

## Helen Hall Library Strategic Plan 2020-2024

### Planning Framework

#### Executive Summary

The development of the 2020-2024 Strategic Plan was strongly influenced by the concurrent Facilities Needs Assessment process, which yielded valuable market analysis and benchmarking data. This data was very influential in terms of which proposed goals were deemed achievable. The urgent need to see Needs Assessment recommendations implemented was a guiding principle in the formulation of our 2020-2024 Strategic Priorities. As we move toward this implementation, librarians will be working to bring facilities and services up to the highest performance feasible under existing conditions ("Keep Library Promises" and "Welcome the World"), to attract and support community advocates ("Shape the Future"), and to promote awareness to the library's value ("Tell Library Stories").

#### Mission and Vision

##### Mission Statement:

The mission of the Helen Hall Library is to provide free access to information and fuel for the imagination in an age defined by the unprecedented importance of both.

##### Vision Statement:

The vision of the Helen Hall Library is a city enriched by access to information and experiences promoting culture, community, and growth.

#### 2020-2024 Strategic Priorities

**1. Keep Library Promises:** The PLA service responses most relevant to Helen Hall Library include Advanced literacies, Connected communities, Personal enrichment, Family security, Cultural engagement, and User satisfaction. Librarians will formulate goals that ensure we are meeting our patrons' needs in these areas.

**2. Tell Library Stories:** The online and in-person surveys carried out during strategic planning preparation both indicated increased awareness as a priority for our stakeholders. Librarians will formulate goals that result in improved consistency, timeliness, and visibility of library communications.

**3. Welcome the World:** Draw upon the information gathered through the Needs Assessment process to make the current facility more attractive, inviting, and safe as we wait for the solutions recommended by the Needs Assessment to be implemented.

**4. Shape the future:** The space, program, and service recommendations emerging through the Needs Assessment process must now be implemented. Librarians will formulate strategic goals to advance this implementation.

#### Plan

##### Strategic Priority 1: Keep Library Promises

Identify and develop strategic promotions of underutilized collections, resources and services.

Establish guidelines for mandatory, minimum continuing education for staff.

Identify and develop on-demand and customer/interest-driven programming.

Identify, develop and present programming with a focus on outcome-based measures.

Identify, develop and present programming, services and resources to improve Library's reach to specialized and/or currently underserved populations.

Expand and enhance current services both within and outside the library's walls.

Evaluate current services; identify efficiency and effectiveness improvements.

Evaluate effectiveness and efficiency of current staffing model.

##### Strategic Priority 2: Tell Library Stories

Identify and develop strategic partnerships and effectively leverage "friend-raising" and visibility-enhancement opportunities.

Identify and develop strategic promotions of the Library and our services.

##### Strategic Priority 3: Welcome the World

Create strategies to address known issues and create improvements in our physical spaces and of our in-person services.

Create processes for continuous evaluation of our current spaces and services and strategies to address emergent issues and concerns.

##### Strategic Priority 4: Shape the future

Identify and develop strategic partnerships and effectively leverage "friend-raising" and visibility-enhancement opportunities to increase awareness of library's needs and challenges.

Identify and develop strategic promotions to increase awareness of library's purpose and value.