

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	1. The community takes advantage of opportunities through the library. 2. The library has a presence throughout the community. 3. The library has a seat at the table in important community conversations.	1. Provide value to the community through programs. 2. Increase the reach of programming.	1. Library events and information are easy to access. 2. The community is more aware of library programs and services.	1. High quality customer service. 2. Facilities that accommodate quiet and opportunities for talking. 3. The library is a safe, open place.
Strategies	<p><b>Year 4:</b></p> <p><b>Launch a Library Card Campaign</b> to increase the number of active cardholders. Reduce the percentage of inactive cardholders from 63% to 50% over the next two years, based on current data from LibraryIQ.</p> <p><b>Expand Outreach through the Bookmobile</b>, aiming to rise in ranking from #49 in the state among 65 counties with bookmobiles.</p> <p><b>Evaluate and Refresh the Library's Mission and Vision Statement</b> to ensure alignment with evolving community needs and priorities.</p> <p><b>Develop a Community Ambassador Program</b> to strengthen relationships and improve engagement throughout the community.</p>	<p><b>Year 4:</b></p> <p><b>Create Senior-Focused Programs</b> that address lifelong learning, social interaction, and technology training.</p> <p><b>Offer Evening and Weekend Programs for Families at the library and in the community</b>, especially targeting children and working parents.</p> <p><b>Explore a Paid Tutor or Academic Support Position</b> to provide regular, structured tutoring services for students.</p>	<p><b>Year 4:</b></p> <p><b>Improve directional signage throughout the building</b> to help patrons easily locate departments and services.</p> <p><b>Update collection signage to be more user-friendly, consistent, and visually engaging</b>, making it easier for patrons to discover materials and browse collections independently.</p> <p><b>Install Outdoor Digital Signage</b> to increase visibility of services and upcoming events.</p> <p><b>Enhance Digital Communication Tools</b> including the website, app, social media, and email newsletters, with consistent messaging and branding.</p>	<p><b>Year 4:</b></p> <p><b>Reconfigure Seating and Public Spaces</b> to better accommodate a variety of users needs.</p> <p><b>Introduce Mobile Printing Services</b> to enhance convenience for users.</p> <p><b>Increase Circulation through Display Enhancements and Reader's Advisory</b>, encouraging more borrowing through curated collections and staff interaction.</p> <p><b>100% of full-time staff</b> will read the book, <i>Unreasonable Hospitality</i>, and participate in a facilitated book discussion to explore how its principles can enhance the library user experience.</p> <p><b>Beginning September 2025</b>, the Marketing Department will include <i>Unreasonable Hospitality</i> tips and takeaways in the monthly professional development newsletter to inspire a culture of exceptional service and shared learning.</p>