

KCLS Collection Strategy: Accessible. Responsive. Flexible.

How the Strategy Was Developed

In 2016, a team of KCLS staff from across the Library System undertook the effort to develop a new collection strategy that supports the needs of our communities, as well as one that is nimble and responsive to changing information technologies. Towards that end, the team:

1. Reviewed information and statistics about KCLS' collections, examined strategies of other library systems, and conducted a review about current trends and external influences.
2. Gathered input from staff across the Library System about what's happening now, what might happen in the future and what should happen. This process included a broad survey, with an incredible response rate (462 participants, or 40% of all KCLS staff) and a series of seven (7) focus groups with key stakeholder groups of staff from the libraries.

Based on an array of information and feedback gathered, it became clear that KCLS provides a robust collection of materials - both physical and electronic. According to staff, the current size, scope and composition of the collection is well thought of by staff and patrons alike. As a result, the KCLS Collection Strategy does not include any unexpected or wholesale changes to the way the collection is selected, managed and maintained. Rather, it focuses on areas where incremental adjustments can further improve the success of the collection now and into the future.

About the Strategy

The new KCLS Collection Strategy is a roadmap for balancing and systematically selecting the KCLS collection to ensure that it continues to be responsive to the needs of various communities (e.g. demographic, geographic) and the Library System as a whole. It focuses on a collection that is: **accessible, responsive and flexible**.

Elements of the Strategy

The KCLS Collection Strategy focuses in three **priority** areas: patrons, staff and promotion. Each priority area includes a pair of **goals** that represent issues to be addressed. Each goal includes a series of **tactics** that provide direction for achieving the goals. Each goal also includes **outcomes** to help ensure that progress is being monitored and measured.

Understanding the Tactics:

Tactics identified to achieve the goals in each key areas should:

- Support the KCLS Collection Strategy statement.
- Be based on demonstrated need or input gathered.
- Involve collaboration with key stakeholders during planning and implementation.
- Be evaluated.

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KCLS has a tradition of building collections for its communities and the System as a whole. KCLS continues to be committed to providing materials that educate, entertain and are responsive to patron need. The KCLS Collection Strategy was developed to ensure patrons continue to receive the resources they need and help to anticipate new products and services they'll want.

PRIORITIES	GOALS	TACTICS	OUTCOMES
1. PATRONS	A. Increase access to materials and formats based on patron needs.	Conduct targeted needs assessments (e.g. English Language Learners, online users, non-library users). Evaluate ways to purchase for collection gaps (e.g. new vendors). Pilot and evaluate new services (e.g. Lucky Day, Hoopla).	Patrons report that they can find what they're looking for. <i>Indicators:</i> Circulation/Holds Suggest a Purchase Unsuccessful Searches
	B. Remove barriers to access for all types of library user.	Make it easier to find items (e.g. signage, materials placement, website and catalog, reduce jargon). Make it easier to borrow items (e.g. availability, fines/fees, getting a card).	Patrons can navigate library resources independently. <i>Indicators:</i> Usability Studies Google Analytics/VOP
2. STAFF	A. Increase ability to develop targeted collections that reflect local communities.	Add flexible/mobile shelving to highlight items. Create <i>Library Collection Profiles</i> that describe each site's collection personality. Review local turnover rates and increase the use of collection transfers, as needed. Create and/or revise distribution formulas.	Staff report the ability to customize their collection to community need. Selectors report greater awareness of local needs. <i>Indicators:</i> Collection Transfers Revised Formulas
	B. Build staff capacity and efficiency for collection activities.	Analyze CMS staffing levels and workflows. Evaluate library staff capacity to manage and maintain collections.	KCLS determines what work is <u>not</u> getting done (baseline) and how to address it. <i>Indicators:</i> Workflows/Staff Expectations
3. PROMOTION	A. Raise patron awareness of the collection.	Develop tools for staff-led promotion and increase formal marketing campaigns. Create reader's advisory expectations for all staff. Integrate collections into programming & publicity.	Patrons report increased awareness. <i>Indicators:</i> Circulation/Holds for Promoted Materials
	B. Develop staff knowledge of collections and departmental resources.	Improve communication (e.g. CMS tours, site visits, video channel, newsletters, FAQs). Improve use of tools (e.g. Collection HQ) and simplify documentation. Develop timely and systematic continuing education (e.g. required trainings, new hire orientation).	Staff report that they can find adequate information and avail themselves of available training. <i>Indicators:</i> Training evaluation forms