



Huntsville-Madison County Public

LIBRARY

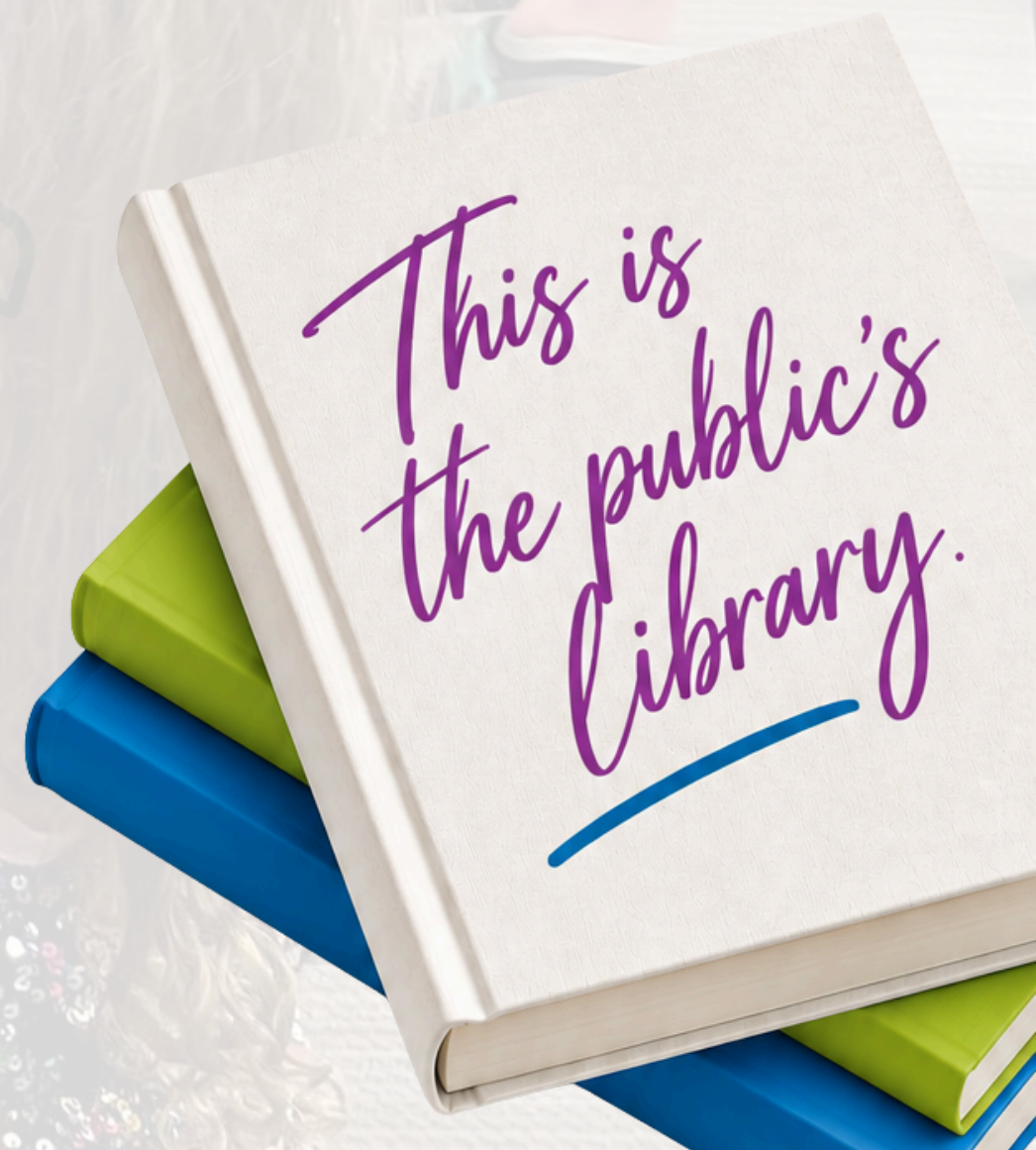
CREATE. EXPLORE. CONNECT.



2027–2029

STRATEGIC PLAN

Building on momentum.
Shaping what's next.



A Message from the Executive Director

The **Huntsville-Madison County Public Library** has served this community for more than two centuries, but our work has never stood still. Madison County continues to grow, technology continues to reshape how people learn and connect, and our residents continue to ask more of the places and institutions they trust.

HMCPL enters this season from a position of strength. More people are visiting our libraries than ever before. In FY2025, our locations welcomed more than 1.4 million visits, our community checked out nearly 3 million physical and digital items, and **over 17,000 new library cards** were issued. We are proud to lead the state in materials checked out and to remain a place where people of every age and background can read, learn, work, gather, and belong.

At the same time, growth brings real pressure. Our funding must keep pace with demand. Our buildings must be maintained, modernized and planned as a system and not one branch at a time. Our staff must feel prepared, connected and supported. And our community must clearly understand who the library is, what it provides and why it is essential.

This document carries forward the strongest commitments of our 2024-2026 plan while sharpening our focus for what's next. It centers five priorities: **future-ready places, prepared people, sustainable support and public trust, equitable access and responsive service, and learning and connection**. It also creates a stronger accountability rhythm so the plan remains a guiding resource, one that encourages meaningful actions and delivers lasting value to the community we serve.

This is the public's library. We invite our staff, Board, government partners, donors, community organizations and patrons to help us carry this plan forward - **together**.

Sincerely,



Executive Director, HMCPL

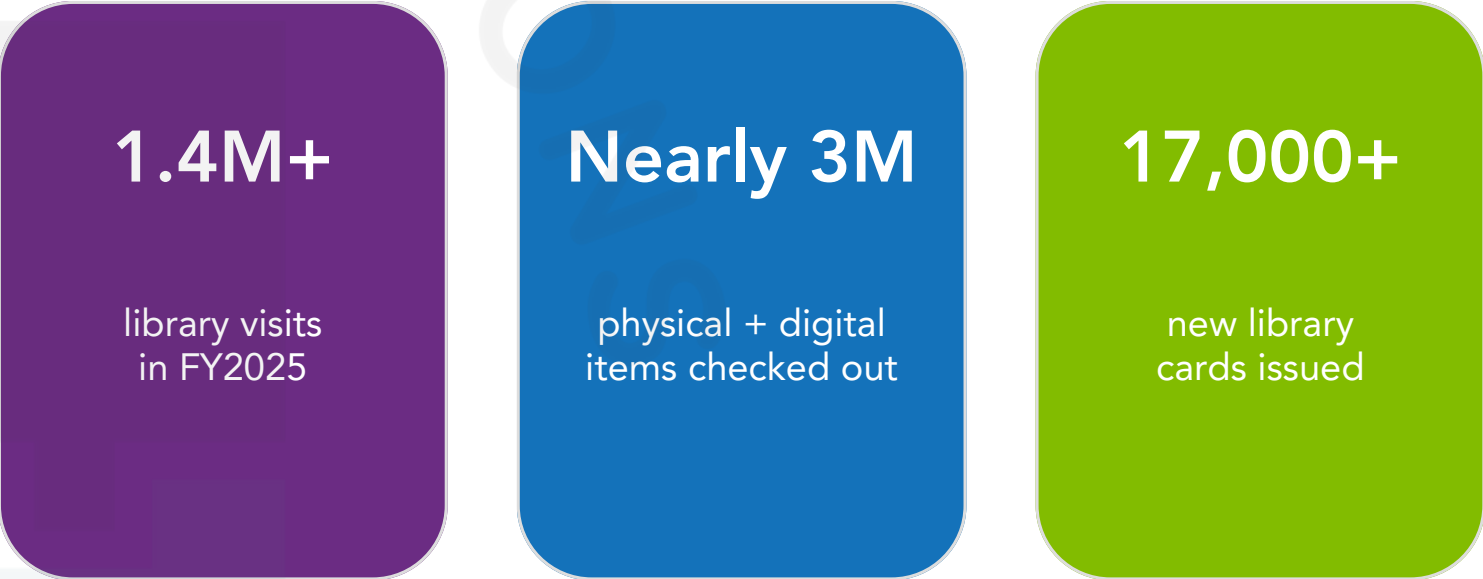


Huntsville-Madison County Public
LIBRARY
CREATE. EXPLORE. CONNECT.

Building on Momentum. Shaping What's Next.

For more than two centuries, **Huntsville-Madison County Public Library** has grown alongside the community it serves. Today, Madison County continues to grow, technology continues to reshape how people learn and connect, and residents continue to expect more from the places and institutions they trust.

HMCPL enters 2027–2029 from a position of **strength** with **record-setting** community use and a clear responsibility to prepare for what comes next.



Growth also brings *real* pressure: funding, facilities, staff readiness and public understanding must keep pace with community demand.



Mission, Vision & Strategic Aspirations

MISSION

This is the public’s library. We empower individuals to create their own futures, explore the universe of ideas, and connect with our community and the world.

VISION

HMCPL will be a vibrant community hub for strengthening 21st century literacy skills, delivering equitable access, and providing an atmosphere for remarkable experiences.

PUBLIC VALUE

Value for residents + long-term health

EQUITABLE ACCESS

Reduce barriers to materials, technology, spaces + services

HUMAN-CENTERED SERVICE

Design around real patron needs

TRUST & TRANSPARENCY

Communicate clearly + show progress

STEWARDSHIP

Align resources with priorities

LEARNING & ADAPTATION

Use data + feedback to improve

Five Priorities. One Public Library.



- 01

Future-Ready Places & Spaces

Facilities that keep pace with growth.
- 02

Prepared People & a Connected Culture

Trained, supported and connected professionals.
- 03

Sustainable Support & a Trusted Community Presence

Resources, advocacy and public trust.
- 04

Equitable Access, Responsive Collections & Seamless Service

Easier access to materials, technology and services.
- 05

Learning, Connection & Community Impact

Programs, partnerships and welcoming experiences.

Future-Ready Places & Spaces

Creating library spaces that grow with our community.

- A system-wide roadmap for renovation, replacement, expansion, and modernization.
- More consistent preventive maintenance, safety planning, and operational resilience.
- Spaces designed for accessibility, flexibility, technology, individual focus, group learning and belonging.
- Thoughtful planning for the Downtown Library alongside the needs of the full system.
- Additional ways to extend access beyond traditional buildings where appropriate.



THE COMMUNITY IMPACT

Safer, more reliable libraries. Better use of space. Reduced barriers. Facilities prepared for learning, technology, connection and community life.

Prepared People & a Connected Culture

Investing in the people who make great library experiences possible.

WHAT YOU CAN EXPECT TO SEE

- A coordinated professional-development and onboarding system.
- Training for changing needs, including technology, AI and digital literacy, accessibility, safety, and customer service.
- Clearer career pathways and professional growth opportunities.
- Better communication and connection across branches and departments.
- Staffing structures and roles that reflect service demand and community growth.



THE COMMUNITY IMPACT

Prepared and supported employees create more consistent, knowledgeable and responsive experiences for patrons across the system.

Sustainable Support & a Trusted Community Presence

Strengthening the resources, relationships and trust that sustain the library.

WHAT YOU CAN EXPECT TO SEE

- A multi-year approach to financial sustainability tied to community demand and strategic priorities.
- A clearer public story about who HMCPL is, what it provides, and why it matters.
- More consistent use of impact stories and performance data.
- Stronger relationships with government, philanthropic, corporate, and community partners.
- An advocacy network that equips leaders, staff, partners, and patrons to champion the library.



THE COMMUNITY IMPACT

A stronger, more sustainable library system supported by informed partners and a community that understands HMCPL's full value.

Equitable Access, Responsive Collections & Seamless Service

Making it easier to find, access and use what you need.

WHAT YOU CAN EXPECT TO SEE

- Physical and digital collections informed by demand, professional judgment, and community feedback.
- Simpler experiences for joining, reserving spaces, borrowing materials, and finding services.
- Continued access to Wi-Fi, public computers, databases, devices, and one-on-one assistance.
- Expanded digital and AI literacy opportunities.
- A community-listening process that includes users, non-users, and underserved communities.



THE COMMUNITY IMPACT

Relevant collections. Fewer unnecessary barriers. Greater technology confidence. Services that continue to respond as community needs change.

Learning, Connection & Community Impact

Creating opportunities to learn, connect and belong.

WHAT YOU CAN EXPECT TO SEE

- Programs connected to literacy, workforce readiness, technology confidence, youth development, culture, health, creativity, and civic understanding.
- Welcoming, inclusive spaces where people can gather, learn, and connect without being required to make a purchase.
- Stronger coordination of programs and shared learning across locations.
- Outreach that connects non-users and underserved residents to meaningful services.
- Partnerships and community expertise that strengthen quality, access, and reach.



THE COMMUNITY IMPACT

More residents experience HMCPL as a place for them - a place to read and borrow, but also to learn, work, connect, and belong.

How We'll Measure What Matters

This plan is designed to be managed, not merely published. HMCPL will review progress throughout the year, address barriers and adjust implementation when circumstances change while keeping the strategic direction clear.

PUBLIC USE & VALUE

Visits, circulation, card use, satisfaction + awareness

ACCESS & EQUITY

Availability, digital use, accessibility + reach

PEOPLE & CULTURE

Training, preparedness, retention + engagement

FACILITIES

Roadmap progress, maintenance + reliability

SUSTAINABILITY & TRUST

Support, partnerships, advocacy + understanding

LEARNING & IMPACT

Participation, learning, literacy + belonging

Quarterly strategy reviews will help HMCPL confirm priorities, learn from progress, make adjustments, and account for results. Strategic plan updates will also be incorporated into annual public reporting.

This Is the Public's Library.

The next chapter of HMCPL belongs to all of us.

This plan is about more than buildings, books, programs or technology. It is about ensuring that as Madison County grows and changes, its public library continues to be a place where everyone can find something they need and something they didn't know they needed.

A place to discover.

A place to learn.

A place to connect.

A place to belong.



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BUILDING ON MOMENTUM. SHAPING WHAT'S NEXT.