

The Madison County Public Library's 2020-2022 Strategic Plan focuses on getting back to basics by organizing our activities, programs, budget, and service priorities along avenues of essential literacies. These include Financial, Workforce, Civic, Cultural, Health, Community, and Digital literacies.

The Big Question this new plan tackles is “What does a fully literate community look like?” Literacy extends beyond simply knowing how to read (although that is also a piece of it). Literacy in its fullest sense involves knowledge, skill, critical thinking, discernment, experience, networks of connections, and so much more. Each of us has strengths and gaps in all of these areas, and the public library can serve as a nexus of ideas, experts, reference, and activities that celebrates individual and community strengths and helps us fill in gaps where they exist.



Our Core Values:

Growth: We work hard to address current community needs, while looking to the future

Stewardship: We care for the facilities and financial resources you entrust to us

Inclusiveness: We welcome people from all sectors of our community

Access: We are passionate about connecting you with the information and resources you need

Transparency: We honor your right to know how we operate

Our Areas of Focus

I. Financial Literacy

A financially literate person is one who is able to understand and manage their personal finances using a variety of traditional and digital resources in a way that addresses both current needs and future goals for themselves and their families.

Key Competencies

- Able to set a household budget
- Knowledge of how to plan for retirement
- Knowledge of insurance options
- Able to balance a checkbook
- Know how to access personal checking or savings account online

Activities and Initiatives Related to This Literacy

- Personal finance classes and educational programs
- Financial health seminars and resource fairs
- Access to investment resources, including print and digital, circulating and display

How We Will Measure Our Success

- Number of uses of our financial resources including circulation numbers
- Attendance at classes and training events

II. Health Literacy

A health literate person is one who knows how to access health resources for themselves and their families, in person, in print, and online, and uses these resources to maintain current and future health to the best extent possible.

Key Competencies

- Know how to access health care for themselves and family
- Follow preventative health measures
- Knowledge of how to get health insurance
- Know where to find accurate, timely health information, both in print and online

Activities and Initiatives Related to This Literacy

- Provide information on suggested health screenings
- Information and programs on health issues for Madison County, such as the opioid crisis, syringe exchange
- Partner with local agencies to offer onsite clinics and services, such as flu, Hep A, etc.
- Seminars on how to find factual health information
- Information and programs on medical specialists – who to see for what
- Upgrading health resources for checkout and online access
- Host health resource fairs

How We Will Measure Our Success

- Attendance at resource fairs and discussion events

III. Community Literacy

A community literate person is one who knows of and uses resources and opportunities and has an understanding of the challenges of the area where they live, work, and go to school.

Key Competencies

- Know who to contact to set up or address issues with basic services such as electricity or phone
- Know some community demographics (or at least where to find this information)
- Be a member of a community organization

Activities and Initiatives Related to This Literacy

- Host community resource fairs, such as health, housing, services
- Host community issue forums
- Create a contact list with meeting times and locations for community and civic organizations like Kiwanis, Rotary, etc.
- Create resource list bookmarks and displays

How We Will Measure Our Success

- Attendance at resource fairs and discussion events
- Number of people using our information bookmarks and lists
- Number of civic organizations using library facilities

IV. Cultural Literacy

A culturally literate person embraces opportunities to better understand diverse cultures and differences, increasing their ability to share, talk, interact, and connect in a more active way with their community.

Key Competencies

- Have a working knowledge of area arts or music resources and activities
- Take advantage of cultural activities in the area, such as concerts, plays, exhibits
- Recognition and knowledge of multiple cultures in Madison County
- Know the names of several well-known artists, writers, musicians in the community

Activities and Initiatives Related to This Literacy

- Calendar of cultural activities in Madison County
- Information sessions and programs on the history of the community
- Partnerships with local arts organizations and groups to increase visibility of local artists and artisans
- Programs celebrating the ethnic and global diversity represented in Madison County
- Strengthening our cultural resources and holdings

How We Will Measure Our Success

- Attendance at programs
- Number of community partnerships
- Increase in size and use of cultural resource collections and materials

V. Civic Literacy

A civically literate person is knowledgeable about and engaged with issues relevant in the community.

Key Competencies

- Know the names of local and state elected officials and how to contact them
- Know where and when to attend or watch on TV/online meetings of local government bodies
- Have an awareness of local issues within the context of larger national and global events and concerns
- Know how to critically evaluate information streams

Activities and Initiatives Related to This Literacy

- Training and information on new voting machines and process
- Information on candidates and issues on current ballots
- Community issue discussion groups
- Help with voter registration
- Create a resource section on U.S. Citizenship

How We Will Measure Our Success

- Attendance at training and discussion events
- Number of people using our voter registration kiosks and ballot information stations
- Number of circulations of U.S. Citizenship materials

VI. Workforce Literacy

A workforce literate person has the combined skills and knowledge to find appropriate employment opportunities, pursue desired positions, maintain appropriate training and certification required, be a dependable and reliable employee and to adjust to changes in the workforce.

A workforce literate community can identify, locate, and communicate employment resources and opportunities; keeps up with current workforce trends; is able to identify and hire qualified candidates; and is able to connect with appropriate employers.

Key Competencies

- Able to apply for a job online
- Have confidence with basic computer skills used on the job
- Know how to locate employment opportunities
- Know how to dress appropriately for job interviews

Activities and Initiatives Related to This Literacy

- Host job fairs and hiring events
- List job postings from the community
- Host work readiness programs like mock interviews
- Offer the KET Essential Skills Workshop

How We Will Measure Our Success

- Attendance at training and hiring events
- Community partner participation in programs

VII. Digital Literacy

A digitally literate person has basic or advanced knowledge of the digital world and feels comfortable using technology; has the ability to recognize, troubleshoot, and navigate technology in a safe and secure way.

Key Competencies

- Have a working knowledge of at least one or two current digital devices, such as a smart phone or computer
- Use apps or online services to achieve at least one or two functions of daily living (such as online banking or accessing current weather conditions)
- Capacity to distinguish between vetted websites and fly-by-night ones, real news and fake news, scam emails and legitimate ones
- Use email

Activities and Initiatives Related to This Literacy

- Basic computer skills classes
- Class on online security
- Community training on cyber security and current cyber security issues
- Ability to navigate the library's website to access materials and resources

How We Will Measure Our Success

- Number of uses of our digital resources including website, public computers, eResources, and wifi
- Attendance at classes and training events

