

# STRATEGIC PLAN

# 2020 VISION



Literacy and access to information improve the quality of life and are the foundation of participatory government, which leads to strong and prosperous communities.



# HCPLC

HILLSBOROUGH COUNTY PUBLIC LIBRARY COOPERATIVE

ORG

Discover • Engage • Transform

## Our Mission:

The Library promotes lifelong learning, an informed citizenry, individual intellectual freedom, enhanced quality of life, and broadened horizons for all residents of Hillsborough County.

We maintain a network of neighborhood libraries with open access, a community focus, responsive service hours, welcoming environments, broad and relevant materials in a variety of formats, and highly qualified employees.

# How this plan was developed



Our libraries are funded by the public for the public, and they survive and thrive as a reflection of the community's aspirations and desires. Our primary business is public service and we are relentless in our efforts to better understand and serve our users. In the spring of 2016 we kicked off our 2020 Vision strategic planning process to foster a dialog with the community, capture those aspirations and desires, and articulate the library's role in them. This process resulted in a plan to meet the needs of our citizens while poised for future changes.

The planning process was designed to provide citizens with several access points for participation. It began with a series of 10 open houses hosted in libraries throughout the county, which offered a casual and unstructured opportunity for library users to speak directly with library management. We captured additional input through print and online surveys and focus groups of various service populations. Nearly 2,500 library users ranging from children to senior citizens shared their thoughts about library collections, staff, classes, events, and spaces.

The response was overwhelmingly positive. Library users find staff to be friendly and knowledgeable. They appreciate the variety of locations, the hours, the environment that fosters learning, collaboration, community, and the free access for all. Participants communicated that they feel a meaningful connection to the library and that its services make a profound impact on their lives.

Our citizens made it clear that libraries transform their lives and their communities. They shared their stories as well as their insights and ideas about what services the library should offer. The library's resources are leveraged by individuals and institutions alike, and library buildings function as neighborhood focal points. Libraries are meeting places, experimental laboratories, and spaces for thoughts and things. They are a springboard for personal growth and change.

The community's aspirations for the library align with the library's aspirations:

**Discover:**

Well-organized and easily accessible materials in a variety of formats.



**Engage:**

Assistance and instruction on using library collections, technology instruction, and cultural events.



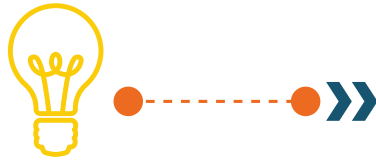
**Transform:**

Meaningful engagement in the community by bringing our resources and services directly to our citizens.



Based on these aspirations, strategic service priorities in four key areas emerged. The library will focus its resources and energies on services, projects, and partnerships that serve these priorities. They will form a framework against which new activities and programs are measured to be certain they advance progress toward our key initiatives.

# Discover



Our libraries are user-centered spaces and we play an important role as a community cultural institution. We facilitate access to information and resources of all kinds and support community interests. Our makerspaces and recording studios encourage exploration, innovation, and content creation. Possibilities become realities at our libraries.

## We will...

Culture and Leisure

- Offer a variety of popular print, audio visual, and digital materials
- Offer timely and relevant cultural events and classes that showcase our community's diversity
- Support local creativity through our collections, collaborative spaces, events, and classes
- Offer makerspaces and recording studios
- Provide materials and instruction for family history and genealogy research
- Identify new ways to meet customer needs that are financially sustainable
- Foster cultural enrichment through collaboration with arts, humanities, and other creative organizations
- Support local authors by sharing their works, hosting meet-ups and seminars, and providing promotional opportunities

HCPLC recognizes that "information" includes the intellectual, artistic, and literary creativity of our community. Libraries are at the center of sharing our cultural diversity and explaining the community interconnectivity that makes up our civic life – past, present, and future.

In the words of Andrew Carnegie, benefactor of over 2,000 libraries throughout the United States, "A library outranks any other one thing a community can do to benefit its people." Therefore, the success of a public library is measured by the growth and strength of the community it supports.

Partnerships with local schools and businesses are an integral part of the library's commitment to the communities we serve. Temple Terrace Library enjoys a long-standing collaboration with many local civic organizations, enabling us to offer a wider variety and greater number of services and materials. Due to the proximity, the Library also enjoys a close relationship with the teachers and students of Florida College and the University of South Florida. The public library is woven into the community it serves with multiple generations gathering to work, play, and learn. Every day we see the impact our libraries make in the community and in the lives of individuals. In Temple Terrace and throughout Hillsborough County, our libraries are the great equalizer that benefits us all.

Teressa J. Fraser, Library Division Director  
Temple Terrace Public Library



# Engage



The library will be a "showroom" for new technologies and a laboratory for the community's creativity.

Our libraries are technology hubs with robust infrastructure. We understand that access to opportunity is dependent upon digital literacy, and enable fair access to public technology resources. We encourage skill development and improve workforce readiness. Our libraries are active, dynamic community centers that contribute to economically sound communities and provide vital entrepreneur and small business support. Libraries foster innovation and invention.

## Technology & Information

### We will...

- Provide free wireless internet, computer access, and productivity software in all libraries
- Extend opportunities to bring technology and the internet home through a laptop and tablet lending program
- Work with community partners to digitize unique local historical and literary collections
- Provide adaptive technologies for persons with disabilities to access our collections and services
- Create spaces for collaboration and creativity and offer meeting rooms of various sizes with interactive presentation technologies
- Offer high-quality, dynamic technology instruction to improve skills and digital literacy

HCPLC enables access to a wide range of virtual resources through our expansive web and social media presence. We provide high-bandwidth connectivity, specialized equipment, and facilities that enable community creation of information, knowledge, art, and entertainment.

The library will be a primary support for the education of children, families, and individuals in pursuit of learning experiences for personal and career growth.

Libraries build literate communities. Our libraries are a natural home for the lifelong independent learner and we play an important role in emerging literacy and the development of pre-reading behaviors. We are a place for homework help and literacy efforts aimed at adult learners. We are committed to the community's goal of grade-level reading and workforce development.

## Education

### We will...

- Provide preschool materials and classes
- Create collections that support school curricula
- Offer resources for educational advancement and college preparation
- Support successful career transition through resources and classes
- Foster children's love of reading through community partnership programs like the John Germany Young Reader's Initiative, MILO (Mobile Interactive Literacy Opportunity), and Tampa-Hillsborough County Children's Library Foundation
- Facilitate access to library resources for public, charter, and homeschool students

HCPLC embraces a broader definition of "literacy." It begins with reading readiness but extends to include an understanding of technology and encompasses how we interact with the variety of information sources available to us in our online world. Libraries are an important resource in developing the skills needed to be successful socially, mentally, financially, and technologically.

There is an old axiom that "the only constant in life is change." This is certainly true of the world around us, our communities, and our public libraries. Success in a changing environment depends on our ability to adapt in order to grow and to thrive. Hillsborough County's public libraries have begun a transformative process to ensure that we are a vibrant, central place the community desires for years to come.

The library holds a unique place in the community. We help foster self-sufficient individuals and families. Libraries serve as a bridge between formal education and the lifelong learner, between the citizen and their government, between the not-for-profit and the entrepreneur - all looking to collaboratively create life enrichment and recreational opportunities in Hillsborough County.

Andrew Breidenbaugh, Director  
Tampa-Hillsborough County Public Library



Hillsborough  
County Florida

# Transform



Our libraries offer platforms for civic engagement, community-building, and inclusion. We extend our reach and impact through partnerships to advance efforts toward an improved quality of life and community prosperity. Our libraries are safe and welcoming places where residents can gather and participate in civic life. We are a key agency in the collection, preservation, and promotion of local history and culture and play a vital role in fostering community connectedness.

## Community Engagement

### We will...

- Offer an open and welcoming environment to be a trusted and neutral neighborhood gateway connecting government and people
- Support Early Voting
- Ensure citizens' awareness and use of library services
- Support involvement of the Friends of the Library
- Support the Hillsborough Literacy Council's tutoring and language instruction programs to remove language barriers that are an obstacle to becoming a contributing member of the community
- Create partnerships that drive economic development
- Empower community stakeholders committed to the extension of library services through their advocacy and financial, programmatic, and volunteer support

HCPLC serves as a vibrant, active hub of civic discourse and participative democracy, building relationships and bridging gaps in all segments of the community. Our libraries help achieve true and sustained equity through intentional and transformative library-community partnerships.

Our libraries envision community engagement as a strong, shaping force that is relevant to what our customers desire and need. We are dedicated to offering services that enhance the quality of life of the people that visit our libraries, in person or through our website. We also literally "take it to the street" by reaching out to individuals and businesses in our neighborhoods that may be unaware of what our libraries offer them today.

At Bruton Memorial Library, we partner to achieve our City's goals of providing outstanding customer service and fostering community development. We support our neighboring businesses and organizations by participating in meetings and activities that contribute to the revitalization occurring in Plant City. This collaboration goes hand-in-hand with HCPLC's vision to be an integral partner in developing the kind of places people want to be a part of – and together we are making it a reality.

Tonda Morris, Director of Library Services  
Bruton Memorial Library, Plant City

