



Strategic Framework 2022-2025

MISSION

Henrietta Public Library: where our community connects, discovers, and learns.

VISION

Henrietta will be known for its library, the heart of a diverse community.

BRAND ESSENCE People Helping People Learn

BRAND PERSONALITY Creative · Knowledgeable · Enthusiastic · Playful · Compassionate

BRAND PROMISE Only the Henrietta Public Library gives seekers the tools they need to transform ideas into possibilities.

Staff development, advancement and retention

Goal: An energized and inclusive workforce that meets the current and future needs of the library.

Digital environment

Goal: A digital environment that mindfully balances technological innovation with community needs and ensures equitable access for all library users.

Eliminate barriers

Goal: An environment of belonging that effectively serves a diverse community and prioritizes those who experience societal barriers.

Critical thinking

Goal: Programming that challenges societal narratives and encourages critical thinking while respecting the diverse viewpoints and interests of our community.

WIG Increase door count by 75% each month over the same month the previous year for three consecutive months by end of 2022.