

Strategic Direction	Henderson County Public Library Strategic Direction 2022-2027: <i>Building stronger community through engagement, programming, communication, and experiences.</i>			
Focus Area	Engagement	Programming	Communication	Experience
Outcomes	<ol style="list-style-type: none"> 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. 	<ol style="list-style-type: none"> 1. Provide value to the community through programs. 2. Increase the reach of programming. 	<ol style="list-style-type: none"> 1. Library events and information are easy to access. 2. The community is more aware of library programs and services. 	<ol style="list-style-type: none"> 1. High quality customer service. 2. Facilities that accommodate quiet and opportunities for talking. 3. The library is a safe, open place.
Strategies	<p>Year 1:</p> <ol style="list-style-type: none"> 1. Expand partnerships with local schools. 2. Help families sign up for library cards at daycare pick up times. 3. Grand opening for building that is fun and family-friendly. 4. Review engagement metrics quarterly with staff and board. 5. Build new bookmobile. 6. Explore and expand new pickup and delivery options. <p>Year 2:</p> <ol style="list-style-type: none"> 1. Establish engagement metrics. 2. Implement new bookmobile as a mini branch throughout the community and county. 3. Events for teachers at the library. 4. Online library card sign up. 5. Host library card sign up booths during meetings at the library. <p>Year 3:</p> <ol style="list-style-type: none"> 1. Establish engagement metrics. 2. Explore a position dedicated to community engagement. 	<p>Year 1:</p> <ol style="list-style-type: none"> 1. Establish programming advisory committee. 2. Create a suggestion box for programs. 3. Bring in outside presenters for programs. 4. Provide beginning skills workshops. 5. Host an annual retreat to discuss programming for the upcoming year. 6. Host program(s) throughout the city. 7. Review programming metrics quarterly with staff and board. <p>Year 2:</p> <ol style="list-style-type: none"> 1. Establish participation metrics. 2. Connect with community partners (nonprofits) to provide programming. 3. Host quarterly programs in rural communities outside of the city. <p>Year 3:</p> <ol style="list-style-type: none"> 1. Establish participation metrics. 	<p>Year 1:</p> <ol style="list-style-type: none"> 1. Update website with a new layout that is mobile optimized and user friendly. 2. Create a weekly email newsletter. 3. Establish Teen Advisory Committee. 4. Provide a sign up for email list at the circulation desk, including a QR code. 5. Social media posts that encourage engagement. 6. Collect email addresses for all visitors. 7. Track social media metrics. 8. Expand marketing staff. <p>Year 2:</p> <ol style="list-style-type: none"> 1. Engage the Teen Advisory Council to help with communication. 2. Provide book reviews on social media. 3. Include library testimonials to communicate services. 4. Establish social media engagement goals. 5. Create a library app. <p>Year 3:</p> <ol style="list-style-type: none"> 1. Reevaluate communication efforts and establish new goals. 	<p>Year 1:</p> <ol style="list-style-type: none"> 1. Engage outside review of library space to ensure space is welcoming and meets needs of users. 2. Implement changes from outside review. 3. Discuss customer service with staff and provide applicable training. 4. Provide designated quiet and collaboration space. 5. Create customer service policy. 6. Review and add to nontraditional and traditional collection. 7. Share customer service successes on social media. <p>Year 2:</p> <ol style="list-style-type: none"> 1. Review and add to nontraditional and traditional collection. 2. Share customer service successes on social media.