**HENRY COUNTY LIBRARY**

**STRATEGIC PLAN 2017-2021**

It is the goal of the Henry County Library to focus on continued growth and improvement throughout the next five years. The aim of this strategic plan is to create a list of projects for improvement of the library and its services and to provide a detailed timeline for the completion of these projects. These projects are grouped into themes. The strategic planning themes are:

*Renovation*

*Programming*

*Technology*

*Training*

*Collection and circulation*

*Marketing*

*Merchandizing*

*Hours of Operation*

*Community*

RENOVATION

**2017: Teen area, Clinton**

Currently, the Clinton location does not have a space explicitly designated for teen patrons. This plan proposes setting aside funds in 2017 designated towards creating a warm and inviting area in the open space in front of the teen collection that will be a designated teen zone. This will include putting teen themed graphics on the back wall above the teen materials, having a charging station for electronic devices, and buying bright and colorful furniture and tables for teens to use to read, study, and use electronic devices. The goal of this renovation project is to increase teen patronage of the library and to better fulfill our role as a welcoming place for individuals of all ages.

**2018: Children’s Area, Clinton and Windsor**

The children’s areas in both the Clinton and Windsor library locations lack educational interactive toys for babies and toddlers to play with. While the library does offer educational computers to be used for children ages 5+ there is nothing interactive for smaller children. This plan proposes that in 2018 the library set aside funds to purchase interactive toys and play centers as well as colorful carpets for both library children’s areas. This plan also proposes purchasing seating for children at the Windsor location as they currently lack any chairs specifically designated for children.

**2018: Carpet Replacement, Windsor**

The carpet at the Lenora Blackmore Branch is worn, and often separates from the floor and bunches up. A more vibrant, durable carpet is needed for the entire branch. This plan proposes purchasing and installing new carpet in the Windsor location in 2018.

**2019: Reference Area, Clinton**

In the year 2019 this plan proposes remodeling the reference area of the Clinton location. The goal of this renovation is to create a more comfortable, brighter, up-to-date reading area and computer lab. New furniture will be purchased for the main reading area with a look for comfort and style. Shelves will be moved in order to widen this space and make it roomier. The chairs at the study tables will be replaced for ones that are more comfortable and easier to use by older adults. The computer room will be decorated with framed prints of past library locations.

**2019: Bathroom floor replacement, Windsor**

In 2019 the floor of the bathroom of the Lenora Blackmore Branch will be replaced as the current floor is damaged.

**2021: Outdoor seating area, Clinton**

In 2021 this plan proposes the purchase of benches and tables for the outside of the Clinton location in order to create a shaded outside reading area. This will give patrons a space outdoors where they can read and take advantage of the land beyond the parking lot that is currently infrequently used.

PROGRAMMING

**2017-2021**

Throughout the next five years the library will seek to increase the quality of programs offered to the community of Henry County. Currently the library lacks significant teen programming. Throughout the following five years the library will focus on increasing the number and quality of teen programs with the goal of making the Henry County Library a destination for teens in the county.

The Henry County Library will also focus on presenting programs on topics of interest as requested by patrons in our recent library survey, specifically genealogy programs and training, author visits, book clubs, craft programs, and local history themed programs.

TECHNOLOGY

**2019: Hardware and Software Evaluation**

Throughout the year 2019 the Henry County Library will do an evaluation of all of the hardware and software at both branches and determine what equipment and programs need to be updated or are no longer usable. This will include assessing all of the computer equipment, the internal servers, the wifi devices, and the library’s integrated library system and online public access catalog. The goal will be to make sure all equipment is operating properly and it not out of date and that the software is user friendly and is fulfilling the needs of the library.

TRAINING

**2017**

Throughout the year 2017 the Henry County Library will create a detailed training plan for new employees. This plan will ensure that all newly hired staff members get training in important areas such as customer service, safety and security, and anti-harassment. The Henry County Library will also create a specific training plan for each position within the library system detailing the skills and abilities each new staff member needs to learn for their position. This training plan will insure that all staff are knowledgeable about their positions and are able to confidently carry out all of the tasks associated with their job. Current staff members will also use the training plan to refresh skills on a yearly basis.

COLLECTION AND CIRCULATION

**2017: Review of fines:**

In the beginning of 2017 the Henry County Library will evaluate current fine amounts to determine if they are consistent with amounts in libraries in similar communities.

**2018: Reference collection review:**

In the year 2018 the Henry County Library will review all of the materials in the reference collection to determine the relevancy of the materials. All out of date materials will be replaced. Materials and collections that are no longer relevant will be removed and gaps in the reference collection will be filled.

**2020: Books Carts:**

In the year 2020 the library will purchase book carts for both library locations to be put among the stacks. The intended use of these carts is for patrons to put books on that they have pulled from the shelves but do not intend to check out. This is meant to alleviate the need for patrons to shelve the books themselves which can be complicated and time consuming.

**2021: Collection label Evaluation:**

In 2021 the Henry County Library will evaluate how the print materials in both library locations are labeled and determine if the materials needs to be labeled in a different manner that would make it easier for patrons to find the materials they are looking for. The library will also investigate increasing the number of genre specific labels on materials to make certain types of materials easier to find within the collection.

MARKETING

**2017: Camera**

This plan proposes that the Henry County Library purchase new more professional cameras for both library locations to use to take promotional photographs for our web-site and for social media use.

**2018: Outdoor electronic sign**

The Henry County Library will purchase a new outdoor electronic sign to promote library programs and services throughout the community. The sign would inform people passing outside of the library about what is happening at the library and encourage more people to come to the library.

**2020: Internal monitors**

The Henry County Library will seek to purchase internal flat screen monitors for both library locations that will be mounted in highly visible areas of the building in the year 2020. These monitors will announce library programs and services. The goal is to increase patron awareness of library events.

**2017-2021: Marketing of programs and services**

Throughout the next five years the library will seek better ways to market programs and services to the patrons of Henry County. The library will consider such approaches as allowing patrons to subscribe to an electronic e-mail list where they will get e-mail blasts about upcoming events and also an electronic quarterly newsletter. The library will also focus on in-house promotion of programs and partnering with other community groups to increase awareness of library programs.

MERCHANDIZING

**2017: Collection Signs**

In 2017 the library will purchase large signs for each of our collection areas in the Clinton location (fiction, non-fiction, large print, DVDs, Audiobooks etc…) that are colorful and eye catching to hang from the ceiling over their respective sections of the library. These signs are intended to be much more visible than our current signs and much brighter. The goal is to make it easier for patrons to find the section of materials they are looking for and to give the library a better ambiance.

**2018: Book Sale Table**

The current book sale table at the Clinton location is large, takes up much space, and is difficult to navigate. In 2018 the library will buy attractive shelving for the book sale books so they will be housed in a way that makes them easier to browse which is intended to increase sales and to make the book sale section of the gallery more attractive. The library will also seek to create a small book sale section at the Windsor location.

**2017-2021**

Over the five year period represented by this strategic plan the library seeks to make the material collection more attractive to patrons by creating interesting large displays, improving the presentation of the materials on the shelves by putting more books face-out, putting ‘coffee-table’ type books on the tables and by creating mini-displays in the stacks. The library will also seek to work with local schools, artists, and community art groups to have more local art on the wall to brighten up the atmosphere of the library.

HOURS OF OPERATION

**2020**

In the year 2020 the Henry County library will evaluate extending hours at each library location. At Windsor the library will determine if new staff will be required to fill extra hours and whether hours should be added in the mornings, evenings or at both times of the day. At the Clinton location the library will determine if more hours need to be added in the evenings on Friday and Saturday and if the library needs to be open on Sunday. The library will also consider whether the library should close earlier on the weekdays. A traffic analysis will be done in order to make this decision.

COMMUNITY

**2017: Re-establish a Friends of the Library Group**

In 2017 the Henry County Library will work to re-establish a Friends of the Library group by recruiting interested community members, setting up a bank account, and creating an official Friends of the Library policy manual.

**2017-2021: Focus on creating more community partnerships**

Throughout the strategic planning period, the library will focus on reaching out to community groups in the area to create strong and lasting partnerships. This will involve coordinating programming, sharing services, and connecting interested community groups with library resources. The goal of these efforts will be to increase the library presence in the community via outreach.