



HOOVER
PUBLIC
LIBRARY

Annual Report 2018

imagineMORE

PUSH 2017-2018 Season





HOOVER **LIBRARY**

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MESSAGE FROM THE DIRECTOR



Dear Library Supporter,

The Hoover Public Library started off the 2018 fiscal year with a clear vision, based on our very thorough 2017 strategic plan. We had a strong grasp on our community's needs and we were poised to do everything in our power to make our plan a reality.

2018 also brought unexpected challenges which included a substantial reduction in our annual operating budget, a hiring freeze that left us with large gaps in our staffing profile, and the elimination of a top position in our management team.

I believe all of these factors could have easily given us an excuse to give up on our goals. However, as the motivational speaker Zig Ziglar said, "Sometimes adversity is what you need to face in order to become successful." And so we did.

Sometimes adversity is what you need to face in order to become successful.

— Zig Ziglar

I am proud to report we did many things in 2018 that brought us closer to meeting our objectives. One, we extended our hours on Sunday to open at 1:00 p.m. Two, we succeeded in developing a marketing and branding plan by capitalizing on the talents of our current staff. And three, we installed a book drop at the Inverness Fire Station, a tiny step toward offering more convenient services to eastern Hoover.

We also continued efforts to become an indispensable part of our

community. I am very proud we were able to partner with Hoover City schools to offer free lunches to children this summer. It's difficult for a child to get motivated to read if they're hungry, so offering this service made a double impact on those kids who needed it most.

You'll see in this report many statistics that illustrate what a remarkable and well-used library we are; however, nothing can compare to our personal stories. Hearing a parent tell you their child was able to eat that day because of the library; or to learn another parent brought their child to Hoover from miles away to see Koo Koo Kangaroo because that's what he'd listened to while undergoing chemotherapy; or how a young man got a job because he was able to use the library's technology to Skype an interview. These are just some of the many individual stories we hear every day.

*We chose the tagline "imagine MORE" for our library
because we aim to be: MORE than a library.*

We chose the tagline "imagine MORE" for our library because we aim to be: MORE than a library. The Hoover Public Library is an arts center, an educational resource, an entertainment venue and a safe space. We're a place to celebrate holidays, seek financial help, check out best sellers and old classics. We're a place to make friends, have conversation and enjoy life.

Stay tuned for 2019. There's plenty MORE to come.

Best,



AMANDA BORDEN
Library Director

PATRON VOICES







Chad Lee, Hoover Sun (Jon Anderson)

Chad Lee of the Bluff Park community said his wife and two children come every year for the halloween event. This year, he came dressed as Hulk Hogan, while his wife was a witch, his 10-year-old daughter Sydney was in a Harry Potter costume, and his 6-year-old son Harrison was a pirate. "The library does everything top-notch," Lee said. "They've helped raise my two kids. We're here for all the kids' events."

Cyhn, Google Review

Nothing compares to this library. The employees are wonderful. They are helpful. They are never rude to children. They are well educated and a lot of them are artists or performers, who help design whimsical displays around the library or put on shows for the kids. This library is a living library. It is vibrant and joyous with learning. There are quiet locations to study in the back, but towards the front, it is an interactive learning area for children, teens and adults. They have free programs for kids constantly. Every book I have ever asked for has been there. Apart from normal books, they have manga, comics, board games, and a pretty awesome sci fi/fantasy section by itself. This library is the greatest resource that the city of Hoover has to offer. I love all the people there. I feel good and at home at the Hoover Public Library. I want to say thank you to all the people who work so hard to make this library extraordinary. With that, I conclude my love letter to HPL.

Anonymous Patron, Comment Card

I had a choice of where to purchase a home when I moved to Alabama in 2006. I chose Hoover because of the school system for my child and the library for me! I have been very pleased with my investment in Hoover and Hoover Public Library's investment in the community, learning, literacy and fun.

Brian Johnsen, PhD, Kumon of Hoover

I love libraries! Having visited many libraries in Birmingham and other cities, the Hoover Library is one of the best libraries I've been to in terms of staff, physical attractions, and the sheer joy the kids have when attending. The staff are helpful to anybody walking in who looks like they need help. They ask each child questions to find out their interest, and guide students to books they know other kids of similar age enjoy. I recommend the Hoover Library to my Kumon customers whenever reading books comes up during our discussions.

Brice, Google Review

The best library in Alabama...So much media, even board games! So much to do for the whole family.

Jenna, Google Review

I LOOOOVE THIS LIBRARY. The customer service and selection are amazing. The activities and events are diverse and top notch. I adore our little library. :)



MEET EMMA

Since a very young age, I have loved this library. My mom started bringing me to Storytime when I was a year old. As my brother and I got older, we always participated in the summer reading program. I came to every Harry Potter party I could. Flash forward to a few years later and I find myself working in one of my favorite places on the planet and a place that was an integral part of my childhood.

A job that started out as a temporary summer gig while I was home from college turned into getting my Master's degree in Library and Information Sciences and getting to put my creativity to the test planning programs. It also turned into me becoming the storyteller for the same Storytime that my mom brought me to when I was one.

If you had told 10 year-old me that one day I would get to dress up as Hermione for Harry Potter programs at the Hoover Library or that I would be telling stories and blowing bubbles with one year olds in Storytime, I would have told you that you were crazy. But now, I could not imagine doing anything else.

— Emma, HPL Kids



Emma, 2006

Enjoying the beanbag toss at our Summer Reading Kickoff.



Emma, 2018

Leading Storytime

HOOVER LIBRARY 2018 IN REVIEW

Summer Meals



In its first year, our free Summer Meals program was a huge success. We served 8,700 meals in June and July with the capacity to have served even more.

It was a joy each week to see such a large number of children participate

in this wonderful program. The children who attended were also visited by several special guests, including Mayor Frank Brocato, the Hoover Police Department and the Hoover Fire Department. We are looking forward to continuing this program in 2019 when we hope to add new locations to increase our reach and serve even more meals to children in our area.

This program was made possible by:

**Hoover City Schools
Child Nutrition Program**

Hoover Helps

Aho Architects, LLC

City of Hoover

U.S. Department of Agriculture

Hoover Public Library



Learning Garden



Our new hands-on learning garden took root this summer on our patio off the Plaza. With the guidance and support of our own master gardeners (*staff members Anissa & Mike*), HPL Kids, and the efforts of our many young gardeners, our

learning garden has become an amazing addition to the Library's role in the community.

This amazing group of future gardeners helped transform our garden into a working classroom. They are helping in every way from planting seeds, to transplanting plants, to reminding us to water and pull weeds.



It is so fun to watch the children take pride in the garden, something they put time and sweat into creating! During the summer, they even came by regularly to check on it's progress and would snag some yummy tomatoes or herbs for their kitchens. This is a wonderful project for the community and something we hope to continue.

— Anna Beth, Librarian & Garden Coordinator



Sensory Storytime

In 2018, HPL Kids committed to creating a holistic sensory storytime to meet the needs of our spectrum children.* We partnered with the Autism Society of Alabama and the UAB Regional Autism Network to make sure our ideas aligned with the needs of our children. We developed a 30-minute program designed for kids with autism and other sensory challenges. While geared mainly for ages two to six years old, we can accommodate older kids who would benefit from the program. All of the families that attend are very appreciative and have noticed positive changes in their children since taking part.



H. is four years old and the only girl. She has no official diagnoses, but is nonverbal. Her grandmother brings her, and she loves storytime. H. is fully engaged in every aspect. Her grandmother has used these opportunities to talk with the other caregivers and observe children who are definitely on the spectrum. H's family is now having her evaluated by a speech-language pathologist, as well as other specialists.

G. was two when he first joined us. He has no official diagnoses. G. is now 3 and has thrived in the Sensory Storytime environment. He is especially good at making sure that everyone in the room has what they need – a scarf, a finger puppet, a circle to sit on. His parents have also talked with other parents in the group to help them figure out their next steps in having G. evaluated.

K. is 5 years old. His parents are from Ecuador and Germany. K. is trilingual and autistic. He loves books and music and is very interested in all the devices in the room (iPod, bubble machine). His mother homeschools him and his older brother. She was very nervous at the first Sensory Storytime, but has become our biggest advocate and is especially great at engaging with the other parents, both at the library and at play dates with the families she meets here.

**More than 3.5 million Americans live with an autism spectrum disorder. The CDC estimates 1 in 68 US school children fall within the autism spectrum. An even greater number of children are impacted by developmental delays and/or disabilities.*

Gaming



The popularity of our game collections and Game Nites has grown so rapidly over the past few years, we have had to increase our available items, as well as our game-related programs. In 2018, we scheduled our events to provide some type of gaming each month. We currently offer bingo, tabletop gaming, team trivia, video gaming and pen & paper role-playing games.

Witnessing the amazing growth of the board game collection in 2018 has been a rewarding experience, but nothing compares to the feeling

of pride in seeing how the Library - from its varied programs and collections - has helped to shape the gaming community within Hoover and the surrounding areas.

— Madalyn, Librarian & Game Master



*Sci-Fi/Fantasy Fest 2018
All-Day Gaming*

HPL SCIFI

SCIFI/FANTASY FEST started in 2014 as a single event focusing on the science fiction and fantasy genres. It has now grown into a three-day star-studded celebration hosting over 3,300 visitors from all over the Southeast. Patrons come to join our panel discussions, author talks, book signings and our movie showings. Others came to compete in our prop building contest, to shop our vendor showroom, to participate in our all-day gaming, and to be wowed by the creativity of our costume contestants.



Our 2018 guests included celebrated science fiction authors *Catherine Asaro*, *Tobias Buckell*, *Lara Donnelly*, *Ruthanna Emrys* and graphic novelist *Keef Cross*; *Blue Harvest: A Star Wars Podcast*; and Birmingham local *John Anderson*, who has appeared in Marvel films such as *Guardians of the Galaxy 2* and Netflix's *Stranger Things*.



This event would not be possible without the support of our kindred spirits in the Birmingham community including **Bud's Games** (Leeds), **Excelsior Games & Comics** (Hoover) and **Kingdom Comics** (Vestavia Hills).

People keep coming every year and bringing more of their friends and family. It just keeps getting bigger and better.

— *Krysten, Librarian & SciFi Commander*

Next year, we commemorate our fifth year with a new five-year themed logo and many new special additions.



PATRONS **FIRST**



Friends Bi-Annual Book Sales

Both book sales of 2018 were a huge fundraising success leading to a record turnout. These events continue to grow annually and have greatly helped the Friends organization better manage donations and the funds they raise.

Spring (*April 2018*): **\$3,336.14**

Fall (*October 2018*): **\$3,088.35**

AARP Tax-Aide

The AARP Foundation Tax-Aide program is the nation's largest free tax assistance and preparation service. They provide this free service for seniors at various locations throughout the country. We are extremely proud to have this program at the Library. In 2018, we helped 600 patrons prepare and file their taxes.



Community Mental Health Summit

This year, we hosted our first Mental Health Summit whose purpose was to enhance the mental health and well-being of veterans and their family members through increased collaboration between the VA and the community. By engaging in active dialogue on how we as a community can address the mental health care needs of veterans and their families, we provided education and support to the 210 patrons in attendance.

This year's event focused on access and suicide prevention and was co-sponsored by the **U.S Department of Veteran Affairs, AlabamaAHEC and Vet Center.**

PATRONS FIRST

Financial Planning Expo

This expo is one of the many ways in which we, through our business services, offer our patrons opportunities to learn, grow and pursue their interests and needs. This event was a chance for patrons to address a number of financial needs and concerns while working closely with



financial professionals. Programs included: *The ABCs of Medicare*, *Tips for Wise & Safe Investing*, *Controlling Your Finances*, *100 Rules of Success* and *Free one-on-one consultations*.

New Print & Time Management



In an effort to improve patron access to our computers, printers and copiers, we installed a new system called SAM (Smart Access Manager).^{*} With this change, we have enhanced the workflow and management of our self-service computers and paid printing services in an effort to provide our patrons with a frictionless service. Enhanced features include paying with a debit or credit card and printing from home.

^{*}*Comprise designs, builds and markets a portfolio of public-use technology solutions for municipal agencies with a focus on public libraries.*

Patron Academy

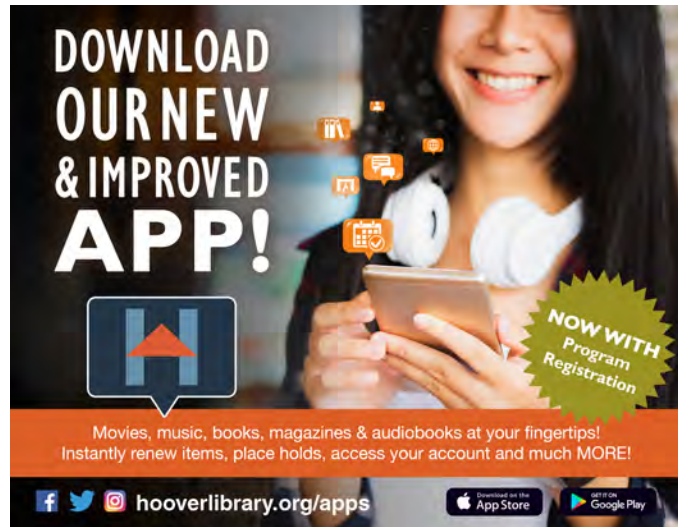
The Hoover Library has always focused on meeting the patron's needs by providing them with information and educational opportunities in a convenient manner. In keeping with these goals, we have added a new online tool to our resources.



Niche Academy provides tutorial services through our website, allowing patrons access to a vast library of instructional and informational material. Tutorials come in the form of videos, presentations, notes or any other digital media.

Through this service, our patrons learn how to use library technology such as *Libby*, *Hoopla* and *Kanopy*. They can also learn about various social media tools like *Snapchat* or *Facebook*, as well as how to access legal forms on *Gale* or develop a family tree on *Ancestry.com*.

COMMUNICO
OUR NEW APP



One of our goals for 2018 was to develop a new and easy-to-use app for our patrons. To help make this happen, we chose Communico, a UK-founded company dedicated to bringing integrated cloud-based applications to libraries.

This new version of our app is more versatile with real-time functions and actions when accessing your account and registering for programs. It even serves as your library card with the eCard feature.

In addition, Communico replaced our old calendar system with a new streamlined and interactive online version, which serves both our in-house reservations and our online event planning.





Best Customer Service

We were proud to be nominated and voted Best Customer Service (Non-Restaurant) by readers of the *Hoover Sun*. The list of nominees was impressive. For us to win over other customer-service-based companies such as Publix is a testament to the dedication and hard work of our tireless staff. To them, we owe all of our thanks and appreciation!



Congratulations to Our Staff!!
Best Customer Service

Book Drops



During our strategic planning process, one of the patron requests was to make interacting with the library more convenient. We believe one way to help improve convenience is to provide more access points for all of our patrons. These points include a new full-service branch and new drop-off locations.

As a first step, we chose a number of potential sites in Hoover, based on need and distance. In October, we opened *our first off-site book drop at Hoover Fire Station No. 7*.^{*} Additional proposed book drop locations include Greystone, the Ross Bridge area and southwestern Hoover.

**Made possible by a grant from the Institute of Museum and Library Services (administered by the Alabama Public Library Service) and the City of Hoover.*



Southern Voices

What began as a celebration of the southern tradition of storytelling has been nurtured into a nationally renowned festival that brings a variety of voices to the Hoover Public Library.

Southern Voices celebrates music, writing and art by introducing patrons to acclaimed musicians, authors and artists from all over the world.

This year's authors included:

Taylor Brown, *Gods of Howl Mountain*

Kelly Grey Carlisle, *We Are All Shipwrecks*

Andrew Gross, *The Saboteur*

Lisa Ko, *The Leavers*

Paula McLain, *The Paris Wife*

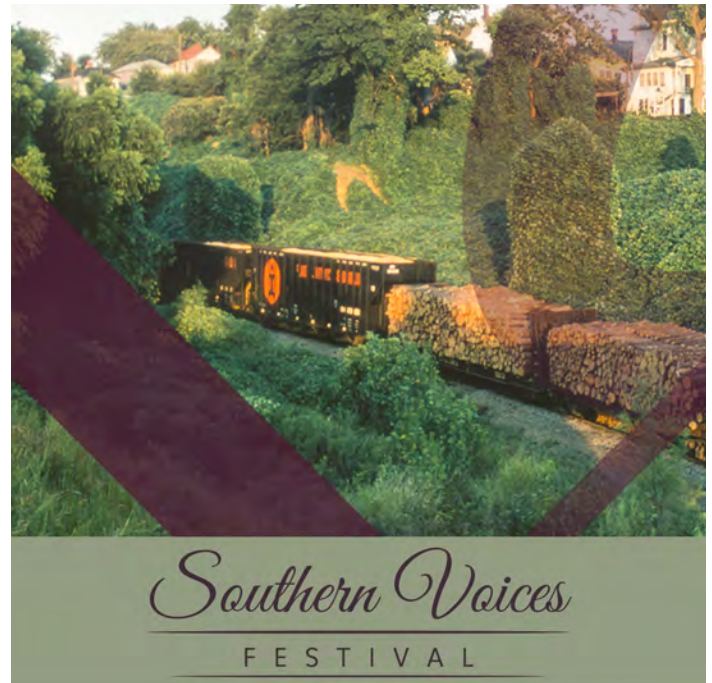
Daren Wang, *The Hidden Light of Northern Fires*

Stephanie Powell Watts, *No One Is Coming to Save Us*

Lisa Wingate, *Before We Were Yours*

For the first time ever, the Saturday's authors conference has sold out two venues. The festival for many years sold out the 250-seat Hoover Library Theatre, which prompted the organizers six years ago to add a second venue — the Hoover Library Plaza, which seats about 100 people.

— Hoover Sun, February 6, 2018 (Jon Anderson)





The Library Theatre

We are currently in our 26th season of presenting Grammy Award-Winning performers and National Tours, and are known internationally as a world-class touring venue.

I think we have a wide mix of just about everything that will appeal to everybody.

— Matina, Fine Arts Coordinator

The season begins with Grammy-nominated country singer Carlene Carter and also includes Grammy-nominated R&B singer Oleta Adams, jazz violinist and singer Regina Carter, The Roosevelts and three-part harmony group The Sweet Remains.

The Rhythm of the Dance troupe, often compared to Riverdance, with traditional Irish music in March, to be followed by a PUSH Physical Theatre performance in April.

The 2017-18 season also includes two national touring plays: the Aquila Theatre's presentation of Jane Austen's Sense and Sensibility and a new twist on A Christmas Carol.

— Hoover Sun, July 11, 2017 (Jon Anderson)



RHYTHM OF THE DANCE 2017-2018 Season

MARKETING
HPL BRAND

BETTER COMMUNICATION

During the development of our 2018-2022 Strategic Plan, we learned from both staff and patrons that we were not effectively communicating all the programs and services we offer.

To address this issue, we reevaluated all of our marketing efforts and sought ways we might improve. To oversee the coordination and development of this new venture, we chose an employee with extensive advertising experience to guide us.

One step to move us forward was to redesign our brand. We wanted to create a strong visual brand to represent what we do and who we are.

REDESIGN: THE HOOVER LIBRARY BRAND



Our new logo consists of the letters "H", a closed "P" and "L" to stand as a symbol for the Library.

imagineMORE: MORE THAN A LIBRARY

"The Hoover Public Library seeks to reinvent the way communities view libraries. As the heart and soul of the Hoover community, we are more than just a library."

imagineMORE captures the essence of our mission statement in a simple and compact motto.



The "H" triangle graphic both embraces previous designs of our logo and the shape of our front porch and atrium.



The HPL logotype serves as a promise to our patrons. All things with this brand are of the highest quality and standards.

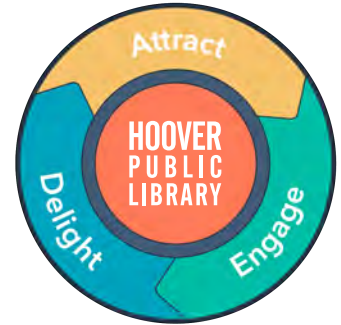
HOOVER PUBLIC LIBRARY

The stacked name gives a clear, simple and powerful type to express our new brand.



Our new book drop was the perfect opportunity to launch our new logo.

MARKETING PLAN



Our Goals

Put Our Patrons First

Create a Strong Library Brand

Build Greater Awareness

Have a Continual Dialogue with Patrons

Build a More Prominent Community Presence

Become a Vital Resource

Convert More Visitors to Advocates

Our Plan

We will focus on creating a conversation with our community, encouraging them to share their own experiences and to become our ambassadors.

Conversation First

Develop ongoing conversations with patrons.

Awareness

Give patrons avenues to communicate, engage and learn about what we have to offer.

Consistency & Quality

Have and maintain a standard of excellence.

One-Step Connection

Allow each contact point to be one step away from the information patrons need.

Our Strategy

Presentation

From customer service to advertising, the consistency in which we present ourselves tells our patrons exactly who we are as a brand.

Inbound Marketing

Focus on understanding and communicating with our patrons using the attract, delight and engage model.

Community Engagement

Serve the community by being active and vibrant members.

Outbound Marketing

Utilize key aspects of traditional marketing.

Metrics

Monitor and adapt our process as the need changes and grows to ensure we are always providing the best means of communication in the best manner available to us.

BECOMING HPL KIDS

In a continual effort to revitalize our brand, we wanted to give voice to different aspects of our library helping each to be easily identifiable to our patrons. We began this re-imaging process by using "HPL" to proceed all things Hoover Library. One of our first transitions was with the Children's Department.

By becoming HPL Kids, the Children's Department can extend its passion and expertise in working with children to how they market and present themselves to the public. This new look will make them more easily recognizable to patrons and will allow them to continue their mission.*

**HPL Kids seeks to provide the first steps in every child's educational journey by creating an environment based on fun and participation where our goals are to promote and foster a love for reading, learning and libraries.*



Learn More

- Follow **@hplkids** on  YouTube  
- Bookmark our website at **www.hplkids.org**
- See photos at **pics.hooverlibrary.org**

We want HPL Kids to be a place where each child feels safe, where they can have fun and a place where families can come together.

—Jeremy, Children's Coordinator

MARKETING

Top Left

You never know who is going to show up! Betsy with Elephant & Piggy.

Bottom Left

Nicole & Hannah working one of our breakout rooms at the 2018 SciFi/Fantasy Fest.

Center

Congratulations to one of our three #hplbookface winners! We loved this contest and seeing all of the community and staff entries!

Top Right

Our SciFi Trivia winners, team Quiz Long and Prosper!

Bottom Right (on left)

Amy, Kelsi and Lea excited about our upcoming Veterans Kickoff & Reception.

Bottom Right (on right)

Miss Kaylen preparing for our 1920's themed section of our Summer Reading Kickoff.



MARKETING SOCIAL MEDIA

One of our main points of focus for this year was on developing our social media presence. We wanted to improve how we used our current accounts and create new accounts for specific purposes.

*One of our favorites of these is **@hpllife** (Instagram & Facebook).*





@hpllife exists to foster a sense of connection and engagement with the Hoover Library. When patrons come to the library, we want them to feel as though they are part of a larger community. @hpllife brings staff and patrons together by showing the moments that highlight the heart of the Hoover Library.

— Christine, The Heart & Soul Behind HPL Life

@hpllife Instagram & Facebook

@hplkids Instagram, Facebook, YouTube

@hplteen Instagram

@hplgalleries Instagram

@hplscifi Instagram, Facebook, Twitter

@hooverlibrary Twitter

@hooverpubliclibrary Instagram, Facebook, YouTube

VALUE
TO THE COMMUNITY





Services listed are representative of what we offer. For a full list, please visit our website or speak with one of our staff members.

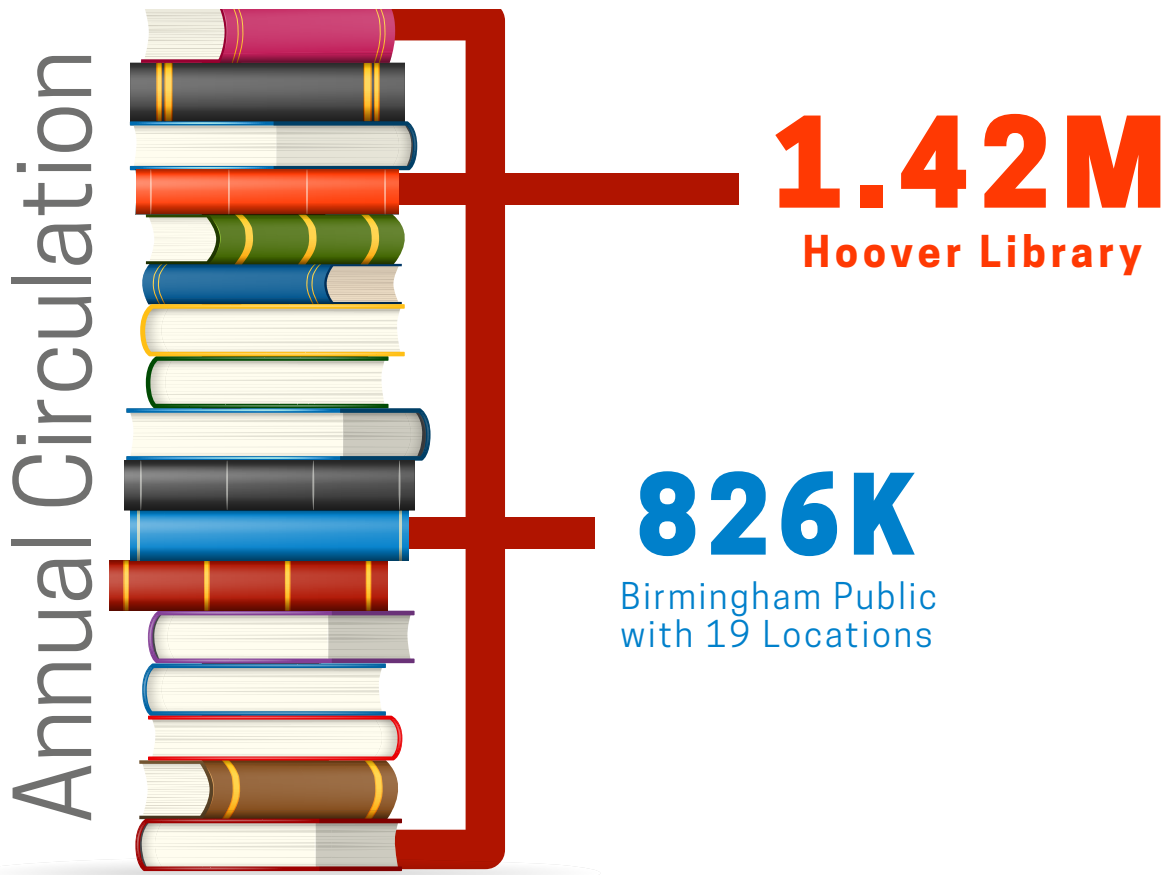
HOURS OF OPERATION
CIRCULATION

We are open
more than any other
Public Library in AL

70 hours
per
week

By comparison
New York Public Library
is open

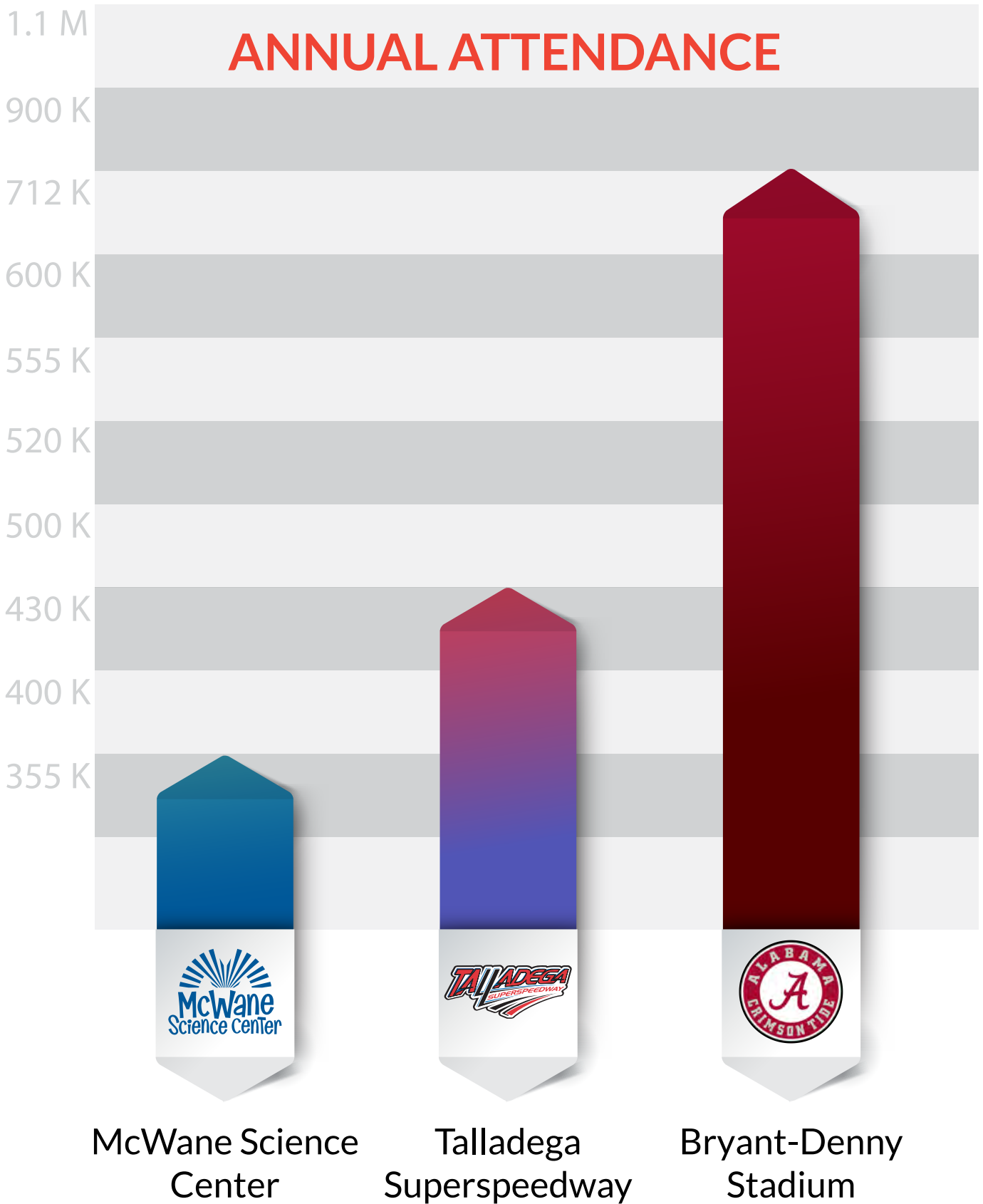
56 hours
per
week

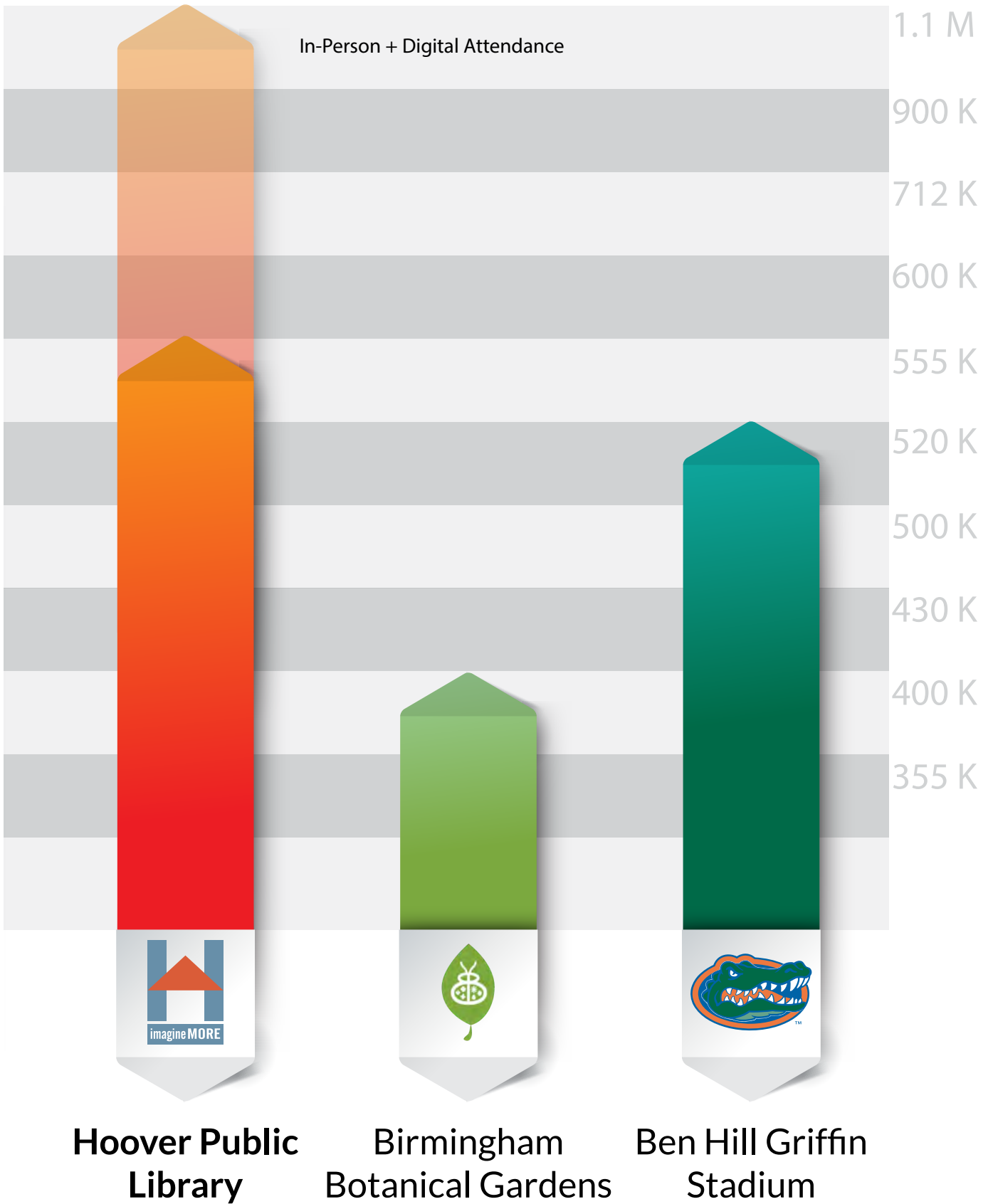


Average user checks out 8 items per year.

HPL USERS CHECK OUT

16
per year







Exceptional Customer Service is one of our most important goals. We accomplish this by hiring the right people, providing them a supportive work culture and by giving them opportunities to grow and become the greatest version of themselves.

As a result, we are proud of the professionalism, respect and team spirit of our staff. Their hard work in acting upon opportunities and using those to advance their knowledge and skills to be the best at what they do has lead us to be a **leader in education.**

PUBLIC SERVICE STAFF LEADERS IN EDUCATION

50%

have a MLIS degree

64%

have a MLIS degree
or are in a degree program

8^{of}9

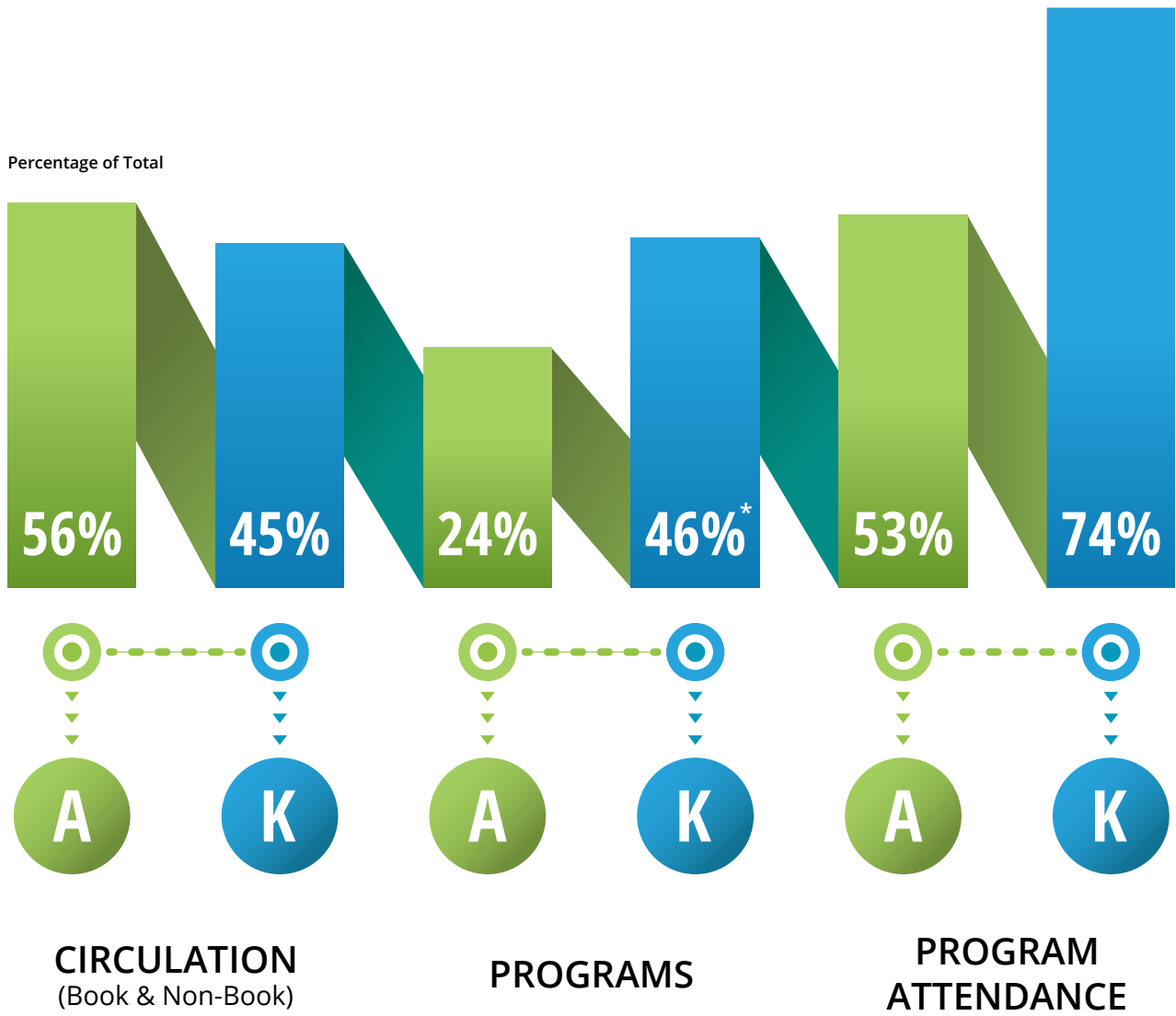
storytellers have a master's degree
or are in a degree program

100%

believe in exceptional
customer service

FAMILIES LOVE US

Percentage of Total

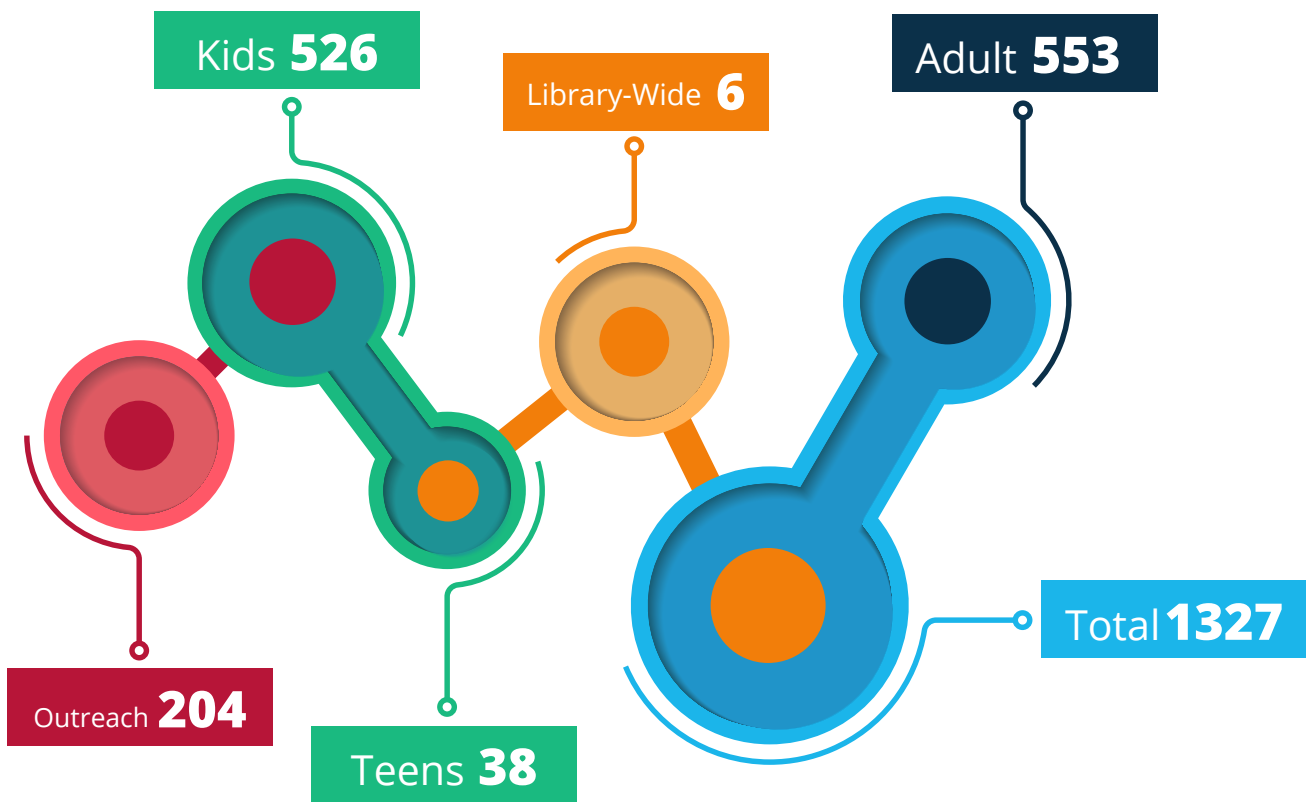


A Adult (Fiction & Nonfiction)

K Kids & Teens

* National Average is 36%

GOING ABOVE & BEYOND



3.84

PROGRAMS PER DAY

Summary Data

CIRCULATION

BOOKS	FY 2018 TOTAL	FY 2017 TOTAL	% INCREASE
Adult Fiction eReaders and eBooks	75,451	53,513	41%
Total Adult Fiction Books	271,107	255,922	6%
Adult Nonfiction eReaders and eBooks	18,709	10,372	80%
Total Adult Nonfiction Books	157,991	144,032	10%
Children's eBooks	7,384	5,652	31%
Total Children's Books	445,526	441,812	1%
Teen eBooks	10,100	6,949	45%
Total Teen Books	45,639	43,738	4%
BOOK TOTAL	920,263	885,504	4%
NON-BOOKS	FY 2018 TOTAL	FY 2017 TOTAL	% INCREASE
Adult Downloadable Audiobooks	19,398	15,111	28%
Children's Downloadable Audiobooks	1,324	955	39%
Children's Downloadable Comic Books	304	258	18%
NON-BOOK TOTAL	496,022	493,513	1%
TOTAL CIRCULATION	1,416,285	1,379,017	3%
Self Checkout Machine Activity	522,297		

SERVICES

In-Library Services	FY 2018 TOTAL	FY 2017 TOTAL	% INCREASE
ILLs (out of county)	739	666	11%
Wireless Network Usage	185,850	181,973	2%
Remote Library Services*			
Hoopla Registrations	5,832	4,628	26%
Zinio Registrations	980	915	7%
Mobile App Sessions	19,163	14,263	34%
Facebook Likes	6,674	5,765	16%
Twitter Followers	1,703	1,599	7%
Instagram Followers (Main Account)**	1,220		

*Running Total

** First year tracking followers

PROGRAMS	FY 2018 NUMBER	FY 2018 ATTENDANCE	FY 2017 NUMBER	FY 2017 ATTENDANCE	
Adult In-Library Services	553	21,036			
Children's/Teens In-Library Services	564	55,415	533	51,276	
Interdepartmental Programs					
Total Interdepartmental Programs	6	2,036	9	2,954	
Outreach					
Total Outreach	204	13,113			
Total Programs	1,327	91,600			
MEMBERSHIPS					
Total Memberships		ADULT	JUVENILE	TOTAL	
		3,752	602	4,354	
MEMBERSHIPS RUNNING TOTAL				54,406	
HOLDINGS					
	FY 2017 TOTAL	FY 2018 ADDED	FY 2018 WITHDRAWN	FY 2018 NET GAIN	
GRAND TOTAL	293,711	33,455	27,839	5,616	
				RUNNING TOTAL	
				299,327	
MEETING ROOMS					
	FY 2018 NUMBER	FY 2017 NUMBER	FY 2018 ATTENDANCE	FY 2017 ATTENDANCE	% INCREASE
Meeting Room Use - Public Programs	511	405	10,843	10,581	2%
Meeting Room Use - Library	201	186	11,593	3,269	255%
Theatre Use - Library	143	136	22,964	19,975	15%
HOURS					
			FY 2018 TOTAL	FY 2017 TOTAL	% INCREASE
Total Hours Open			3,429	3,383	1%
Library Visits			553,787	559,458	-1%

BOARD OF TRUSTEES MANAGEMENT



ELOISE MARTENS
Founding Member



SARA RAST
President



HAL HUMPHREY
Vice President



RUTH COLE
Treasurer



COLLEEN EIKMEIER
Board Member



MICHAEL KRAWCHECK
Emeritus



MARTINA JOHNSON
Fine Arts



JEREMY DAVIS
HPL Kids



PAM WILSON
Circulation



THERESA DAVIS
Fiction



ASHLEY DAVIDSON
Nonfiction



CARRIE STEINMEHL
Technology

**HOOVER
LIBRARY** 



**Strategic Plan
FY2018 - FY2022**

Our Mission and Values

What is our mission?

The Hoover Public Library seeks to reinvent the way communities view libraries. As the heart and soul of the Hoover community, we are more than just a library. We're the place you come to meet your friends, experience live theater, peruse art, listen to music, entertain your children, learn about new technology, seek job searching assistance, explore your interests, find good book recommendations and much, much more. We seek to grow our patronage by offering an unparalleled customer experience. When you have a question, we want the library to be the first thing that comes to mind.

What are our values?

DIVERSITY

Everyone is welcome at the Hoover Public Library.

The Hoover Public Library welcomes everyone, regardless of race, religion, social class, political thought or favorite college football team. The only entrance requirement is curiosity. Just like our community, our collection is rich in diversity and we strive to have something for everyone. If you don't find what you're looking for, let us know! We value suggestions.

PEOPLE

We love books, but we love people more.

Public service is what drives our organization. Everything we do, from purchasing materials to planning programs, is aimed at offering our patrons the ultimate customer experience. Our policies are intended to enhance, not restrict, your experience. We'll sometimes even bend the rules to make sure you leave happy. You're the reason we're here in the first place.

INTEGRITY

You can count on us.

Whatever your need, we are here to assist you. We understand that our help is only valuable if you trust us. We vow to always consult a credible source, never let our bias affect our answers and treat sensitive questions with tact. We'll never insert our personal opinions, unless of course, you ask us to recommend a great book...and then we won't stop.

TEAMWORK

A great employee + A healthy work environment = Happy Patrons

We believe our staff is the secret to our success and we take hiring and training seriously. It's important to us to foster creativity, teamwork, respect and pride in our workplace. We want our employees to be knowledgeable and feel empowered to do their best job possible. Our end goal is to create a positive atmosphere for both patrons and staff. Warning! We genuinely enjoy working together, so sometimes our laughter gets a little too loud. Feel free to "Shhhhhush" us anytime!

Our Patrons

What do our patrons need?

ENGAGEMENT

Our patrons count on the Hoover Public Library to entertain, enlighten, inform and ignite the community by offering a wide variety of relevant resources and original programs. They value innovation and are proud to have a library that redefines the role of the traditional library. They want to be “WOWED.”

CONVENIENCE

In a convenience-oriented society, our patrons need their library to be easy to use. They desire intuitive technology, longer hours, convenient branches and book drops, as well as policies that provide a frictionless customer experience.

GATHERING SPACES

Our patrons consider the Hoover Public Library their community center. Our patrons need spaces to meet, study, converse, gather, collaborate, work and unwind. They expect the library to be clean, inviting and comfortable and they'd really love more unique spaces throughout the library.

AWARENESS

Our patrons need to know what's happening at their library. Our library offers many programs and services that most people would never expect. Our patrons need us to develop a comprehensive marketing plan that will ensure our citizens are informed.

EXTRAORDINARY CUSTOMER SERVICE

Our patrons expect exceptional customer service from our employees, regardless of their rank in the organization. They want assistance from well-trained, well-informed staff members who are empowered to make decisions. They expect service to be friendly and accurate.

