



2022-2024 Strategic Plan

Approved by the Library Board
February 17, 2022

The Strategic Planning Process

Background and context:

As we reach the end of our 2019-2021 Strategic Plan, we recognize we have witnessed an historic disruption of life, community, and work due to the Coronavirus pandemic. As we begin to strategically plan for the next three years, we find ourselves wondering how library services may change in response to the changes in society and in our community. Even in this time of uncertainty, however, we feel confident in our ability to be flexible and nimble as we continue to work toward our goal of providing exemplary library services to our community.

Strategic Plan Guiding Principles, Characteristics, and Activities

1. Rather than appoint a committee of Board members to form a strategic planning committee, the Board decided in October to work together as a board to create the new plan.
2. We believe community involvement and feedback is critical. To achieve this, the Board hired a consultant to have one-to-one conversations with identified stakeholders. See Appendix A for the summary of the interviews.
3. We value the input of our library staff and therefore asked them to conduct a SOAR (Strengths, Opportunities, Aspirations, and Results) analysis of the Library as a part of the strategic planning process. See Appendix B for the staff analysis.

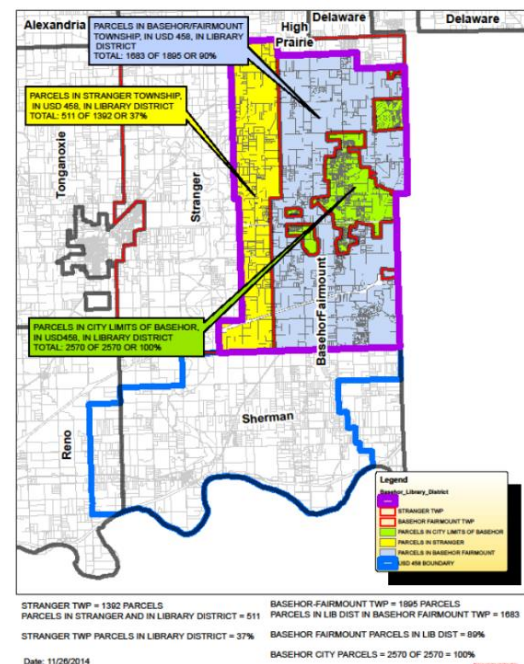
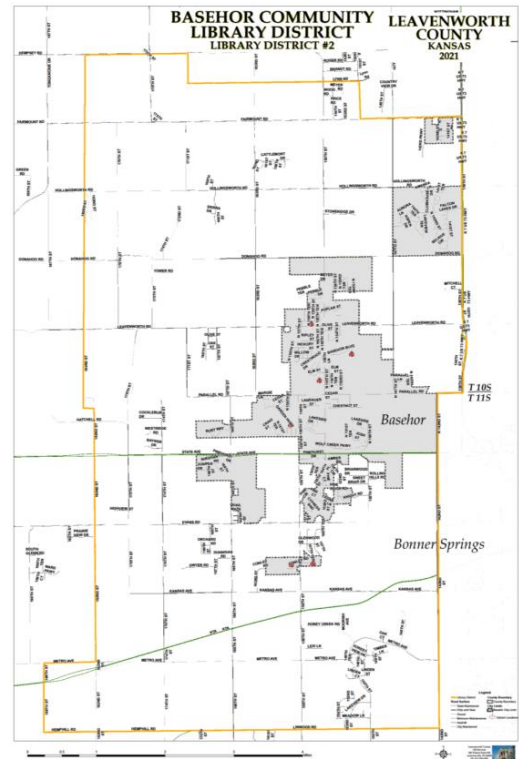
Timeline

Milestone	When
Discuss and approve strategic planning approach and timeline	Oct 28 Board Meeting
Appoint strategic planning committee	Oct 28 Board Meeting
Review current environment of Library District	Nov 18 Board Meeting
Approve questions for community stakeholders	Nov 18 Board Meeting
Confirm list of community stakeholders for interviews	Nov 18 Board Meeting
Interviews of stakeholders by Consultant	Early Dec
Library Staff to conduct a SOAR analysis	December
Library Board to receive and review report by consultant of stakeholder interviews and report of staff input by Diana	Jan 20 Board Meeting
Finalize draft of strategic plan to present at February board meeting	Jan-Feb
Adjust and approve strategic plan	Feb 17 Board Meeting
Publish / communicate plan to the public	Feb-March
Reviews of progress and metrics	Monthly - ongoing
Plan revisions / adjustment	Bi-annually

Current Environment

The Basehor Community Library District comprises all of Fairmount Township and a sliver of Stranger Township in Leavenworth County, with a total population of 11,820. The Library District includes the city of Basehor, with a population of 6,896 residents. Approximately 57% of the District population lives within Basehor city limits. Over 53% of the District population have current library cards.

- The median age of the District population is 41, with 25% of the population 18 years and younger.
 - Under 5 = 6.6%
 - 5 – 14 yrs. = 13.8%
 - 15 – 17 yrs. = 4.6%
 - 65 years and over 17.8%
- Ethnicity
 - 93% White
 - 2% Asian
 - 2% Hispanic
- Education
 - 95.8% High school grad or other
 - 33.9% Bachelor's degree or higher
- Economics
 - 4.3% persons below poverty line
 - \$37,513 per capita income
 - \$87,818 median household income
- Veteran status
 - 12.2% population with veteran status
- Housing
 - 85% owned by occupants
 - 97% occupied vs. vacant housing units
 - Median value of owner-occupied housing units = \$254,400
- Employment
 - Not a major job center; some positions in education, services, and healthcare
 - Mean travel time to work = 28.1 minutes
 - Both husband and wife in labor force = 60%





Reported to the State Library of Kansas in January, 2022:

- The Basehor Library was open 3,328 hours in 2021
- 30,998 people walked through our doors last year
 - 6,362 people have a card at our library
 - Our collection contains 1,611,682 items, including:
 - 53,245 print materials and 7,914 videos
- In 2021, the total of items borrowed: 129,538 including 25,683 digital materials
- We lent our items to other libraries 12,229 times
 - And brought in 9,389 items upon patron request
 - There were 2,019 uses of our public computers and 10,828 WiFi sessions
- We offered 593 total programs 16,228 people attended in total



Mission & Vision

The Board believes these statements continue to define and guide our library.

Mission: We provide the information and services to connect people, inspire ideas, and transform lives. You belong here.

Vision: Basehor Community Library is a valued and highly relevant resource for everyone in our community. Our patrons are as proud of us as we are proud of them.

2022-24 Strategic Goals

As a result of the strategic planning process, The Basehor Community Library Board of Trustees has defined the following three strategic goals for 2022-2024.

1. Prioritize Services that Reflect Core Values

Over the years BCL has delivered programs and services that reflect community priorities in the areas of customer service, early literacy, and life enrichment. As services continue to evolve to include more interactive learning experiences and shared community spaces, these core values define the library and will guide future aspirations.

2. Strengthen Sense of Community

The Library's mission statement is founded in the belief that BCL is not only defined by its location as a cornerstone of the Basehor Civic Campus and neighboring educational facilities, but also by its relationships with other organizations within the community. Building and reinforcing these relationships is key to the growth and future health of the Library District community.

3. Pursue a plan for library building expansion

With the rapid growth of our community, we recognize the need for expansion of the library building. Toward this goal, the Board has adopted practices in fiscal management, responsibly saving Capital Improvement Funds each budget year. We have commissioned a Library Improvement Study and identified phases for renovation and expansion. We will continue to plan in preparation for expansion and for the necessary funding required.

The Basehor Community Library Board and Staff will use these priorities to guide the investment of our resources, both people and dollars. The library leadership staff will define plans, objectives, and outcomes that align with these strategic goals.