

Strategic Direction	<b>Henderson County Public Library Strategic Direction 2022-2027:</b> <i>Building stronger community through engagement, programming, communication, and experiences.</i>			
Focus Area	Engagement	Programming	Communication	Experience
Outcomes	<ol style="list-style-type: none"> <li>1. The community takes advantage of opportunities through the library.</li> <li>2. The library has a presence throughout the community.</li> <li>3. The library has a seat at the table in important community conversations.</li> </ol>	<ol style="list-style-type: none"> <li>1. Provide value to the community through programs.</li> <li>2. Increase the reach of programming.</li> </ol>	<ol style="list-style-type: none"> <li>1. Library events and information are easy to access.</li> <li>2. The community is more aware of library programs and services.</li> </ol>	<ol style="list-style-type: none"> <li>1. High quality customer service.</li> <li>2. Facilities that accommodate quiet and opportunities for talking.</li> <li>3. The library is a safe, open place.</li> </ol>
Strategies	<b>Year 3:</b> <ol style="list-style-type: none"> <li>1. Create kits such as Black History Month, Women's History Month, Grief, Loss of a Pet, etc. Include materials, activities, etc.</li> <li>2. Create small community libraries.</li> <li>3. Explore adding a Book Vending Machine in the community.</li> <li>4. Partner with the school system to host art shows/performances.</li> <li>5. Partner with the Mobile Classroom Bus in underserved areas to provide educational resources.</li> <li>6. Attend more community outreach meetings.</li> <li>7. HCPL Staff participate in a Community Service Project.</li> <li>8. Promote library tours to schools and organizations.</li> <li>9. Personalize tours to address how the library can help meet their specific needs.</li> </ol>	<b>Year 3:</b> <ol style="list-style-type: none"> <li>1. Develop structure around programming to enhance the effectiveness of library programs.</li> <li>2. Partner with the YMCA to host health/wellness programming.</li> <li>3. Healthy Library programming Series</li> <li>4. Host Veterans Resource Fair</li> <li>5. Partner with VITA to host tax preparation.</li> <li>6. Host Law Day and/or Expungement Clinics to assist community members in navigating legal challenges.</li> <li>7. Concerts on the Lawn/Jazz on the Grass events to provide enjoyable community gatherings and social opportunities.</li> <li>8. Incorporate literacy/education into all programs (e.g. booklists, displays, book giveaways, etc.)</li> </ol>	<b>Year 3:</b> <ol style="list-style-type: none"> <li>1. Develop a list of contact information for churches &amp; send them our calendar of events.</li> <li>2. Partner with local realtors to deliver Welcome Packets.</li> <li>3. Digital Signage</li> <li>4. New Website</li> <li>5. Create library success stories.</li> <li>6. Promote the library's services and collections through video.</li> <li>7. Utilize YouTube to create an "Ask a Librarian" series for FAQs, explaining how to use resources &amp; makerspace tools.</li> <li>8. Partner with the Colonel Cast to create video content for social media.</li> </ol>	<b>Year 3:</b> <ol style="list-style-type: none"> <li>1. Ongoing weeding to make the stacks more browsable.</li> <li>2. Generify the DVD collection and display new DVDs and Blu-Rays.</li> <li>3. Create a Makerspace Gallery to highlight items that can be created in the library's makerspace.</li> <li>4. Ongoing customer service training for all staff to ensure consistent service quality.</li> <li>5. Ryan Dowd training to equip staff with skills for handling challenging situations.</li> <li>6. Make connections with patrons by recommending relevant programs based on their interests (e.g., Lethal Library for true crime readers).</li> <li>7. Remain friendly to patrons and continue to seek out ways to make connections.</li> </ol>