



Goal Area: RESOURCE DEVELOPMENT

Goal Statement: *HCPL will develop and grow new revenue streams in order to continue to provide excellent services and resources.*

- Objective I: Implement entrepreneurial strategies to grow current and new revenue streams.
- Objective II: Develop new strategies for collaboration among volunteers, Friends, and the HCPL Foundation to support fundraising initiatives for the library.
- Objective III: Investigate and expand funding initiatives through the HCPL Foundation.
- Objective IV: Investigate and expand legislative opportunities to preserve and increase library funding.
- Objective V: Expand volunteer opportunities in the library to save resources.

Goal Area: ADVOCACY

Goal Statement: *The community understands that the library is a vital and indispensable asset and proactively advocates on its behalf.*

- Objective I: Improve the staff's ability to be proactive in advocating for the library.
- Objective II: Improve collaboration among community groups, Friends, and the HCPL Foundation to support advocacy initiatives for the library.
- Objective III: Improve the public's ability to be proactive in advocating for the library.
- Objective IV: Increase decision-makers' understanding of the importance of the library to the community.



Access • Information • Service
Anytime • Anywhere

1221-A Brass Mill Road • Belcamp, MD 21017 • 410-273-5600 • 410-838-3749 • 410-575-6761

Approved by Library Board of Trustees on January 21, 2010



MAXIMIZING Library Resources

A Strategic Plan for Harford County Public Library



Harford County Public Library continues its rich history of strategic planning.

The library's first strategic plan was written over 30 years ago in 1978. Each successive plan has incorporated input from a variety of sources, including census data and the expertise of library users and staff, to identify goals and objectives to focus on in the following few years.

This strategic plan, *Maximizing Library Resources: A Strategic Plan for the Harford County Public Library*, recognizes the challenges of striving for excellence as we continue to provide the library's many ongoing services during the current economic downturn. We will focus on remaining responsive and creative as we target services to meet the needs of the community, develop and grow new revenue streams through collaboration and partnering, and expand the current advocacy initiatives to increase visibility about what the library offers and needs in the local, state and national arenas.

Harford County Public Library continues to be a recognized leader among the nation's public libraries and looks forward to implementing this plan as the staff works to connect people with information and promote the love of reading within the community.

CORE IDEOLOGY

The core ideology describes an organization's consistent identity and consists of two elements: core purpose – the organization's reason for being, and core values – essential and enduring principles that guide the organization. The big audacious goal is a clear and compelling catalyst that serves as a focal point for effort, a concrete yet unrealized vision for the organization.

BIG AUDACIOUS GOAL:

To be the premier library system, recognized for delivering innovative services.

CORE PURPOSE:

Connecting people with information and promoting the love of reading within the community.

CORE VALUES:

- We provide superior customer service.
- We respect all individuals.
- We believe in intellectual freedom.
- We believe in the importance of access to information for all.
- We operate with absolute integrity.
- We respect privacy and confidentiality.
- We believe staff members are integral to the library experience.
- We encourage innovation.
- We support and expect personal and organizational growth.
- We believe in the value of partnerships.
- We commit to strengthening the community.



GOALS AND OBJECTIVES

Goal Area: LIBRARY SERVICES

Goal Statement: *HCPL will provide responsive and creative services to meet the changing needs of the community.*

- Objective I: Respond to the needs of customers in the current economic recession and recovery period.
- Objective II: Improve our understanding of the changing needs and expectations of current and potential customers.
- Objective III: Improve self service opportunities for independent users.
- Objective IV: Improve services to targeted age segments of the population.
- Objective V: Expand and promote science and math resources for youth.