



HICKORY PUBLIC LIBRARY

STRATEGIC PLAN

2024 - 2027



Introduction

A strategic planning process allows us to assess our current services and establish a direction for the future. This formal, board-approved document establishes the library's goals for the next three years along with a plan for meeting these goals.

Our 2019-2022 Strategic Plan, approved in September 2019, has guided us to a number of improvements in library service, including:

- An expanded Ridgeview Branch Library
- A new makerspace, The Learning Lab
- New Digital Services staff to manage both makerspace activities and digital resources
- Increased focus on community engagement with the redesign of two full-time positions, two full-time outreach positions, and a part-time Marketing Specialist.

The 2024-2027 Strategic Plan was developed by the City of Hickory's Library Advisory Board and Library staff over the past six months. Board members and staff conducted a community survey along with focus groups and individual interviews with local leaders. Survey responses reflected a sense of optimism, combined with concern for affordability and quality of life. Respondents also expressed a desire to connect with neighbors and to become more aware of community resources. These responses helped us understand the priorities and needs of our growing city and develop a roadmap to serve our community well.

Mission

Hickory Public Library promotes a high quality of life by providing empowering opportunities and excellent service.

Values

Learning

We support literacy, education, and personal growth.

Creativity

We encourage imagination and innovation.

Connection

We bring people together around common interests.

For Everyone

We are welcoming to all, with diverse resources, equitable policies, and safe spaces.

Strategic Priorities

Access

Provide library services how, when, and where people need them.

Partnerships

Work together to reach more people and broaden our impact.

Awareness

Enhance communication strategies so that community members know about and value library services.

Impact

Make a meaningful difference in the lives of Hickory's residents.

Access

We will continue to evaluate how, when, and where we provide services. We strive to offer a diverse selection of resources and services, to make our services accessible to all, and to eliminate barriers to library use.

Goals

- Provide off-site access lockers
- Expand hours to include Sunday afternoons
- Create spaces for outdoor events and classes
- Maintain and expand digital services

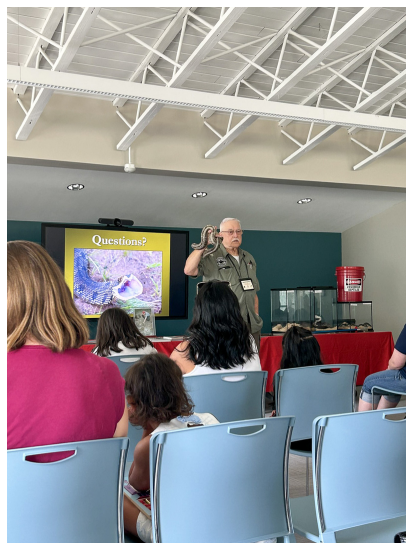


Partnerships

We will work with community partners to reach more people and broaden our impact. Collaboration with other agencies allows us to enhance our services and to connect patrons to opportunities across the City.

Goals

- Programs to support K-12 students
- Sponsorship Opportunities for local businesses
- Collaborative projects with local colleges and universities
- Annual Literary Festival



Awareness

We will enhance our communication strategies to ensure that community members think of the library as a valuable community service. Improved communication strategies will help us broaden the reach of our services and be responsive to changing community needs.

Goals

- Expanded online & social media presence
- Outreach efforts to new residents & businesses
- Participation in community events
- Annual reports of library usage & service enhancements



Impact

Our services will be responsive to community needs and make a meaningful difference in the lives of Hickory's residents. Library services will encourage and support literacy and educational achievement. Our services and programs will build a more connected and creative community.

Goals

- Increase the number of families and young children participating in early literacy activities
- Provide meaningful educational opportunities at more sites across our city



Measuring Outcomes

In order to evaluate the outcomes of our services, the staff of Hickory Public Library will:

- Maintain Enhanced or Exemplary tiers in each Operational Area of the North Carolina Public Library Standards
- Conduct annual patron satisfaction surveys
- Provide opportunities for patrons to share ideas and evaluate their experiences at the library



Library Advisory Board Members 2022-2023

Lanie Wood, Chair
Jennie Dulin
Allison Little
Cozette Sinclair
Dianne Straley

Nathan Ahlgrim
Kimberly Garcia
Rick Martin
Becky Smith
Julie Voss

Rebecca Alt
Charlie Hayes
Michael McLamb
Sarah Starr
Donna Walton

Thank You to the board members, staff, partners, volunteers and supporters who contributed to the planning process.

Hickory Public Library

Patrick Beaver Memorial Library
375 3rd St NE, Hickory NC 28601
828-345-0500

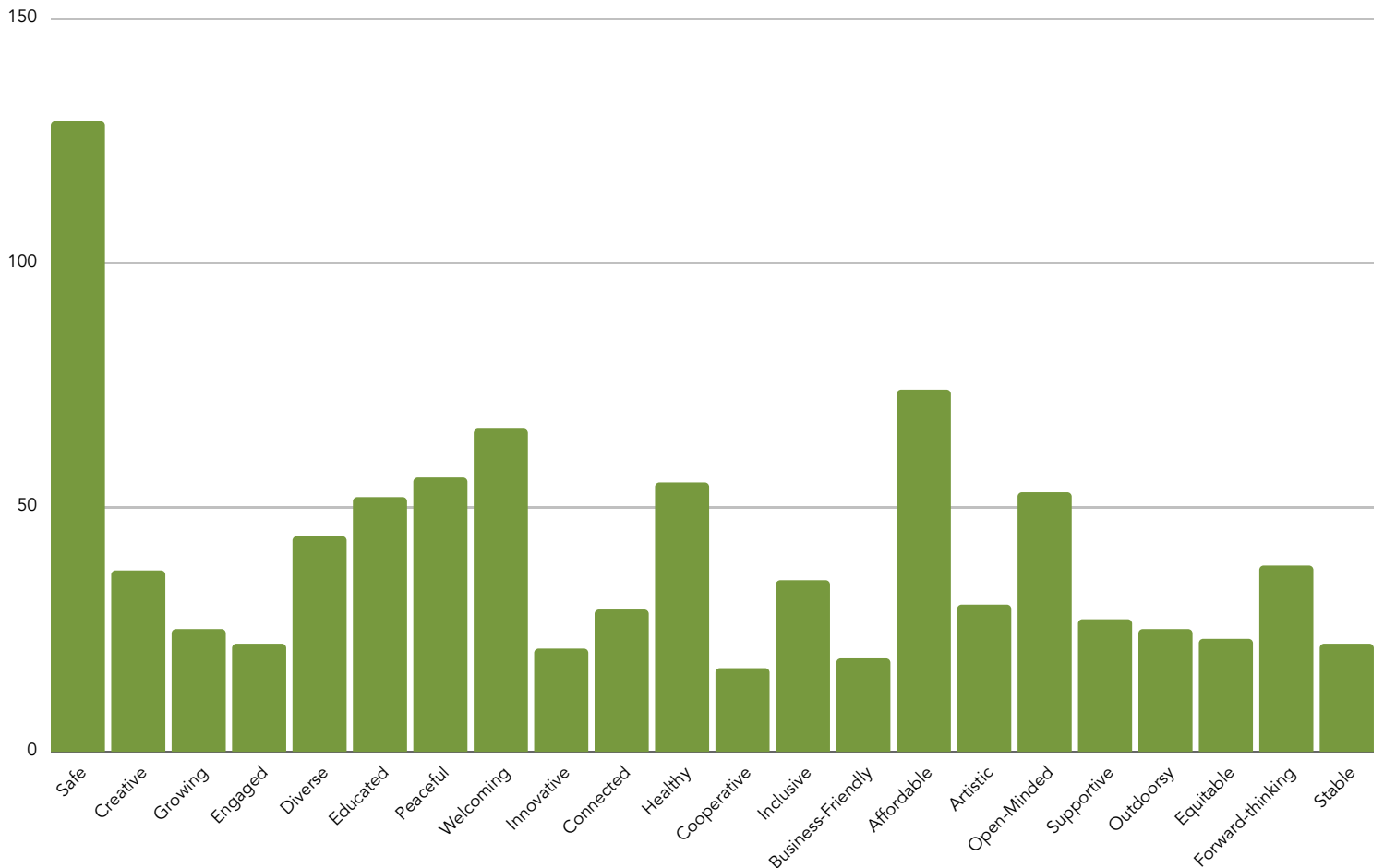
Ridgeview Branch Library
706 1st St SW, Hickory NC 28602
828-345-6037

www.hickorync.gov/library

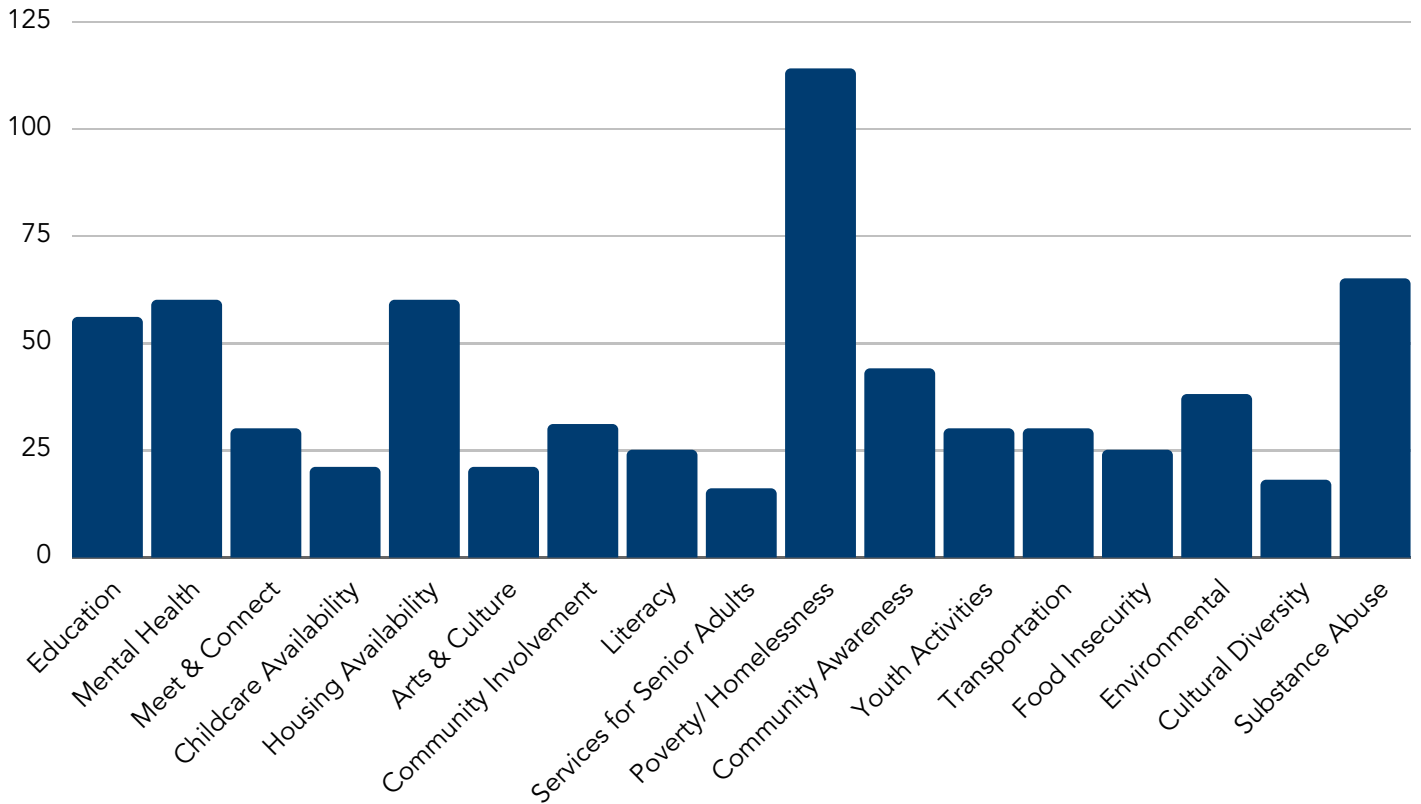
Community Survey Responses

APRIL 2023

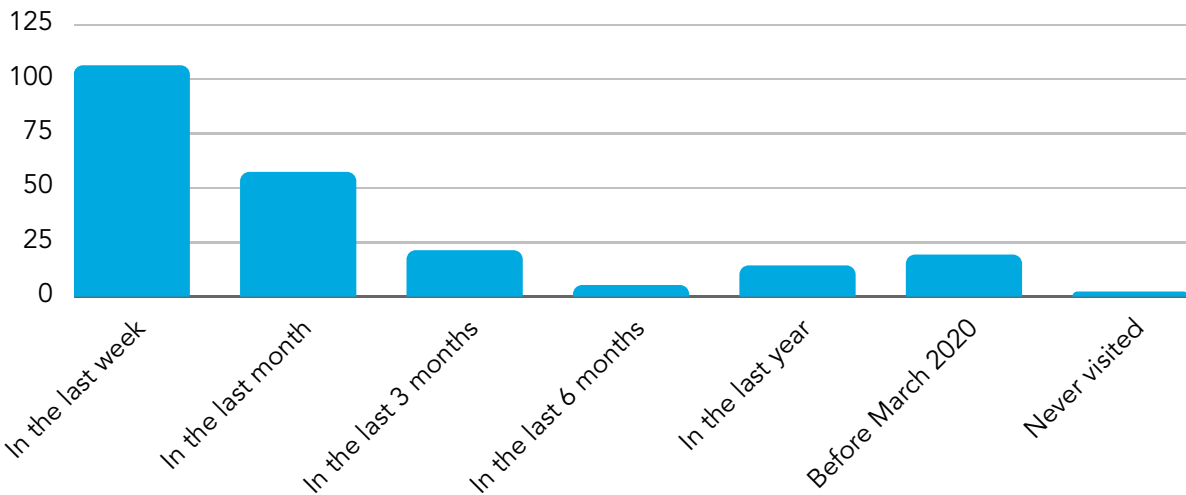
Which of the following terms best describe the type of community you would like to live in?



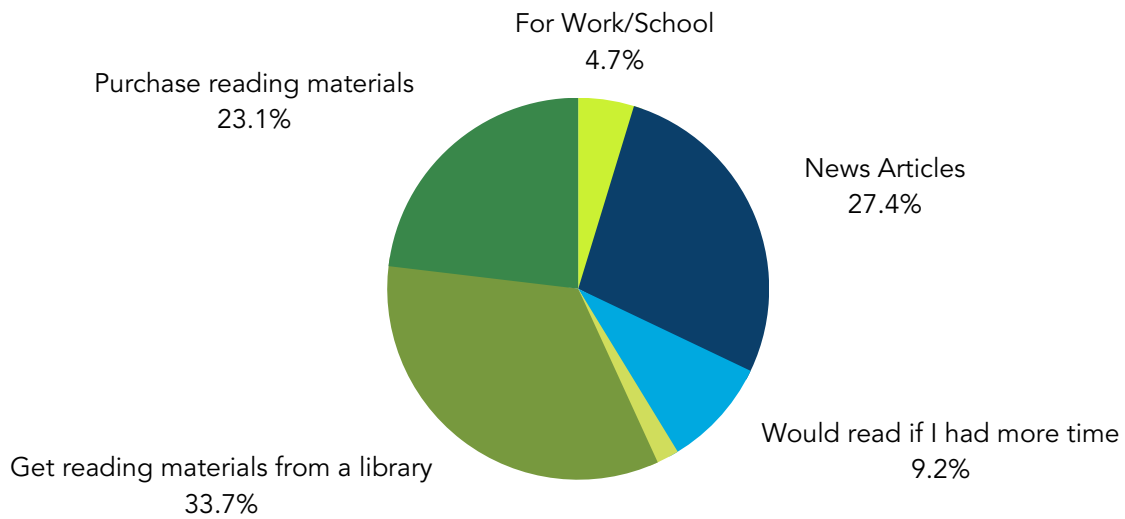
What do you think are the most important issues facing Hickory now?



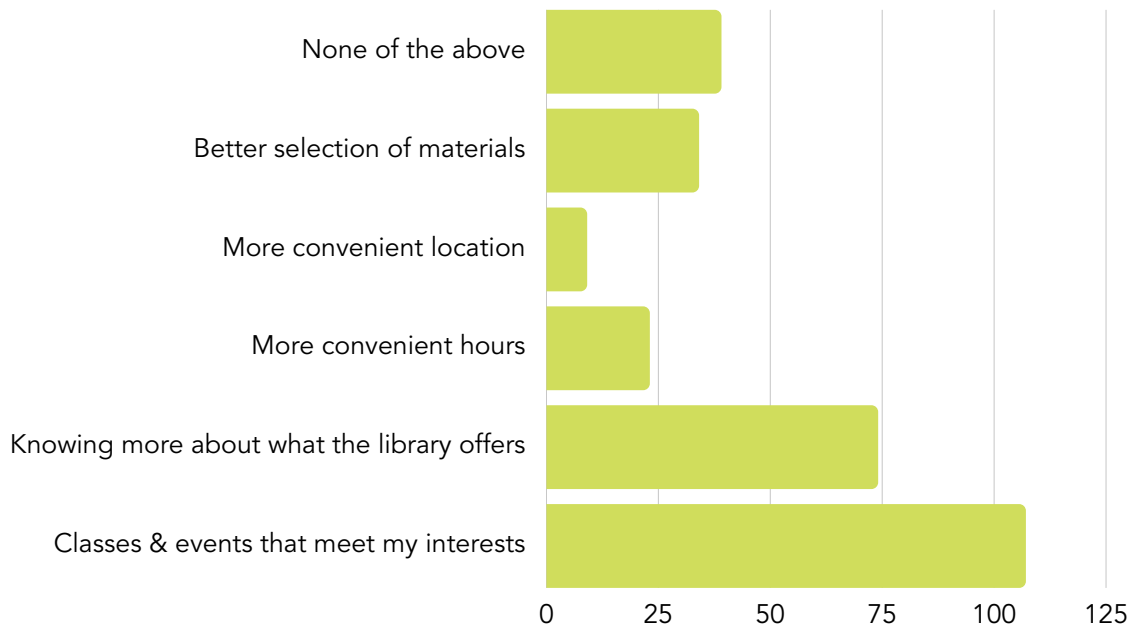
When was the last time you visited Hickory Public Library?



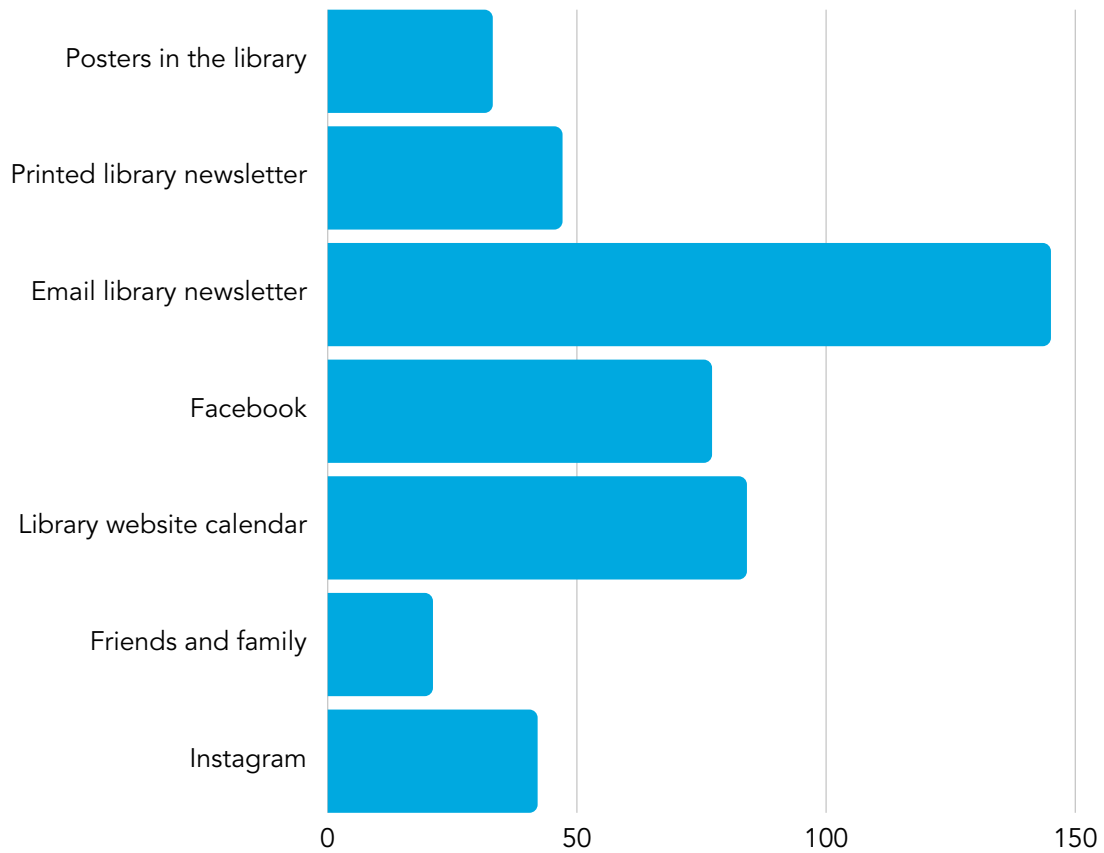
Which of the following best describes your reading habits?



Which of the following would encourage you to use library services more often?



What is the best way to reach you about events or services at the library?



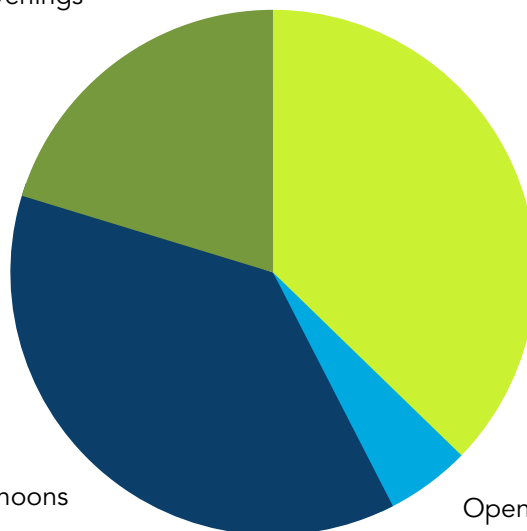
If the Library could fund ONE of the following changes to its hours, which would you choose?

Extended hours on Friday and Saturday evenings
20.3%

None of the above
37.3%

Open Sunday afternoons
37.3%

Open earlier than 9am on weekdays
5.2%



Would you recommend Hickory Public Library
to your friends and neighbors?

