

Hall County Library System

STRATEGIC PLAN

2016-2020

Serve underserved populations

- Focus on early childhood literacy
- Monitor emerging populations (e.g., immigrants) for service needs
 - Target Hispanic populations for outreach and literacy efforts
- Develop partnerships with organizations that serve the underserved

Increase public awareness

- Form a marketing committee
- Improve web and social media presence
- Increase presence at community events and activities
- Explore using interns & volunteer ambassadors to support marketing initiatives
- Develop partnerships with local businesses and organizations to provide information about library services

Develop thoughtful collections that meet community needs

- Survey community annually regarding collection preferences and needs
- Increase audiobooks, video, and magazine collections in a variety of formats
 - Explore funding sources to continue expanding print collections
- Increase deposit collections to serve specific geographic areas & target populations
- Expand Spanish language collection to meet needs of growing Hispanic population

Maximize use of current space to offer additional services

- Explore funding to increase staffing levels to expand service hours
 - Renovate and expand Gainesville Library
 - Explore future renovation of Blackshear Place Library
 - Explore East Hall service outlet
- Prioritize meeting and study room spaces in each facility
- Evaluate emerging technologies & trends for inclusion in facilities

Planning Committee Members: Mark Pettitt, Library Board Chair; Lisa MacKinney, Library Director; Carlyle Cox, community representative; Ashley Martin, staff representative; Cortney Orme, community representative; Tim Sims, Hall County representative; Michael Williams, Friends of the Library representative

Library Board members: Mark Pettitt, Chair; Kathy Gailey, Vice-Chair; Commissioner Kathy Cooper, ex-officio; Leslie Frierson; Leslie Jarchow; Andy Henderson; Raleigh Merchant; Cathryn Bennett Smith; Nancy Sulhoff; Julie Walls; Amy White