

Strategic Plan

2025 - 2027



Leading the Library
into the Future

SERVING WHITESTOWN & ZIONSVILLE

HMMPL.ORG

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Message to Our Community

Dear Friends,

We are excited to introduce the 2025-2027 Strategic Plan for the Hussey-Mayfield Memorial Public Library (HMMPL), which outlines our vision, goals, and priorities for the next three years. As HMMPL enters its thirty-seventh year as a public library we have an ambitious strategic framework that represents our strong commitment to the future of the Hussey-Mayfield Memorial Public Library. This plan was developed with significant input from our community, staff, and board members, and reflects our commitment to growing and evolving as a space of learning, discovery, and connection for all.

Over the past several months, we had the opportunity to hear from you, our community, about your perspectives on the Library and about your priorities, aspirations, and hopes for the future. Our engagement through community focus groups and an in-depth survey brought into focus how HMMPL can best serve our diverse and growing community as we move forward.

The library has always been more than a building with books—it's a cornerstone of our community where people of all ages, backgrounds, and interests can come together. As we look to the future, we have carefully considered the needs and aspirations of our patrons. This new plan will help guide our efforts to make the library an even more dynamic and responsive resource.

Our strategic goals center around four main themes:

- Cultivate an Open and Welcoming Energy – We are dedicated to expanding accessibility, removing barriers, and ensuring that everyone in our community feels welcome and supported. This includes broadening digital access, diversifying our collections, and offering services that meet the needs of all.
- Foster Community Connections – We want to deepen our connections with you. Our plan includes initiatives to reach new patrons, engage underserved populations, and increase our presence in the community through partnerships, programs, and events.
- Enhance Services to Meet Emerging Needs – We remain committed to supporting learning and personal growth. We will introduce innovative programs for all ages, expand our resources, and explore innovative technologies that empower patrons to explore, create, and learn.
- Communicate and Collaborate – We will continue to establish open and transparent communication practices and encourage collaboration among staff, stakeholders, and community partners.

In the coming months and years, we will roll out several initiatives and programs based on this strategic vision. We encourage you to stay connected with us, share your feedback, and take part in shaping the Library's future. Your voices have helped craft this plan, and we look forward to working together to bring it to life.

Thank you for your continued support and enthusiasm. Together, we will make the Hussey-Mayfield Memorial Public Library a place that serves, inspires, and reflects our entire community.

Sincerely,

A handwritten signature in cursive script that reads "Kristin Shelley".

Kristin Shelley

Executive Director



Mission and Vision

➔ Mission

To inspire and welcome all people to learn, dream, and do.

➔ Vision

We spark creativity, curiosity, and connections in a space that is open to all.

Core Values

➔ Building Relationships

- We engage with our community, our patrons, and each other with respect and caring, and understand we are stronger when we work together.

➔ Inspiring Exploration

- We encourage forward thinking, ingenuity, and experimentation to help spark ideas, facilitate learning, and develop new ways of doing things.

➔ Fostering Creative & Responsive Spaces

- We proactively develop and adapt our collections, services, and spaces to reflect ever-changing needs, demands, and growth.

➔ Strengthening Openness, Equity, Inclusion, & Accessibility

- We welcome different perspectives and strive to provide convenient ways for all segments of our community to obtain our resources and services.



Key Strategic Focus Areas

→ Communicate & Collaborate

We tell the Library's story and listen to the community's needs and desires.

→ Foster Community Connections

We strengthen, grow, and promote relationships within the community.

→ Cultivate an Open & Welcoming Energy

We embrace our growing community and seek to make the library inclusive and accessible.

→ Enhance Services to Meet Emerging Needs

We encourage innovation and experimentation to serve the community in unique and creative ways.



Communicate & Collaborate

Goals & Objectives

- ④ **Continually seek, evaluate, and implement strategies that connect people to services.**
 - Use of the Library's website will increase.
 - People will say they are aware of Library programs, resources, and services of value to them.

- ④ **Design and implement effective communication methods that help keep people informed about their community and available services within and beyond the Library.**
 - The Library will increase the number of languages in which marketing and communication materials are available.
 - Program enrollment and attendance will increase.
 - People will indicate they know how to locate and are aware of community information.
 - Teen program attendance will increase.

- ④ **Develop strategies to gather, evaluate, and incorporate feedback and input from Library users and the community.**
 - The Library will provide at least 3 opportunities a year for community input.
 - People will indicate they are very satisfied with Library events.



Foster Community Connections

Goals & Objectives

- ➔ **Provide safe and inclusive spaces for people to share, connect, and engage together in. Support the rights of every individual to read, seek information, and speak freely as guaranteed by the First Amendment.**
 - People will indicate they feel more connected and engaged with their community.
 - Increase active engagement on the Library's social media presence.

- ➔ **Expand the Library's collaboration with community organizations to increase access to resources.**
 - The number of outreach interactions with community organizations will increase.
 - The number of Library volunteers will increase.

- ➔ **Provide support and resources for local business owners and entrepreneurs.**
 - Increase the number of business owners and entrepreneurs utilizing Library resources and services.
 - Increase in businesses and other local organizations sharing about Library resources and services.



Cultivate an Open & Welcoming Energy

Goals & Objectives

- ➔ **We ensure our spaces, services, resources, and programs are representative of diverse cultures and perspectives, intentionally inclusive, and accessible to everyone.**
 - People will say they feel represented in Library spaces, collections, events, etc.
 - People will indicate that displays, collections, and events represent a variety of people, perspectives, and cultures. .

- ➔ **Provide physical and online spaces that are comfortable, accessible, and meet a variety of needs.**
 - Number of visits to the Library spaces will increase.
 - Visits and usage of the Library's website will increase.
 - People will indicate they perceive the Library as a safe space.
 - People will say the Library spaces are easy to navigate and accessible.

Enhance Services to Meet Emerging Needs

Goals & Objectives

➔ Continue to seek creative and flexible ways to serve the community.

- People will indicate they see the Library as a central space to gather outside of home, school, or work.
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➔ Create dynamic spaces and services that meet needs based on community input, outreach efforts to the community, and intentional strategy.

- Use of Library services and resources will increase.
 - Engagement with people in the community who are under-represented in the Library will increase.
 - The number of new Library cards issued will increase.
 - The number of active Library cardholders will increase.
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➔ Strategize and identify new sources for funding for Library resources and services for the community.


- Donations from local organizations will increase.
- Number of contacts to local organizations for Library fundraising will increase.




Contact Us

 [HMMPL.org](https://www.hmmpl.org)

 askalib@hmmpl.org

 317-769-7930 - Whitestown Branch

 317-873-3149 - Zionsville Branch

HUSSEY-MAYFIELD
MEMORIAL PUBLIC
 LIBRARY