

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
<b>Outcomes</b>	<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>
<b>Strategies</b>	<p><b>Year 2:</b></p> <ol style="list-style-type: none"> <li>1. More offsite signups during outreach programs.</li> <li>2. Displays <ul style="list-style-type: none"> <li>• Based on trends</li> <li>• Front facing with visible &amp; appealing signage</li> <li>• Shelf markers (funny, scary, etc.)</li> <li>• Staff Picks</li> </ul> </li> <li>3. Advertise our meeting rooms outside of the Library.</li> <li>4. Implement new bookmobile as a mini branch throughout the city/county.</li> <li>5. Organize the teen collection by genres.</li> <li>6. Push 1000 Books before Kindergarten with new incentives.</li> <li>7. Continue to strengthen/expand outreach to community organizations. <ul style="list-style-type: none"> <li>• Pop-Up Libraries</li> <li>• Offer tours of the Library to businesses, organizations, schools, etc.</li> </ul> </li> <li>8. Booklists/Bookmarks <ul style="list-style-type: none"> <li>• If you like...</li> <li>• Staff Picks</li> <li>• Patron Picks</li> <li>• Printed</li> <li>• Vega/Website</li> </ul> </li> <li>9. Pilot Program-Mobile Library partner with educators to deliver book crates/bags on a monthly basis to them.</li> <li>10. Preservation Station</li> </ol>	<p><b>Year 2:</b></p> <ol style="list-style-type: none"> <li>1. Bring in outside presenters for programs.</li> <li>2. Provide beginning skills workshops.</li> <li>3. Host an annual retreat to discuss programming for the upcoming year.</li> <li>4. Host program(s) throughout the city/county.</li> <li>5. Connect with community partners (nonprofits) to provide programming.</li> <li>6. Expand partnerships through sponsoring community events. Examples: Henderson Flash, author events for schools, etc.</li> <li>7. Partner with schools to have students register for summer reading.</li> <li>8. Cross department programming.</li> </ol>	<p><b>Year 2:</b></p> <ol style="list-style-type: none"> <li>1. Update website with a new layout that is mobile optimized and user friendly.</li> <li>2. Explore distributing information via Billboards, Showplace Cinema ads, and flyers at local stores, little free libraries, elementary/middle schools, doctor's offices, and laundromats.</li> <li>3. Social media posts highlighting new and trending titles/topics.</li> <li>4. Collect email addresses when patrons register for a new library card and/or programs.</li> <li>5. Record children reviewing their favorite books and show them on the Yodeks.</li> <li>6. Produce Evergreen Marketing (Did you know?) materials.</li> <li>7. Monthly podcast highlighting titles.</li> <li>8. Stories from the Library: Social Media campaign spotlighting "library success stories".</li> </ol>	<p><b>Year 2:</b></p> <ol style="list-style-type: none"> <li>1. Review and add to nontraditional and traditional collection.</li> <li>2. Share customer service successes on social media.</li> <li>3. A Customer Service Survey will be made available via social media, webpage, and checkout receipts.</li> <li>4. Create and make available "Catch Us Doing Good" Cards to solicit positive customer interactions.</li> <li>5. Discuss customer service with staff and provide applicable training.</li> <li>6. Send out mailers to library card users who haven't been in the library in the past year.</li> <li>7. Provide information center/stand with info about local resources, housing authority assistance, welcome center packets, etc.</li> </ol>