



Kirkwood Public Library
Three Year Strategic Plan
October 2011 – October 2014

The development of the Kirkwood Public Library 2011-2014 Strategic Plan was a highly participative process with input from groups and individuals in the Kirkwood community. The planning process involved the examination of current data for the community, an online survey, an examination of trends in public library service and a planning retreat with the Board of Trustees and library managers.

Seven focus groups were composed of the following: Friends/Foundation, Social Service Agencies, Home Schooling Parents, Parents of Middle School & Teens, Business Community, Parents of Pre-school children, and Parents of Grade School children. In addition, stakeholders in the community were interviewed including: Mr. George Wasson, President of Meramec Community College, Mayor Art McDonnell, State Representative Rick Stream and Mike Brown, Chief Administrative Officer for the City of Kirkwood. Almost 400 individuals responded to the library's online survey as well.

Managers and Trustees also examined the strengths and weakness of the organization and opportunities and threats in the community.

Using the Public Library Association's "service responses" as a guide and reviewing the library's mission statement, "the Kirkwood Public Library is dedicated to providing information services and resources which enrich and enlighten the community," the Board of Trustees approved the following Strategic Directions and Goals on October 19, 2011.

Strategic Direction 1: Create and encourage reading in youth and teens

Goal A: Continue to offer popular programming for young readers through teens.

Goal B: Continue to coordinate with community resources to enhance library service to children and teens.

Strategic Direction 2: Satisfy Curiosity & Stimulate Imagination

Goal A: Programming responds to the needs and interests of patrons and promotes library materials and resources.

Goal B: Library resources answer the needs and interests of the community and reflect changes in trends, formats and subject matter.

Strategic Direction 3: Information Literacy

Goal A: Library patrons have access to established and emerging technological resources and assistance in using those resources.

Goal B: Library patrons are served by skilled staff.

October 2011