



HARTLAND
PUBLIC
LIBRARY

STRATEGIC PLAN 2024 - 2026



planning for the future:

FOUNDATIONS

Introduction

During the summer and fall of 2023, Hartland Public Library staff gathered data with a community-wide survey to better understand how the Library was being used and how it could better serve the community. Once the survey ended, the Library Director and the Board of Trustees analyzed the data, identifying several key points and concepts that would help guide the Library moving forward.

After these key points and concepts were identified, the Library Director and the Board of Trustees held a half-day focus group session to compile three main objectives and goals for each objective. These objectives and goals were created in direct response to the data from the survey and staff responses over the past year in regard to future endeavors related to the library.

Once the objectives and goals were compiled into one document, the HPL 2024 Strategic Plan was approved by the Library Board of Trustees in April 2024.



The Hartland Public Library Board of Trustees

are: President Lee Bromberger, Vice President Amy Reichert, Elise Miller, Tom Truttschel, Lisa Feldner, Robyn Ludtke, Lisa Kwiat, & Linda Hallquist

The Hartland Public Library Director is:

Andy Kristensen



2024 - 2026

STRATEGIC DIRECTIONS

Community
Facility
Staff



COMMUNITY

Contribute to our community's vibrancy and ensure ongoing engagement by aiming to bolster the visibility and utilization of library services, while also fostering greater community participation.



Goals:

- Maintain a fluid strategic plan with active community and staff participation.
- Evaluate current services and form sustainable partnerships for additional outreach opportunities.
- Develop a marketing and messaging strategy to increase public awareness.

FACILITY

Enhance the Hartland Public Library facilities to elevate the patron experience and provide superior access to resources, while fostering a welcoming environment for community exploration and learning.

Goals:

- Establish a dynamic learning hub that enhances literacy among patrons.
- Develop a plan to add or repurpose creative spaces.
- Acquire new and maintain relevant technologies.



STAFF

Promote exceptional customer service through staff development and support.



Goals:

- Provide professional development opportunities for staff to continue to grow.
- Explore and organize ways to engage with community volunteers.
- Ensure personnel have the resources needed to perform their jobs efficiently and effectively.