

MID-CONTINENT PUBLIC LIBRARY 2014-2017 STRATEGIC GOALS AND KEY PERFORMANCE INDICATORS

1. Children from birth to age 11 will have programs and materials that stimulate their imaginations and prepare them to read at grade level.
 - a. By FY2016-17, the number of children ages 6-11 who have active Library cards will increase from 26,000 to 35,000.
 - b. By FY2016-17, the number of children's materials borrowed will increase from 3.4 million to 3.7 million.
 - c. By FY2016-17, the attendance at literacy-based Library-sponsored programs will increase from 150,000 to 170,000.
 - d. By FY2016-17, the number of individual children completing the first level of the Summer Reading Program will increase from 14,500 to 17,500.
 - e. By FY2016-17, the use of early literacy and grade school online resources will increase from 75,000 to 100,000.
2. Adults and teens will enjoy materials and programs in current and emerging formats that enhance their lives.
 - a. Each year, 80% of Library users will say they received holds in a timely manner.
 - b. Each year, 80% of adults and teens who come to the Library looking for something they want to read, listen to, or view will say they found something that met their need.
 - c. By FY2016-17, the circulation of e-content (eBooks, downloadable music, downloadable audiobooks, etc.) will increase from 300,000 to 900,000.
 - d. By FY2016-17, the attendance at Library-sponsored programs for adults and teens will increase from 51,000 to 57,000.
 - e. Each year, 80% of adults and teens who attend Library-sponsored programs will say those programs were very good or excellent.
3. Adults and teens will have resources and programs that enable them to make informed decisions about health, wealth, and civic engagement.
 - a. Each year, 80% of customers who attend a Library program intended to help them to make an informed decision about health, wealth, or civic engagement will say the program was helpful or very helpful.
 - b. Each year, at least 80% of customers visiting the Library's website looking for materials to help them make informed decisions will say they found helpful materials.
 - c. Each year, a minimum of 80% of customers who attend programs designed to provide them with the information they need to develop and maintain strong, viable enterprises will indicate that the program was very good or excellent.
 - d. By FY2016-17, the use of online resources that provide information to help businesses develop and maintain strong, viable enterprises will increase from 25,000 to 40,000.
 - e. Each year, the Library will sponsor or co-sponsor a minimum of 12 topical discussions around issues of interest to a specific neighborhood.

4. Adults and teens will have the services and support they need to express themselves by creating original content.
 - a. Each year, 500 adults and teens will attend a training session in the use of technologies that can be used to create or share content.
 - b. By FY2016-17, at least 1,000 adults and teens will participate in creative writing programs.
 - c. By FY2016-17, 1,000 adults and teens will use Library-provided equipment or technology to create original content.
 - d. Each year, a minimum of 80% of adults and teens who attend a training session on how to use technology to create content will indicate that the training session was very good or excellent.
 - e. By FY2016-17, the Library will feature the original content of at least 100 adults or teens on the Library's website.
5. Residents and visitors will have designated and welcoming spaces to meet and interact with others, connect to the digital world, or enjoy a quiet place.
 - a. Each year, at least 80% of Library residents and visitors will indicate that the Library is an attractive, safe, and welcoming place to visit that meets their needs.
 - b. By FY2016-17, the number of unique community groups who use the Library meeting rooms will increase from 50 to 300.
 - c. Each year, 80% of people who access the Internet through Library-provided resources will indicate that the Library's computer services are very good or excellent.
6. Residents and visitors will have the resources they need to connect the past with the present through their family histories.
 - a. Each year, at least 125,000 people will visit the Midwest Genealogy Center.
 - b. By FY2016-17, 80% of users surveyed will evaluate the collections in the Midwest Genealogy Center as very good or excellent.
 - c. By FY2016-17, the attendance at programs on genealogy will increase from 1,940 to 2,165 participants.
 - d. Each year, a minimum of 80% of adults who attend genealogy programs will indicate that the training session was very good or excellent.
 - e. By FY2016-17, the number of genealogy-related digitized resources available through the Library's website will increase from 1,275 to 2,000.
 - f. Each year, the use of genealogy resources on the Library website will equal at least 130,000 sessions.