

Harford County Public Library Continues its Rich History of Strategic Planning

The Library’s first Strategic Plan was written 41 years ago in 1978. Each successive plan has incorporated input from a variety of sources, including customer assessments, surveys, and environmental scans to prioritize goals and objectives for the following three to five years.

This Strategic Plan, *Connecting to the Community*, identifies the uniqueness of the Library’s role in engaging partners in community conversations, providing enriching experiences for customers of all ages, and fostering the development and launch of innovative and critical products that meet the needs of the community.

As a recognized innovator and leader among the nation’s public libraries, Harford County Public Library (HCPL) is enthusiastically looking forward to implementing this plan. The Library provides opportunities to all through education, training, technology, interactive play and more. This Strategic Plan is the catalyst for change while nurturing the love of reading in the community and narrowing the digital divide.



CORE IDEOLOGY

Core Ideology describes an organization’s consistent identity that transcends all changes related to its relevant environment. Core ideology consists of two elements: **Core Purpose** – the organization’s reason for being – and **Core Values** – essential and enduring principles that guide the behavior of an organization.

Core Purpose: Connecting the community with high-quality library experiences to promote the love of reading and learning.

Core Organizational Values:

- We act with civility at all times.
- We respect all individuals.
- We provide superior customer services and experiences.
- 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 engaging and strengthening the community.

LONG-TERM ENVISIONED FUTURE (10+ YEARS)

*The envisioned future conveys a concrete yet unrealized future for the organization. It consists of a **vision** – a clear and compelling catalyst that serves as a focal point for effort and a **vivid description** which is a vibrant and engaging description of what it will be like to achieve the vision.*

Vision: Every community member engages with the Library.

Vivid Description of a Desired Future: Harford County Public Library is the world’s most customer-focused library, best known for anticipating and meeting the needs of its diverse community. HCPL is THE place to read, learn, and discover! The Library amazes and delights, redefining the library experience. Customers are wowed by the innovative and personalized services offered by the Library; their Library experience is always AWESOME. Customers are outspoken ambassadors for the Library and consider it an essential part of their lives.

The Library is defined by its flexibility. It provides innovative spaces, specialized resources and services, and a talented and engaged staff. The Library’s physical and virtual presence is seamless. It continues to leverage new and existing technologies to meet its ongoing strategic and operational goals. HCPL promotes reading and making access to life-long learning a reality for all individuals.

The Library is a decision maker and a cornerstone in the community. It leads change in the community. The Library works tirelessly to foster community conversations and build a strong network of vital partnerships. HCPL is recognized as a hub of the community and a valued part of civic life and culture.

