Executive summary

The Kentucky Virtual Library’s 2020 Strategic Plan sets forth KYVL’s vision, mission and values, outlines KYVL’s strategy for bringing information resources and information literacy to the Commonwealth of Kentucky, and undertakes to position KYVL for a sustainable future. As a living document, the plan is subject to ongoing review and periodic revision by KYVL’s Leadership Team.

Vision

Knowing how to find, evaluate and use information improves quality of life. KYVL envisions a Commonwealth in which all Kentuckians have equitable access to the information they need and the tools to use it effectively.

Mission

Our mission is to provide all Kentuckians a common foundation of high-quality resources, and support in their use, to enhance lifelong learning, working and living.

Values

In pursuit of our vision and mission, KYVL is committed to:

- fostering collaborative communities and innovative partnerships to further our common vision
- equity and sustainability of funding and distribution of resources
- conscientious stewardship of resources and efficiency of operations
- providing prompt, courteous and knowledgeable service in all interactions with our members, users and partners
- clear and timely communication on issues of interest to members and partners
GOALS and OBJECTIVES
2020 STRATEGIC PLAN

RESOURCES & RESOURCE SHARING

1. Provide access to high-quality resources that serve the information needs of Kentuckians.
   a. Evaluate and optimize KYVL core databases.
   b. Explore enhanced offerings for member constituencies.
   c. Evaluate and improve discovery services.

2. Facilitate resource sharing among Kentucky libraries.
   a. Extend availability of courier service to all member public and academic libraries.
   b. Resume active management of Kentucky Digital Library and expand opportunities for participation.

INFORMATION LITERACY

3. Promote a high level of information literacy among Kentuckians.
   a. Develop information literacy resources for all KYVL user communities.
   b. Develop and implement a comprehensive strategy for training librarians in the use of KYVL resources.

MEMBER SERVICES

4. Provide competent, friendly, professional staff at appropriate levels.
   a. Develop and implement a schedule of staff training for internal operations and public-facing resources and interfaces.
   b. Review and update written operational procedures.
   c. Adapt staff assignments as needed to meet operational and membership needs.
   d. Assist member libraries’ end users who directly contact KYVL.

5. Maintain clear and timely communication with members.
   a. Develop and implement a comprehensive strategy for member communications.
GOALS and OBJECTIVES
2020 STRATEGIC PLAN

b. Develop and implement a strategy for robust reporting of statistics to inform collections and operational decisions and promote transparency.

c. Improve interaction and feedback mechanisms for librarians and end-users.

6. Provide low-barrier access to KYVL resources and services.
   a. Maintain device-neutral, responsive web presence.
   b. Simplify and improve user authentication.
   c. Optimize infrastructure for internal and external operations.

SUSTAINABILITY

7. Strengthen and grow the KYVL user community.
   a. Pursue partnerships that further the mission of KYVL.
   b. Maintain a responsive committee structure that reflects member and organizational needs.

8. Increase awareness of KYVL’s value to all Kentuckians.
   a. Market KYVL vision and services to current and potential members and partners throughout the Commonwealth.
   b. Identify and pursue synergies with Council on Postsecondary Education Strategic Agenda.

9. Operate under a financially sustainable model.
   a. Develop and implement an equitable and sustainable funding model for all KYVL services within and among member constituencies and with respect to CPE funding.
   b. Develop enhanced offerings to broaden and enhance value to KYVL membership.