



HENDERSON COUNTY PUBLIC LIBRARY SYSTEM

Strategic Plan

2026 — 2031



Engaging Community. Educating Minds. Enriching Lives.

Mission:

The Henderson County Public Libraries engage the community through experiences and services that educate minds and enrich lives.



Vision:

The Henderson County Public Libraries will provide equitable access to opportunities for the community to learn, create, and connect.

Core Values:

Inclusion

Welcoming all with respect and treating everyone as valued individuals.

Collaboration and Creativity

Engaging the community to create opportunities for growth.

Lifelong Learning and Literacy

Providing access to relevant, useful resources and programs through diverse formats.

Innovation

Responding to community needs with emerging technology, programs, and resources.

Professional Excellence and Integrity

Delivering high-quality, positive, knowledgeable, and non-judgmental service.

Strategic Goals:



1. Collections and Resources
2. Outreach and Impact
3. Marketing and Communication
4. Spaces and Access
5. Programs and Services



Collections and Resources

Develop physical and electronic collections and resources to support community needs and interests.



Outreach and Impact

Expand the library presence throughout the community to create equitable opportunities for underserved areas and populations.



Marketing and Communication

Demonstrate the library's value and increase resident knowledge of library resources and services using multi-channel marketing strategies.



Spaces and Access

Design inviting and accessible physical spaces at each library location that promote active learning and meet the needs of the communities they serve.



Programs and Services

Provide programs and services that focus on improving both traditional and non-traditional literacy skills and knowledge.

Collections and Resources



The library will develop physical and electronic collections and resources to support community needs and interests.

Strategic Initiatives & Key Performance Indicators

MAINTAIN

Current Material Selection Policy

 Policy reviewed annually by June 30; revisions documented and approved

Conduct usage audit of all collections

 FY2026 usage baseline established; % change year-to-year presented annually

 List of low-use items/ collections recommended for phase out submitted annually; deaccessioning progress tracked quarterly

Inventory collections at all locations annually

 Error rate (mis-shelved or missing) decreases annually

EXPAND

Cost analysis of paid digital resources

 ROI rubric developed by FY27; each digital resource evaluated annually with clear retain/ discontinue recommendations

Fund resources that address community need

 Funds reallocated to provide new platforms or resources; usage of newly funded platforms increases annually

INCREASE USE

Increase active cardholders

 Increase of 3% in active cardholders over previous year

Decrease wait times on Libby

 25% reduction in average wait time for eBooks & eAudiobooks

New titles on shelves within 15 days of arrival

 Availability increases by 3% annually

Outreach and Impact



The library will expand the library presence throughout the community to create equitable opportunities for underserved areas and populations.

Strategic Initiatives & Key Performance Indicators

MOBILE LIBRARY



Mobile stop schedule provides optimal service to County



100% of county geographic zones served monthly based on updated service map



Develop rubric to assess mobile library service requests



% of fulfilled requests that meet 'underserved' criteria increases annually



Grow physical collection



Annual assessment shows materials match patron demographics and usage patterns; Increase in circulation annually

HOMEBOUND DELIVERY



Identify all facilities for older adults within County



Master spreadsheet completed FY27 and updated annually with service levels



Address needs of facilities not being served



100% of identified facilities contacted annually; Presentations completed for those requesting information



Establish best practices for community events



Training document completed in FY27 to ensure consistent setup and messaging at events; 100% of staff conducting outreach review training annually



Centralized request and staffing system implemented

Marketing & Communication



The library will demonstrate its value and increase resident knowledge of library resources and services using multi-channel marketing strategies.

Strategic Initiatives & Key Performance Indicators

WEBSITE



Revise website navigation to simplify access to improve customer experience

-  FY27 usage baseline established
-  At least 80% of surveyed users report they can find needed information easily
-  Increased usage of database and digital learning resources
-  New website designed and launched with accessibility compliance

SOCIAL MEDIA



Develop regular posting schedule of informational and entertaining content

-  3% growth in followers over previous year
-  2% engagement growth over previous year

MARKETING



Expand email marketing options

-  3% increase in email audience over previous year



Expand print marketing options

-  Funds allocated by budget cycle
-  # of non-cardholders reached increases annually

Spaces and Access



The library will design inviting and accessible physical spaces at each location that promote active learning and meet the needs of the communities served.

Strategic Initiatives & Key Performance Indicators

FACILITIES

Identify 4-year facilities and operations needs

 4-year plan developed by December 2026; project progress reviewed and updated annually

Open hours at each location reviewed and adjusted to reflect community need

 Adjusted hours implemented without exceeding staffing and operating budget for year

 Growth in door counts or service transactions during adjusted hours

EXPAND

Explore feasibility of satellites, kiosks, or other off-site service options

 Feasibility analysis completed in FY27; Pilot of at least one new service option launched or scoped

ACCESS

Earn *Sensory Inclusive Certification*

 Certification achieved FY27; compliance reviewed annually

Enhance interior design features and layouts to improve accessibility with libraries

 Accessibility assessments completed for all branches FY27; Improvements budgeted for annually

Programs and Services



The library will provide programs and services that focus on improving both traditional and non-traditional literacy skills and knowledge.

Strategic Initiatives & Key Performance Indicators

EDUCATION

Cultivate Kindergarten Readiness

-  % of attendees reporting increased early literacy skills after program
-  Early literacy program attendance increases annually

Improve non-traditional literacy skills (digital, health, workforce development) and life skills across the community

-  % of attendees reporting increased confidence in skill area after program
-  % of attendees reporting improved skills increases annually

EVALUATION

Enhance data collection & impact measurement

-  Updated surveys offered at 75% of programs
-  Increase in usable feedback data over previous year

Conduct quarterly reviews of library programs

-  Four program evaluation meetings completed each year; documented action items tracked

Data Utilization

-  % of programs demonstrating measurable improvement based on collected data
-  Documentation of impact stories and outcomes collected for external reporting

ENGAGEMENT

Modify program day, time, and location to increase program accessibility

-  Increase in total attendees for programs over previous year
-  Number of programs offered during high-access times increases annually

Create and evaluate tailored engagement initiatives for underserved individuals and increase their participation in library services

-  Number of new or expanded partnerships with organizations serving identified underserved groups increases annually
-  Participation in library programs and services by underserved individuals increases annually