



2020 Mission, Vision, and Long-Range Strategy

Vision

The Hudson Area Library will be welcoming, vibrant, and an integral part of our community's intellectual, social, economic and cultural life.

Mission

The Hudson Area Library enriches the quality of life by providing free and equal access to programs, services, and resources, and creates opportunities for all members of our community to connect, create, learn, and grow.

Strategic Direction 2020 - 2026

Feedback from our community, patrons, Board, and staff has informed a strategy that will be used to guide the Library's work for the next 3-6 years. This document does not attempt to convey all of the Library's activities. Rather, it identifies areas of emphasis that will build on the Library's historical strengths, allow the Library to respond to our community in meaningful ways and build the organizational infrastructure needed to advance the Library's work.

The Library will focus its work in three primary areas:

1. Nurture Learning for All Ages

Everyone who comes to the Library can expect a safe, judgment-free gathering space to learn, explore, and create. The Library will focus on opportunities for growth in the following areas:

- ❑ Access: Ensure that the public has open and free access to Library collections, programs and services regardless of ability, age, race, sex, gender identity, sexual orientation, and cultural background.
- ❑ Technology: Serve as a primary point of access for information and creative expression through the Library's state-of-the-art technology and digital resources; bridge the technology gap for patrons.
- ❑ Literacy, Learning, and Achievement: Provide an environment that builds literacy and fosters twenty-first century skills, including: digital, cultural, and information literacy; critical thinking and problem solving; creativity and innovation; and communication and collaboration.
- ❑ Civic Engagement: Prepare our community for informed, active citizenship; provide a home for thoughtful deliberation and spirited debate on local, regional, and national topics.

2. Strengthen Community

Achieve meaningful and lasting community impacts that connect, inspire, and engage. Focus on the following areas of strength ensure the Library makes a difference community-wide:

- ❑ Diversity and Cultural Sensitivity: Respond respectfully and effectively to people of all cultures, languages, classes, races, ethnic backgrounds, religions, national origins, and other diversity factors in a manner that recognizes, affirms, and values the worth of individuals, families, and communities and protects and preserves the dignity of each. *(Adapted from National Association of Social Workers, 2001)*
- ❑ Community Engagement: Offer Library programs, services, and collections that reflect community needs and interests, feature community voices, and create meaningful opportunities to learn, instruct, interact, and collaborate.
- ❑ Local Culture and History: Connect the community to local history and culture, expert assistance, innovative partnerships, and engaging programs; build the collection to reflect our area's diverse and culturally-rich history.
- ❑ Versatile Spaces: Adapt and energize the Library's spaces in keeping with changing services, programs, interests, and needs, and promote the many ways the community can use the Library.

3. Serve Patrons Effectively

Build the internal infrastructure necessary for the Library's institutional success. Provide the tools and resources needed to make better decisions and more nimbly respond to community needs:

- ❑ Long-Term Sustainability: Identify reliable revenue resources for both daily operations and long-term planning and investment; maximize existing partnerships, develop new partnerships, and effectively engage donors in ways that will enable the Library to thrive.
- ❑ Community Feedback: Formalize a process to solicit feedback from our community about Library programs, collections, technology resources, services, and space.
- ❑ Cultural and Racial Sensitivity and Social Justice: Ensure that everything the Library does is designed to eliminate barriers and support, promote, and/or develop tools and resources that reflect inclusivity, diversity, and social justice.
- ❑ Connectivity: Connect with our community on multiple levels, not only through technology and digital resources, but by connecting people with each other.
- ❑ Staff Development: Assess the future work of libraries in society and community needs, and provide the training that staff will need to accomplish this work; recruit employees and volunteers to meet new challenges as they arise.
- ❑ Improve Processes, Systems, and Workflow: Improve Library governance and processes to more effectively support staff and patrons.
- ❑ Strategic Communications: Develop and implement clear, consistent, and engaging communication materials, including the website and public media, that enhance public understanding of the Library's identity and its value to our community.