

# Strategic Plan 2011–2025

REFRAMED FOR 2016–2020

## Our Promises

Engage with our communities

Respond to our patrons

Support our staff

## Mission and Vision

Our mission is to nourish minds,  
transform lives and build community together.

We envision a Hennepin County where  
library services ensure every person  
has the opportunity and resources to  
read, graduate, engage, work and learn.

**TO FULFILL OUR MISSION AND VISION**, and live out the County's core values of customer service, continuous improvement, diversity and inclusion, employee engagement and workforce development, we make the following promises:

**TO OUR COMMUNITIES**

We promise to engage with you, building strength and health by:

Providing library services that reflect and respond to community diversity

Using research-based information when developing library services

Quickly recognizing and responding to changing communities and demographics

Deepening community engagement and collaborations

Partnering with schools, businesses and nonprofits in our communities

Creating library environments that are welcoming, safe and secure

Configuring library spaces and places to reflect new and broader purposes

**TO OUR PATRONS**

We promise to see the whole person and respond to you by:

Delivering relevant, innovative and inclusive library services

Engaging readers and learners of all ages

Developing physical and virtual library services that support patron access

Removing barriers to information and content

Building and maintaining our collections

Preserving historical collections

Soliciting and acting on patron feedback

Building confident library users

**TO OUR STAFF**

We promise to support you in meeting community and patron needs by:

Encouraging learning and development and leveraging existing expertise

Valuing diversity and inclusion

Supporting an environment of creativity and innovation

Prioritizing customer service

Embracing new technologies, programs and services

Demonstrating the value of library services to residents and other stakeholders

Optimizing funding of library services with private and public dollars

**THROUGH THESE PROMISES**, Hennepin County Library will remain a national leader of library service, innovation and excellence, and will become a library system that is community-based and patron-focused — one that holds up excellent staff as the heart of our service.

**About the Reframe**

In 2016, we reviewed our strategic plan (2011-2025) and reframed its objectives within promises to our communities, patrons and staff. We clarified and combined some objectives and removed others that were complete or obsolete. We also incorporated Hennepin County's core values, which have been guiding our work since 2013. The result is a reframed strategic plan that holds our mission and vision constant while emphasizing key stakeholders and objectives, and supporting our County Board directive to provide excellent library service to residents. We will review our strategic plan again for relevance into 2020-2025.