

Welcome to the Ella Johnson Memorial Public Library Strategic Plan 2017-2020

The mission of the Ella Johnson Memorial Public Library District is to promote diversity, inspire curiosity and creativity, support inquiry, and build community.

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The Ella Johnson Memorial Public Library takes pride in being a cornerstone of learning, exploration and growth for the community we serve. Our historical roots as the small public library of the Village of Hampshire have established in our institutional culture a commitment to community engagement, quality customer service, and community-responsive offerings. We are proud of our reputation as a welcoming institution where every patron is treated with importance and care.

However, no longer a “small town” library serving a small-town population, Ella Johnson faces demand for increased services and resources to meet the needs of our expanding population. Ella Johnson Library District serves as the home library of nearly 17,000 people across multiple growing population centers, covering an area of 100 square miles. A library modeled for a small population of around 6,000 now struggles to meet the varied needs and expectations of a blossoming and diverse library community.

Additionally, Ella Johnson faces the same challenges as public libraries across the country—a constantly changing landscape for library operations and rapidly evolving information habits among users. In this new environment, libraries serve as a bridge across informational and technological gaps and help people make sense of the world.

Knowing that we must respond to these and other challenges, we have embarked on a strategic planning process that sets forth a strong and attainable vision for our future. Our strategic plan is the combined result of the library looking out to the community for input on information needs, expectations, and gaps in service and inward toward its own organizational culture to see what improvements can be made to make us a more nimble, innovative and forward-thinking institution. Through community surveys and focus groups as well as environmental analyses and internal survey, we confronted our limitations and took inventory of our strengths. Balancing these, we have set a vision to become a world-class library that responds to the needs of all of its residents and serves as the cornerstone of our service area.

Thank You for Being a Part of the Library Community.

Emily Klonicki
Executive Director