



HUNTSVILLE
MADISON
COUNTY
PUBLIC LIBRARY

HMCPL Strategic Plan 2013-2016

Communications & Brand Management

Quality Team Development

Advocacy, Partnerships & Fundraising

Community Needs & Service Responses

Technology Services

This is the public's library. Our mission is to enrich the educational, recreational, and cultural life of our community through materials, information, and programs that foster a lifelong love of learning.



Communications & Brand Management

To communicate our services, programs, events, achievements and needs clearly and effectively with our staff, our public and our stakeholders (i.e. elected officials, financial and volunteer supporters, and programming partners)

Goal:

Key Strategies

Results

Encourage clear, consistent internal communication through existing and new technologies to help staff members effectively do their jobs and promote the library and its offerings to our patrons more effectively.

Increase transparency with staff, public, and stakeholders.

Develop graphic standards and establish a unifying library brand.

Use print, broadcast and electronic communication methods strategically and effectively to promote library events, programs, services, achievements and needs.

Work with a wide variety of business, civic and other community organizations to promote our services.

Establish internal way-finding and other signage strategy and standards to convey information to patrons about the library's departments, services, programs and events.

Create a comprehensive system-wide marketing plan.

Positive public perception of the library as an efficient organization is improved and awareness of the library's services, programs, events, achievements and needs is increased.

Key stakeholders know what is happening at the library.

Increased internal communication.

Increased positive exposure in all media outlets.

Increased communication with patrons.

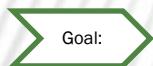
Increased opportunities for library advocacy.

PR/Marketing plan funded and implemented.

HMCPL is known as the area's first stop for information and entertainment.



Quality Team Development



To create a diverse, dynamic, inspired and committed workforce that is accountable to the public



Conduct compensation study every three years to ensure a competitive staff compensation plan.

Increase funding for compensation.

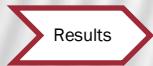
Recruit, hire and promote a diverse workforce.

Provide internal and external training opportunities.

Continued development of competency plan for all jobs.

Clearly communicate expectations to staff.

Emphasize open communication at all levels and across all locations.



Compensation study completed every three years.

Competitive salaries achieved.

Salary equitability and employee retention.

Improved patron service.

Improved staff morale.

Provide an environment that keeps employees accountable for their work and provides an assessment of their progress and achievements based upon identified competency plan.

Improved communication for all staff.



Advocacy, Partnerships & Fundraising

To increase library support by developing public advocacy and enhancing private and public partnerships

Goal:

Key Strategies

Results

Demonstrate the relevancy of the library in the community's everyday life.

Enhance communication with public officials, the community, potential and current funders, specifically targeting seniors and young professionals.

Foster communication and collaboration between the library and its supporting organizations.

Use library support groups as an advocacy vehicle.

Present a coordinated effort internally and to the community in all solicitation efforts.

Develop partnerships with arts, cultural, educational, business, and economic organizations.

Create a system-wide fundraising plan.

Highly visible, well used and well funded library system.

Well established relationships with public & private funding partners who invest in the library's success.

Library Board and staff are effective library advocates in the community.

Library friends groups, foundation & collaborators are effective fundraisers & library advocates in the community.

HMCPL is an active, vital player in community affairs.



Community Needs & Service Responses

To anticipate community needs and provide cost-effective service responses

Goal:

By staying abreast of national and local trends, and through analysis of internal statistical patterns of patron usage, each library location will offer customized collections and programming for their communities.

Monitor the success and relevance of each department and each branch location.

Each department and branch will develop and nurture partnerships and relationships to meet community needs.

Refine existing budgets and forecast ongoing budget needs to meet the collection, programming and staffing needs of each department and branch location.

A functional and accessible digital presence will be developed.

Key Strategies

All individuals within Huntsville and Madison County will have access to outstanding library services.

Collections, programming and staffing will reflect the needs of each service community.

Reciprocal supportive alliances will exist in each community.

Ongoing budgets will meet service point priorities.

A digital branch will exist to support library services 24 hours per day via popularly used digital formats.

Results



Technology Services

To be known as the leading information resource for North Alabama, offering innovative services to all through creative uses of technology

Goal:

Key Strategies

Results

Use social and news media as well as personal networking to stay current with the trends in our community and solicit patron-generated input and support.

Maintain and improve our digital presence, Library Services Platform, and infrastructure for both internal and external use.

Build community partnerships with high -tech organizations and corporations for supporting and driving new technology initiatives.

Provide mandatory and continuous training for all staff to empower them with a sense of ownership of our services and technology.

Improve dynamic communication between staff and public and across departments, divisions, and branches by use of current and new technology solutions.

Market and publicize technology initiatives and services.

HMCPL will be seen as innovatively using technology to meet established and emerging needs of our community.

HMCPL's Board, volunteers, and support organizations will be ambassadors of our digital services to the public.

HMCPL staff will have the necessary skills to provide excellent technology assistance to the public.

HMCPL's portal and repository will be modeled after industry standards that exemplify the best practices for libraries and nonprofits, and be a digital reflection of our technology-oriented community.



Contributors to the Strategic Plan

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