



Huntsville-Madison County Public Library Strategic Plan 2020 –2023



Adopted: January 15, 2020



Strategic Growth Plan 2020-2023

Executive Summary

The Huntsville-Madison County Library was founded more than 200 years ago and is the longest continuing library in Alabama. We strive to improve access to knowledge, pursuit of adventure, and enrichment of communities. Serving all members of a large community creates significant challenges particularly in a dynamically growing region like north Alabama.

Challenges today include maintaining exemplary customer services across 12 locations, linking the contributions of the library to the local quality of life, adjusting infrastructure to keep up with growth, delivering personalized services to multiple generations of patrons, and continuing to build literacy and workforce skills. Meeting these challenges not only requires an outstanding team but also implementation of a great plan.

The Huntsville Region is known for its technology-leading industry, well-educated population, and economic success. However, the greater community is comprised of individuals with little to extensive formal education, very low to very high household incomes, and companies providing basic services as well as companies inventing new levels of technology. The diversity of patrons to be served by the public library brings an ever-growing list of needs for materials and services along with infrastructure considerations.

The Strategic Plan 2023 focuses on five primary goals which are key to be known for connecting people, growing literacy, and preparing our community for the future.

Goals:

- I. Consistently deliver exemplary customer service across all locations to demonstrate the value of the public library
- II. Share the value of the Library's contribution to the local quality of life
- III. Transform our physical footprint to meet the expectations of our rapidly changing community
- IV. Enhance user experience across the library system for all generations
- V. Deliver fun and engaging learning experiences that build literacy and skills in our community

The strategies to be utilized to pursue these goals include:

1. Invest in maintaining high skill levels in our team
2. Focus communications efforts on the value of a highly effective public library
3. Prepare our infrastructure for the next 20 years
4. Deliver a personalized experience to patrons
5. Identify and deliver leading-edge programming

Significant resources will be required to implement this plan by 2023. Approximately 21,375 hours of staff time will be needed to complete the projects in pursuit of the goals. One-time and capital expenditures may be required and will be quantified as the projects for each objective are implemented.

Huntsville-Madison County Public Library

Mission



This is the public's Library. We empower individuals to create their own futures, explore the universe of ideas, and connect with our community and the world.

Vision 2025

Huntsville-Madison County Public Library will be known for connecting people, growing literacy, and preparing our community for the future.

Core Values

Passion:

We are driven by our patrons and their needs

Innovation:

We realize that change is ever-present and we must inspire a culture of creativity

Excellence:

We provide programs and services at the highest possible level to meet the needs of our diverse community

Service:

We are accountable to you

Strategic Goals, Strategies & Initiatives 2020-2023

Achievements necessary to realize our vision

Goal I.

Consistently deliver exemplary customer service across all locations to demonstrate the value of the public library

Strategy - Invest in maintaining high skill levels in our team

Objectives

- A. Enhance team member training to ensure each person is prepared to perform the duties of their position at a high level
- B. Increase resources to recruit and retain top talent
- C. Secure expertise to better assist our diverse population

Goal II.

Share the value of HMCPL's contribution to the local quality of life

Strategy - Focus communications efforts on the value of a highly effective public library

Objectives

- A. Increase partner collaboration to better leverage limited resources
- B. Reimagine our brand image to increase base of support
- C. Launch a campaign with our enhanced brand

Goal III.

Transform our physical footprint to meet the expectations of our rapidly changing community

Strategy - Prepare our infrastructure for the next 20 years

Objectives

- A. Develop a facility masterplan to better meet the needs of our communities
- B. Find better ways to meet service availability expectations
- C. Initiate discussions with community leaders to maximize integration in communities

Goal IV.

Enhance user experience across the library system for all

Strategy - Deliver a personalized experience to patrons

Objectives

- A. Evaluate resource allocation policies & practices to ensure patron needs are fully met
- B. Explore options to enhance the library's digital presence

Goal V.

Deliver fun and engaging learning experiences that build literacy and skills in our community

Strategy - Identify and deliver leading-edge programming

Objectives

- A. Support local literacy and workforce development efforts
- B. Develop programs that encourage innovative pursuits for all generations