

Huntsville-Madison County Public Library Strategic Plan 2024-2026



May 2023

Huntsville-Madison County Public Library

Strategic Plan 2024-2026

Table of Contents

A Message from Executive Director	1
Executive Summary	2
Mission, Vision, and Goals	3
Strategic Goals, Strategies & Initiatives FY2024-FY2026	4-7

A Message from Executive Director

As the Huntsville and Madison County area continues to grow and evolve, it is essential that the Huntsville-Madison County Public Library provides a level of service that meets the rising expectations for learning, enrichment, and community engagement. To achieve this, the library needs a dedicated and well-trained team to become a vital part of the developing social infrastructure.

The library recognizes that its role as a safe and accessible community hub is more important than ever. The ever-changing composition of the Huntsville area calls for an even higher level of service and support as we strive to deliver exceptional person-to-person interactions and offer digital access on demand.

The next five years will bring new challenges to Huntsville and Madison County. It is our intent that the Huntsville-Madison County Public Library will continue to provide resources and spaces that will meet these challenges and expand on its successful service to the community.

There is no doubt that the Huntsville-Madison County Library will realize this vision but it will require great people, creativity, collaboration, and commitment from our team, our stakeholders, and our public. This is the public's library. Join us as we implement this strategic plan to strengthen 21st century literacy skills, deliver equitable access, and provide an atmosphere for remarkable experiences.

Sincerely,

Cindy Hewitt

Huntsville-Madison County Public Library

Strategic Plan 2024-2026

Executive Summary

Huntsville-Madison County Public Library (HMCPL) has been a key part of Madison County citizens' lives since its founding in 1818. HMCPL is the oldest continuously operating public library system in Alabama but continues to evolve as the shift in the role of public libraries has changed in communities nationwide. Located in one of the fastest growing metropolitan area in Alabama, HMCPL serves all of Madison County with a 10-branch system in addition to BookMobile and Outreach services. With the county's population exceeding 400,000 and the library's half a million-item collection currently circulating more than 2 million times every year to patrons, the demand for library services is greater every year. The growing population density makes meeting the demand challenging for HMCPL to be the valuable community resource its patrons require.

The mission of the Huntsville-Madison County Public Library is simply stated as: *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.*

The vision of the Huntsville-Madison County Public Library is to *be a vibrant community hub for strengthening 21st century literacy skills, delivering equitable access, and providing an atmosphere for remarkable experiences.* By 2026, we will:

- I. Ensure all library facilities meet today's needs of the community.
- II. Enhance team skills and talents to meet the high expectations of our sophisticated community.
- III. Build strong relationships with new and existing partners in our community to deliver better services.
- IV. Ensure an enhanced user experience by maximizing efficiency and effectiveness of library processes.
- V. Deliver a remarkable experience to all.

Huntsville-Madison County Public Library will employ five strategies to achieve this vision, realize our goals, and accomplish sixteen objectives. The strategies are (1) Comprehensively masterplan the library's presence in all areas of our community, (2) Build a strong team with capabilities that align with current and future needs, (3) Leverage relationships to maximize resource utilization, (4) Streamline and reduce burdens on library interactions, and (5) Deliver a remarkable experience to all.

Project teams will be formed to pursue initiatives for each objective. Teams will be comprised of leaders and members from across the department. Subject matter experts from the surrounding technical community will be called upon to fill in knowledge gaps.

Additional resources will be required to successfully implement this plan and achieve the goals. Specific amounts will be determined as the projects are conducted.

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

HMCPL will be a vibrant community hub for strengthening 21st century literacy skills, delivering equitable access, and providing an atmosphere for remarkable experiences.

Goals

- I.** Ensure all library facilities meet today's needs of the community
- II.** Enhance team skills and talents to meet the high expectations of our sophisticated community
- III.** Build strong relationships with new and existing partners in our community to deliver better services
- IV.** Ensure an enhanced user experience by maximizing efficiency and effectiveness of library processes
- V.** Deliver a remarkable experience to all

Huntsville-Madison County Public Library Strategic Plan 2026

Goal I.

Ensure all library facilities meet today's needs of the community

Strategy - Comprehensively masterplan the library's presence in all areas of our community

Objectives

- A. Complete a plan for facilities improvement
- B. Create and implement a properties maintenance plan
- C. Increase visibility of library facilities in the community

Goal II.

Enhance team skills and talents to meet the high expectations of our sophisticated community

Strategy - Build a strong team with capabilities that align with current and future needs

Objectives

- A. Attract and retain a highly qualified team
- B. Focus staff training to better serve the community
- C. Support an organizational culture of innovation and engagement
- D. Align team roles to meet emerging community needs

Goal III.

Build strong relationships with new and existing partners in our community to deliver better services

Strategy - Leverage relationships to maximize resource utilization

Objectives

- A. Increase overall resources by 10%
- B. Increase collaboration to better share the value of the library with the community
- C. Harness outside resources to deliver (10%) more varied programs with subject matter experts
- D. Improve HMCPL's consistency in management of community relationships

Goal IV.

Ensure an enhanced user experience by maximizing efficiency and effectiveness of library processes

Strategy - Streamline and reduce burdens on library interactions

Objectives

- A. Improve the user experience in all of our locations
- B. Ensure that library systems and processes help team members better serve our users
- C. Streamline user interfaces with all library services

Goal V.

Deliver a remarkable experience to all

Strategy - Exceed user expectations to create enthusiastic users

Objectives

- A. Grow library programs to meet emerging community needs including multicultural and differently-abled users
- B. Establish a platform and procedures for internal program and event collaboration