works and demonstrated how a customer can register with their library card.

Lydia was stressed because she could not find a new Big Head book called “Who Is Taylor Swift?” She discovered it was recently returned and asked staff for help finding it. Library Assistant Alicia looked around in the AMH for the book and was able to locate it. Upon presenting Lydia’s daughter with the book, she said “You just made her day!”

A regular Westlink customer mentioned several times to Youth Services Librarian Eva that his birthday was coming up. He has also teased staff before about the need for coffee at the branch for VIP customers like himself. To celebrate his birthday, Eva made him a to-go cup with assorted instant hot beverage items. The customer got a kick out of it and really appreciated when Eva brought him hot water so he could put it to immediate use.

Library Assistant Megan recently spoke with Steve, a customer visiting the Advanced Learning Library for the first time. Steve wanted to let staff know how much he loved the building. He said the library “had a beautiful building and kind, polite staff” and was “money well spent by the City.”

A note from a customer: “Hey! I just wanted to drop a quick note about a recent experience I had with one of the library staff, Ken. My Libby account logged me out, and I attempted several times to log back in without success. This kind of thing is historically an anxiety-inducing moment for me. But the app told me to call the library, so I did. Ken nailed it. He was super friendly, efficient, and knowledgeable. Please pass along my gratitude to everyone at the library, and Ken specifically, for their consistently excellent representation of WPL. Thank you again!”

A mom was trying to get her two-year-old off the Book Bus because the “hangry meltdown” was approaching. Family Literacy Coordinator Racine hopped off the bus with the bubble maker and said “Let’s go outside to play with bubbles.” The mom was astonished and said “You think of everything!”

The Teen Advisory Board enjoyed their appreciation party this month as school winds down for the year. Teen Librarian Lexi did a fantastic job putting together a low-key and fun celebration after hours at the Library.

WICHITA PUBLIC LIBRARY

Minutes of a Meeting of the Library Board of Directors
April 16, 2024.

The hybrid meeting of the Library Board of Directors was held on Tuesday April 16, 2024 at the Advanced Learning Library with the following present in person: Ms. Donna Douglas, Ms. Lauren Hirsh, Mr. Randall Johnston, Ms. Robin Templin, and Mr. Jonathan Winkler. The following attended virtually: Ms. Sarah Balderas, Ms. TaDonne Neal, and Ms. Shelby Petersen. New Board appointees in attendance, but unable to vote until sworn in (currently scheduled for May 21, 2024), included the following: Ms. Michelle Garrett, Ms. Susie Ternes, and Ms. Rose Mary Frame.

Call to Order

Lauren Hirsh called the meeting to order at 12:18 p.m., a quorum being present.

Approval of the Agenda

Robin Templin moved (Douglas) to approve the agenda as published. **Motion carried unanimously.**

Public Comment

No

Staff Presentation

Misty Bruckner, director of the Public Policy and Management Center at Wichita State University, gave a presentation on the Library's strategic agenda.

In the summer of 2023, the Library began crafting a strategic agenda that is designed to align with the diverse needs of the community while harnessing the organization's distinct resources to generate meaningfully empowered residents. Through extensive focus groups, interviews, and an immersive design-thinking workshop, valuable insights were gathered to serve as the bedrock for both strategic drivers and the creation of a dynamic agenda that translates vision into reality. The already established Library mission statement, vision and values served as the foundation.

Through listening to stakeholders and discussions with leadership, three key challenges were defined: literacies, awareness, and partnerships. This information was used to inform a design-thinking workshop that focused on the customer perspective and provided three key themes for a customer-service approach: expand targeted services, elevate community outreach, and build key partnerships.

Using these engagement methods, three strategic drivers were identified to use as a lens the Library can look through to determine priorities, goals, and strategies. These three drivers call

for the Library to advance literacies for life to empower residents, elevate awareness of library resources, and build partnerships to expand impact. By using them as a guide to redirect resources, the Library will continue to amplify its impact throughout the community.

Approval of Minutes

Minutes of the regular meeting held on March 19, 2024 were presented. TaDonne Neal moved (Templin) to approve the minutes as included in board packets. **Motion carried unanimously.**

Unfinished Business

None

New Business

On behalf of the Finance Committee, Jonathan Winkler moved (Douglas) to approve the March finance report and supplemental bills in the following amounts: General Fund bills of \$1,279,383.74; Grant Fund bills of \$0.00; and Gift and Memorial Fund bills of \$19,818.21, for a total of \$1,299,201.95. **Motion carried unanimously.**

On behalf of the Finance Committee, Jonathan Winkler moved (Douglas) to approve the proposed South Central Kansas Library System Grant for fiscal year 2024 and authorize staff to submit the contract to City Council for review. **Motion carried unanimously.**

On behalf of the Finance Committee, Jonathan Winkler moved (Neal) to approve paying the McNaughton invoice of \$22,380.00 for an additional 1,200 credits worth of leased materials in 2024-2025. **Motion carried unanimously.**

On behalf of the Finance Committee, Jonathan Winkler moved (Petersen) to approve the Chilton Library invoice of \$14,000.00 for a one-year renewal as included in board packets. **Motion carried unanimously.**

Finance Committee Report

Did not meet.

Operations Committee Report

Did not meet.

Planning & Facilities Committee Report

Did not meet.

Public Affairs Committee Report

Did not meet.

Special Committee Reports

Friends of the Library – Cori Dodds reported that several new members have joined the Friends Board. The most recent book sale served nearly 600 individuals and sold approximately 10,000 books. The next sale will take place in September. The annual Volunteer Luncheon is being held on Friday, April 19.

Library Foundation - Kourtney Carson reported that a new staff member will join the Foundation in May. The organization recently celebrated Library Giving Day, with gifts continuing to arrive. A meet-and-greet event for donors will be held on May 3.

Wichita Genealogical Society (WGS) – No report.

Director of Libraries Report

Director Nix reported that new items have been added to the Library of Things collection. Tonies are gaining significant excitement among parents, and Experience Passes will be launched on April 22. Other items to be added to the collection in 2024 include blood pressure monitors.

The April 1 budget hearing went well. The City Manager asked for more data in regards to the program options put forward by Library staff.

The Westlink remodel is going well. An upcoming meeting with Hutton Construction will discuss branch renovations and design concepts for the Alford, Angelou, and Rockwell branches.

The Library has purchased devices to help with language barriers and new English speakers. These appliances are being tested and will be set up to use with the public soon.

Announcements

None

Adjournment

The meeting was adjourned at 1:25 pm.

The next regularly scheduled meeting will be May 21, 2024.

Respectfully submitted,

Jaime Nix



INTEROFFICE MEMORANDUM

TO: Library Board of Directors
FROM: Jaime Nix, Director of Libraries
SUBJECT: Strategic Agenda Endorsement
DATE: May 14, 2024

Background: Wichita Public Library partnered with the Public Policy and Management Center (PPMC) in Summer 2023 to begin a project to describe a 50,000-foot view of the organization's priorities. The last strategic document was prepared to address facility investments to improve programming across the entire system through capital improvement investments. As the branch projects are completing, it became important to describe the next edition for programs and resource allocation.

The project included extensive focus groups, interviews, and an immersive design-thinking workshop to gain insights from diverse community perspectives. Gaps in community needs and potential opportunities for the Library to connect services to fulfill those gaps were identified by stakeholders in education, social services, City officials, library staff and Board, and the public.

Key challenges were identified and strategic drivers were defined for the Library after assessing the information provided through the process. Wichita Public Library Strategic Drivers include literacies, awareness and partnerships. Each driver has clearly described priorities and identified actions that will help the Library take implementation steps to adjust, introduce, or sunset any program or service effort. The implications from this will look like:

- Changes to how programs and services are designed in order to strengthen alignment to the Strategic Driver
- Intentional focus on non-users and those with low literacies skills
- Requests to advocates, support organizations, and library fans to help spread the word
- Emphasis on creating conditions for empowerment for staff and community members
- Repositioning staff time to focus on advancing literacies, elevating awareness of resources, and building strategic partnerships to expand impact
- Key performance metrics will be adjusted and we will experience fluctuations in performance as shifts are made.

Financial Considerations: None, however future financial and resource decisions will be based from the Strategic Agenda.

Request: Endorse the Strategic Agenda for Wichita Public Library.



PUBLIC POLICY & MANAGEMENT CENTER

Misty Bruckner, Director
Corinthian Kelly, Program Manager
Kian Williams, Student Assistant



Strategic Agenda

Wichita Public Library | April 2024—Final Draft

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Acknowledgments

The Public Policy and Management Center (PPMC) would like to thank the Wichita Public Library leadership team and the strategic agenda committee who assisted with input into this report.

Disclaimer

The PPMC at Wichita State University conducted this study. The PPMC is an independent research body unaffiliated with the Wichita Public Library. This report was prepared by the research team, and data was collected from external sources. The findings represent the views, opinions, and conclusions of the research team alone. The report does not express the official or unofficial policy of Wichita State University.

The Next Edition

For almost 200 years, public libraries have been an integral part of local communities in the United States. These institutions have championed literacy, created access to knowledge, and been a welcoming space for residents. The world looks vastly different than when the Peterborough (N.H.) Town Library was founded in 1833 as the first institution funded by a municipality with the explicit purpose of establishing a free library open to all in the community.

However, the fundamental need for literacy, access to resources, and safe public spaces remains constant. Fulfilling these needs empowers residents to connect, discover, learn, and thrive. The reality of limited resources, competing values, and relevance to residents are challenges for all public institutions. Defining the next edition of the Wichita Public Library to meet these modern challenges and empower residents is the motivation of this strategic agenda. Whether it is a young family needing resources for early literacy, an older adult needing help with online forms, or any resident needing a place to belong and connect, the Wichita Public Library strives to meet those needs for the community.

Background

In the summer of 2023, the Wichita Public Library (Library) embarked on a transformative journey to craft a strategic agenda that not only aligns with the diverse needs of the community but also harnesses the organization's distinct resources to generate meaningfully empowered residents. Building upon the foundations laid by the 2019-2023 Master Plan, "Focused on Community," the Library has successfully modernized its facilities and is poised to deepen service connections to address pivotal challenges facing Wichita. The strategic agenda for the Library sets forth the path to achieve that vision.

Through extensive focus groups, interviews, and an immersive design-thinking workshop, valuable insights were gathered. These insights serve as the bedrock for both strategic drivers and the creation of a dynamic agenda that translates vision into reality, fulfilling the organization's mission. The intent is to enhance Library service delivery to effectively equip individuals and the broader community. Adopting a customer-centric approach that encompasses both Library users and non-users is key to the work.

The strategic agenda bridges the work previously completed by the Library and provides a blueprint to prioritize the use of resources (time, financial, and human) in the future. In addition, the strategic agenda identifies key initiatives and performance indicators to implement the agenda.

Foundation of the Wichita Public Library

The Library’s mission, vision statement, and values were created before the strategic agenda planning. These along with identified strategic assets serve as the foundation for the strategic agenda.

Mission Statement:

Connect. Discover. Learn. Thrive.

Vision Statement:

***Inclusive. Responsive. Collaborative.
Your Library makes your community limitless.***

Values:

Trust and Service are City of Wichita values that influence our interactions and decisions. We recognize that Wichita Public Library, as a social institution, has a duty to advance equity through library services to ensure all residents experience a sense of belonging. To support this work, we are guided by the following values:

- ***Community:*** *We embrace our role as a community anchor. Our services evolve to meet the needs of our residents.*
- ***Diversity:*** *We respect, reflect and value differences. Our services are inclusive and actively affirm the varied needs and interests of everyone.*
- ***Opportunity:*** *We support curiosity, exploration, and learning for all individuals. We actively seek opportunities for our staff and community to learn, grow and thrive.*

Strategic Assets:

During the strategic agenda process of the focus groups, interviews, design-thinking retreat, and leadership sessions, there were several unique Wichita Public Library assets identified to empower residents in the Wichita community:

1. **Geographic reach** (seven fixed facilities, virtual access, and agile mobile services)
2. **Materials and resources** (knowledge and wonder through physical, electronic, and human resources)
3. **Service approach to empower residents** (connecting people to resources is in the DNA of all libraries)
4. **Existing partnerships** (programming, service extension, community connections through mutually beneficial partnerships)
5. **Staff excellence** (facility and virtual operations, resource navigators, hosts, programmers, outreach and engagement, collaboration, support, researchers, problem-solvers, and public servants)
6. **Trusted public service** (the Library is consistently ranked by residents as a trusted source)
7. **Financial resources** (the Library has both government support and philanthropical support)

These clear assets are the foundation for the Library to further empower residents and address key issues within the community.

Challenges and Opportunities

Several focus groups and interviews were conducted to understand the perception of the Library, provide feedback on the preferred role and services of the Library, and identify how the Library can best serve to address critical community issues. Many suggestions from the focus groups and interviews aligned with the current priorities and services of the Library. From the feedback, key challenges were identified.

Key Challenges from Focus Groups/Interviews

Through listening to the stakeholders and discussions with the leadership team, the following three key challenges were defined:

1. **Literacies:** How can the Library be engaged and impactful with literacies to improve the collective success and embolden Wichitans to connect, discover, learn, and thrive?
2. **Awareness:** How can the Library raise awareness of services and resources so the Library can play a greater role in the future as a welcoming and low-barrier place to access resources for residents and connect partners in the community?
3. **Partnerships:** How can the Library amplify and create strategic partnerships to have an impact on key community issues, challenges, and opportunities?

(See Attachment A, Stakeholder Themes Report)

According to the American Library Association, the following are key terms for the “Literacy for All” effort (See Attachment A for more information):

Definitions

- A. *Literacy is the ability to use printed and written information to function in society, to achieve one’s goals, and to develop one’s knowledge and potential.*
- B. *Basic literacy skills include reading, writing, listening, and speaking.*
- C. *Digital literacy is the ability to use information and communication technologies to find, evaluate, create, and communicate.*
- D. *Information literacy is the ability to recognize the extent and nature of an information need, and then to locate, evaluate, and effectively use the needed information.*
- E. *Financial literacy is the ability to use knowledge and skills to effectively manage one’s financial resources.*
- F. *Health literacy is the ability to obtain, process, and understand basic health information and services needed to make appropriate health decisions.*

Design Thinking Opportunities

The information from the interviews and focus groups was used to inform a Design Thinking Workshop. The Workshop focused on the customer perspective. Each team focused on a different potential Library user or non-user to identify key pain points that the Library could potentially address. The Workshop resulted in three key themes for the Library. (See *Attachment B: Design Thinking Workshop Report*)

Customer-Centered Service Approach

Three key themes were apparent:

1. Expand targeted services

The Library has an opportunity to expand its reach through targeted services. By understanding the needs of specific personas in the Design Thinking Workshop, participants identified the need for service expansions to provide opportunities for both users and non-users. For many of the segments identified, the depth of the services can be developed over time.

2. Elevate community outreach

Increased engagement starts outside of the Library. There was significant ideation around targeted community outreach to better serve underserved and under-represented communities and groups. The concept is — the more the Library engages with existing groups and organizations, the more people will potentially engage with the Library.

3. Build key partnerships

Building partner relationships creates opportunities for future programs and engagement. Collaborating with partner organizations reduces the duplication of programs, helps cross-promote services, and provides depth of services to both the Library and the partner. Furthermore, partnerships expand the Library's impact and community network.

Strategic Drivers

Using the engagement effort, strategic drivers were defined for the Library. Strategic drivers are the ultimate lens the Library looks through to determine priorities, goals, and strategies. The strategic drivers are clearly and specifically the work of the Wichita Public Library, not another organization. The strategic drivers provide additional guardrails on the role of the Library. Underserved or under-resourced populations, especially non-users, are the primary audiences.

Strategic Driver #1: Advance literacies for life to empower residents.

Key Performance Indicator: Percent of programming aligned with strategic driver.

	Priorities	Actions
A.	Improve early childhood literacy.	Focus on enhancing pre-reading skills and supporting proficiency in reading from pre-school through third grade.
B.	Address low literacy for adults.	Concentrate efforts on addressing and improving adult low-reading abilities.
C.	Increase digital literacy.	Prioritize the advancement of digital literacy skills to equip individuals with essential competencies for the digital age.
D.	Increase literacies in other areas of empowerment.	Connect residents to a spectrum of literacy skills beyond reading, including civic, cultural, financial, health, information, media, and emotional literacies.
E.	Support literary creators.	Champion and support those contributing to the written word, including authors, to enrich the literary landscape.

Note: Ensure branch libraries address literacy needs unique to their target markets.

Implementation Steps

1. Define parameters for literacy programming and services for the strategic driver.
2. Evaluate how current resources align with this strategic driver.
3. Redirect library programming, services, and staffing to address literacy needs with the following breakdown:

a) Traditional literacy skills (early learning support, pre-k/3rd grade reading, low literacy adults)

- Free, plentiful, and accessible
- Direct library staff service and free partner service
- 50% of services and programming connect to this literacy skill
- The target audience is non-users and low access emphasis

b) Digital literacy skills

- Free, plentiful, and accessible
- Direct library staff service and free partner service
- 25% of services and programming connect to this literacy skill
- The target audience is non-users and low access emphasis

c) Public literacy skills (civic, cultural, health, information, media)

- Combination of library and partner-provided service
- Combination of free and paid services/programming (space rental, programming fee, etc.)
- Layer in library strategic drivers — traditional/digital literacy and supporting literacy creators
- 15% of services and programming connect to this literacy skill

d) Personal literacy skills (financial, health, emotional)

- Partner services (library provides space and limited support but relies on partners to provide services)
- Layer in library strategic drivers — traditional/digital literacy
- 10% of services connect to this literacy skill

Strategic Driver #2: Elevate awareness of library resources to empower residents.

Key Performance Indicator: Increased website traffic, social media metrics, and new users

	Priorities	Actions
A.	Invest in diverse marketing and engagement strategies.	Allocate resources to enhance communication channels and engagement strategies with target populations to reach beyond the facilities.
B.	Expand technology applications to reach diverse populations.	Expand technology applications and delivery methods to keep pace with evolving needs and social media platforms.
C.	Leverage expertise of library staff.	Harness the expertise of Library staff as a primary asset for elevating awareness of library resources.
D.	Reduce barriers for library services access.	Ensure libraries serve as accessible, safe, and welcoming place for the community.
E.	Develop multiple options for customers to access information.	Create a system to allow for a variety of service options for customers to access information ranging from self-service to individual support.

Implementation Steps

1. Elevate the communication and community information plan.
2. Identify opportunities to redirect administrative operations or services to support more resources in communication and marketing.
3. Implement a cultural shift so each Library staff member is a marketing and engagement representative.
4. Provide training and professional development for employees to be empowered as marketing and engagement representatives.
5. Align expectations and performance reviews.

Strategic Driver #3: Build partnerships to expand impact.

Key Performance Indicator: Increase the number of strategic partnerships.

	Priorities	Actions
A.	Develop strategic partnerships.	Establish partnership priorities that align with literacies priorities, community issues, and specific needs at the branch level.
B.	Amplify impact of advocates.	Galvanize the impact of advocates, including the board of directors, support groups, and volunteer programs, to strengthen community partnerships and outreach efforts.
C.	Dedicate staff to building community partnerships.	Utilize Library staff as a primary asset in building and nurturing community partnerships, fostering collaboration through active external engagement outside of the Library facilities.
D.	Define partnership expectations.	Define the dynamics of partnerships, specifying whether partners provide direct services or if staff shares resources to connect, and establish clear priorities for the collaborative work.

Implementation Steps

1. Develop a staffing structure that allows professional librarians to have fewer administrative roles and more community engagement and partnership-building roles. Determine other opportunities with existing staff.
2. Create an empowerment framework for staff to address operation issues with confidence to ensure quality customer experiences.
3. Provide training and professional development on the empowerment framework and partnership and engagement expectations.
4. Develop information tools for library advocates and strategic partners to easily promote library services.

Conclusion

The Wichita Public Library is a trusted and valued public institution in our community. The Library has a unique opportunity to leverage its role in the community to empower residents through resources and community connections to Connect, Discover, Learn, and Thrive. By redirecting resources to strategic drivers, the impact of the Wichita Public Library will continue to amplify throughout the community.

STRATEGIC AGENDA

VISION

*Inclusive. Responsive. Collaborative.
Your library makes your community limitless.*

MISSION

Connect. Discover. Learn. Thrive

THE CHALLENGES

Literacies: How can the Library be engaged and impactful with literacies to improve the collective success and embolden Wichitans to connect, discover, learn, and thrive?

Awareness: How can the Library raise awareness of services and resources so the Library can play a greater role in the future as a welcoming and low-barrier place to access resources for residents and connect partners in the community?

Partnerships: How can the Library amplify and create strategic partnerships to have an impact on key community issues, challenges, and opportunities?

CUSTOMER-CENTERED SERVICE APPROACH

Expand Targeted Services

Elevate Community Outreach

Build Key Partnerships

STRATEGIC DRIVERS

DRIVER #1

Advance literacies for life to empower residents.

Key Performance Indicator: Percent of programming aligned with strategic driver.

DRIVER #2

Elevate awareness of library resources to empower residents.

Key Performance Indicator: Increased website traffic, social media metrics, and new users.

DRIVER #3

Build partnerships to expand impact.

Key Performance Indicator: Increase the number of strategic partnerships.

Improve early childhood literacy.

Invest in diverse marketing and engagement strategies.

Develop strategic partnerships.

Address low literacy for adults.

Expand technology applications to reach diverse populations.

Amplify impact of advocates.

Increase digital literacy.

Leverage expertise of library staff.

Dedicate staff to building community partnerships.

Increase literacies in other areas of empowerment.

Reduce barriers for library services access.

Define partnership expectations.

Support literacy creators.

Develop multiple options for customers to access information.

STRATEGIC ASSETS

GEOGRAPHIC REACH

MATERIALS & RESOURCES

EMPOWER RESIDENTS

EXISTING PARTNERSHIP

STAFF EXCELLENCE

TRUSTED PUBLIC SERVICE

FINANCIAL RESOURCES



INTEROFFICE MEMORANDUM

TO: Library Board of Directors
FROM: Jaime Nix, Director of Libraries
SUBJECT: Approval of invoices exceeding \$10,000: Mid-America Library Alliance Courier Delivery
DATE: May 14, 2024

Background: Wichita Public Library's Interlibrary Loan (ILL) service is dependent on a shipping method to send and receive items efficiently. This service helps extend the purchasing power from academic, public, and special libraries throughout the nation by allowing institutions to borrow from one another. One portion of how annual State Aid distributions is calculated is based on the quantities of items lent by a library. In 2023, WPL lent our items to other libraries 7,017 times and brought in 4,700 items to fulfill Wichita customer requests.

The Mid-America Library Alliance Courier Delivery service provides delivery to Missouri, Kansas, Texas, Arkansas, New Mexico, Colorado and parts of Wyoming. This service is supported by the Institute of Museum and Library Services under the provisions of the Library Services and Technology.

Financial Considerations: Mid-America Library Alliance Courier Delivery renewal costs for 2024-25 totals \$11,020.

Request: Library staff request approval to pay the invoice totaling \$11,020 for a one-year renewal.



15624 E. US Highway 24
Independence, MO 64050

INVOICE

April 2024

Bill to:
Wichita Public Library

INVOICE #: GC-2025/18

2024-25 MALA Get Connected Courier Delivery Dues	Amount
<p>Service dates: July 1, 2024 to June 30, 2025 Days of service per week: 5 Months per year: 12</p> <p>Includes:</p> <ul style="list-style-type: none">• Delivery Connection Services to Missouri/Kansas/Texas/Arkansas/New Mexico/Colorado/parts of Wyoming <p>Administration Fee</p>	<p>\$10920</p> <p>\$100</p>
Total	\$11020

NEW THIS YEAR

Pay your annual fee via ACH with a 1% service fee.

Contact marcy.chiasson@malalibraries.org to receive a Quickbooks invoice.

Thank you for your business!
Invoice is due in full by August 1, 2024
5% per month penalty thereafter

Media Log: March 2024

- April 8: KWCH, Experience Passes
- April 11: KAKE Kids Corner, Dia Storytime & Tiny Art Show
- April 15: KSN, Big Read programs
- April 21: KAKE, Experience Passes
- April 22: Wichita Life, Experience Passes
- April 24: Wichita By E.B., Experience Passes