



2025 - 2030 STRATEGIC PLAN



PREPARED BY
LIBRARY STRATEGIES

MISSION & VISION

As part of the 2024 strategic planning process, the Administrative Board of Trustees adopted new vision and mission statements that reflect the values and future orientation of the Jackson Hinds Library System.

VISION:

The Jackson Hinds Library system is your community hub for learning, connection, and opportunity.

MISSION:

An informed, inspired, and innovative community.

JHLS Administrative Board of Trustees

David Burks Jr.

Dionne Nicole Burks

Othor Cain

Paul Forster

Mary Garner

Addie Green

Graftie McDaniels

Bob Owens

Peyton Smith

Dr. Earline Strickland

Sylvia Walker

Strategic Plan Steering Committee

David Burks Jr.

Natalie Dunaway

Morgan Hedglin (Deputy Director)

Tamika Jenkins

Dr. William Merritt

Dr. Nashlie Sephus

Kemsyte T. Smith

Peyton Smith

Dr. RoCheryl Ware

Dr. Antionette Woodall



2025-2030 GOAL AREAS

GOAL 1: Restore and Revitalize Facilities

JHLS's valued Library spaces are ready for transformation, including planning for a new flagship facility to replace the former Eudora Welty Library. Timely attention from land and facility owners is required at locations with the most urgent repair needs. JHLS and its partners will address building infrastructure, furnishings, landscaping and outdoor signage to enhance the comfort and safety of users and employees. Cost-effective measures such as new paint, commissioned artwork and furniture will further enhance the visitor experience.

Strategies:

- Conduct a system-wide facilities assessment and plan for redressing the system's challenges, beginning with the most acute needs
- Plan financing and site selection for restoring closed libraries
- Improve outdoor Library signage and landscaping
- Invest in cost-effective measures to renew and enhance branches, including community artwork, painting, and flooring
- Investigate service options for South Jackson, which is currently under-served, including outreach, pop-ups, and community partnerships



2025-2030 GOAL AREAS

GOAL 2: Timely, Trusted Communications

Library users and community residents will receive timely and informative communications about Library hours, services and their accounts through user-friendly channels of their choosing. JHLS will also cultivate citizen advocates to champion the Library and its value proposition, positively influencing community stakeholders who are less familiar with this important civic asset. Citizen advocates of this sort can also influence the commitment of community leaders who maintain decision-making powers over the Library.

Strategies:

- Reassess current communications activities and concentrate future efforts on tools and outlets best able to reach the Library's audiences
- Deploy advocacy tactics, including board training and grassroots engagement opportunities that expand awareness of the value and impact of libraries in the community
- Improve the digital user experience with an enhanced website
- Create a mobile app for improved digital access and convenience
- Expand awareness of the Library and its value to underserved populations



2025-2030 GOAL AREAS

GOAL 3: Firm Financial Foundation

JHLS requires a mix of public funding and private resources to fully achieve its multifaceted goals. The Library must prioritize the exploration of new/untapped private revenue opportunities to help fulfill its short- and long-term needs.

Strategies:

- Establish an endowment for the Library
- Explore sustainable solutions for fundraising and Friends relationship stewardship, including cultivation of contractors or permanent development staff
- Seek grants and sponsorships for underwriting Library capital projects, programs, services and collections
- Establish regular and consistent annual giving campaigns and supporting donor solicitation strategies
- Lay sustainable groundwork for future planned and capital campaigns
- Identify Library services and rentals that could generate revenue such as meeting room rentals, passport services and storytime birthday parties



2025-2030 GOAL AREAS

GOAL 4: Shelves Full of Wisdom and Wonder

JHLS is an invaluable resource for lifelong learning and enrichment in Hinds County. In order to remain so, the Library must actively reappraise its collections - and when necessary reinvest in materials best matched to meet the public's needs.

Strategies:

- Adapt new strategies for collection management, including increasing the availability of in-demand items
- Employ effective digital and bookstore-style approaches to increase awareness of the wide-ranging content and numerous formats available for use



2025-2030 GOAL AREAS

GOAL 5: A Trusted Community Hub for Learning, Culture, Connection and Digital Life

The public values and wants more Library programs, spaces, and technology for personal, study and professional use. JHLS will expand its deserved reputation for services and Library programs through time-tested, cost-effective practices.

Strategies:

- Build on the popularity of programming by expanding the variety and scheduling of Library-led events and opportunities for all age groups
- Embrace community partners well placed to amplify the Library's programming reach and resource portfolio in order to foster community culture, health and well-being
- Stabilize core technology services (Internet access and computing) and reinstate tech classes and assistance for the public
- Continue to expand the use of emerging technologies and STEAM resources
- Develop play and learning spaces and experiences for children and their families
- Utilize outdoor spaces to improve Library visibility and community engagement



2025-2030 GOAL AREAS

GOAL 6: Committed and Competent Staff and Leadership Advocates

Friendly and knowledgeable staff are the bedrock of a public Library, and JHLS employees are highly commended by users. Library trustees are stewards and advocates who protect the community's interest in the Library. Attracting and retaining highly effective and talented employees and trustees assures public confidence and satisfaction in the Library as a trusted, helpful and valued agency.

Strategies:

- Assess employee compensation levels through a broad-based staffing study
- Expand training options and opportunities for staff and trustees
- Finalize internal policies and procedures, aiming for system-wide service consistency while also recognizing the unique atmosphere and needs of each Library location and the community it serves
- Conduct annual assessments of board operations and performance, as recommended in the Mississippi Public Library System Accreditation Program Manual.



