



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 ACTIVE (USED IN LAST 12 MONTHS) TEEN LIBRARY CARDS BY 5% BY AUGUST 31, 2025.