

2024 was a successful year on multiple fronts. Library use continues to increase at a steady pace. Many of the Library's Strategic Plan initiatives were achieved, and staff will be planning some new goals for 2025.

## Effective Communications



Raise  
Awareness and  
Use of Library  
Services  
and Programs

Improve Digital  
Communications  
to be More  
Targeted and  
Effective

Develop  
Internal Process  
to Keep  
Staff More  
Informed

Identify  
Opportunities  
to Promote  
Outside of  
Library

- Launched new Website on Jan. 5, 2024.
- Continued to expand new branding and marketing strategy, which was introduced in September 2023.
- 3,728 e-newsletter subscribers as of Dec. 31, 2024, with average open rate of 38 percent.
- Developed video ads to run in between movies at B & B Theater.
- Published printed newsletter and mailed to 3,700 community members in May 2024.
- Utilized monthly staff meetings and quarterly staff in-service days to communicate new initiatives and reinforce existing policies and procedures.

## Exceptional Services

### Hire, train and retain dedicated staff

- Filled two key administrative positions (Assistant Director and Youth Services Manager) with experienced, talented and energetic candidates.
- Promoted three internal candidates to positions of higher responsibility.
- Conducted four in-service training events for staff.

### Curate a balanced collection of physical & digital resources

- Materials budget: \$229,400, increased 8.31 percent over 2023.
- 6,282 items added to the collection, up 11 percent from 2023.
- 10,138 items weeded from the collection, Up 167 percent from 2023
  - 2,138 music CDs weeded
  - Started clearing the bottom shelves in adult collection to improve accessibility
- Created a Seed Library
- Raised Kanopy's "cost barrier" to \$4, preventing cost-based block of access to some films



# Exceptional Services: Technology Plan

All goals met by end of year, improving access and efficiency for patrons and staff.

- Continuously maintain the quality of computer hardware
  - Conducted annual review of workstations in July
  - Replaced postage meter in December
- Replace current fax technology
  - Clearly digital fax went live in September
- Provide card payment system for patron fees
  - Kanpay went live in February
- Provide link for library donations on website
  - Link went live in January

## Community Engagement

- Establish the Library as the Go-to Community Hub



98,025  
people entered  
the Library,  
up 5 percent  
from 2023

12,050  
people used  
a Library  
computer

7,741  
people used  
the Library's  
wireless  
network

387 Library  
programs  
attracted  
10,780  
attendees

Community  
groups used  
Library  
meeting rooms  
608 times

13 special  
Summer Reading  
programs  
attracted 894  
attendees

Volunteer  
Income  
Tax Assistance  
prepared 154 tax  
returns in Library  
meeting rooms

- Create Opportunities for Outreach Within the Community

- 139 storytime programs provided in four Leavenworth preschools, with 1,512 children in attendance
- Participation in community events:
  - Leavenworth Farmers Market/City Market
  - Leavenworth Juneteenth Celebration
  - Leavenworth Family Pride Picnic
  - Kansas City Mobile Music Box
  - Community Baby Shower
  - Chamber of Commerce New Teacher Blast Off
  - Ft. Leavenworth Homeschool Assoc. Resource Fair
  - TRIO End of Summer Bash
  - University of Saint Mary Community Showcase
  - Leavenworth Trunk or Treat
  - Nettie Harnett Elementary Haunted Hallway
  - David Brewer Elementary Fall Festival
  - NEK-CAP Fall Festival
  - Mayor's Tree Lighting and Holiday Market

- Develop and Foster Mutually Beneficial Relationships Within the Community

- K-State Research & Extension - support for Volunteer Income Tax Assistance
- Interfaith Community of Hope hygiene products drive
- American Red Cross blood drives
- USMC Toys for Tots
- Hope Inc. pet supply drive
- TRIO FAFSA application assistance
- LV Arts children's drama classes



## Contemporary Facility

- Research and Plan for a Site and Facility That Meets the Needs of the Community

- Installed security cameras in June
- Purchased 20 new tables in November for use in Library meeting rooms
- Installed new shelving for adult DVD collection in November
- Director approached City Commission regarding conducting a Needs Assessment