



2017/2020 Strategic Initiatives

MISSION

This is the public’s library. We empower individuals to:

- Create their own future
- Explore the universe of ideas
- Connect with our community and the world

VISION

Inspire and engage all the people of Huntsville and Madison County

ORGANIZATIONAL 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 INITIATIVES TO DELIVER CUSTOMER FOCUSED SERVICE

<i>Strategy</i>	<i>Target Segment</i>	<i>Definition</i>	<i>Outcome</i>
Personal Resources Development	Low income segments	Identify and engage individuals and families in support of their basic needs.	All people are connected to a healthy and thriving community
Cultural Enrichment	Everyone	Provide a range of reading, programming, technological, and other resources to meet the cultural and entertainment needs of all residents.	An inspired and enriched community
Learning Across All Ages	Everyone	Provide a range of reading, educational, programming, and learning resources for people of all ages.	A forward looking community
Children Successful in School	Families with children	Provide services and materials, in concert with educators, to build the foundation of our community’s future.	Children, supported by their parents and caregivers, are prepared to succeed in school and life

IMPACT

Leveraging your investment to create an improved standard of living.



2017/2020 Strategic Initiatives

BAILEY COVE BRANCH LIBRARY (BAILEY COVE)

Strategy: Cultural Enrichment

Target Segment: Everyone

Goal: Create environment to promote the arts

<i>Action</i>	<i>Implementation Completion Date</i>	<i>Ownership and Executive Sponsor</i>	<i>Outcome</i>
EDUCATE AND TRAIN STAFF IN THE BAILEY COVE LIBRARY'S GROWING ROLE IN PROMOTING THE ARTS. PROVIDE RELEVANT PROGRAMMING, MATERIALS, AND SERVICES.	IMPLEMENT 2017, ONGOING	PATSY DUCOTE AND LAUREL BEST	OUR COMMUNITY WILL GAIN EDUCATION, ENRICHMENT, AND VALUABLE EXPERIENCES THROUGH THEIR ENGAGEMENT WITH THE ARTS.
DEVELOP RELEVANT PARTNERSHIPS WITHIN THE COMMUNITY. WORK WITH ARCHITECT REGARDING HOW TO BEST FEATURE ARTISTS, "MAKERS", AND THEIR WORK AT THE BAILEY COVE LIBRARY.	END OF CALENDAR YEAR 2018	PATSY DUCOTE AND LAUREL BEST	THE BAILEY COVE LIBRARY WILL BE KNOWN AND TRUSTED AS AN ADDITIONAL HUNTSVILLE HUB FOR COMMUNITY-BASED ART NEWS, EXPOSURE, AND PARTICIPATION, AS WELL AS STEAM-RELATED EDUCATION.



2017/2020 Strategic Initiatives

Strategy: Cultural Enrichment

Target Segment: Everyone

Goal: Create environment to promote the arts

<i>Action</i>	<i>Implementation Completion Date</i>	<i>Ownership and Executive Sponsor</i>	<i>Outcome</i>
CREATE POLICIES, CONTRACTS, AND PROCEDURES FOR THE SHOWING OF REGIONAL ART WITHIN THE BAILEY COVE LIBRARY. CREATE SEVERAL TEMPLATES FOR METHODS OF INVITING, CURATING, STORING/PROTECTING, AND DISPLAYING ARTWORKS.	2019	PATSY DUCOTE AND LAUREL BEST	THE PUBLIC WILL STAY INFORMED OF OUR RAPIDLY GROWING LOCAL ARTS CULTURE, AND THEY WILL ENJOY AND LEARN TO EXPECT ART AWARENESS FROM THEIR LIBRARY.



2017/2020 Strategic Initiatives

Strategy: Children Successful in School

**Target Segment: Families with Children (Segments:
Suburban Splendor, Milk and Cookies)**

Goal: Growing Literacy from Babies to Teen

<i>Action</i>	<i>Implementation Completion Date</i>	<i>Ownership and Executive Sponsor</i>	<i>Outcome</i>
WE WILL IMPLEMENT SURVEYS FOR TARGET GROUPS TO DETERMINE PROGRAMMING NEEDS FOR CHILDREN OF ALL AGES AND THEIR FAMILIES. DRIVEN BY SURVEYS, EVERY TARGETED AGE GROUP WILL HAVE THEIR LITERACY NEEDS AND INTERESTS MET THROUGH MEANINGFUL PROGRAMS.	2019	PATSY, YOUTH SERVICES, AND LAUREL	THIS WILL RESULT IN A MORE LITERATE YOUTH GENERATION THAT IS BETTER EQUIPPED FOR BEING THEIR BEST. THEY WILL FEEL EMPOWERED BY THEIR OWN TALENTS, ABILITIES, AND VISION.
DEVELOP TARGETED RESOURCES, PROGRAMMING, AND GATHERING SPACES FOR THE GROWING NEEDS OF HOMESCHOOLERS AND THEIR FAMILIES	END OF 2018	PATSY, YOUTH SERVICES, AND LAUREL	HOMESCHOOLING STUDENTS AND THEIR FAMILIES WILL FEEL SUPPORTED BY THE BAILEY COVE LIBRARY AS THEIR "SCHOOL LIBRARY". THEY WILL FEEL THE OPPORTUNITY TO EXPAND THEIR LEARNING HORIZONS AS THEIR LITERACY NEEDS AND INTERESTS CHANGE OVER TIME.



2017/2020 Strategic Initiatives

Strategy: Learning Across All Ages

Target Segment: Prosperous Empty Nesters

Goal: Lifelong Learning: Library as “Third Place” for Adults and Seniors

<i>Action</i>	<i>Implementation Completion Date</i>	<i>Ownership and Executive Sponsor</i>	<i>Outcome</i>
<p>IMPLEMENT SURVEYS FOR TARGET GROUPS TO DETERMINE PROGRAMMING NEEDS FOR ADULTS AND SENIORS. DEVELOP TARGETED PROGRAMMING AND INTERIOR SPACES THAT WILL BOTH ADDRESS THE COMMUNITY’S VARIETY OF INTERESTS AND NEEDS, AND REFLECT OUR GROWING ARTS CULTURE.</p>	<p>END OF CALENDAR YEAR 2019</p>	<p>PATSY AND LAUREL</p>	<p>THIS WILL RESULT IN AN ADULT AND SENIOR POPULATION THAT FEELS A SENSE OF COMFORT AND BELONGING IN THEIR LIBRARY, AND IS BETTER EQUIPPED FOR BEING THEIR BEST. INDIVIDUALS WILL FEEL EMPOWERED BY THEIR OWN TALENTS, ABILITIES, AND VISION.</p>
<p>INCREASE SPEAKING ENGAGEMENTS AND CONTACT WITH SENIOR FACILITIES WITHIN SOUTH HUNTSVILLE. BRING LIBRARY SERVICES TO WHERE THE PEOPLE ARE. BRIDGE THE GAP BETWEEN OUTWARD FACING CONNECTIVITY AND THE “THIRD PLACE” CONCEPT WITHIN THE LIBRARY.</p>	<p>END OF CALENDAR YEAR 2018</p>	<p>PATSY AND LAUREL</p>	<p>BOTH WITHIN AND OUTSIDE OF THE LIBRARY, THE COMMUNITY WILL FEEL AN INCREASED CONNECTIVITY AMONG EACH OTHER AND TO THE GROWING RESOURCES AND SERVICES FOR ADULTS AND SENIORS.</p>
<p>PROMOTE READERSHIP AND ALL FORMS OF LITERACY THROUGH READER’S</p>	<p>THROUGH 2020</p>	<p>PATSY AND LAUREL</p>	<p>THIS WILL RESULT IN AN ENRICHED AND ENGAGED COMMUNITY THAT FEELS</p>



2017/2020 Strategic Initiatives

Strategy: Learning Across All Ages

Target Segment: Prosperous Empty Nesters

Goal: Lifelong Learning: Library as “Third Place” for Adults and Seniors

<i>Action</i>	<i>Implementation Completion Date</i>	<i>Ownership and Executive Sponsor</i>	<i>Outcome</i>
ADVISORY AND PROGRAMS. FURTHER ENABLE ADULTS AND SENIORS OF ALL WALKS OF LIFE IN TECHNOLOGY LITERACY.			CONNECTED TO NEW OPPORTUNITIES IN THEIR WORLD.



2017/2020 Strategic Initiatives

BESSIE K. RUSSELL BRANCH LIBRARY (RUSSELL)

STRATEGY: SUPPORT EDUCATIONAL AND LEARNING OPPORTUNITIES

TARGET SEGMENT: Family Foundations

GOAL: Present innovative programming that provides inspiration to create and support lifelong learning.

<i>Action</i>	<i>Implementation Completion Date</i>	<i>Ownership and Executive Sponsor</i>	<i>Outcome</i>
CULTIVATE THE LOVE OF READING FOR YOUNG LIBRARY USERS BY INCREASING STORY TIME PARTICIPATION	BY MAY 2017	ADRIENNE BONE, MICHAELA MCKINNON, AND LAUREL BEST	ENRICH THE FOUNDATION OF CHILDREN'S EARLY LEARNING YEARS.
ENCOURAGE CREATIVITY AND STRENGTHEN UNDERSTANDING OF STEM CONCEPTS BY WAY OF STEM AND ART PROGRAMS.	BY AUGUST 2017	ADRIENNE BONE, MICHAELA MCKINNON, AND LAUREL BEST	INNOVATIVE THINKING AND LIFE-LONG UNDERSTANDING OF STEM CONCEPTS IN THIS EVER CHANGING TECHNOLOGICAL SOCIETY.



2017/2020 Strategic Initiatives

STRATEGY: PROMOTE WORKFORCE AND ECONOMIC PROSPERITY

TARGET SEGMENT: Inner City Tenants

GOAL: Provide programs that enhance workforce development and career opportunities that meet the needs of local businesses and support the economic vitality of the community.

<i>Action</i>	<i>Implementation Completion Date</i>	<i>Ownership and Executive Sponsor</i>	<i>Outcome</i>
BOOST TECHNOLOGY SKILL TRAINING NEEDED BY THOSE SEEKING CAREER OPPORTUNITIES.	By JANUARY 2018	ADRIENNE BONE, ANTHONY HALE, AND LAUREL BEST	A CONFIDENT AND SKILLED WORKFORCE IN THE COMMUNITY.
WORK WITH COMMUNITY AGENCIES TO HELP CITIZENS REACH THEIR POTENTIAL.	By MAY 2017	ADRIENNE BONE AND LAUREL BEST	AGENCIES WORKING TOGETHER FOR A STRONGER, VIBRANT AND HEALTHY COMMUNITY.



2017/2020 Strategic Initiatives

STRATEGY: CULTIVATE COMMUNITY CONNECTIONS

TARGET SEGMENT: Rustbelt Retirees, Rustbelt Traditions, Social Security Set

GOAL: To foster advocacy by encouraging patrons and organizations to connect with the library throughout the community.

<i>Action</i>	<i>Implementation Completion Date</i>	<i>Ownership and Executive Sponsor</i>	<i>Outcome</i>
CREATE THRIVING, COMFORTABLE, AND INVITING SPACES.	BY JANUARY 2018	ADRIENNE BONE AND LAUREL BEST	PATRONS WILL ENJOY A MORE PLEASURABLE LIBRARY EXPERIENCE.
CONNECT COMMUNITY MEMBERS WITH INFORMATION AND SERVICES THAT IMPROVE THEIR QUALITY OF LIFE.	BY JANUARY 2018	ADRIENNE BONE AND LAUREL BEST	CITIZENS WILL HAVE A ONE-STOP SOURCE FOR ACCURATE INFORMATION ABOUT COMMUNITY AND GOVERNMENT SERVICES.



2017/2020 Strategic Initiatives

Strategy: Enhance the Organizational Culture of Service

Target Segment: All Segments

Goal: Develop and empower staff to create a culture of customer service that ensures positive experiences.

<i>Action</i>	<i>Implementation Completion Date</i>	<i>Ownership and Executive Sponsor</i>	<i>Outcome</i>
TRAIN ALL STAFF TO BE EFFECTIVE PROMOTERS OF LIBRARY RESOURCES AND SERVICES	BY MAY 2017	ADRIENNE BONE AND LAUREL BEST	AN INFORMED STAFF TO SHARE RESOURCES THE LIBRARY HAS AVAILABLE TO THE PUBLIC.
RECOGNIZE EXCELLENCE AND EMPOWER STAFF TO TAKE INITIATIVE AND BE INNOVATIVE.	BY MAY 2017	ADRIENNE BONE AND LAUREL BEST	A COMMITTED AND VALUED STAFF TO SERVE THE PUBLIC.
ENHANCE STAFF'S SKILLS TO DELIVER EXCELLENT SERVICE AND EMPHASIZE CONTINUOUS LEARNING	BY MAY 2017	ADRIENNE BONE, FRANK HUMPHREY, AND LAUREL BEST	A RESPONSIBLE, RESPONSIVE AND WELCOMING STAFF.



2017/2020 Strategic Initiatives

DOWNTOWN HUNTSVILLE LIBRARY (DOWNTOWN)

STRATEGY: LEARNING ACROSS ALL AGES

TARGET SEGMENT: Great Expectations, Midland Crowd, Milk and Cookies

GOAL: Provide a range of programs and resources to serve the various learning endeavors of a diverse community

<i>Action</i>	<i>Implementation Completion Date</i>	<i>Ownership and Executive Sponsor</i>	<i>Outcome</i>
ESTABLISH PROGRAMS AND SERVICES PROMOTING ADULT LITERACY	2019	OWNERSHIP: SUZANNE FLYNN, ANGIE MCCUTCHEON EXECUTIVE SPONSOR: FRANK HUMPHREY	AN ADULT COMMUNITY WITH ACCESS TO LITERACY RESOURCES AND SUPPORT
BECOME A COMMUNITY THINK TANK WHERE CREATIVE IDEAS FLOURISH AND BECOME REALITY	2020	OWNERSHIP: DOROTHIE LINTON, JAKE CORNELIUS EXECUTIVE SPONSOR: CONNIE CHOW	A FORWARD THINKING COMMUNITY
OUTREACH TO SMALL BUSINESSES AND LOCAL ORGANIZATIONS TO IDENTIFY SERVICES FOR THEIR NEEDS	2018	OWNERSHIP: JAKE CORNELIUS EXECUTIVE SPONSOR: CONNIE CHOW	SUPPORTING SMALL BUSINESSES AND ORGANIZATIONS FOR INNOVATION AND SUCCESS



2017/2020 Strategic Initiatives

STRATEGY: CULTURAL ENRICHMENT

**TARGET SEGMENT: Rustbelt Retirees, Midland Crowd,
Green Acres, Cozy and Comfortable**

GOAL: Offer programs and services to the community to meet their cultural and entertainment needs

<i>Action</i>	<i>Implementation Completion Date</i>	<i>Ownership and Executive Sponsor</i>	<i>Outcome</i>
IMPLEMENTATION OF KNOWLEDGEABLE AND RELEVANT READERS ADVISORY SERVICES	2018	OWNERSHIP: MIC BUTLER EXECUTIVE SPONSOR: ANGIE MCCUTCHEON	AN INSPIRED AND ENRICHED COMMUNITY
SERVE AS A CENTER FOR EDUCATING AND ENGAGING ALL AGES IN LOCAL HISTORY AND GENEALOGY RESEARCH	2020	OWNERSHIP: DOROTHIE LINTON EXECUTIVE SPONSOR: CONNIE CHOW	A COMMUNITY THAT UNDERSTANDS AND VALUES ITS HISTORY
BECOME A COMMUNITY GATHERING PLACE FOR ENCOURAGING INTERACTION AND FINDING CONNECTIONS	2020	OWNERSHIP: SUZANNE FLYNN EXECUTIVE SPONSOR: CONNIE CHOW	AN INSPIRED AND ENRICHED COMMUNITY



2017/2020 Strategic Initiatives

STRATEGY: CHILDREN SUCCESSFUL IN SCHOOL

TARGET SEGMENT: Midland Crowd, Inner City Tenants, Green Acres, Milk and Cookies

GOAL: Strengthen family oriented programs and relationships with area schools and homeschoolers

<i>Action</i>	<i>Implementation Completion Date</i>	<i>Ownership and Executive Sponsor</i>	<i>Outcome</i>
DEVELOP PARTNERSHIPS AND SERVICES FOR AREA SCHOOLS AND HOMESCHOOL GROUPS	2017	OWNERSHIP: JULIA HENDON EXECUTIVE SPONSOR: ANGIE MCCUTCHEON	CHILDREN, ALONG WITH THEIR PARENTS AND CAREGIVERS, FIND SUPPORT IN LIBRARY RESOURCES TO SUCCEED IN SCHOOL AND LIFE
PARTNER WITH LOCAL ORGANIZATIONS TO BUILD PROGRAMS AND SERVICES FOR EDUCATING AND CONNECTING FAMILIES	2018	OWNERSHIP: JULIA HENDON EXECUTIVE SPONSOR: ANGIE MCCUTCHEON	FAMILIES SUPPORTED BY THE LIBRARY TO CONNECT WITH THEIR COMMUNITY

STRATEGY: PERSONAL RESOURCES DEVELOPMENT

TARGET SEGMENT: Inner City Tenants, Great Expectations

GOAL: Develop programs and services to meet the specific needs of the community

<i>Action</i>	<i>Implementation Completion Date</i>	<i>Ownership and Executive Sponsor</i>	<i>Outcome</i>
OFFER PROGRAMS AND CLASSES WITH A FOCUS ON EXPANDING JOB SKILLS	2019	OWNERSHIP: JAKE CORNELIUS EXECUTIVE SPONSOR: CONNIE CHOW	INDIVIDUALS CONTRIBUTING TO THE ECONOMIC DEVELOPMENT OF THE COMMUNITY
PROVIDE CONVENIENT ACCESS TO SOCIAL SERVICES	2017	OWNERSHIP: CONNIE CHOW EXECUTIVE SPONSOR: LAUREL BEST	ALL PEOPLE ARE CONNECTED TO A HEALTHY AND THRIVING COMMUNITY
BECOME A SPECIALIZED SERVICES CENTER	2018	OWNERSHIP: CONNIE CHOW	A COMMUNITY HUB FOR SPECIALIZED



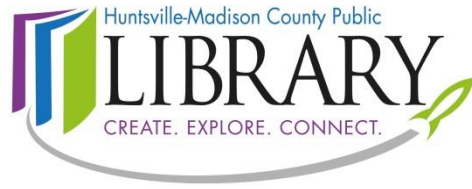
2017/2020 Strategic Initiatives

STRATEGY: PERSONAL RESOURCES DEVELOPMENT

**TARGET SEGMENT: Inner City Tenants, Great
Expectations**

GOAL: Develop programs and services to meet the specific needs of the community

<i>Action</i>	<i>Implementation Completion Date</i>	<i>Ownership and Executive Sponsor</i>	<i>Outcome</i>
THAT MEETS THE NEEDS OF THE COMMUNITY		EXECUTIVE SPONSOR: FRANK HUMPHREY	SERVICES



2017/2020 Strategic Initiatives

ELEANOR E. MURPHY BRANCH LIBRARY (MURPHY)

STRATEGY: PERSONAL RESOURCES DEVELOPMENT

TARGET SEGMENT: Low-income segments

GOAL: Connect with low-income neighbors to welcome them to the community and serve their needs and interests

<i>Action</i>	<i>Implementation Completion Date</i>	<i>Ownership and Executive Sponsor</i>	<i>Outcome</i>
OUTREACH TO SERVICE AREA RESIDENTS IN HUNTSVILLE HOUSING AUTHORITY/SECTION 8 HOUSING TO IDENTIFY PROGRAMS FOR THEIR NEEDS	2018	ANNIE PHILLIPS & SUE ROYER	ALL PEOPLE ARE CONNECTED TO A HEALTHY AND THRIVING COMMUNITY



2017/2020 Strategic Initiatives

STRATEGY: CHILDREN SUCCESSFUL IN SCHOOL

TARGET SEGMENT: Families with Children (Milk & Cookies)

GOAL: Establish deeper partnerships with schools and homeschool families

<i>Action</i>	<i>Implementation Completion Date</i>	<i>Ownership and Executive Sponsor</i>	<i>Outcome</i>
ESTABLISH RELATIONSHIP WITH MEDIA SPECIALIST AND TEACHERS AT NEW GRISSOM HIGH SCHOOL; DEVELOP ANNUAL SCHOOL MEDIA SPECIALIST/MURPHY BRANCH MEETINGS – CHAFFEE ES, WHITESBURG P8, GRISSOM HS	2017	ANNIE PHILLIPS, HALEY WHALEY, & SUE ROYER	PARENTS AND CHILDREN SUPPORTED BY SCHOOLS AND LIBRARY WORKING TOGETHER
RESEARCH AND DESIGNATE CONTACT NETWORK IN HOMESCHOOL COMMUNITY FOR RESOURCE AND SUPPORT IDEAS	2020	ANNIE PHILLIPS, HALEY WHALEY, & SUE ROYER	FAMILIES ARE SUPPORTED BY THEIR LIBRARY IN THEIR EDUCATIONAL PURSUITS



2017/2020 Strategic Initiatives

STRATEGY: CULTURAL ENRICHMENT

**TARGET SEGMENT: FAMILIES WITH CHILDREN,
PROFESSIONALS, SENIORS (PROSPEROUS EMPTY
NESTERS, OLD & NEWCOMERS, COZY & COMFORTABLE,
MILK & COOKIES)**

GOAL: Establish deeper partnerships with community at large and South Huntsville businesses

<i>Action</i>	<i>Implementation Completion Date</i>	<i>Ownership and Executive Sponsor</i>	<i>Outcome</i>
IN PARTNERSHIP WITH THE BAILEY COVE BRANCH BECOME A BETTER ONE-STOP RESOURCE OF WHAT SOUTH HUNTSVILLE OFFERS THE COMMUNITY – HEALTH, EDUCATION, BUSINESS, AND ENTERTAINMENT	2018	ANNIE PHILLIPS & SUE ROYER	ALL PEOPLE CONNECTED TO A HEALTHY AND THRIVING COMMUNITY
RETHINK AND REVAMP ANNUAL FRIENDS OF THE LIBRARY OPEN HOUSE TO POSSIBLE AFTER HOURS EVENT WITH BROADER APPEAL – SHOWCASING NEIGHBORHOOD MUSICIANS AND ARTISTS; 2017 WILL BE 50 YEAR CELEBRATION OF MURPHY AND NEIGHBORHOOD VOLUNTEERS	2017	ANNIE PHILLIPS & SUE ROYER	AN INSPIRED AND ENRICHED COMMUNITY WITH AN APPRECIATION FOR THE PAST AND FUTURE



2017/2020 Strategic Initiatives

ELIZABETH CARPENTER PUBLIC LIBRARY OF NEW HOPE (NEW HOPE)

STRATEGY: CULTURAL ENRICHMENT

**TARGET SEGMENT: Low income segments, Families
with Children, Seniors, Southern Satellite, Rooted
Rural**

GOAL: Improve the quality of life in the community

<i>Action</i>	<i>Implementation Completion Date</i>	<i>Ownership and Executive Sponsor</i>	<i>Outcome</i>
EXPLORE WAYS THE LIBRARY CAN CONTRIBUTE TO COMMUNITY THROUGH A SURVEY OF RESIDENTS AND PERSONAL CONTACTS WITH COMMUNITY LEADERS	2017	NEW HOPE BRANCH MANAGER SUE ROYER	AN INSPIRED AND ENRICHED COMMUNITY
OFFER AT LEAST ONE NEW PROGRAM OR EVENT EACH YEAR	2018-2019-2020	NEW HOPE BRANCH MANAGER SUE ROYER	AN INSPIRED AND ENRICHED COMMUNITY



2017/2020 Strategic Initiatives

STRATEGY: PERSONAL RESOURCES DEVELOPMENT

TARGET SEGMENT: Low income segments, Families with Children, Seniors, Southern Satellite, Rooted Rural

GOAL: Provide opportunities for self-improvement to the residents of the community

<i>Action</i>	<i>Implementation Completion Date</i>	<i>Ownership and Executive Sponsor</i>	<i>Outcome</i>
INVESTIGATE PARTNERSHIP WITH NEW HOPE TELEPHONE COOPERATIVE (NHTC) TO OFFER FREE COMPUTER CLASSES TO THE COMMUNITY	2017-2018	NEW HOPE BRANCH MANAGER SUE ROYER	PARTICIPANTS WILL ACQUIRE TECHNOLOGY-BASED SKILLS FOR PERSONAL AND PROFESSIONAL GROWTH
INVESTIGATE PARTNERSHIP WITH THE CARE CENTER TO SUPPORT SOCIAL AND EDUCATIONAL SERVICES TO THE COMMUNITY	2019-2020	NEW HOPE BRANCH MANAGER SUE ROYER, ITS MANAGER	ALL PEOPLE ARE CONNECTED TO A HEALTHY AND THRIVING COMMUNITY



2017/2020 Strategic Initiatives

GURLEY PUBLIC LIBRARY (GURLEY)

Strategy: Cultural Enrichment

**Target Segment: Families with Children, Rooted
Rural, Green Acres, Heartland Communities**

Goal: Promote Local Arts in the Community

<i>Action</i>	<i>Implementation Completion Date</i>	<i>Ownership and Executive Sponsor</i>	<i>Outcome</i>
PARTNER WITH ELEMENTARY SCHOOL ART TEACHER AND HOME SCHOOL FAMILIES TO DISPLAY CHILDREN’S ART AT THE LIBRARY	2018-2019 ACADEMIC YEAR	ALISA WATSON, TINA WRIGHT SUE ROYER	AN INSPIRED AND ENRICHED COMMUNITY
INVESTIGATE HOSTING LOCAL AUTHORS TO INTRODUCE THEIR NEW WORKS TO THE COMMUNITY	SPRING 2018	ALISA WATSON, TINA WRIGHT SUE ROYER	AN INSPIRED AND ENRICHED COMMUNITY



2017/2020 Strategic Initiatives

STRATEGY: LEARNING ACROSS ALL AGES

**TARGET SEGMENT: Pre-Retirement, Seniors Rooted
Rural, Green Acres, Heartland Communities**

GOAL: Provide Health Resources and Information to the Community

<i>Action</i>	<i>Implementation Completion Date</i>	<i>Ownership and Executive Sponsor</i>	<i>Outcome</i>
PARTNER WITH HUNTSVILLE HOSPITAL TO BRING THEIR MOBILE MEDICAL UNIT FOR COMMUNITY HEALTH SCREENINGS AND EDUCATION TO THE LIBRARY	SPRING 2017 / FALL 2018	ALISA WATSON SUE ROYER	A HEALTHIER AND MORE INFORMED COMMUNITY
PARTNER WITH OUR LOCAL CLINIC (HH AFFILIATE) AND HUNTSVILLE HOSPITAL SPEAKERS BUREAU TO PROVIDE CLASSES IN THE LIBRARY ON DIABETES, NUTRITION, AND/OR OTHER HEALTH TOPICS	FALL 2017/SPRING 2020	ALISA WATSON SUE ROYER	A HEALTHIER AND MORE INFORMED COMMUNITY

STRATEGY: CHILDREN SUCCESSFUL IN SCHOOL

TARGET SEGMENT: Families with Children

GOAL: Promote Early Literacy and Reading Skills in the Community

<i>Action</i>	<i>Implementation Completion Date</i>	<i>Ownership and Executive Sponsor</i>	<i>Outcome</i>
ESTABLISH PARTNERSHIP WITH ELEMENTARY SCHOOL'S NEW READING COACH TO DEVELOP A RELUCTANT READERS BOOK CLUB IN THE LIBRARY	FALL 2016-2017 ACADEMIC SCHOOL YEAR	ALISA WATSON, TINA WRIGHT SUE ROYER	CHILDREN ARE PREPARED TO SUCCEED IN SCHOOL AND LIFE



2017/2020 Strategic Initiatives

MADISON PUBLIC LIBRARY (MADISON)

Strategy: Cultural Enrichment

Target Segment: Everyone

Goal: Provide a range of reading, technology, programming and other resources to meet cultural and entertainment needs of all residents

<i>Action</i>	<i>Implementation Completion Date</i>	<i>Ownership and Executive Sponsor</i>	<i>Outcome</i>
DEVELOP A 21 ST CENTURY LIBRARY TO INCLUDE INTERACTIVE SPACES FOR THE ARTS AND SCIENCES ; STUDY; MEETING; AND SOCIALIZING	AUGUST 2019	SARAH SLEDGE FRANK HUMPHREY	AN INVITING AND INSPIRING COMMUNITY GATHERING SPOT
GET THE LIBRARY OUT OF THE BUILDING AND MEET PEOPLE WHERE THEY ARE	AUGUST 2017	AMANDA CAMPBELL SARAH SLEDGE	AN INSPIRED AND INFORMED COMMUNITY
MAKE THE LIBRARY A NETWORK HUB	DECEMBER 2019	ANNE WOOD SARAH SLEDGE	A CONNECTED AND INVOLVED COMMUNITY
PROVIDE A VARIETY OF READING AND ENTERTAINMENT FOR ALL RESIDENTS	AUGUST 2018	AMANDA CAMPBELL SARAH SLEDGE	AN ENRICHED AND ENGAGED COMMUNITY



2017/2020 Strategic Initiatives

STRATEGY: GROWING FUTURES

TARGET SEGMENT: Professionals

GOAL: Partner with professionals, pre-retirement residents, and local organizations to empower a community of learners and leaders

<i>Action</i>	<i>Implementation Completion Date</i>	<i>Ownership and Executive Sponsor</i>	<i>Outcome</i>
EDUCATE AND ENGAGE YOUNG LEARNERS	DECEMBER 2020	LEANNA WHITAKER SARAH SLEDGE	A COMMUNITY OF CURIOUS YOUNG PEOPLE COMPELLED TO RETURN TO MADISON AFTER COMPLETING THEIR EDUCATION
PROVIDE OPPORTUNITIES AND RESOURCES FOR FUTURE LEADERS	AUGUST 2019	AMANDA CAMPBELL SARAH SLEDGE	AN ENGAGED AND AMBITIOUS COMMUNITY OF LEADERS
PROVIDE RESOURCES AND A LIFELONG LEARNING ENVIRONMENT FOR PEOPLE IN ALL STAGES OF THEIR CAREER	DECEMBER 2018	ANNE WOOD SARAH SLEDGE	AN EDUCATED AND EMPLOYED COMMUNITY
PARTNER WITH LOCAL ORGANIZATIONS AND BUSINESSES TO PROMOTE THE LIBRARY AS AN ESSENTIAL, QUALITY-OF-LIFE SERVICE	DECEMBER 2020	SARAH SLEDGE FRANK HUMPHREY	RECOGNITION AS A COMMUNITY RESOURCE



2017/2020 Strategic Initiatives

STRATEGY: CHILDREN SUCCESSFUL IN SCHOOLS

TARGET SEGMENT: Families with Children

GOAL: Provide a range of reading, programming, technology and learning opportunities for children, teens, families, and caregivers

<i>Action</i>	<i>Implementation Completion Date</i>	<i>Ownership and Executive Sponsor</i>	<i>Outcome</i>
INCREASE PARTNERSHIPS BETWEEN THE LIBRARY AND ALL LOCAL SCHOOLS AND HOMESCHOOLS	DECEMBER 2019	SARAH SLEDGE FRANK HUMPHREY	PREPARED AND SUCCESSFUL CHILDREN WHO ENJOY LEARNING
PROVIDE COMMUNITY CONNECTIONS FOR PARENTS AND CAREGIVERS OF INFANTS AND TODDLERS	AUGUST 2018	MAGGIE ALLEN SARAH SLEDGE	CONNECTED AND PREPARED PARENTS AND CAREGIVERS
PROVIDE SOCIAL AND LEARNING OPPORTUNITIES FOR CHILDREN OF ALL NEEDS	AUGUST 2019	MAGGIE ALLEN SARAH SLEDGE	EDUCATED LEARNERS OF ALL AGES AND ABILITIES
PRESENT ENGAGING OPPORTUNITIES FOR EARLY LITERACY AND STEM SKILLS	AUGUST 2017	LEANNA WHITAKER SARAH SLEDGE	PREPARED AND SUCCESSFUL CHILDREN WHO ENJOY LEARNING



2017/2020 Strategic Initiatives

MONROVIA PUBLIC LIBRARY (MONROVIA)

STRATEGY: CULTURAL ENRICHMENT

TARGET SEGMENT: Midland Families; Up and Coming Families; Sophisticated Squires

GOAL: Increase visibility and awareness of Monrovia Library

<i>Action</i>	<i>Implementation Completion Date</i>	<i>Ownership and Executive Sponsor</i>	<i>Outcome</i>
WORK WITH COMMISSIONER TO GET A BIGGER SIGN FOR ENTRANCE AND/OR A GRANT FOR ELECTRONIC SIGN	JANUARY 2017/DECEMBER 2017	CINDY HEWITT LAUREL BEST	AN EMPOWERED AND CONNECTED COMMUNITY
DEVELOP STRATEGY TO INCREASE HOURS FOR MORE ACCESS TO LIBRARY. CONDUCT SURVEY TO FIND OUT WHAT PATRONS PREFER.	JANUARY 2017/OCTOBER 2020	CINDY HEWITT LAUREL BEST	AN INSPIRED AND ENRICHED COMMUNITY



2017/2020 Strategic Initiatives

TARGET SEGMENT: Midland Families; Up and Coming Families; Sophisticated Squires

STRATEGY: LEARNING ACROSS ALL AGES

GOAL: Form community partnerships that will result in increased library usage by community members and increased volunteerism and support for the library.

<i>Action</i>	<i>Implementation Completion Date</i>	<i>Ownership and Executive Sponsor</i>	<i>Outcome</i>
MEET WITH SENIOR GROUPS, HOME SCHOOL GROUPS, AND OTHERS TO INCREASE AWARENESS OF LIBRARY SERVICES.	ONGOING	CINDY HEWITT LAUREL BEST	AN INSPIRED AND ENRICHED COMMUNITY
DEVELOP RELATIONSHIP WITH SCHOOL SOCIAL MEDIA CONTACTS (2 MIDDLE SCHOOLS, 1 HIGH SCHOOL, 6 ELEMENTARY SCHOOLS) TO BETTER DISSEMINATE PROGRAMMING AND ACTIVITIES INFORMATION.	ONGOING	CINDY HEWITT LAUREL BEST	AN EMPOWERED AND CONNECTED COMMUNITY



2017/2020 Strategic Initiatives

STRATEGY: LEARNING ACROSS ALL AGES

TARGET SEGMENT: Midland Families; Up and Coming Families; Sophisticated Squires

GOAL: Continue to provide a range of reading, programming, technological and other resources to meet the cultural, recreational and learning needs of our community.

<i>Action</i>	<i>Implementation Completion Date</i>	<i>Ownership and Executive Sponsor</i>	<i>Outcome</i>
REVIEW CURRENT PROGRAMMING TO SEE WHAT AREAS ARE BEING NEGLECTED OR WHERE WE NEED TO CHANGE EMPHASIS AND MAKE THEM MORE EFFECTIVE. CONDUCT SURVEYS TO FIND OUT WHAT PATRONS WOULD LIKE TO HAVE IN PROGRAMMING.	JANUARY 2017/DECEMBER 2018	CINDY HEWITT LAUREL BEST	PROGRAMS THAT ARE RELEVANT AND USEFUL TO OUR COMMUNITY CHILDREN, SUPPORTED BY THEIR PARENTS AND CAREGIVERS, PREPARED TO SUCCEED IN SCHOOL AND LIFE
DEVELOP STRATEGIES TO EDUCATE PATRONS ON USE OF ONLINE DATABASES, REMOTE PRINTING, WIFI HOTSPOTS, AND OTHER SERVICES AVAILABLE THROUGH THE LIBRARY USING TIP OF THE WEEK, FACEBOOK POSTS, SURVEYS, ETC.	ONGOING	CINDY HEWITT LAUREL BEST	AN INSPIRED AND ENRICHED COMMUNITY



2017/2020 Strategic Initiatives

OSCAR MASON BRANCH LIBRARY

STRATEGY: PERSONAL RESOURCES DEVELOPMENT

TARGET SEGMENT: City Commons

GOAL: Explore ways to make HMCPL staff more knowledgeable about social services

<i>Action</i>	<i>Implementation Completion Date</i>	<i>Ownership and Executive Sponsor</i>	<i>Outcome</i>
ATTEND UNITED WAY'S LEADERSHIP SOCIAL SERVICES CLASS	DECEMBER 2015-OCTOBER 2016	YUKI LEWIS AND LAUREL BEST	ALL PEOPLE ARE CONNECTED TO A HEALTHY AND THRIVING COMMUNITY
DEVELOP IN-HOUSE TRAINING PLAN FOR HMCPL STAFF	OCTOBER 2016 – JANUARY 2017	YUKI LEWIS AND LAUREL BEST	ALL PEOPLE ARE CONNECTED TO A HEALTHY AND THRIVING COMMUNITY

STRATEGY: CHILDREN SUCCESSFUL IN SCHOOL

TARGET SEGMENT: Families with children

GOAL: Create quality partnerships

<i>Action</i>	<i>Implementation Completion Date</i>	<i>Ownership and Executive Sponsor</i>	<i>Outcome</i>
JOIN YOUTH SERVICES COUNCIL OF MADISON AND ATTEND MEETINGS	JULY 2016	YUKI LEWIS AND LAUREL BEST	CHILDREN ARE PREPARED TO SUCCEED IN SCHOOL AND LIFE
GIVE A PRESENTATION TO YSC TO DEMONSTRATE HOW HMCPL CAN PARTNER WITH AGENCIES FOR PROGRAMMING AND SERVICES	FEBRUARY – MARCH 2017	YUKI LEWIS AND LAUREL BEST	CHILDREN PREPARED TO SUCCEED IN SCHOOL AND LIFE



2017/2020 Strategic Initiatives

STRATEGY: LEARNING ACROSS ALL AGES

TARGET SEGMENT: City Commons

GOAL: Provide resources needed by community

<i>Action</i>	<i>Implementation Completion Date</i>	<i>Ownership and Executive Sponsor</i>	<i>Outcome</i>
INSTALL PUBLIC COMPUTERS AND PRINTERS INSIDE THE BRANCH	FALL 2016	YUKI LEWIS AND LAUREL BEST	ALL PEOPLE ARE CONNECTED TO A HEALTHY AND THRIVING COMMUNITY
DEVELOP AND DISTRIBUTE MONTHLY PROGRAMS AND ACTIVITIES PAMPHLET	ONGOING	YUKI LEWIS AND LAUREL BEST	ALL PEOPLE ARE CONNECTED TO A HEALTHY AND THRIVING COMMUNITY



2017/2020 Strategic Initiatives

SHOWERS CENTER LIBRARY (SHOWERS)

STRATEGY: CULTURAL ENRICHMENT

TARGET SEGMENT: Families with Children, Family Foundations, Modest Income Homes, Rustbelt Traditions

GOAL: Strengthen families in the community

<i>Action</i>	<i>Implementation Completion Date</i>	<i>Ownership and Executive Sponsor</i>	<i>Outcome</i>
PROVIDE A VARIETY OF QUALITY FAMILY ACTIVITIES AND PROGRAMMING INCLUDING FAMILY MOVIE TIMES, GRANDPARENTS DAY, CRAFT DAYS AND MUSIC DAYS	2017-2020	LILLIE CAWTHORN AND DEBRA HUMPHREY SUE ROYER	A COMMUNITY OF HEALTHY AND HAPPY FAMILIES
SURVEY PARTICIPANTS FOR FEEDBACK ON OTHER POSSIBLE PROGRAMS	AFTER EACH EVENT	LILLIE CAWTHORN AND DEBRA HUMPHREY SUE ROYER	A COMMUNITY OF HEALTHY AND HAPPY FAMILIES
PROVIDE AT LEAST ONE NEW PROGRAM FOR FAMILIES EACH YEAR	2018-2019-2020	LILLIE CAWTHORN AND DEBRA HUMPHREY SUE ROYER	A COMMUNITY OF HEALTHY AND HAPPY FAMILIES



2017/2020 Strategic Initiatives

STRATEGY: LEARNING ACROSS ALL AGES

**TARGET SEGMENT: Seniors, Family Foundations,
Modest Income Homes, Rustbelt Traditions**

GOAL: Provide educational opportunities to adults in the community

<i>Action</i>	<i>Implementation Completion Date</i>	<i>Ownership and Executive Sponsor</i>	<i>Outcome</i>
IDENTIFY PARTNERS AND CONTACTS AT COMMUNITY AGENCIES: BOB HARRIS CENTER, ADVENTIST TOWERS, LOCAL CHURCHES	ONGOING	LILLIE CAWTHORN AND DEBRA HUMPHREY SUE ROYER	A FORWARD LOOKING COMMUNITY
CONDUCT SENIOR HEALTH SCREENING DAY— VISIT FROM HUNTSVILLE HOSPITAL’S MOBILE UNIT	APRIL 2017	LILLIE CAWTHORN AND DEBRA HUMPHREY SUE ROYER	A HEALTHY COMMUNITY
HOST PATRON APPRECIATION OPEN HOUSE	ELECTION DAY, NOVEMBER 8, 2016, 9:00 A.M. – 4:00 P.M.	LILLIE CAWTHORN AND DEBRA HUMPHREY SUE ROYER	A FORWARD LOOKING COMMUNITY
SURVEY ADULTS TO DETERMINE ADDITIONAL SERVICES AND PROGRAMS	DISTRIBUTE SURVEYS AT SHOWERS CENTER SENIOR BINGO IN OCTOBER OR NOVEMBER 2016 AND AT OPEN HOUSE ON ELECTION DAY, NOVEMBER 8, 2016	LILLIE CAWTHORN AND DEBRA HUMPHREY SUE ROYER	A FORWARD LOOKING COMMUNITY
PROVIDE AT LEAST ONE NEW PROGRAM FOR ADULTS EACH YEAR	2018-2019-2020	LILLIE CAWTHORN AND DEBRA HUMPHREY SUE ROYER	A FORWARD LOOKING COMMUNITY



2017/2020 Strategic Initiatives

TILLMAN D. HILL PUBLIC LIBRARY (HAZEL GREEN)

STRATEGY: CHILDREN SUCCESSFUL IN SCHOOL

**TARGET SEGMENT: Families with Children,
Midland Crowd**

GOAL: Partner with schools and daycares to promote children’s literacy in the community

<i>Action</i>	<i>Implementation Completion Date</i>	<i>Ownership and Executive Sponsor</i>	<i>Outcome</i>
WORK WITH SCHOOL TEACHERS AND/OR LIBRARIANS AND DAYCARE STAFF TO PROVIDE PROGRAMMING AND /OR A BOOK CLUB THAT SUPPORTS DEVELOPMENT OF READING SKILLS	2017-2018 SCHOOL YEAR	PATTI EHMEN, BETH MORRIS SUE ROYER	CHILDREN ARE PREPARED TO SUCCEED IN SCHOOL AND LIFE



2017/2020 Strategic Initiatives

STRATEGY: CULTURAL ENRICHMENT

TARGET SEGMENT: Midland Crowd

GOAL: Reach out to unserved residents of the community to improve the quality of life for all

<i>Action</i>	<i>Implementation Completion Date</i>	<i>Ownership and Executive Sponsor</i>	<i>Outcome</i>
DEVELOP A SURVEY TO IDENTIFY COMMUNITY INTERESTS, PROGRAM IDEAS AND DESIRED SERVICES AND INVESTIGATE WAYS TO DISTRIBUTE IT TO THE COMMUNITY	2017	PATTI EHMEN, BETH MORRIS SUE ROYER	AN INSPIRED AND ENRICHED COMMUNITY
ESTABLISH AND TRAIN A TEAM OF FRIENDS OF THE LIBRARY AND VOLUNTEERS TO REPRESENT THE LIBRARY AT COMMUNITY EVENTS AND DISTRIBUTE SURVEYS, FLYERS OF LIBRARY SERVICES , ETC.	2017	PATTI EHMEN, BETH MORRIS SUE ROYER	AN INSPIRED AND ENRICHED COMMUNITY
DEVELOP AT LEAST ONE NEW EVENT OR PROGRAM EACH YEAR BASED ON THE INFORMATION GATHERED FROM THE COMMUNITY	2018-2019-2020	PATTI EHMEN, BETH MORRIS SUE ROYER	AN INSPIRED AND ENRICHED COMMUNITY



2017/2020 Strategic Initiatives

TRIANA PUBLIC LIBRARY (TRIANA)

STRATEGY: PERSONAL RESOURCES DEVELOPMENT

**TARGET SEGMENT: Low Income Segments,
Enterprising Professionals, Heartland Communities,
Boomburbs**

GOAL: Promote workforce development in the community

<i>Action</i>	<i>Implementation Completion Date</i>	<i>Ownership and Executive Sponsor</i>	<i>Outcome</i>
PROVIDE ON-SITE AND VIRTUAL JOB COACHING SESSIONS IN PAC: PERFORMANCE, ATTITUDE AND COMMUNICATION AND USING <i>CAREER CRUISING</i> DATABASE	2017-2019	BLANCHE ORR AND WANDA HALL SUE ROYER	PARTICIPANTS WILL BE BETTER PREPARED TO ENTER THE WORKFORCE
PROVIDE COMPUTER SKILLS TRAINING IN RESUME PREPARATION AND STRATEGIES FOR RESEARCHING JOB DATABASES	2017-2018	BLANCHE ORR AND WANDA HALL SUE ROYER	PARTICIPANTS WILL BE BETTER PREPARED TO ENTER THE WORKFORCE
EXPLORE EXPANDING THE TRAINING TO OTHER HMCPL LOCATIONS SERVING LOW INCOME SEGMENTS	2019-2020	BLANCHE ORR AND WANDA HALL SUE ROYER	PARTICIPANTS WILL BE BETTER PREPARED TO ENTER THE WORKFORCE



2017/2020 Strategic Initiatives

STRATEGY: CHILDREN SUCCESSFUL IN SCHOOL

**TARGET SEGMENT: Families with Children,
Enterprising Professionals, Heartland Communities,
Boomburbs**

GOAL: Help parents support their children’s learning in school and at home

<i>Action</i>	<i>Implementation Completion Date</i>	<i>Ownership and Executive Sponsor</i>	<i>Outcome</i>
HOST WORKSHOP FOR PARENTS ON BECOMING AN ADVOCATE FOR CHILDREN IN SCHOOL	FALL 2018	BLANCHE ORR AND WANDA HALL SUE ROYER	PARENTS AND TEACHERS ARE PARTNERS IN EDUCATING CHILDREN
HOST WORKSHOP FOR PARENTS ON USING LIBRARY RESOURCES TO SUPPORT LEARNING AT HOME	FALL 2018	BLANCHE ORR AND WANDA HALL SUE ROYER	PARENTS AND TEACHERS ARE PARTNERS IN EDUCATING CHILDREN
OFFER SMALL GROUP READING ASSISTANCE TO HELP STRUGGLING READERS IN THEIR AREAS OF WEAKNESS BASED ON INFORMATION PROVIDED BY THE PARENTS	FALL 2018	BLANCHE ORR AND WANDA HALL SUE ROYER	PARENTS AND TEACHERS ARE PARTNERS IN EDUCATING CHILDREN



2017/2020 Strategic Initiatives

STRATEGY: LEARNING ACROSS ALL AGES

**TARGET SEGMENT: Enterprising Professionals,
Heartland Communities, Boomburbs**

GOAL: Encourage literacy and improved reading skills of all ages

<i>Action</i>	<i>Implementation Completion Date</i>	<i>Ownership and Executive Sponsor</i>	<i>Outcome</i>
ESTABLISH A TWEEN OR TEEN BOOK CLUB USING BOOK KITS DEVELOPED BY OTHER LIBRARIES IN THE HMCPL SYSTEM AND OTHER TITLES	2017-2018	BLANCHE ORR AND WANDA HALL SUE ROYER	AN INSPIRED AND ENRICHED COMMUNITY
CONTINUE THE ADULT BOOK CLUB AND ENCOURAGE NEW MEMBERS TO JOIN	2017-2018	BLANCHE ORR AND WANDA HALL SUE ROYER	AN INSPIRED AND ENRICHED COMMUNITY