



Creating a Library Lifestyle



**EUDORA
COMMUNITY LIBRARY**



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CREATING A
LIBRARY LIFESTYLE

**EUDORA
COMMUNITY LIBRARY**



From the Desk of the Library Director



We are pleased to share with you the Eudora Community Library Strategic Plan for FY24 through FY28. This five-year plan will provide us with the opportunity to focus on impact as well as activities, and will push us to reimagine how the library can engage with both patrons and the broader community in a new library facility.

For several years now, the Eudora Community Library has been severely impacted by the fact that the current facility no longer serves the community because of its small size, non-ADA compliance, degrading building, and outdated/obsolete state.

Over the past ten years, the Eudora Community Library has had to adjust its service delivery models and find creative ways to bring our resources to the people. Those adjustments have outworn their efficacy. We now have an opportunity to mark a new beginning, allowing us to engage anew with our patrons and the larger community. This strategic plan provides a framework through which we can expand our approaches and deepen our impact.

We invite you to partner with us and explore the possibilities that can exist in creating a 21st century amenity in the form of a new community library in Eudora.

Sincerely,

Carol Wohlford, Director



Board Members



Kenny Massey

President

Term expires 12/31/25



Eric Magette

Vice President

Term expires 12/31/25



Tim Pringle

Secretary

Term expires 12/31/23



Amy Jankowski

Treasurer

Term expires 12/31/25



Mike Keltner

At-large

Term expires 12/31/23



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EUDORA
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Executive Summary

The Eudora Community Library Board and staff have worked diligently over the past year to create a strategic plan that will guide the library's work for the next five years, with the intention of providing a framework through which staff can focus their efforts on developing a new library while also taking creative approaches to create long-term impact.

Stakeholder engagement began in 2023 with a professional survey sent to all residents in the city of Eudora. It was devised to get community input on the future of the Eudora Community Library. Through those efforts and the responses of more than 200 stakeholders, the library Board was offered their visions for the future of the library. Concurrent to that work, staff worked in earnest to develop a draft five-year strategic plan. The Board then reviewed the draft plan and incorporated this previous work, along with guidance from additional community groups (i.e., youth, random donors, and several individual patrons) to produce the plan in these pages.

The framework for creating this strategic plan is built on three goals or pillars which were also developed based on the feedback from the survey and provided by both internal and external stakeholders. Those goals, along with their complementary objectives, strategies, and action steps will be detailed later in this document. The intent of this plan is to create a library lifestyle for residents across our service area. This requires reimagining what the library in a new and much larger facility is and does. It pushes us to think beyond the bricks and mortar and create innovative ways to connect the community to the library's resources with the goal of significantly moving the needle towards positive outcomes for our children and families, for our workforce and for our library.

The framework laid out in this strategic plan aims to create a library lifestyle for residents across the area



Creating a Library Lifestyle



The Eudora Community Library serves as an anchor institution located between the historic downtown district in the north and the bustling new communities arising in the south of town. For the committed patrons, their local library is already a part of their lifestyle. However, the framework laid out in this strategic plan aims to create a library lifestyle for residents across the area. This requires reimagining what the library is and does.

The Eudora Community Library seeks to become a part of the cultural fabric of Eudora by engaging our community in meaningful ways that contribute to community well-being. In order for ECL to become a part of the "Eudora area way of life," we must find inventive ways to connect and add value to residents across the area. This will require expanding our resources by creating platforms to celebrate the history and culture of our city while exposing our residents to resources that will expand their imaginations.

More than just a building, the new Eudora Community Library is its people and its resources which are available to all citizens for free. The library is a space to share and receive information, and connect with neighbors, friends and opportunity. ECL has something for everyone, from the young to the young at heart. Our challenge over the next five years is to connect in meaningful ways with citizens across Eudora to share resources, ideas, culture, creativity and community. We want to inspire you to make the new library a part of your way of life.

*All policy & programmatic
decisions should be viewed
through the lens of
communication & equity
whenever possible*





Cross-cutting Themes

Throughout many conversations, leading up to our first Bond Issue Referendum, and then, during our recent survey process, several themes consistently emerged as important topics of discussion. These cross-cutting themes serve as a foundation on which this plan is built. Whenever possible, ECL staff should consider these themes as the lens through which all policy and programmatic decisions should be viewed and make intentional strides to include elements of these themes in all initiatives.



Communication

External communications are a persistent challenge facing ECL. While regular patrons may have access to information about upcoming programming or new services, the larger community is often not generally informed about all that the Eudora Community Library has to offer.

Internally, while often unpolished, communication is consistent and sufficient, and generally informs staff about where to go to learn about important decisions that impact the workplace. Externally, the general public is often unaware of the library's programs and services unless they seek out the information, usually on the ECL website and social media.

It is imperative that ECL make investments in communications tools and protocols that will ensure the equitable distribution of information and a more aggressive approach to making the public aware of the vast array of offerings that are available. Outreach, marketing and communications are critical to the success of creating a library lifestyle. That is why we tripled the amount of money dedicated to marketing in our 2024 budget.





Equity

Equality, in principle, is equal treatment for everyone. While a noble gesture, equality does not consider past acts of **inequality**, nor does it evaluate privilege born from centuries of inequality.

Equity, in comparison, provides everyone with what they need to be successful. The Eudora Community Library Board and staff have demonstrated their commitment to equity and pointed to this theme as one that needs to be central to all of the work that they do over the course of the implementation of this plan. Although, equity in hiring and promotion of staff is always a top theme in the operation of this library, there is also an expressed desire for equitable access to the library's resources, highlighting the neighborhoods across the city, or any place where there is less access to a library building and the barriers to access, such as transportation. Therefore, during COVID, we wrote a large grant for federal funding to purchase a Book Bike. This Book Bike will continue to appear in spots that are perhaps deserts in our community, as far as access to the library.

Finally, throughout the various conversations over the years, there was a consistent desire to create not just a seat at the table, but to create opportunities to meet citizens where they are, through Zoom, the Book Bike, deliveries to homebound, collaboration with the schools and all other relevant organizations in the area, business partners and library professional associations, to name a few.



The Plan: Our Goals, Objectives, Strategies, Actions

Goal 1: Inspire community learning

Goal 2: Improve the quality of life for all residents

Goal 3: Enhance library services & maximize the community's investment in the library by opening the new Eudora Community Library

Inspire Community Learning

Objective 1: Support the development of early childhood literacy skills.

Strategy 1:	Implement national "ready to read" programs.
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Strategy 2:	Develop plans to enhance school readiness skills in the community.
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- **Action:** We will launch programs that teach caregivers simple practices they can implement to develop early literacy skills in their children, from birth to five years old.
- **Action:** Together with our educational partners, we will support children to have the skills they need to start Kindergarten successfully.

Objective 2: Identify community needs for life-long learning.

Strategy 1:	Continue to develop service plans for middle years and teens.
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Strategy 2:	Develop a plan for programs for adults of all ages.
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- **Action:** We will continue to consult and develop relationships with middle years and teens (through programming and opportunities for volunteering) in order to understand how the library can best serve them and devise ways to respond to their needs.
- **Action:** We will engage the community to learn about adult programming needs and develop plans to meet those needs by consulting the capital campaign survey of 2022 and by performing follow-up surveys throughout each year.

Objective 3: Increase culture and history programming for all ages.

Strategy 1:	Enhance our storytelling repertoire to include all nationalities, races, and indigenous peoples.
Strategy 2:	Connect more people with Eudora’s local history.

- **Action:** Building on the current collection, we will add more culture, history and language-learning materials and programs.
- **Action:** We will develop new programs for all ages using materials and resources we already have, and by partnering with our local Eudora Historical Society Museum.

Objective 4: Diversify the library collection.

Strategy 1:	Better reflect the community by curating and expanding our local history and local authors collections. Explore finding and/or developing an oral local history collection.
Strategy 2:	Add new STEAM kits and other items to the collection for enhanced learning and exploration opportunities.

- **Action:** We will update our collection guidelines to develop more comprehensive local collections.
- **Action:** We will expand the discovery collections to include more STEAM kits, programs, books, and opportunities. We will grow our local area museum pass offerings.

Improve Quality of Life for All Residents

Objective 1: Reduce barriers to service.

Strategy 1:	Assess and redesign lending services for people who are homebound.
Strategy 2:	Assess and identify gaps in services for vulnerable people.
Strategy 3:	Develop a service plan to improve accessibility for people with disabilities.
Strategy 4:	Develop plan to align hours with community needs.

- **Action:** We will consult with patrons who use our current home delivery service, the Senior Center, Care Homes, churches, etc., about any deficiencies in the current program. Then we will ask them what could be added, changed, or done away with to enhance this program.
- **Action:** To understand how we can meet the needs of vulnerable people in the Eudora area, we will engage with community members who rely on the library for essential services, including water, restrooms, cooling down, warming up, and computer and internet services. We will also partner with area resource centers through our Community Resource Navigator to help provide the help these people need.
- **Action:** We will comply with the Americans with Disabilities Act in all parts of our new building. We will consult with people with disabilities and with North East Kansas Library System (NEKLS) to learn more about removing barriers to library services and better meeting their needs.
- **Action:** We will consider comments from our 2023 Survey and with further consultation with the community about preferences for opening hours and closing hours at the library to determine what hours would best meet community needs.

Objective 2: Develop plans to deliver library services to underserved neighborhoods.

Strategy 1:	Assess the feasibility of launching bookmobile service in Eudora to make using library services and materials more accessible to all.
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Strategy 2:	Develop a plan and funding strategy for pop-up library service.
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- **Action:** To be able to serve all neighborhoods in the area (some are far from the library facility), we will increase the use of our new Book Bike to include delivery service through parks, school parking lots, businesses, etc.
- **Action:** We will work with community partners to deliver temporary and short-term library services where community needs and opportunities exist (i.e., child care centers, community events, etc.)

Objective 3: Enhance patron convenience in our new facility.

Strategy 1:	Make booking a room easy by implementing a digital room reservation solution.
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Strategy 2:	Provide excellent service anywhere in the new facility by adopting patron-service software.
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Strategy 3:	Make booking appointments (library or resource navigation) convenient in our new library for patrons by implementing an online appointment booking tool.
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Strategy 4:	Enhance quick-check service by adding a payment option.
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Strategy 5:	Offer guaranteed computer availability throughout our new facility with a new online computer reservation system.
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Strategy 6:	Improve privacy & convenience by redesigning printing/copying services & hold pick-ups and self-pay.
Strategy 7:	Implement engagement tools to connect patrons with relevant information & updates.
Strategy 8:	Launch an interactive Program Guide that patrons can customize to their preferences.
Strategy 9:	Add new website features with a focus on improving the user experience.
Strategy 10:	Implement an in-library digital signage solution for sharing timely information with patrons.

- **Action:** New software will enable patrons to view rooms and amenities, check availability and reserve a room through our website or with the assistance of employees.
- **Action:** In our new facility we will ensure employees have the tools to provide service from anywhere in the library not just at fixed service points (i.e., scattered catalogs, self-checkout, etc.)
- **Action:** We will adopt software that makes it easy for patrons to go online and book appointments for in-Residence services, technology help and Outreach Workers.
- **Action:** We will add a payment option at quick checkouts in our new library that will enable patrons to clear up fees on their accounts without going to a service point.
- **Action:** The new reservation system will allow patrons to pre-book public computer times.
- **Action:** We will introduce self-service printing options that allow patrons to complete printing jobs more quickly and with enhanced confidentiality. We will also adopt a self-serve hold pickup that will maintain privacy.
- **Action:** We will implement software to deliver customized updates about library programs, services and collections based on patron preferences.

- **Action:** We will develop, then take a Program Guide to the next level and introduce interactive options that enable patrons to create, download and print custom Program Guide based on their preferences.
- **Action:** We will continue to upgrade our website with various new features, including a browsable online catalog and other user-friendly enhancements.
- **Action:** We will roll out digital signage, therefore enhancing our ability to bring patrons relevant and timely information about what’s happening in the library. We will also purchase digital outdoor signage to inform patrons of our happenings without having to always enter the building.

Enhance Library Services & Maximize the Community’s Investment in the Library by Opening the New Eudora Community Library

Objective 1: Plan service enhancements.

Strategy 1:	Support aspiring innovators with a Creator in Residence Service.
Strategy 2:	Enable patrons to benefit from the technology available in the library by developing training modules.
Strategy 3:	Enhance services for people with hearing disabilities with listening devices in the library.

- **Action:** The Creator in Service will provide one-on-one support and deliver programs to patrons looking for guidance on STEAM-related projects.
- **Action:** We will teach patrons how to use technology workstations, and other digital resources available in the new library.
- **Action:** We will test assistive listening devices at some service points and in a programming room, assessing the impact for people with hearing disabilities.

Objective 2: Develop operational readiness plans.

Strategy 1:

Prepare our organization to operate in the new library.

Strategy 2:

Develop & implement plans to move with minimal service disruptions.

- **Action:** We will be readying our employees with the training they need to operate effectively in the new library.
- **Action:** We will develop a comprehensive plan to maximize the efficiency of our move to the new library and minimize the amount of time that library access is unavailable.

Objective 3: Upgrade library spaces.

Strategy 1:

Develop a facilities master plan to address library upgrades and future expansion.

- **Action:** We will develop a multi-decade plan to ensure our library stays current and to identify when new additions are needed.
- **Action:** We will teach patrons how to use technology workstations, and other digital resources available in the new library.
- **Action:** We will test assistive listening devices at some service points and in a programming room, assessing the impact for people with hearing disabilities.

Objective 4: The library employs programs that will support excellence and diversity.

Strategy 1:	Develop and implement a Competency Framework.
Strategy 2:	Develop a culture of continuous learning.
Strategy 3:	Implement workforce planning and talent management programs.
Strategy 4:	Support a healthy and safe workplace.

- **Action:** The Competency Framework will serve as a foundation for organizational learning, performance and excellence.
- **Action:** We will implement a Learning & Development Strategy to support employee learning.
- **Action:** We will develop plans aimed at ensuring we attract and retain excellent employees.
- **Action:** We will enhance programs that make ECL a great place to work.





FIVE-YEAR
STRATEGIC PLAN

**EUDORA
COMMUNITY LIBRARY**



Addendum: Report On Last Strategic Plan



Our last formal strategic plan was entitled, "Strategic Directions, 2013-2015". The Target Areas were:

- Strengthen support for library in surrounding community
- Achievement of Excellence
- Technology
- Increased Budget
- Library Facilities

The goals under these Target Areas were:

- Recruit, train and retain excellent staff, Friends members and leadership, volunteer cadre and leadership, and Board members and leadership.
 - Raise awareness of the value of the library in the community and surrounding service area.
 - Improve collaboration with community stakeholders.
 - Maintain progressive improvement - Kaizen (Japanese for "change for the better").
 - Continually improve and update technology access and opportunities for technology training for all citizens of the Eudora area.
 - Find ways to increase the budget according to the needs of a growing library.
 - A plan for initiating the construction of new library facilities will be launched.
-



Thank You to Donors & Supporters

Dear Friends,

On behalf of the entire team at the Eudora Community Library, we want to tell you just how much your donations and interest in seeing a new 21st century library in our community, means to us.

You might have seen the recent work we've done to work toward our goal of bringing a larger and more relevant library to Eudora. Your donations of everything from dollars to goodwill help us get one step closer to changing the lives of all Eudora area residents.

We hope you feel our deep gratitude and can't wait to share the upcoming fundraising campaigns we've planned to continue making progress toward our goal. Until then, catch our daily updates on social media . . . or better yet, just stop in and visit for a minute. You are a part of this essential community progression, and we couldn't make this positive impact on our community without you.

Sincerely,

Your friends at the library



Resolution Number 2023-01

A resolution celebrating the life and legacy of J. Kurt von Achen

WHEREAS the Eudora Public Library and the broader communities of Eudora and Douglas County lost a tireless public servant and friend on April 1, 2023 with the death of Kurt von Achen;

WHEREAS Kurt spent his adult life serving on numerous civic boards and commissions, with a belief that each of us owes a "civic rent" to our communities;

WHEREAS included among Kurt's decades of service is 45 years as a member of the Eudora Planning Commission;

WHEREAS Kurt used his vision, passion, and leadership to become one of the Eudora Community Public Library's most ardent supporters and advocates;

WHEREAS Kurt and his wife Pennie have given generously of their time, skill, and finances to the Eudora Community Public Library; and

WHEREAS Kurt's lasting legacy of service and learning will continue to be a part of the Eudora Community Public Library, and what the library represents to the broader community;

Be it resolved by the Eudora Community Library Board:

- (1) the Eudora Community Public Library recognizes the contributions made by J. Kurt von Achen to the library and broader community; and
- (2) the Eudora Community Public Library extends its condolences to Kurt's friends and family, most notably his wife Pennie von Achen and sister Tana Ahlen.

We, as the President and the Secretary of the Eudora Community Public Library Board of Trustees, certify that this resolution has been approved by the Board of Trustees on May 16, 2023 by a unanimous vote of 5 yes and 0 no.

A handwritten signature in blue ink, appearing to read "K Massey".

Kenny Massey, ECPL Board President

A handwritten signature in blue ink, appearing to read "Tim Pringle".

Tim Pringle, ECPL Board Secretary

Mission & Vision

Mission

The Eudora Community Library is a strong community partner providing free materials, programs and services that offer access to extraordinary experiences, resources and ideas fashioned to bring people together, foster creativity, engage curiosity, encourage lifelong learning, and prepare for an ever-changing future.

Vision

The Eudora Community Library envisions being the welcoming heart of our community where all come to learn, discover, create, and connect; where all people feel seen, safe, and valued.





Our Core Values

The Eudora Community Library will guide accomplishment of our Mission and Vision by:

- **CATALYZING** the aspirations and dreams of our community
 - **RESPONDING** to our community by engaging them in our decision making and creating innovative approaches to respond to changes and opportunities
 - **BEING AN ACCESSIBLE, WELCOMING HUB** of activity, offering innovative educational offerings and cultural experiences
 - **CONNECTING** our community to information, knowledge, and resources . . . and each other
 - **PARTNERING** with organizations and systems across the city, county and state, and be known for our collaborative culture
 - **BEING A JOYOUS SPACE** for our community and our staff, who are supported with opportunities for continuous learning
 - **DIVERSIFYING AND CELEBRATING** our committed staff, volunteers and Board of Trustees
 - **BEING A FINANCIALLY SUSTAINABLE** institution able to deliver on our mission for decades to come
 - **PROTECTING CONFIDENTIALITY** of patron records
 - **CHAMPIONING** everyone's rights to **INTELLECTUAL FREEDOM**
-



Final Notes

- There were 35 Goal Indicators named in this document
- 19 of the Goal Indicators were met or completed
- Ten of the Goal Indicators were deemed always in process
- Six of the Goal Indicators were not started or addressed

In light of all the activity that has occurred since 2013 at the Eudora library, we feel that we very successfully addressed this past Strategic Plan. Therefore, it was time for us to begin work on a new plan, which is included in this document.





2024-2028

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