

**WICHITA PUBLIC LIBRARY BOARD OF DIRECTORS**  
**Planning and Facilities Committee Agenda**  
**Wednesday, November 13, 2024, 1:00pm**  
Board Room / MS Teams  
Advanced Learning Library, 711 W 2<sup>nd</sup> St, Wichita, KS 67203

1. Call to Order
2. Approval of October 9, 2024 Minutes
3. Westlink Updates
4. Alford, Angelou, and Rockwell Updates
5. Foundation and City Maintenance MOU – discussion
6. Items from the committee

To attend virtually:

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Meeting ID: 216 133 910 730

Passcode: NL2i2F

**Wichita Public Library Board of Directors  
Planning and Facilities Committee Meeting  
September 11, 2024**

1. Call to Order
  - a. 1:04 p.m.
  - b. Members present: Sara Balderas, Lauren Hirsh, Karyn Shorter
  - c. Staff present: Jaime Nix
2. Approval of the August 14 minutes (approved)
3. Update on Angelou and Alford schematics
  - a. Continued work on building designs with a 90% design completion by the end of August to establish budgets.
  - b. Work continues to identify timelines to ensure summer disruptions are minimal
  - c. One more presentation to City Council to authorize the estimated prices for the branches to begin the remodel timeline.
  - d. Angelou will be closed October to February for an interior remodel, upon reopening the branch will expand hours to 60/week.
  - e. Rockwell construction on the addition is underway, and the branch will close in February once Angelou reopens to complete the interior remodel.
  - f. Alford work will begin in November and the branch will remain open, with limited access areas, during construction.
4. Westlink Updates
  - a. Fast moving work is underway, and the complex flooring is being installed. This does not impact overall schedules.
  - b. The automated material handler is being engineered and is on track for delivery after major construction concludes.
5. Foundation and City Maintenance MOU - discussion
  - a. Jaime an update about progress to plan ongoing maintenance funding for library facilities in upcoming City budgets
6. Other items from committee members
  - a. The committee discussed the new spaces that will be available at the library and highlighting this with City Council members to spread the word further into neighborhoods would be greatly appreciated.
7. Adjourn: 1:42 p.m.

**WICHITA PUBLIC LIBRARY BOARD OF DIRECTORS**  
**Public Affairs Committee Agenda**  
**Thursday, October 10, 2024, 4:00pm**  
Board Room / MS Teams  
Advanced Learning Library, 711 W 2<sup>nd</sup> St, Wichita, KS 67203

1. Call to Order
2. Approval of September 2024 Minutes
3. Update on September Media Activities
4. Raising Awareness:
  - Library Non-Users Report
  - Board Retreat Development
5. Other items from Committee Members

To attend virtually:

## **Microsoft Teams**

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Meeting ID: 284 931 457 868

Passcode: tfiukX

**Wichita Public Library Board of Directors**  
**Public Affairs Committee**  
**August 8, 2024**

Present: Kurt, Susie, Michelle, Robin, Jaime

1. Call to Order (4:05 p.m.)
2. Approval of August 8 minutes (approved)
3. Update on August Media Activities
  - i. Coming in September!
4. Raising Awareness
  - a. Committee members commented on the Welcome brochure new users receive and gave direction about language modifications.
  - b. Robust discussion about the Raising Awareness strategies to consider that advance the strategic direction. Feedback included micro-efforts to test incentives in key zip codes, engaging CM Johnson in knocking on doors, and updating the library's 'news' to a more localized messaging – carry the system message but customize for each neighborhood's needs and interests. Bus ads were mentioned. Jaime will integrate feedback for further work in October.
5. Adjournment (4:31 p.m.)

## Non-Users (System)

### Head of household age:

- 25-30: (O51) Digitally Savvy, (O54) Influenced by Influencers, (O55) Family Troopers, (M45) Growing and Expanding
- 31-35: (F22) Fast Track Couples
- 36-45: (P56) Mid-Scale Medley
- 51-65: (L42) Rooted Flower Power
- 66-75: (J34) Suburban Sophisticates
- 76+: (Q64) Established in Society, (Q65) Mature and Wise

### Household income:

- Less than \$15,000: (O54) Influenced by Influencers, (O55) Family Troopers, (Q65) Mature and Wise
- \$35,000-\$49,999: (Q64) Established in Society
- \$50,000-\$74,999: (O51) Digitally Savvy, (J34) Suburban Sophisticates, (L42) Rooted Flower Power, (P56) Mid-Scale Medley, (M45) Growing and Expanding
- \$100,000-\$124,999: (F22) Fast Track Couples

### Education:

- High school education or less: (Q64) Established in Society, (O55) Family Troopers, (M45) Growing and Expanding, (Q65) Mature and Wise
- Some college or more: (O51) Digitally Savvy, (O54) Influenced by Influencers, (J34) Suburban Sophisticates, (L42) Rooted Flower Power, (F22) Fast Track Couples, (P56) Mid-Scale Medley

### Children:

- Likely do/do have children: (F22) Fast Track Couples, (O55) Family Troopers, (M45) Growing and Expanding
- Likely do not/do not have children in the household: (O51) Digitally Savvy, (O54) Influenced by Influencers, (J34) Suburban Sophisticates, (Q64) Established in Society, (L42) Rooted Flower Power, (P56) Mid-Scale Medley (barely), (Q65) Mature and Wise

### Channel preference:

- Mail: (J34) Suburban Sophisticates, (Q64) Established in Society, (L42) Rooted Flower Power, (Q65) Mature and Wise
- Radio: (O54) Influenced by Influencers, (P56) Mid-Scale Medley, (O55) Family Troopers, (M45) Growing and Expanding
- Text message: (O51) Digitally Savvy, (F22) Fast Track Couples

### Technology adoption:

- Novices (J34) Suburban Sophisticates, (Q64) Established in Society, (L42) Rooted Flower Power, (Q65) Mature and Wise
- Journeymen: (O54) Influenced by Influencers, (F22) Fast Track Couples
- Wizards: (O51) Digitally Savvy, (P56) Mid-Scale Medley, (O55) Family Troopers, (M45) Growing and Expanding

## NON-USERS

1. (O51) Digitally Savvy (9,429 potential patron base<sup>1</sup>: 5,007 non-users<sup>2</sup> | 2,300 active users<sup>3</sup> | 2,122 inactive users<sup>4</sup>)

*Young singles who live digital-driven smaller city lifestyles*

- **Key features:**
  - Ambitious
  - Video gamers
  - Single adults
  - Eager to spend
  - Music lovers
  - Digitally Savvy
- **Head of household age:** 25-30 (50.64%)
- **Household income:** \$50,000-\$74,999 (26.6%) (51.86% have household income MORE than \$50,000)
- **Education:** 57.92% have some college or more
- **Children:** 48.29% have children in the household
- **Channel preference:** Text message (followed by radio)
- **Technology adoption:** Wizards

2. (O54) Influenced by Influencers (5,749 potential patron base: 3,898 non-users | 994 active users | 857 inactive users)

*Young singles living in Midwest and Southern city centers*

- **Key features:**
  - Career-driven
  - Metropolitan lifestyles
  - Digitally dependent
  - Active social lives
  - Foodies
  - First-time buyers
- **Head of household age:** 25-30 (60.28%)
- **Household income:** Less than \$15,000 (18.00%) (65.83% have household income LESS than \$50,000)
- **Education:** 63.96% have some college or more
- **Children:** 21.42% have children in the household
- **Channel preference:** Radio (followed by texting)
- **Technology adoption:** Journeymen

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<sup>1</sup> Potential patron base: total number of households in mosaic

<sup>2</sup> Non-users: no library card or have not used library in 3 years

<sup>3</sup> Have used library in last year (data pulled 9/1/23-9/3/24)

<sup>4</sup> Have used library in last three years but not last year (data pulled 9/1/23 – 9/3/24)

3. (J34) Suburban Sophisticates (5,491 potential patron base: 3,424 non-users | 1,256 active users | 811 inactive users)

*Established sophisticates living comfortable suburban lifestyles*

- **Key features:**
  - Retired
  - Financially secure
  - AARP members
  - Established homes
  - Avid Newspaper readers
  - Republican households
- **Head of household age:** 66-75 (48.90%)
- **Household income:** \$50,000-\$74,999 (27.12%) (56.22% have household income MORE than \$50,000)
- **Education:** 51.09% have some college or more
- **Children:** 93.95% have no children in the household
- **Channel preference:** Mail
- **Technology adoption:** Novices

4. (Q64) Established in Society (4,910 potential patron base: 3,296 non-users | 897 active users | 717 inactive users)

*Stable, sophisticated seniors living in older homes and leading sedentary lifestyles*

- **Key features:**
  - Avid TV watchers
  - Rural lifestyle
  - Seniors
  - Home-centered activities
  - Conservative values
  - Cautious money managers
- **Head of household age:** 76+ (54.91%) (96.97% are over the age of 65)
- **Household income:** \$35,000-\$49,999 (24.52%) (81.72% have household income LESS than \$50,000)
- **Education:** 69.29% have high school education or less
- **Children:** 2.35% have children in the household
- **Channel preference:** Mail
- **Technology adoption:** Novices

5. (L42) Rooted Flower Power (5,140 potential patron base: 3,072 non-users | 1,075 active users | 993 inactive users)

*Mid-scale baby boomer singles and couples rooted in established communities and approaching retirement*

- **Key features:**
  - Nearing retirement
  - Deeply rooted

- Single adults
- Liberal
- Bargain hunters
- Cultural arts
- **Head of household age:** 51-65 (85.83%)
- **Household income:** \$50,000-\$74,999 (29.62%) (58.11% have household income MORE than \$50,000)
- **Education:** 50.63% have some college or more
- **Children:** 93.74% have no children in the household
- **Channel preference:** Mail
- **Technology adoption:** Novices

6. (F22) Fast Track Couples (4,813 potential patron base: 2,864 non-users | 1,168 active users | 781 inactive users)

*Active, young, upper established suburban couples and families living upwardly-mobile lifestyles*

- **Key features:**
  - Credit-aware
  - Comfortable spender
  - Active lifestyles
  - Tech-savvy
  - Music lovers
  - Football fans
- **Head of household age:** 31-35 (50.34%)
- **Household income:** \$100,000-\$124,999 (24.06%) (87.97% have household income MORE than \$50,000)
- **Education:** 72.44% have some college or more
- **Children:** 69.28% have children in the household
- **Channel preference:** Text message (followed by TV)
- **Technology adoption:** Journeymen

7. (P56) Mid-Scale Medley (4,656 potential patron base: 2,566 non-users | 1,044 active users | 1,046 inactive users)

*Mature, middle income, single adults and families living in urban areas*

- **Key features:**
  - Modest living
  - Single adults
  - Older housing
  - Cash over credit
  - Hip-hop music
  - Basic cell phones
- **Head of household age:** 36-45 (50.76%)
- **Household income:** \$50,000-\$74,999 (26.31%) (52.42% have household income LESS than \$50,000)



- Education: 59.37% have some college or more
- Children: 45.95% have children in the household
- Channel preference: Radio (followed by TV)
- Technology adoption: Wizards

8. (O55) Family Troopers (4,472 potential patron base: 2,458 non-users | 959 active users | 1,055 inactive users)

*Families and single parent households living near military bases*

- **Key features:**
  - Renters
  - Military base communities
  - Ethnically diverse
  - Parents
  - Modest educations
  - Tech-savvy
- **Head of household age:** 25-30 (47.27%)
- **Household income:** Less than \$15,000 (21.88%) (70.89% have household income LESS than \$50,000)
- **Education:** 52.89% have a high school diploma or less
- **Children:** 92.57% have children in the household
- **Channel preference:** Radio
- **Technology adoption:** Wizards

9. (M45) Growing and Expanding (5,159 potential patron base: 2,426 non-users | 1,363 active users | 1,370 inactive users)

*Young, working-class families and single parent households living in small established city residences*

- **Key features:**
  - Rural living
  - Enjoy bargain hunting
  - Engage via radio
  - Early childrearing years
  - Bowling leagues
  - Home-based family activities
- **Head of household age:** 25-30 (25.48%)
- **Household income:** \$50,000-\$74,999 (22.83%) (64.09% have household income LESS than \$50,000)
- **Education:** 50.48% have high school diploma or less
- **Children:** 83.87% have children in the household
- **Channel preference:** Radio
- **Technology adoption:** Wizards

10.(Q65) Mature and Wise (3,126 potential patron base: 2,337 non-users | 436 active users | 353 inactive users)

*Retirees settled in metro apartment communities living cost-effective, sensible lives*

- **Key features:**
  - Discount shoppers
  - Retirement communities
  - TV entertainment
  - Tech novices
  - Active health maintenance
  - Avid newspaper readers
- **Head of household age:** 76+ (42.62%)
- **Household income:** Less than \$15,000 (32.63%) (85.96% have household income LESS than \$50,000)
- **Education:** 63.74% have high school diploma or less
- **Children:** 96.61% have no children in the household
- **Channel preference:** Mail
- **Technology adoption:** Novices

## Users (System)

### Head of household age:

- 25-30: (O51) Digitally Savvy, (M45) Growing and Expanding, (O54) Influenced by Influencers, (O55) Family Troopers, (R66) Ambitious Dreamers
- 31-35: (F22) Fast Track Couples
- 36-45: (P56) Mid-Scale Medley
- 51-65: (L42) Rooted Flower Power
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### Household income:

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- Text message: (O51) Digitally Savvy, (F22) Fast Track Couples

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## USERS

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- **Children:** 92.57% have children in the household
- **Channel preference:** Radio
- **Technology adoption:** Wizards

9. (R66) Ambitious Dreamers (4,039 potential patron base: 2,015 non-users | 918 active users | 1,106 inactive users)

*Lively singles and single parents with cost-conscious mindsets starting out in city apartments*

- **Key features:**
  - Single parents
  - Apartment dweller
  - Bilingual
  - Low value properties
  - Team sports
  - Sub-prime credit
- **Head of household age:** 25-30 (25.12%)
- **Household income:** Less than \$15,000 (28.37%) (78.71% have household income LESS than \$50,000)
- **Education:** 61.11% have a high school degree or less
- **Children:** 58.91% have children in the household
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- **Technology adoption:** Wizards

10.(Q64) Established in Society (4,910 potential patron base: 3,296 non-users | 897 active users | 717 inactive users)

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- **Children:** 2.35% have children in the household
- **Channel preference:** Mail
- **Technology adoption:** Novices