Our Mission: To enrich and enhance the quality of life of each individual we touch.

Our Vision: An exciting destination where people gather, ideas flourish, and the information and technology resources needed for a community to prosper are made freely available.

Strategic Priorities

1. Be a Welcoming and Dynamic Destination
2. Provide a Wealth of Resources
3. Foster Literacy and Technology Competency
4. Deliver Exceptional Services and Experiences
5. Exceed Community Expectations

Key Performance Indicators

Customer Experience
- Circulation
- Number of library visits
- Library visits per capita
- Number of adult and children’s programs
- Number of Internet sessions
- Visits to the Library webpage

Stewardship
- Use of online databases
- Number of reference transactions
- Reference transactions per capita
- Circulation per capita
- Percent of budget funded locally

Operations
- Cost of reference transactions
- Cost to circulate an item
- Cost of materials per capita
- Percent of circulation transactions performed by the customer
- Average attendance at children’s programs

The Organization
- Material and information fill rate
- Material turnover rate
- Customer satisfaction rate
- Per capita expenditure

Strategic Alignment

1. Superior Education & Workforce
   - Preparing students to be successful in a 21st century world / enhancing the self-sufficiency of individuals and families / improving community literacy and workforce readiness skills
   - Story Place
   - NHC Ready to Read
   - LEGO League grant
   - Teacher request service
   - PNC Grow up Great
   - Outcome: More New Hanover County children enter kindergarten ready to learn

2. Superior Public Health & Public Safety
   - Reduce and prevent crime / increase the safety and security of the community / reduce health risks and diseases
   - Seed Library
   - Consumer Health programs and resources
   - Story Walk
   - Fire Services collection
   - Outcome: New Hanover County’s rate of obesity is reduced and healthy living practices increase

3. Intelligent Growth & Economic Development
   - Promote a strong diverse economy and high quality job growth / create and support a vibrant and culturally diverse community that encourages private investment / support a planned environment that enhances community and preserves and protects our natural resources
   - Veterans’ Workforce Solutions
   - Local History preservation and access
   - Job labs
   - Gale Courses
   - Foundation Center
   - Facility enhancement
   - Smart Investing@Your Library
   - Outcome: A stronger tax base is created resulting in better jobs for New Hanover County residents

Our Shared Values: Professionalism, Integrity, Innovation, Stewardship and Accountability

6.28.14
Creating Library Experiences that Matter!

To enrich and enhance the quality of life of each individual we touch.

We are passionate about:
- Creating a caring, inviting and welcoming place
- Developing the technology and information resources needed for people of all ages to Learn, Grow and Prosper
- Preserving and making accessible our rich history and diverse cultural heritage

With adequate and committed staff, library advocates and volunteers, we will manage library operations efficiently and effectively by leveraging resources to serve the priorities of our community.

**Strategic Priorities**

**Committed staff**
- Recruit and Place the Right Talent
- Effectively Train and Engage the Workforce
- Build an Effective Organization

**Manage library operations**
- Continuously Improve Facilities
- Provide Exceptional Customer Service
- Review Strategic Alignment
- Maximize Library Operations
- Strengthen Stakeholder Relationships

**Leveraging resources**
- Provide Cutting Edge Technology
- Develop Sustainable Funding
- Build Strong Partnerships
- Develop Quality Information Resources and Collections
- Add Facilities and Staff to Meet Growth

**Serve the priorities of our community**
- Be a Welcoming and Dynamic Destination
- Provide a Wealth of Resources
- Foster Literacy and Technology Competency
- Deliver Exceptional Services and Experiences

For more information
New Hanover County Public Library  www.nhclibrary.org
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New Hanover County Government  www.nhcgov.com