

James L. Hamner Public Library

Strategic Plan

2022 - 2027



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Executive Summary 1

Why does the library exist? (Mission)

The library exists to facilitate connections that provide free learning opportunities to Amelia County.

How can the library provide free learning opportunities to Amelia residents of all ages?

This question is the foundation of the James L. Hamner Public Library's mission, which guides this strategic plan. The plan contains ongoing goals that the library works to meet. These goals help to provide continuity, even as the plan is revised annually in order to avoid stagnation.

This plan is intended to help the library operate effectively - meeting its mission and the needs of the community with as little cost as possible. Without the community, there would be no need for a public library. Therefore, people are at the center of the library's vision of success.

Executive Summary, 2

Continued

What kind of library should this be? (Vision)

- The library is a place that puts into practice the American Library Association's Code of Ethics.
- The library recognizes that its purpose is to serve the information needs of all Amelia County residents.
- The library serves its community by being a welcoming third place.
- The library values staff as the means through which the community is served.

What are the library's values, informed by its vision?

- The library is an educational institution that embraces a variety of learning methods.
- The library is a source of popular reading and viewing materials.
- The library seeks to provide access to relevant technology.
- The library is a place to meet other members of the community.
- The library demonstrates the value it places on staff through its personnel policies, procedures, and work environment.

Community-Focused Goals

What impact do we seek to have in and on the community as we work to fulfill our mission?

- Contribute to users' well-being by providing positive human connection, free meeting space, and physical and digital resources
- Contribute to users' well-being by facilitating connections with outside agencies
- Increase the digital literacy level of the community by providing relevant instruction
- Promote technological literacy by providing up-to-date or better technology services
- Support life-long learning by providing opportunities for self-directed learning

What goals will help us to move forward?

Technology

- Increase internet access outside the building and after hours
- Maintain computers with operating systems no more than one OS behind the current release
- Provide new or experimental technology

Public Relations

- Grow the network of advocates for the library from community members who are not part of the Friends of the Library or Board of Trustees
- Use a variety of outlets, including experimental technology, to increase communication with the community

Facilities

- Build a facility that meets community needs, including meeting space for all ages and informed by the most current needs assessment and conceptual design
- Make the facility truly accessible for a variety of needs, not just ADA compliant
- Prioritize furnishings and artwork that create a bright, cheerful, welcoming, age-appropriate environment, particularly in the children's room

Partner-Focused Goals

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What are we trying to accomplish by including partners as we work to fulfill our mission?

- Increase the community's understanding of what the purpose of the library is
- Supplement library workers' skills by utilizing outside resources

What goals will help us to move forward?

Programs

- Expand partnerships with existing community programs and organizations

Public Relations

- Collaborate with other organizations to create events that recognize milestones in the library's history
- Promote collaborative projects with community organizations as a way to showcase library services and reach new users

Internally-Focused Goals

What organizational assets must be created or improved in order to meet our community and partner-focused goals?

- Change the use of the physical space as benefits library operations and patron use
- Cultivate appropriately trained staff and support their continuing education
- Have relevant technology and the resources to maintain it

What goals will help us to move forward?

Collections

- Create an accurate online patron catalog
- Complete a diversity audit of major collection areas
- Implement other ways to make it easier for users to find items

Facilities

- Establish a disaster recovery plan

Programs

- Add programming for specific groups as needs are shown
- Connect patrons with other resources rather than duplicating other organizations' efforts

Public Relations

- Create an official public relations program to be included in the 2023 Strategic Plan revision
- Create policies and procedures that are motivated by justice rather than convenience

Staffing

- Create a formal orientation for new Board of Trustee members
- Create processes that recognize the value given by staff and volunteers
- Provide opportunities for all staff, including part-time, to increase their professional skills
- Work towards a pay scale that would allow a full-time employee to support themselves while paying a mortgage on a 3-bedroom, 2-bath house in Amelia County

Conclusion

Partners enhance library services.

Working with community partners is historically a valuable part of how the library meets community needs. A modern library facility that meets community needs will aid in these partnerships.

Building on strengths brings success.

People

- Maintain necessary requirements for staff positions, advocating for the conditions needed to hire and retain qualified employees.
- Provide consistent continuing education for all employees.

Finances

- Continue to meet all requirements for state and e-Rate grants.
- Evaluate how expenditures meet community needs and adjust accordingly.
- Use grant and other funding to the extent that the cost of acquiring this funding does not exceed the cost of the grant itself.

As the James L. Hamner Public Library seeks to meet its mission through the goals in this strategic plan, it will continue to work with the community in order to meet most effectively the information needs of those served by the library.

Acknowledgements

James L. Hamner Public Library Board of Trustees Planning Committee

Karen Freas

Virginia Whitaker



Contact

James L. Hamner Public Library

Jill Hames, Library Director

(804) 561-4559

jmhames@hamnerlibrary.org

www.hamnerlibrary.org

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