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.

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**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.

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WIG INCREASE active (used in last 12 months) teen library cards by 5% by August 31, 2025.