



VISION

A vibrant community hub for lifelong learning, empowerment through information, and strong cultural connections.



VALUES

Service – Meeting our users' needs in a caring and timely manner

Learning – Encouraging discovery and knowledge

Inclusivity – Valuing, hearing, and serving everyone

Collaboration – Working with partners to provide innovative services

Equity – Providing free and unfettered access to information, materials, and resources



MISSION

Hayward Public Library provides diverse programming and resources, supports personal and educational growth, inspires creativity, and contributes to the health and success of a thriving Hayward.

EDUCATION & LITERACY

All residents are literate and their educational and personal goals are supported.

Goals

- Provide the information and resources that the community needs and wants.
- Provide programming that inspires, educates, informs, and entertains.
- Advance the literacy and STEM / STEAM needs of individuals.
- Narrow the digital divide.
- Support the the launch of a satellite branch in the Stack Center.

Key Measures

- Total collections uses
- Total program attendance
- Library visits

Key Projects

- Weekes Branch rejuvenation & replacement
- Library-driven partnerships
- Removing barriers through virtual program delivery

HAYWARD CULTURE & HERITAGE

Cherishing Hayward's shared diversity and history.

Goals

- Foster understanding, respect, and inclusivity among Hayward's diverse cultures and communities.
- Nurture Hayward's diverse ethnicity.

Key Measures

- # of inclusivity & diversity foyer placemaking displays
- Cultural festival public event attendance
- Circulation of non-English materials

Key Projects

- Four anchor events per year
- Community-driven, culturally responsive program topics

OUTREACH

Meeting community members where they are and connecting them to the Library's offerings.

Goals

- Deliver HPL resources and services outside of Library locations.
- Partner with community organizations to enhance combined services.
- Build relationships with City departments to increase the reach and impact of our community services.
- Connect community members, students, and faculty to the library's offerings.

Key Measures

- Bookmobile patron visits
- Outreach event attendance
- # of active library community partnerships

Key Projects

- Tech mobile acquisition
- Outreach realignment & level set
- Expand patron communication modes
- Increase collaboration with CSUEB & Chabot

SOCIAL SERVICES & ECONOMIC DEVELOPMENT

Supporting individuals seeking to improve their circumstances.

Goals

- Connecting vulnerable patrons with services that promote their health & well-being.

Key Measures

- Community Hub visits
- Career and business program attendance
- # patrons served with health & wellness services

Key Projects

- Community Hub launch
- Career & business program expansion

HPL TEAM CULTURE

Hayward Public Library brings out the best in everyone.

Goals

- Team members are satisfied, fulfilled, and safe at HPL.
- HPL team members are lifelong learners who are growing in their professional skills.

Key Measures

- Staff satisfaction
- % of staff engaged in enrichment training beyond required training

Key Projects

- Staff workspace optimization
- Staff recognition program
- Enhanced staff scheduling & staff expansion
- Internal training & professional development

HPL STEWARDSHIP

Hayward Public Library makes wise use of public resources.

Goals

- Hayward residents believe the library rocks.
- HPL is a good steward of taxpayer funds.
- Continue to pursue grants and donations.

Key Measures

- Citizen survey results
- Median daily door counts
- Operating within budget (+/- 5%)

Key Projects

- Daily door-counting process
- Streamlined onboarding process

