



**Fairfield**  
PUBLIC LIBRARY

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## **LONG RANGE PLAN 2009-2013**

**Developed by the  
Long Range Plan Committee  
with the assistance of citizens of Fairfield  
and staff of the Fairfield Public Library**

**Facilitated by  
Joel & Sinclair Associates, LLP**

**Maura Ritz, Town Librarian  
Karen Ronald, Deputy Town Librarian  
Nancy Coriaty, Branch Librarian**

**Approved by the  
Trustees of the Fairfield Public Library**

**October 20, 2008**

## Executive Summary

The 5<sup>th</sup> consecutive long range plan for the Fairfield Public Library was researched and written between January and September of 2008. The Board of Trustees of the Library hired the consulting firm of Joel & Sinclair, LLP to facilitate the process by conducting surveys, interviews, and focus groups, doing demographic research and assisting the Long Range Planning Committee and staff in formulating a new mission statement as well as the plan's goals and objectives. The cost of the project was paid for from the Library's endowment and with a \$10,000 federal grant.

The planning process revealed much that the community of Fairfield likes about its public library: the professional staff, the services for children and teens, the art gallery, the meeting rooms, the WIFI capability and the frequency and variety of programs. It also revealed weaknesses and areas needing improvement: parking, insufficient programs for seniors, inconsistent customer service skills, the "run down" appearance of the Fairfield Woods Branch Library, inadequate staffing in the Harris Computer Lab and a lack of publicity about all that is available at the Library.

The 2009-2013 long range plan addresses these strengths and weaknesses as it looks forward to the new century while not ignoring what has made the Library successful in the past. It recognizes the changing role of the public library in the era of the World Wide Web and constantly evolving technology; it recommends how the Library can strengthen its services, collections and programs to stay relevant to 21<sup>st</sup> century users. It also appreciates the long tradition of civic support and subsequent success for the Library. It acknowledges its role as steward of buildings, collections, and most importantly, its relationship to its users, the residents of Fairfield.

The Long Range Planning Committee was made up of 9 members of the public (Elizabeth Dillabaugh, Patti Dyer, Thomas Flynn, Robert Greenberger, Michael Jehle, Donna Orazio, Dan Snyder, and John and Valerie Woodworth), as well as 3 Library Trustees (Charlotte Garrell, Mary Ellen McLean and Les Srager) and Library senior staff (Sue Balla, Nancy Coriaty, Valerie Fredericks, Barbara Hawkins, Jim Swift, Marilyn Rice, Maura Ritz, Karen Ronald and Nicole Scherer. During four intensive days of meetings, the Committee assimilated all the research and survey results and then engaged in visioning exercises for the town and the Library. Afterwards, they wrote the following mission statement:

*"The Fairfield Public Library, our community's gateway to the world of information and discovery, inspires the lifelong love of reading and learning. It offers free access to varied collections, stimulating programs, leading-edge technology, and a responsive staff in a welcoming environment."*

Following the community vision exercise, the Committee was asked to consider what role the Library could play in helping achieve the prosperity and success it had projected in the exercise. The results were the following 7 broad goals:

1. Strengthen the roles of the Fairfield Public Library as the community's gateway to information and as a cultural center
2. Rethink the identity, services, and spaces of the Fairfield Woods Branch Library to respond more effectively to neighborhood needs
3. Raise community awareness of the Fairfield Public Library to create new users and to optimize use of library materials, programs and services.
4. Anticipate and respond to the evolving needs of the community
5. Build and sustain a highly professional staff responsive to the needs of library users
6. Harness current technology to ensure that the Fairfield Public Library meets or exceeds the needs of the library's users and that makes its internal operations more efficient
7. Maintain the Fairfield Public Library's safe, modern, and comfortable facilities to ensure a welcoming environment that allows for the best use of its resources

At this point, the Long Range Planning Committee disbanded and gave the goals to the Library staff. The staff's task was to write objectives associated with these broad goals and determine costs, personnel resources and a timetable. The Action Plan that follows is the result of that work. It was approved by the Library Board of Trustees on October 20, 2008.

## The Process

### Pre-Planning

The Library's 4<sup>th</sup> consecutive long range plan expired at the end of 2006. One of its major goals was the renovation of the Main Library. This process was concluded when the Main Library reopened in July 2005. The renovation was so successful that library usage increased 20%. In May 2006, the Town Librarian resigned and a new Town Librarian was appointed. The writing of a new long range plan was a high priority. In March 2007, the Library applied for a Library Services and Technology Act federal grant for long range planning. The application was successful and the Library was awarded the maximum amount of \$10,000 for the grant period July 1, 2007 to June 30, 2008. Next, a Request for Proposal was prepared and issued by the Town to find a consultant to facilitate the planning process. In December 2007, the Board of Trustees selected the firm of Joel & Sinclair. The planning process got underway in January of 2008.

### Data Gathering

As it began planning for the next five years, the Library Board of Trustees and senior library staff decided to follow the Public Library Association's "Strategic Planning for Results" by Sandra Nelson. They also chose to enhance the conventional techniques of determining community use and expectations of the library by conducting extensive surveys, focus groups, and interviews and engaging the community deeply in the process.

The **surveys** were carried out in February and March and took several forms:

- A random telephone survey of 200 non-users tried to determine why they do not use the library and what services or programs might attract them.
- Print surveys at the main library and the Fairfield Woods branch were completed by 793 library visitors, 505 at the main library, 288 at the Fairfield Woods Branch. These surveys revealed that many library users were unaware of a number of the library's services.
- A survey of those who use the computers at the library asked why they used them and what services they took advantage of.
- A website survey asked visitors to the library website about their use of library online services.

The results of these surveys are appended to this report.

In parallel to these surveys, Joel & Sinclair conducted one-on-one confidential **interviews** with library board members, full-time library staff, and community leaders, including elected officials.

A list of community leaders interviewed is also appended to this report.

Still another survey technique employed was the **focus group**. Six distinct populations were surveyed in this manner:

- Parents who patronize the Children's Library in the main library
- Teenagers who use the Teen Room at the main library
- Residents of the Fairfield Woods neighborhood
- Parents and youngsters (aged 12-16) from the Fairfield Woods neighborhood
- Senior citizens at the Fairfield Senior Center
- Parents of students who attend the McKinley Elementary School

These groups focused on community needs rather than library services.

A final data-gathering technique was the **staff walk-through**, a method introduced by Joel & Sinclair Associates. Staff were asked to approach and navigate the library buildings as customers do. Equipped with questionnaires, they examined the exterior and interior of the buildings, tested ease of finding departments (by use of location and signage), and evaluated customer-friendliness of the environment. They then reported their findings to the facilitators.

### **Planning Committee Meetings**

With the results of these surveys in hand, Fairfield Public Library senior staff assembled a planning committee that consisted of the following community leaders, board members, and senior staff:

Welcome Club former President Elizabeth Dillabaugh  
Representative Town Meeting Assistant Majority Leader Patti Dyer  
Board of Finance Vice Chairman Thomas Flynn  
Representative Town Meeting Moderator Robert Greenberger  
Fairfield Museum and History Center Director Michael Jehle  
Fairfield Arts Council Board Member Donna Orazio  
Pequot Library Executive Director Dan Snyder  
Senior Citizens John and Valerie Woodworth  
Library Board Members Charlotte Garrell, Mary Ellen McLean and Les Srager  
Library Staff Members Sue Balla, Nancy Coriaty, Valerie Fredericks, Barbara Hawkins, Marilyn Rice, Maura Ritz, Karen Ronald, Nicole Scherer, and Jim Swift

### **Long Range Planning Committee Meetings June 6-7**

The meetings began with a summary presentation by Peter Joel of the findings of the surveys that focused on community needs.

In keeping with the Public Library Association’s approach, as outlined in its manual, “Strategic Planning for Results,” the Committee sought first to imagine the ideal future for the town of Fairfield and then to match what the community needs to the Fairfield Public Library’s ability to answer those needs.

The meetings on 6-7 June proceeded in four steps:

1. Community Vision exercise: identifying populations and what benefit they would gain in the imagined ideal community.
2. A group analysis of the strengths, weaknesses, opportunities, and threats of the community.
3. Summary presentation of the data collected in the surveys that focused on the Fairfield Public Library.
4. An exercise in which the community needs articulated in the vision were matched to potential roles the library might play in realizing that ideal future.

The committee generated the following working documents:

## **I. Community Vision Exercise**

Picture the community 10 to 15 years from now. Imagine a prosperous, successful community that you are proud and happy to live in. Now describe what makes it so. What benefits do people receive because they live here? Why do people value those benefits? Think about children, teens, adults, and seniors. Consider educational level, income, race and ethnicity, religious groups, longtime residents, newcomers, jobs or professions, etc. List the target audiences, benefits, and results.

Alternating regular and italic typefaces indicate responses from the four different groups that took part in the exercise.

### **A. Who Will Benefit**

Newcomers and  
current residents

Whole group

Seniors

### **B. Benefit and Result**

Will have better access to won info & services via annual festival, online resources

Central place for all -- expanded community center complex with recreation, classrooms, sports, arts, pool, for post high school and 20 + somethings, telecommuters, town-wide WIFI, expanded green/open spaces, opportunities

Will stay in Fairfield because feel valued to community – more opportunity for them to be involved in community, not related to schools, PTAs. More volunteer opportunities, programs for enrichment

Business community	Will have more cross-county activities/events, more cross community opportunities
College age	Coordinate events with Fairfield University, Sacred Heart University and others of same age (events, functions, volunteer opportunities, social opportunities)
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<i>Children, pre-K, elementary</i>	<i>Access to preschool for all Quality, safety comparable for all Streamlining, almost a glut right now</i>
<i>Tweens and teens</i>	<i>More activities respectful of their choices, adults supportive, and a place for teens</i>
<i>YA and single professionals</i>	<i>Affordable housing Diversity of recreational opportunities</i>
<i>Empty nesters</i>	<i>More educational opportunities and taking advantage of what currently offered</i>
<i>Seniors</i>	<i>More intergenerational activities Center serving more than one region of community, not just the south side of the tracks</i>
<i>Across generations</i>	<i>Reduction of us vs. them mentality Better communication town-wide More support of small businesses Town transportation Support for arts Accessible and affordable housing and managed growth Increased technology</i>
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All generations	Have a “plaza mayor,” outdoor and indoor facilities to foster a sense of communities More pedestrian walkways, more accessibility to facilities
Children	More training for life skills so that they can have safe, healthy, enriching lives More, larger schools Community involvement in education (lots of people can work with schools, provide mentoring and life history) Encourage passions of future teachers

	<p>Work with and enjoy the environment, thereby become better stewards</p> <p>Safe clean public spaces</p>
Tweens and teens	<p>More equitable citizenship, more interaction, special needs they need to have addressed</p> <p>Provide environment for them to enjoy themselves, be noisy</p> <p>Find out from them what they need</p> <p>Safe and attractive places, sports programs for physical activities</p> <p>Support for their stressful lives, to prepare them for adult life</p> <p>Engage them in plans for entire community.</p> <p>Businesses to offer summer jobs for students, to create resumes, behave at work</p> <p>Programs to apply to college</p>
Adults	<p>Programs for life outside the bubble</p> <p>Expose our community to other communities</p> <p>Encourage creativity and support the arts</p> <p>Programs that are affordable for adults, enriching, high-quality</p> <p>Health and physical activity facility</p>
Seniors	<p>Encourage to use the senior center, more hours</p> <p>Encourage participation by younger seniors</p> <p>Prepare people for retirement, not financially, but emotionally</p> <p>More sidewalks</p> <p>Limit development to avoid too big on too small</p> <p>Provide tax subsidies to encourage them to stay in town</p>
<hr/>	
<i>Entire community</i>	<p><i>Sustainable where residents live, work and play all in same community</i></p> <p><i>Centralized telecommuting center, with lots of communicating throughout entire world, webinars and presentations by major figures worldwide</i></p> <p><i>Townwide transportation system, for kids, fewer cars</i></p> <p><i>More green spaces, green buildings, green swale throughout central part of town</i></p> <p><i>Educational system that encourages art&amp; literature, thought-provoking, better preparation for outside of business world</i></p> <p><i>Community wide card-passes for retail, transportation</i></p> <p><i>Bik-eshare system, work share, study-share program with schools</i></p> <p><i>Planning for climate change</i></p>



## **II. Community Strengths, Weaknesses, Opportunities, and Threats Analysis**

### **Strengths**

Population invested in improvement and progress  
Population highly educated and values education  
Economically strong  
Basics needs covered  
Capacity for growth and philanthropy  
Relative diversity  
Volunteers and their diverse expertise  
Great natural environment  
Learning institutions and schools  
Low crime rate  
Large corporations – GE, Bigelow  
Local theater, movie house, museum, libraries – rich cultural resources  
Revitalized downtown  
Infrastructure – police, fire, EMS, transportation for seniors  
Strong tax base  
Neighborhood pride

### **Weaknesses**

Traffic – lack of public transport  
Lack of diversity  
No central, cohesive center  
Overbuilding  
Expensive to live here  
Too few sidewalks  
Too few small businesses  
Political divisiveness sometimes, over some issues  
Quality, number and fairness of newspapers and reporting  
Budget constraints  
NIMBY-ism  
Spotty apathy  
Institutional rigidity  
Lack of effective planning and zoning  
Ineffective communication  
Limited parking  
Redundancies in programs  
Strong tax base  
Neighborhood pride

## **Opportunities**

Green building technology  
Public transportation available (GBTA)  
Proximity to NYC, Boston, New Haven  
Close to major medical centers  
WIFI availability  
Cross-county cooperative opportunities for businesses (SCORE, Regional Business Council)  
New RR station – increased tax base, hotel, more retail  
Think to the east (beyond Bridgeport)  
State and federal funding possibilities  
Seasonal residents

## **Threats**

Economy  
Main Street = U.S. 1  
Railroad tracks and I-95 form barrier, limit cohesion of community  
State regulations  
Proximity to NYC, Boston, New Haven  
More traffic and congestion  
Invasion of big box stores and banks  
Corporate changes (retail bankruptcies)  
Global warming  
Seasonal residents

## **III. Community Needs and Preliminary List of Applicable Library Service Responses**

<b>Need</b>	<b>Service Response Numbers</b> (See list on page 11)
<i>Library as Lead Organization</i>	
I. Enhance library as community hub	1-18
II. Develop learning commons within library for telecommuters (at branch or in computer lab)	2, 4, 7, 8, 11, 12
III. Create multi-cultural, multi-language center	1, 2, 3, 6, 10, 13, 14, 18
IV. Increase role in promoting affordable quality of life (free programs, materials, advice)	1-18

- V. Increase role as provider of lifelong learning 1-18
- VI. Grow as more effective clearinghouse for community information 1, 4, 7, 8, 9, 11, 12, 13, 15, 16, 17

***Library as Partner with Other Organizations***

- VII. Create Fairfield of Tomorrow committee 1, 9
- VIII. Develop town wide wireless network 2, 4, 7, 8, 11, 12
- IX. Continue Main Street/Small Business revitalization 1, 2, 7, 9, 11, 17
- X. Promote better use of green space (branch emphasis) 8, 9, 17

***Supporting Goals\****

- XI. Develop marketing plan
- XII. Renovate branch to enhance role as community hub, place for tweens/teens, telecommuting center, multi-cultural center, green space

\*Drawn from a sense of the discussion, added as addenda by consultants

**Library Service Responses (provided by the American Library Association)**

- 1. Be an Informed Citizen: Local, National, and World Affairs**  
Residents will have the information they need to support and promote democracy, to fulfill their civic responsibilities at the local, state, and national levels, and to fully participate in community decision making.
- 2. Build Successful Enterprises: Business and Nonprofit Support**  
Business owners and nonprofit organization directors and their managers will have the resources they need to develop and maintain strong, viable organizations.
- 3. Celebrate Diversity: Cultural Awareness**  
Residents will have programs and services that promote appreciation and understanding of their personal heritage and the heritage of others in the community.

**4. Connect to the Online World: Public Internet Access**

Residents will have high-speed access to the digital world with no unnecessary restrictions or fees to ensure that everyone can take advantage of the ever growing resources and services available through the Internet.

**5. Create Young Readers: Early Literacy**

Children from birth to five will have programs and services designed to ensure that they will enter school ready to learn to read, write, and listen.

**6. Discover Your Roots: Genealogy and Local History**

Residents and visitors will have the resources they need to connect the past with the present through their family histories and to understand the history and traditions of the community.

**7. Express Creativity: Create and Share Content**

Residents will have the services and support they need to express themselves by creating original print, video, audio, or visual content in a real-world or online environment.

**8. Get Facts Fast: Ready Reference**

Residents will have someone to answer their questions on a wide array of topics of personal interest.

**9. Know Your Community: Community Resources and Services**

Residents will have a central source for information about the wide variety of programs, services, and activities provided by community agencies and organizations.

**10. Learn to Read and Write: Adult, Teen, and Family Literacy**

Adults and teens will have the support they need to improve their literacy skills in order to meet their personal goals and fulfill their responsibilities as parents, citizens, and workers.

**11. Make Career Choices: Job and Career Development**

Adults and teens will have the skills and resources they need to identify career opportunities that suit their individual strengths and interests.

**12. Make Informed Decisions: Health, Wealth, and Other Life Choices**

Residents will have the resources they need to identify and analyze risks, benefits, and alternatives before making decisions that affect their lives.

**13. Satisfy Curiosity: Lifelong Learning**

Residents will have the resources they need to explore topics of personal interest and continue to learn throughout their lives.

#### **14. Stimulate Imagination: Reading, Viewing, and Listening for Pleasure**

Residents who want materials to enhance their leisure time will find what they want when and where they want them and will have the help they need to make choices from among the options.

#### **15. Succeed in School: Homework Help**

Students will have the resources they need to succeed in school.

#### **16. Understand How to Find, Evaluate, and Use Information: Information Fluency**

Residents will know when they need information to resolve an issue or answer a question and will have the skills to search for, locate, evaluate, and effectively use information to meet their needs.

#### **17. Visit a Comfortable Place: Physical and Virtual Spaces**

Residents will have safe and welcoming physical places to meet and interact with others or to sit quietly and read and will have open and accessible virtual spaces that support networking.

#### **18. Welcome to the United States: Services for New Immigrants**

New immigrants and refugees will have information on citizenship, English Language Learning, employment, public schooling, health and safety, available social services, and any other topics that they need to participate successfully in American life.

### **Long Range Planning Committee Meetings**

#### **June 20-21**

The meetings on 20-21 June focused on accomplishing, based on information developed and discussions held during the previous meetings, the most important assignments of the Long Range Planning Committee:

- Articulating a new mission statement to guide the Fairfield Public Library for the next five years
- Stating and prioritizing ambitious and credible goals for the Fairfield Public Library that further the mission.

## **Mission Statement**

*“The Fairfield Public Library, our community’s gateway to the world of information and discovery, inspires the lifelong love of reading and learning. It offers free access to varied collections, stimulating programs, leading-edge technology, and a responsive staff in a welcoming environment.”*

## **Fairfield Public Library Goals 2009-2013**

- 1: Strengthen the roles of the Fairfield Public Library as the community's gateway to information and as a cultural center
- 2: Rethink the identity, services, and spaces of the Fairfield Woods Branch Library to respond more effectively to neighborhood needs
- 3: Raise community awareness of the Fairfield Public Library to create new users and to optimize use of library materials, programs and services.
- 4: Anticipate and respond to the evolving needs of the community
- 5: Build and sustain a highly professional staff responsive to the needs of library users
- 6: Harness current technology to ensure that the Fairfield Public Library meets or exceeds the needs of the library's users and that it makes its internal operations more efficient
- 7: Maintain the Fairfield Public Library's safe, modern, and comfortable facilities to ensure a welcoming environment that allows for the best use of its resources

## **Personal Interview List**

### *Elected Officials:*

Ralph Bowley, Selectman (by telephone)  
Ken Flatto, First Selectman  
Thomas Flynn, Vice Chairman, Board of Finance  
Robert Greenberger, Moderator, Representative Town Meeting  
Brian O'Gara, Majority Leader, Representative Town Meeting

### *Other Town Officials:*

Mark Barnhart, Director of Community and Economic Development  
John Boyle, Deputy Superintendent of Schools  
Paul Hiller, Chief Fiscal Officer.  
Peter Penczer, Chairman, Economic Development Commission

### *Library Board Members:*

Bob Frigo  
Charlotte Garrell  
Brian Kelahan  
Mary Ellen McLean  
Les Srager  
Jon Wooten (by e-mail)

*Friends of the Library Board Members:*

Veronica Monahan  
Maureen O'Rourke  
Danielle Sharp

*Pequot Library:*

Dan Snyder, Executive Director

*Community Organization Leaders:*

Margot Abrams, former President, Fairfield Chapter of Hadassah  
David Blagys, Executive Director, Wakeman's Boys' and Girls' Club  
Marty Casey, President, Fairfield Board of Realtors  
Elizabeth Dillabaugh, former President, Fairfield/Easton Welcome Club  
Claire Grace, Director, Fairfield Senior Center  
Mike Jehle, Director, Fairfield Museum and History Center  
Bill Llewellyn, President, Fairfield Rotary Club  
Carla Miklos, Director, Operation Hope  
Ryan Odinak, Director, Fairfield Arts Council  
Candace Raveis, member, Near and Far Aid (by telephone)  
Pat Reilly, President, League of Women Voters of Fairfield  
Patricia Ritchie, Director, Chamber of Commerce (by telephone)  
Daniel Satlow, Rabbi, Congregation Beth El  
David Spollett, Pastor, First Church Congregational  
Robert Sussman, Owner, Fairfield Center Jewelers

*Library Staff:*

Main Library

Sandra Agoes  
Sue Balla  
Cindy Barich  
Barbara Buss  
Susan Callahan  
Lauren DeNisco  
Valerie Fredericks  
Barbara Hawkins  
Lois Holly  
Bill Kern  
Meg Lerchen  
Marilyn Rice  
Karen Ronald  
Beth Sahagian  
Rose Sandick  
Nicole Scherer

Judy Sparzo  
Jim Swift  
Susan Zuckerman

Fairfield Woods Branch Library

Mary Coe  
Nancy Coriaty  
Beverly D'Aprile  
Cheryl DeVecchio

## **Action Planning**

Between the last Planning Committee meeting and 25 July, the Fairfield Public Library circulated the Mission Statement and Goals (via a website wiki) to committee members and library staff.

This process generated a number of preliminary objectives associated with each goal.

On 29, 30, and 31 July, Joel & Sinclair facilitated meetings of working groups to refine these objectives and define tasks to accomplish each.

The matrix on the following pages delineates the results of these meetings and outlines numerous courses of action for the Fairfield Public Library to carry out throughout the duration of this five-year plan.



# FAIRFIELD PUBLIC LIBRARY ACTION PLAN

(See key to abbreviations on last page)

ACTIVITY	RESPONSIBILITY	START	DUE	RESOURCES
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## GOAL 1: STRENGTHEN THE ROLES OF THE FAIRFIELD PUBLIC LIBRARY AS THE COMMUNITY'S GATEWAY TO INFORMATION AND AS A CULTURAL CENTER

### OBJECTIVE 1. Become the lead catalyst in developing community collaborations with other town departments, schools, cultural organizations, social service organizations and businesses

<b>TASK 1a.</b>	Assemble list of existing library partners	Asst Dir / Branch Lib	2009 JAN	2009 FEB	Staff Time
<b>TASK 1b.</b>	Develop list of needed community based partnership activities	Asst Dir / Branch Lib	2009 FEB	2009 JUN	Staff Time
<b>TASK 1c.</b>	Prioritize potential partners for these activities	Asst Dir / Branch Lib	2009 JUN	2009 SEP	Staff Time
<b>TASK 1d.</b>	Set up and hold meetings with potential partners	Director /AD / BL	2009 SEP	2009 NOV	Staff Time
<b>TASK 2.</b>	Expand current book club outreach into a staff speaker's bureau	Asst Dir / Branch Lib	2009 SEP	ONGOING	Staff Time
<b>TASK 3.</b>	Continue an annual book related community-wide event	Director /AD / BL	2009 MAR	2010 MAR	Staff Time

### OBJECTIVE 2. Develop the Library's and town's website to strengthen its role as Fairfield's virtual gateway to community information

<b>TASK 1a.</b>	Identify and divide work required to redesign and maintain library and town websites	Municipal Librarian	2009 JAN	2009 FEB	Staff Time
<b>TASK 1b.</b>	Identify website design consultants for the library website redesign	Municipal Librarian	2009 FEB	2009 MAR	Staff Time
<b>TASK 1c.</b>	Select consultant	Director / ML	2009 MAR	2009 APR	Staff Time
<b>TASK 1d.</b>	Redesign library website structure	Consultant	2009 APR	2009 DEC	Operating Budget
<b>TASK 1e.</b>	Redesign library website interior pages	Municipal Librarian	2010 JAN	2010 JUN	Staff Time
<b>TASK 2.</b>	Regularly examine goals and content of library website	Municipal Librarian	2010 JUN	ONGOING	Staff Time
<b>TASK 3.</b>	Periodically survey community to gauge effectiveness of the website	Municipal Librarian	2010 JUN	ONGOING	Staff Time
<b>TASK 4a.</b>	Investigate requirements for library departments to do website updates	Municipal Librarian	2010 JUN	2010 SEP	Staff Time
<b>TASK 4b.</b>	Departments take over website updates	Municipal Librarian	2010 SEP	ONGOING	Staff Time
<b>TASK 5a.</b>	Identify website design consultants for the town's website redesign	Mun Lib/Town IT	2010 JAN	2010 JUL	Staff Time
<b>TASK 5b.</b>	Select consultant	Mun Lib/Town IT	2010 AUG	2010 SEP	Staff Time
<b>TASK 5c.</b>	Redesign town website	Consultant	2010 AUG	2011 JAN	Town
<b>TASK 6.</b>	Discuss permanent separation of town and library website maintenance with the town CIO.	Director/Town IT	2011 JAN	2011 JUL	Staff Time

**OBJECTIVE 3. Review and strengthen program offerings**

<b>TASK 1a.</b>	Develop an inventory of current programs, evaluate their usefulness and staff responsible	Asst Dir /BL/Child Lib	2009 JUN	ANNUAL	Staff Time
<b>TASK 1b.</b>	Conduct an annual review of all programs	Asst Dir/BL/Child Lib	2009 JUN	ANNUAL	Staff Time
<b>TASK 1c.</b>	Determine and implement which programs to continue, discontinue	Asst Dir/BL/Child Lib	2009 JUN	ANNUAL	Staff Time
<b>TASK 1d.</b>	Develop priority list of new program needs identified during the annual review	Asst Dir /BL/Child Lib	2009 JUN	ANNUAL	Staff Time
<b>TASK 1e.</b>	Pilot/implement new programs for new audiences as resources allow	Department Heads	2009 SEPT	ONGOING	Staff Time
<b>TASK 2.</b>	Initiate forum for discussion of critical issues in the community	Asst Dir / Branch Lib	2010 JAN	ONGOING	Staff Time

**OBJECTIVE 4. Explore the feasibility of store front presences, kiosks, or library vending machines to make the Library available in more parts of the community**

<b>TASK 1a.</b>	Explore feasibility of drop-off points around town	Reference	2011 JAN	2011 JUN	Staff Time
<b>TASK 1b.</b>	Identify potential drop-off points	Reference	2011 JUL	2011 DEC	Staff Time
<b>TASK 1c.</b>	Develop estimated cost for such drop-off points	Reference	2012 JAN	2012 FEB	Staff Time
<b>TASK 2a.</b>	Explore feasibility of book vending machine	IT Librarian	2011 JAN	2011 JUN	Staff Time
<b>TASK 2b.</b>	Identify potential vending machine locations	IT Librarian	2011 JUL	2011 DEC	Staff Time
<b>TASK 2c.</b>	Develop estimated cost for vending machines	IT Librarian	2012 JAN	2012 FEB	Staff Time
<b>TASK 3a.</b>	Explore feasibility of kiosks at high foot traffic locations (beach, train stations etc) within the community	Asst Dir/Mun Lib	2011 JAN	2011 JUN	Staff Time
<b>TASK 3b.</b>	Determine if any library presence outside the Main or Branch is feasible and should undergo pilot testing	Assistant Director	2011 JUL	2011 DEC	Staff Time

ACTIVITY	RESPONSIBILITY	START	DUE	RESOURCES
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**GOAL 2: RETHINK THE IDENTITY, SERVICES, AND SPACES OF THE FAIRFIELD WOODS BRANCH LIBRARY TO RESPOND MORE EFFECTIVELY TO NEIGHBORHOOD NEEDS**

**OBJECTIVE 1. Develop relationships with neighboring schools, churches, businesses, etc.**

<b>TASK 1a.</b>	Develop a list of all schools, places of worship, businesses, neighborhood organizations, etc	Branch Librarian	2009 APR	2009 MAY	Staff Time
<b>TASK 1b.</b>	Identify and reach out to new customers	Branch Librarian	2009 MAY	2009 JUN	Staff Time
<b>TASK 1c.</b>	Develop new programs and services	Branch Librarian	2009 JUN	ONGOING	Staff Time
<b>TASK 2.</b>	Establish a speaker's bureau from among the staff to approach these organizations and groups	Branch Librarian	2010 JAN	ONGOING	Staff Time

**OBJECTIVE 2. Reorganize collections to focus on popular materials and to make them easily attractive**

<b>TASK 1.</b>	Train staff in marketing collection	Branch Ref Lib/Teen Lib	2009 MAR	2009 AUG	Staff Time
<b>TASK 2a.</b>	Experiment with relocating collection to determine usage	AD/Branch Lib	2010 JAN	2010 DEC	Staff Time
<b>TASK 2b.</b>	Reorganize the collection within the branch	AD / Branch Lib	2011 JAN	2011 DEC	Staff Time

**OBJECTIVE 3. Perform a facilities review of the library building and site**

<b>TASK 1a.</b>	Gather information from staff, DPW and state consultant	Director	2009 JAN	2009 JUL	Staff Time
<b>TASK 1b.</b>	Collect data on program attendance, services, visitors	AD/Branch Lib/Sr Circ	2009 MAR	2009 JUL	Staff Time
<b>TASK 1c.</b>	Review IT capabilities and the technology plan for the branch	IT Librarian	2009 JUN	2009 JUL	Staff Time
<b>TASK 1d.</b>	Make an assessment of the cost of required improvements	AD/Branch Lib	2010 JAN	2010 JUL	Staff Time

**OBJECTIVE 4. Create a new logo for the Branch**

<b>TASK 1a.</b>	Capture ideas of the staff	Branch Librarian	2011 JAN	2011 JUN	Staff Time
<b>TASK 1b.</b>	Identify potential graphic artists to design logo	Branch Lib/Dir	2011 JUL	2011 SEP	Staff Time
<b>TASK 1c.</b>	Commission graphic artist	Director	2011 OCT	2011 DEC	Operating Budget
<b>TASK 1d.</b>	Deliver logo	Graphic Artist	2012 JAN	2012 JUN	Graphic Artist

**OBJECTIVE 5. Strengthen and enhance the Branch web pages**

<b>TASK 1a.</b>	Redesign web pages	Mun Lib / Staff	2009 OCT	2010 MAR	Staff Time
<b>TASK 1b.</b>	Integrate fully with the Main Library website	Municipal Librarian	2010 APR	2010 SEP	Staff Time
<b>TASK 1c.</b>	Train Branch staff to maintain the website	Branch Staff	2010 OCT	2011 MAR	Staff Time

ACTIVITY	RESPONSIBILITY	START	DUE	RESOURCES
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**GOAL 3: RAISE COMMUNITY AWARENESS OF THE FAIRFIELD PUBLIC LIBRARY TO CREATE NEW USERS AND AND TO OPTIMIZE USE OF LIBRARY MATERIALS, PROGRAMS AND SERVICES**

**OBJECTIVE 1. Hire a part-time staff person in development and marketing**

<b>TASK 1a.</b>	Create a committee to identify overall marketing strategies to raise awareness of the basic missions of the library and to reinforce ongoing advertising for individual programs	Asst Dir / Branch Lib	2009 FEB	2009 JUN	Staff Time
<b>TASK 1b.</b>	Advertise for a part-time professional to work with marketing committee	Director	2009 JUL	2009 AUG	Operating Budget
<b>TASK 1c.</b>	Assemble marketing strategies and program advertising into one plan focusing on increased community awareness of the library's capabilities	Cmtee/Dev-Mktg Prof	2009 AUG	2009 DEC	Staff Time
	Goals of the plan should include at least the following:				
	Improving professional relationships with all local and regional media				
	Use emerging technology / emerging media to promote library's message				
	Increase volunteer staff through increased awareness and interest				
	Meet the goal of issuing cards to over 50% of the community				
	Increase materials circulation to over one million items				
<b>TASK 1d.</b>	Implement library marketing plan	Dir/Asst Dir/Branch Lib	2010 JAN	ONGOING	Staff Time

**OBJECTIVE 2. Develop and sustain relationships with local media that yield more library coverage**

<b>TASK 1a.</b>	Develop a comprehensive list of local and regional media	Cmtee/Dev-Mktg Prof	2009 JUL	ONGOING	Staff Time
<b>TASK 1b.</b>	Meet with local and regional media to identify how to work together effectively	Cmtee/Dev-Mktg Prof	2009 AUG	ONGOING	Staff Time
<b>TASK 1c.</b>	Develop a matrix to maintain contact with local and regional media	Cmtee/Dev-Mktg Prof	2009 SEP	ONGOING	Staff Time

**OBJECTIVE 3. Identify and use new media and emerging technology to market the library**

<b>TASK 1a.</b>	Research new media to convey awareness of library missions and programs	Cmtee/Dev-Mktg Prof	2010 JAN	ONGOING	Staff Time
<b>TASK 1b.</b>	Incorporate new media into library marketing plan	Asst Dir / Branch Lib	2010 MAR	ONGOING	Staff Time

**OBJECTIVE 4. Encourage community involvement through volunteerism**

<b>TASK 1a.</b>	Find a volunteer coordinator	Director / Friends	2009 JAN	2009 MAR	Staff Time
<b>TASK 1b.</b>	Identify specific skills as well as general help needed by each department at both the main and branch libraries	Volunteer Coordinator	2009 MAR	2009 MAY	Volunteer Time
<b>TASK 1c.</b>	Identify all venues available in the community to seek volunteers	Volunteer Coordinator	2009 JUN	ONGOING	Volunteer Time
<b>TASK 1d.</b>	Implement advertising for specific and general skill volunteers	Volunteer Coordinator	2009 JUL	ONGOING	Volunteer Time

**OBJECTIVE 5. Increase the resident Library card holders to over 50%**

<b>TASK 1.</b>	Restart library-at-birth program	Children's Library	2010 JAN	ONGOING	Staff Time
<b>TASK 2.</b>	Send applications to new residents	Circulation Dept.	2010 JAN	ONGOING	Staff Time
<b>TASK 3.</b>	Offer library membership sign-up at all programs	All Depts	2010 JAN	ONGOING	Staff Time
<b>TASK 4.</b>	Use current and new media to promote library membership	Cmtee/Dev-Mktg Prof	2010 JAN	ONGOING	Staff Time
<b>TASK 5.</b>	Use marketing plan to market all library programs and the enhanced website versatility	Cmtee/Dev-Mktg Prof	2010 JAN	ONGOING	Staff Time
<b>TASK 6.</b>	Initiate on-line registration	IT Librarian	2011 DEC	ONGOING	Staff Time

**OBJECTIVE 6. Increase the circulation of Library materials to more than one million**

<b>TASK 1.</b>	Use marketing plan to market all library programs and the enhanced website versatility	Cmtee/Dev-Mktg Prof	2010 JAN	ONGOING	Staff Time
<b>TASK 2.</b>	Explore using a retail model to bring more customers who will find materials more easily	Cmtee/Dev-Mktg Prof	2011 DEC	2012 DEC	Staff Time
<b>TASK 3.</b>	Explore on-line fine payments	IT Librarian	2012 DEC	2013 DEC	Staff Time

**OBJECTIVE 7. Continue to advocate for strong financial support from town**

<b>TASK 1.</b>	Work with town leadership, Board of Finance and the RTM to develop a better understanding of the potential the library offers the community	Director	2009 JAN	ONGOING	Staff Time
<b>TASK 2.</b>	Collect testimonials from satisfied customers	Department Heads	2009 JAN	ONGOING	Staff Time

**OBJECTIVE 8. Develop alternate financial resources to support program offerings**

<b>TASK 1a.</b>	Research and create a list of granting organizations focused on libraries	Dir/AD/Friends	2010 JAN	2010 JUL	Staff Time
<b>TASK 1b.</b>	Identify community individuals and organizations willing to support library programs / services	Dir/AD/Friends	2010 AUG	2010 DEC	Staff Time
<b>TASK 1c.</b>	Contact granting organizations and individuals	Director	2010 SEP	ONGOING	Staff Time

**OBJECTIVE 9. Maintain and enhance opportunities for students and other interested people in the community to learn about the library**

<b>TASK 1.</b>	Continue program with high school students for credit	Department Heads	2009 JAN	ONGOING	Staff Time
<b>TASK 2.</b>	Create internship program for schools and universities	Department Heads	2011 JAN	ONGOING	Staff Time

**OBJECTIVE 10. Improve all temporary and permanent signage**

<b>TASK 1.</b>	Procure new sign for exteriors	Dir/Consultant	2012 APR	2012 DEC	Staff Time
<b>TASK 2.</b>	Review retail modeling for signage placement and colors	Dir/Consultant	2013 JUL	2013 DEC	Staff Time
<b>TASK 3.</b>	Explore more creative use and placement of banners	Dir/Consultant	2013 OCT	2013 DEC	Staff Time

ACTIVITY	RESPONSIBILITY	START	DUE	RESOURCES
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**GOAL 4: ANTICIPATE AND RESPOND TO THE EVOLVING NEEDS OF THE COMMUNITY**

**OBJECTIVE 1. Ensure that Library administration and staff are active observers of professional and community trends and sustain links to community interests**

<b>TASK 1a.</b>	Identify community organizations that are good barometers of community trends and interests	Asst Dir / Branch Lib	2010 JAN	2010 JUN	Staff Time
<b>TASK 1b.</b>	Identify any staff members already associated with these organizations	Asst Dir / Branch Lib	2010 JUN	2010 SEP	Staff Time
<b>TASK 1c.</b>	Match staff with organizations without staff representation	Asst Dir / Branch Lib	2010 SEP	2010 DEC	Staff Time
<b>TASK 1d.</b>	Search materials in the library supporting goals of community organizations	Asst Dir / Branch Lib	2011 JAN	2011 JUN	Staff Time
<b>TASK 2.</b>	Gather information from community sources to anticipate community needs	Asst Dir / Branch Lib	2011 JAN	ONGOING	Staff Time
<b>TASK 3.</b>	Establish a feedback page on the library website	Municipal Librarian	2011 JAN	2011 MAR	Staff Time
<b>TASK 4.</b>	Increase participation in Connecticut roundtables	Asst Dir / Branch Lib	2012 JAN	ONGOING	Staff Time

**OBJECTIVE 2. Offer materials and services that attract new and underserved users, establish and expand inclusiveness and reflect our community's changing demographics**

<b>TASK 1.</b>	Undertake a community needs assessment to determine under and unserved populations	Dir/Asst Dir/Br Lib	2010 JAN	2010 DEC	Grant
<b>TASK 2a.</b>	Redo collection development policy to respond to underserved populations	Asst Dir / Branch Lib	2011 JAN	2011 MAR	Staff Time
<b>TASK 2b.</b>	Develop collection development plan	Asst Dir / Branch Lib	2011 APR	2012 APR	Staff Time
<b>TASK 2c.</b>	Implement policy and plan	Director	2012 MAY	2013 APR	Staff Time

**OBJECTIVE 3. Define, design and deliver programs, classes, and experiences that support the changing cultural and educational needs of the town**

<b>TASK 1.</b>	Coordinate with Goal 1, Objective 3	Asst Dir / Branch Lib	2009 JUN	ONGOING	Staff Time
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**OBJECTIVE 4. Ensure that Library materials are purchased, processed, and made available to the public in as timely a manner as possible**

<b>TASK 1a.</b>	Expand the selection committees' use of online and alternative resources	Selection Committees	2009 JAN	ONGOING	Staff Time
<b>TASK 1b.</b>	Create a flow chart for the processing and delivery of materials	Technical Services	2009 MAR	2009 JUN	Staff Time
<b>TASK 1c.</b>	Based on the flow chart revise as necessary delivery and flow of materials at both locations	Technical Services	2009 JUN	ONGOING	Staff Time
<b>TASK 2.</b>	Identify and outsource the processing of specific collections	Asst Dir/Branch Lib	2009 MAY	ONGOING	Op Bud
<b>TASK 3.</b>	Explore cross training of all staff to process materials	Technical Services	2010 JAN	ONGOING	Staff Time
<b>TASK 4.</b>	Pilot online selection of items by selection committees	Selection Committees	2010 JUN	2010 OCT	Operating Budget
<b>TASK 5.</b>	Eliminate obstacles to delivering materials within one week after arrival to library	Technical Services	2011 JAN	ONGOING	Staff Time

ACTIVITY	RESPONSIBILITY	START	DUE	RESOURCES
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**GOAL 5: BUILD AND SUSTAIN A HIGHLY PROFESSIONAL STAFF RESPONSIVE TO THE NEEDS OF LIBRARY USERS**

**OBJECTIVE 1. Strengthen the customer service skills of all staff and foster pride and respect for excellent job performance**

<b>TASK 1.</b>	Provide in-house customer service training workshops for all staff	Director	2009 MAY	2010 SEP	Operating Budget
<b>TASK 2a.</b>	Establish staff recognition committee	Asst Dir / Branch Lib	2010 OCT	2011 MAR	Staff Time
<b>TASK 2b.</b>	Initiate staff recognition program	Committee	2011 APR	2011 SEP	Staff Time
<b>TASK 3a.</b>	Collect information about services the public would like added at the library	Director	2011 JUN	ONGOING	Staff Time
<b>TASK 3b.</b>	Review and institute changes as needed	Director	2011 SEP	ONGOING	Staff Time
<b>TASK 4.</b>	Publish a customer service 'credo' for staff	Director	2011 OCT	2011 DEC	Staff Time

**OBJECTIVE 2. Review the need for additional staff and allocation of existing staff to areas of greatest need**

<b>TASK 1.</b>	Explore the feasibility of using staff "floaters" (staff walking the floor to aid customers)	Dir/Asst Dir/BL	2009 SEP	2009 DEC	Staff Time
<b>TASK 2.</b>	Explore the feasibility of cross training staff in alternate library disciplines	Dir/Asst Dir/BL	2010 SEP	ONGOING	Staff Time
<b>TASK 3.</b>	Advocate for better staffing levels consistent with peer libraries	Dir/Asst Dir/BL	2010 DEC	ONGOING	Staff Time

**OBJECTIVE 3. Provide training that enhances the staff's ability to deliver excellent service, that offers job enrichment and advancement opportunities and that emphasizes continuous learning as a core value**

<b>TASK 1.</b>	Ensure that all full time staff have the opportunity to attend workshops, classes, and national conferences	Dir/Dept Heads	2009 JAN	ONGOING	Staff Time
<b>TASK 2.</b>	Create orientation program for new employees	Dir/Dept Heads	2010 JUN	2011 DEC	Staff Time
<b>TASK 3.</b>	Review and update all full time and part time personnel manuals	Dir/Committee	2013 JAN	2013 DEC	Staff Time

**OBJECTIVE 4. Develop better communications between the Main Library and the Fairfield Woods Branch Library so that service to the public is consistent and all staff are well informed**

<b>TASK 1.</b>	Institute regular departmental meetings	Director	2009 APR	2009 DEC	Staff Time
<b>TASK 2.</b>	Explore rotations of staff between the Main Library and the Fairfield Woods Branch	Director	2011 JUN	2011 DEC	Staff Time

**OBJECTIVE 5. Revitalize the staff website for general library policies and procedures and exchange of ideas on library trends**

<b>TASK 1a.</b>	Identify staff webmaster	Director	2009 JAN	2009 JAN	Staff Time
<b>TASK 1b.</b>	Investigate and implement Intranet/staff website for staff information	Staff Webmaster Team	2009JUL	ONGOING	Staff Time
<b>TASK 2.</b>	Review Library Policy and Procedures Manual	Director	2009 FEB	2009 JUN	Staff Time

ACTIVITY	RESPONSIBILITY	START	DUE	RESOURCES
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**GOAL 6: HARNESS CURRENT TECHNOLOGY TO ENSURE THAT THE FAIRFIELD PUBLIC LIBRARY MEETS OR EXCEEDS THE NEEDS OF THE LIBRARY'S USERS AND THAT IT MAKES ITS INTERNAL OPERATIONS MORE EFFICIENT**

**OBJECTIVE 1. Review and revise the Library's three year technology plan**

<b>TASK 1a.</b>	Form technology committee	Asst Dir/ Branch Lib	2009 APR	2009 JUN	Staff Time
<b>TASK 1b.</b>	Send out current plan to committee members identifying what has been done	IT Librarian	2009 JUN	2009 JUL	Staff Time
<b>TASK 1c.</b>	Identify what needs to be carried over to the new plan and what needs to be added	Technology Committee	2009 AUG	2009 SEP	Staff Time
<b>TASK 1d.</b>	Implement new three year plan	Technology Committee	2009 OCT	2009 NOV	Staff Time
<b>TASK 1e.</b>	Submit plan to state	Director			
<b>TASK 1f.</b>	Execute plan	IT Librarian	2009 NOV	2009 DEC	Staff Time

**OBJECTIVE 2. Develop a 'technology sandbox' to offer Library users and staff the opportunity to learn and stay abreast of the newest innovations and integrate technology into staff's workday**

<b>TASK 1.</b>	Establish a technology initiative agenda item for all monthly Manager Meetings	Assistant Director	2009 JAN	2010 JAN	Staff Time
<b>TASK 2.</b>	Select new technologies to test on staff website	Asst Dir / Branch Lib	2009 OCT	ONGOING	Staff Time
<b>TASK 3.</b>	Determine usefulness for the library staff and customers	AD / BR Lib / Depts	2009 DEC	ONGOING	Staff Time
<b>TASK 4.</b>	Advertise new technologies adopted by the library	Director	2010 JAN	ONGOING	Staff Time

**OBJECTIVE 3. Seek funding for leading edge technology applications**

<b>TASK 1.</b>	Include new technology applications in annual budget request	Director	2009 NOV	ANNUALLY	Staff Time
<b>TASK 2a.</b>	Investigate state, regional and national funding opportunities for new technology	Dir / AD / BR Lib	2010 APR	2010 DEC	Staff Time
<b>TASK 2b.</b>	Apply for appropriate grants	Director	2011 JAN	ONGOING	Staff Time

**OBJECTIVE 4. Provide the technological infrastructure needed to support library operations**

<b>TASK 1a.</b>	Monitor software for upgrades and new applications	IT Librarian	2009 JAN	ANNUALLY	Staff Time
<b>TASK 1b.</b>	Provide staff training for new software	IT Librarian	2009 JAN	ANNUALLY	Staff Time
<b>TASK 2a.</b>	Install latest version of Sirsi within six months of release in test server	IT Librarian	2010 JUN	ANNUALLY	Staff Time
<b>TASK 2b.</b>	Go live with latest version of SIRSI	IT Librarian	2010 NOV	ANNUALLY	Staff Time
<b>TASK 3.</b>	Strengthen library online catalogue to integrate ILS with library website	IT Librarian	2011 JAN	2012 JAN	Staff Time



**OBJECTIVE 5. Provide up to date technology for the public**

<b>TASK 1a.</b>	Investigate providing hardwired internet connections	IT Librarian	2009 FEB	2009 APR	Staff Time
<b>TASK 1b.</b>	Install hardwired internet connections as necessary	IT Librarian	2009 MAY	2009 OCT	Staff Time
<b>TASK 2.</b>	Replace aging computers according to schedule in the technology plan	IT Librarian	2009 SEP	ONGOING	Staff Time
<b>TASK 3.</b>	Add network scanners to Main and Branch computer labs	IT Librarian	2010 JAN	2010 APR	Town IT Budget
<b>TASK 4.</b>	Investigate replacing IT architecture switches at the Main Library	IT Librarian	2010 SEP	2011 DEC	Staff Time
<b>TASK 5.</b>	Replace servers as outlined in the technology plan	IT Librarian	2010 SEP	2011 MAR	Town
<b>TASK 6.</b>	Upgrade switches	IT Librarian	2010 DEC	2011 MAR	Town IT Budget
<b>TASK 7.</b>	Increase number of computers at the Main and Branch libraries	IT Librarian	2010 DEC	2012 DEC	Staff Time
<b>TASK 8.</b>	Research open source software alternatives	IT Librarian	2013 DEC	ONGOING	Staff Time

**OBJECTIVE 6. Develop staff and outside contractual resources to implement the technology plan and provide always available, knowledgeable service to the public**

<b>TASK 1.</b>	Investigate using interns to assist in the computer labs	Reference Dept.	2009 JAN	2009 MAR	Staff Time
<b>TASK 2.</b>	Identify back-up IT technician from Network Synergy	IT Librarian	2009 FEB	2009 MAR	Staff Time
<b>TASK 3.</b>	Train a Network Synergy technician on the library systems	IT Librarian	2009 JUN	2009 DEC	Town
<b>TASK 4.</b>	Hire technology assistant for Main and Branch computer labs	Director	2010 SEP	ONGOING	Staff Time

**OBJECTIVE 7. Utilize technology for most efficient and cost effective delivery of library service**

<b>TASK 1.</b>	Decrease paper usage by 10% through technology communication	Asst Director	2009 JAN	ONGOING	Staff Time
<b>TASK 2.</b>	Introduce federated search product	Reference	2009 JAN	ONGOING	Operating Budget
<b>TASK 3.</b>	Increase electronic addresses by 2% per year	Sr Circ Coordinator	2009 JAN	ONGOING	Staff Time
<b>TASK 4.</b>	Explore expanding uses of emerging communication technology	Teen Lib / IT Lib	2009 JAN	ONGOING	Staff Time
<b>TASK 5a.</b>	Investigate self check out in the Children's Department	Asst Dir / Br Lib / IT Lib	2010 JAN	2010 SEP	Staff Time
<b>TASK 5b.</b>	Install self check out in the Children's Department	IT Librarian	2010 DEC	2011 DEC	Operating Budget
<b>TASK 6.</b>	Explore expanding self check out at Main and Branch	Asst Dir / Br Lib / IT Lib	2013 JUN	2013 DEC	Staff Time

ACTIVITY	RESPONSIBILITY	START	DUE	RESOURCES
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**GOAL 7: MAINTAIN THE FAIRFIELD PUBLIC LIBRARY'S SAFE, MODERN, COMFORTABLE FACILITIES TO ENSURE A WELCOMING ENVIRONMENT THAT ALLOWS FOR THE BEST USE OF ITS RESOURCES**

**OBJECTIVE 1. Identify and create different internal spaces for specific community interests**

<b>TASK 1.</b>	Create committee to review the use of floor space on the first floor of the Main Library	Director	2010 JUN	2011 MAY	Staff Time
<b>TASK 2.</b>	Create committee to review the use of floor space of the Fairfield Woods Branch Library	Director	2010 JUN	2011 MAY	Staff Time
<b>TASK 3.</b>	Review and install changes as necessary	Director	2011 JUN	2012 JUN	Staff Time

**OBJECTIVE 2. Partner with the Friends to create a Friends Welcome and Book Sale area in existing copier area at the Main Library**

<b>TASK 1.</b>	Review and approve plan for new Friends area	Dir/Asst Dir/Friends	2009 JAN	2009 SEP	Staff Time
<b>TASK 2.</b>	Seek funding for modifications	Friends	2009 OCT	2010 MAR	Friends
<b>TASK 3.</b>	Carry out renovations	Dir / Asst Dir	2010 DEC	2011 JUN	Staff Time

**OBJECTIVE 3. Evaluate use of space for different collections and make adjustments**

<b>TASK 1.</b>	Purchase and install new shelving for Book Club room	Reference Dept	2010 FEB	2010 SEP	Friends
<b>TASK 2.</b>	Analyze use of collection spaces	Dir/Asst Dir/Dept Heads	2010 SEP	2010 DEC	Staff Time
<b>TASK 3.</b>	Initiate weeding plan for collection	Selection Committees	2010 DEC	ONGOING	Staff Time
<b>TASK 4.</b>	Pilot shifts of one or two collection to new spaces	Asst Dir / Branch Lib	2011 JAN	2011 JUN	Staff Time

**OBJECTIVE 4. Continue to explore parking and maintain dialogue with town officials**

<b>TASK 1.</b>	Coordinate programming schedules that do not conflict and free up parking spaces	Dept Heads	2009 JUN	ONGOING	Staff Time
<b>TASK 2.</b>	Explore parking structure at the Main Library	Director	2012 DEC	2013 DEC	Staff Time

**OBJECTIVE 5. Investigate feasibility of a renovation of the Fairfield Woods Branch Library**

<b>TASK 1.</b>	Form subcommittee of Library Board of Trustees to consider Branch renovation	Library Board	2009 SEP	ONGOING	Board
<b>TASK 2.</b>	Involve First Selectman and other elected officials in timetable planning	Library Board	2010 JAN	2011 JAN	Board

**OBJECTIVE 6. Continue to evaluate and develop the space in the Children's Library at Main and Branch**

<b>TASK 1a.</b>	Form committee to re-fashion the Branch's Children's Craft Room as a interactive discovery area	Children's Librarian	2009 JAN	2009 JAN	Staff Time
<b>TASK 1b.</b>	Develop and implement plan for Branch's Children's Craft Room	Committee	2009 FEB	2009 JUL	Operating Budget
<b>TASK 2.</b>	Establish timetable for repairs and maintenance at the Main Library	Dir / Asst Dir	2009 JUL	ANNUALLY	Staff Time
<b>TASK 3.</b>	Establish timetable for repairs and maintenance at the Fairfield Woods Branch Library	Dir/Asst Dir/Branch Lib	2009 JUL	ANNUALLY	Staff Time
<b>TASK 4.</b>	Procure and install new listening stations in the children's libraries	Children's Librarian	2012 DEC	2013 DEC	Friends

**OBJECTIVE 7. Continue to evaluate and develop the space for Teens at Main and Branch**

<b>TASK 1.</b>	Complete teen space at the Main Library	Teen Librarian	2009 JAN	2009 JUN	Operating Budget
<b>TASK 2.</b>	Provide staff for 'Down Under' teen space at the Fairfield Woods Branch Library	Teen Librarian	2009 JAN	ONGOING	Staff Time
<b>TASK 3.</b>	Develop plan for 'Down Under' teen space at the Fairfield Woods Branch Library	Teen Librarian	2009 JAN	2009 DEC	Staff Time
<b>TASK 4.</b>	Explore and define teen use of Conference Room 206 at the Main Library	Dir/Child Lib/ Teen Lib	2009 SEP	2010 AUG	Staff Time

**Key :**Assistant Director, Asst Dir, AD = Deputy Town Librarian;; Branch Lib, BL = Branch Librarian; Branch Ref Lib = Branch Reference Librarian; Child Lib = Head of Children's Library;  
Director, Dir = Town Librarian; Friends = Friends of the Fairfield Public Library; IT Librarian = Head of Information Technology at Library; Mun Lib, ML = Municipal Librarian  
(webmaster for Town and Library); Sr Circ Coord = Senior Circulation Coordinator; Teen Lib = Head of Teen Services; Town IT = Town Information Technology Department.



Fairfield  
PUBLIC LIBRARY

# Town of Fairfield Interview and Focus Group Information

## General Observations

Want Fairfield to remain a town

Want diversity, particularly economic

Worry about demographic shift to younger, more affluent population

Know Fairfield a bubble – some are happy about that, some not

Like the universities

Like the beach, but not the summer renters



# Town of Fairfield

## Interview and Focus Group Information

### Strengths

Town, not a city

Desirability as place to live – one of the 10 best

Revitalized downtown

Close, but not too close, to NYC, Boston, and New Haven

More affordable than westerly towns

Quiet, rural atmosphere

Universities

Beaches

Excellent senior center

Excellent schools

Safety

Growth, indicated by new RR station



# Town of Fairfield Interview and Focus Group Information

## Weaknesses

Lack of diversity (bubble)

No community center

No place for tweens, teens

Expensive for young families

Growing too expensive for older residents

Location, uncertainty about senior center

Beach renters



# Town of Fairfield Interview and Focus Group Information

## Opportunities

Desirability as a place to live

Location

Wealth

School excellence

Business growth



# Town of Fairfield Interview and Focus Group Information

## Threats

Desirability

Growth

Expensiveness

Attractiveness of schools – drawing too many people

Disagreement over schools

Disagreement over commercial development (new RR station)

Scattered town center

Economic stress





## Fairfield Public Library Interview and Focus Group Information

### **Strengths**

Pride & good will within community toward both branches

Professional staff

Children's library

Young Adult programs

Art gallery

Meeting rooms

WiFi capability

Frequency & variety of programs



## Fairfield Public Library Interview and Focus Group Information

### Weaknesses

Parking

Signage – inside and outside of both buildings

Lobbies – confusion, chaos, congestion

DVDs & CDs hard to find

Customer service skills inconsistent

Marketing insufficient

Programs not consistently popular

Information Technology functions

Computer-room staffing

Art gallery

Run-down appearance of the branch library

Insufficient programming for seniors

Outreach to senior center



# Fairfield Public Library

## Interview and Focus Group Information

### **Opportunities**

More parking

Better signage

State of the art IT

Stimulating website

Better trained staff

Improved marketing

Broadened appeal to young adults

Foreign language materials and services

Increased private and corporate sponsorship



## Fairfield Public Library Interview and Focus Group Information

### **Threats**

Too much success – popularity leads to discontent

Additional public resources unlikely

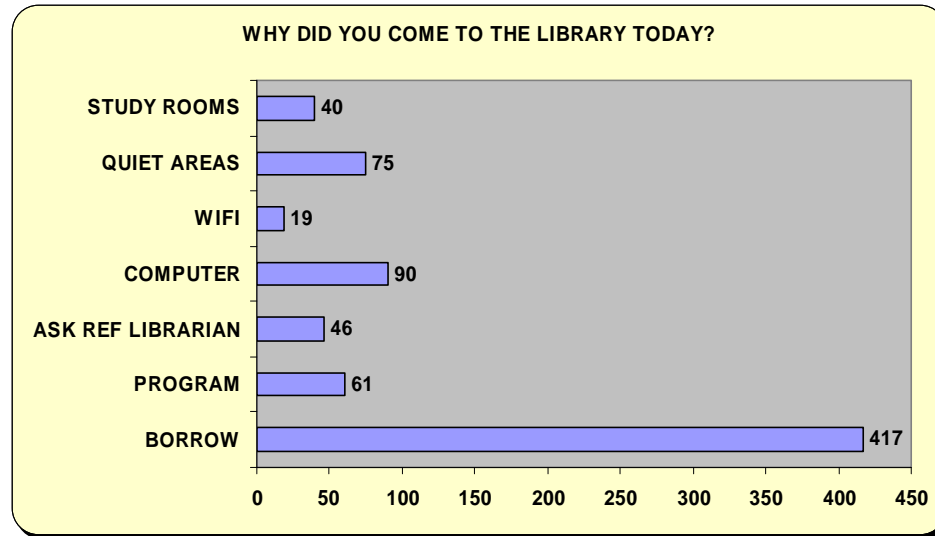
Pequot restructuring of services

No solution to parking problem

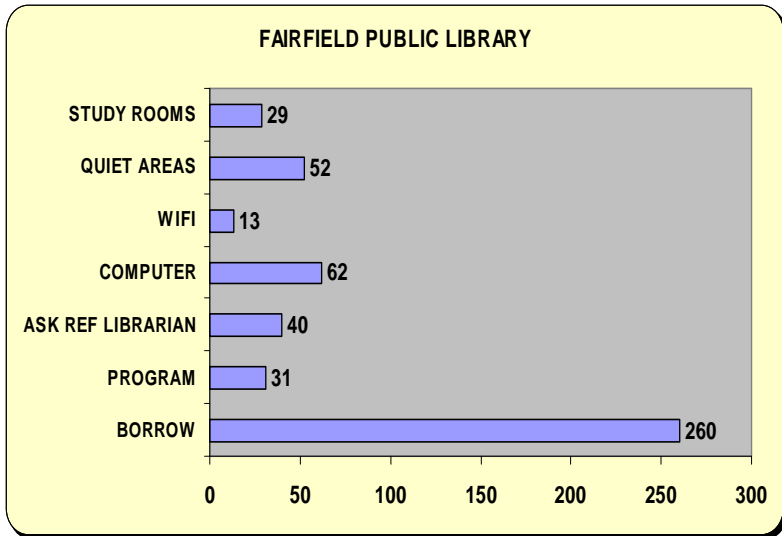
New railroad station



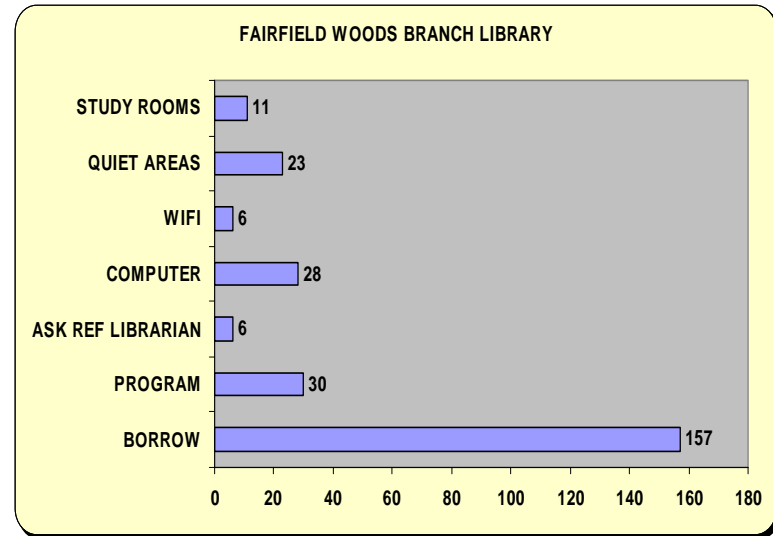
# Fairfield Library In-House Survey



**Answered Question: 793  
Skipped Question: 0**



**Answered Question: 505 Skipped Question: 0**



**Answered Question: 288 Skipped Question: 0**

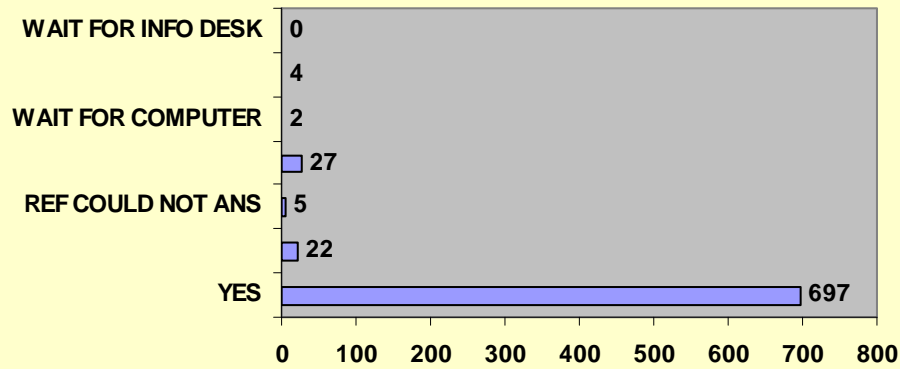
## QUESTION 1: WHY DID YOU COME TO THE LIBRARY TODAY?

### RESPONSES LISTED UNDER 'OTHER':

CHILDREN'S AREA & PLAY  
READ NEWSPAPERS  
GO TO THE KIDS AREA  
DVDS  
CHILDREN'S LIBRARY  
CHILDREN'S LIBRARY  
DONATE BOOKS  
READ MAGAZINES  
LOOK AT MAGAZINES NEWSPAPERS  
MAKE A DONATION  
REFERENCE & PERIODICALS  
RETURNS  
RETURNS  
GET TAX FORMS  
VOLUNTEER  
DO MY HOMEWORK  
TUTOR  
READ BOOKS  
ART EXHIBIT  
TAKE KIDS TO PLAY ROOM  
VIEW ART EXHIBIT

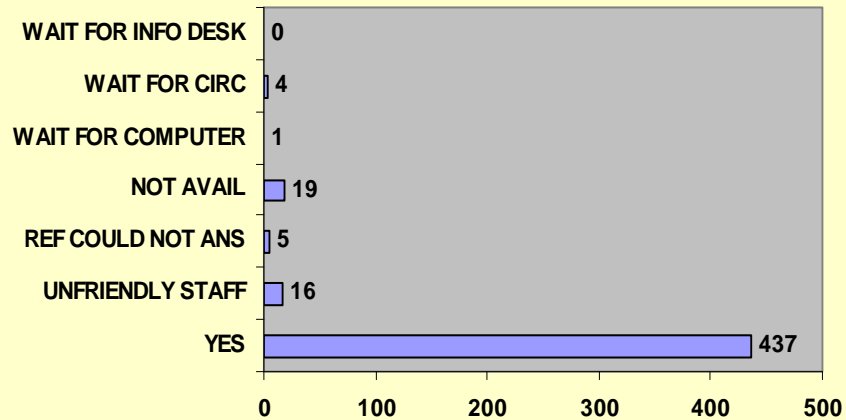
INCOME TAX HELP  
VOLUNTEER  
CHILDREN'S LIBRARY  
CHILDREN'S LIBRARY  
LOOK SOMETHING UP IN A MAGAZINE  
IRS  
SOCIALIZE WITH FRIENDS  
FIND TAX FORMS  
CHECK ON A BOOK  
TAX FORMS  
WORK WITH TUTOR  
READ MAGAZINES  
CHILDREN'S LIBRARY  
HOMEWORK  
TAXES  
DONATE PHOTO PRINTS  
CHILDREN'S LIBRARY  
PHOTOCOPY  
RETURN BOOKS  
RETURN DVD  
CHILDREN'S LIBRARY

**WERE YOU COMPLETELY SATISFIED WITH YOUR VISIT?**



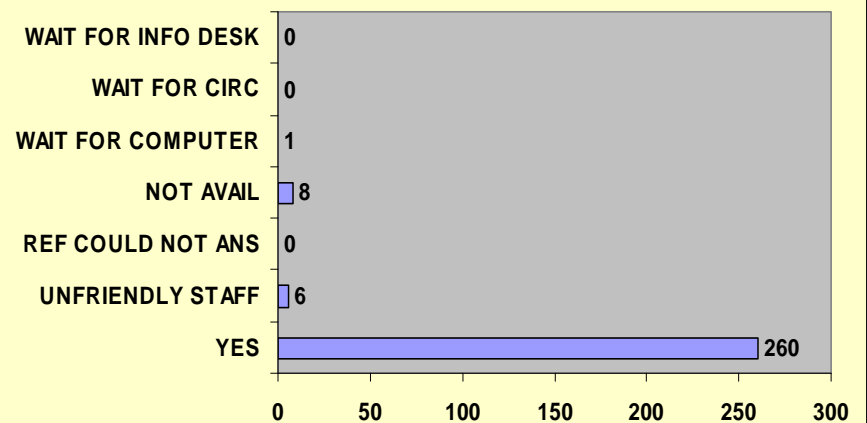
**Answered Question: 782  
Skipped Question: 11**

**FAIRFIELD PUBLIC LIBRARY**



**Answered Question: 495 Skipped Question: 10**

**FAIRFIELD WOODS BRANCH LIBRARY**



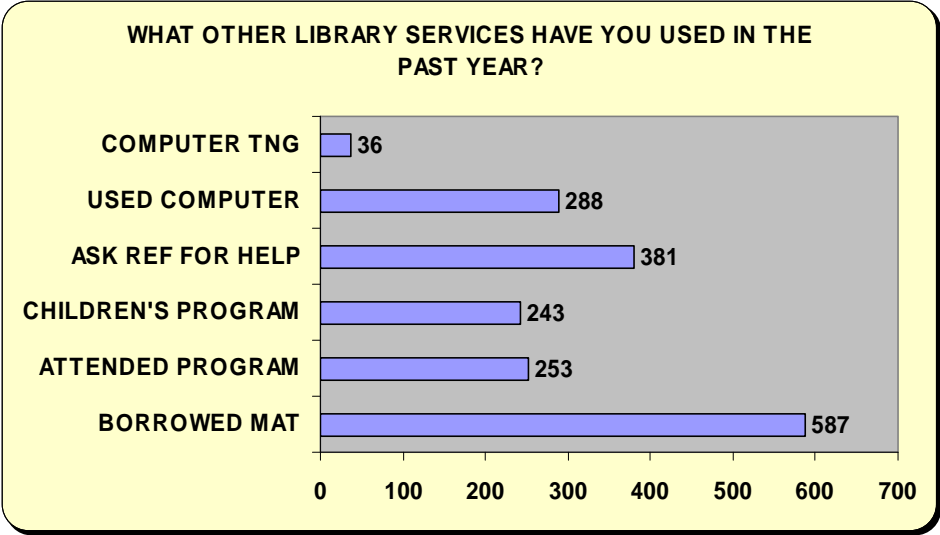
**Answered Question: 287 Skipped Question: 1**

**QUESTION 2: WERE YOU COMPLETELY SATISFIED WITH YOUR VISIT?  
RESPONSES LISTED UNDER 'OTHER':**

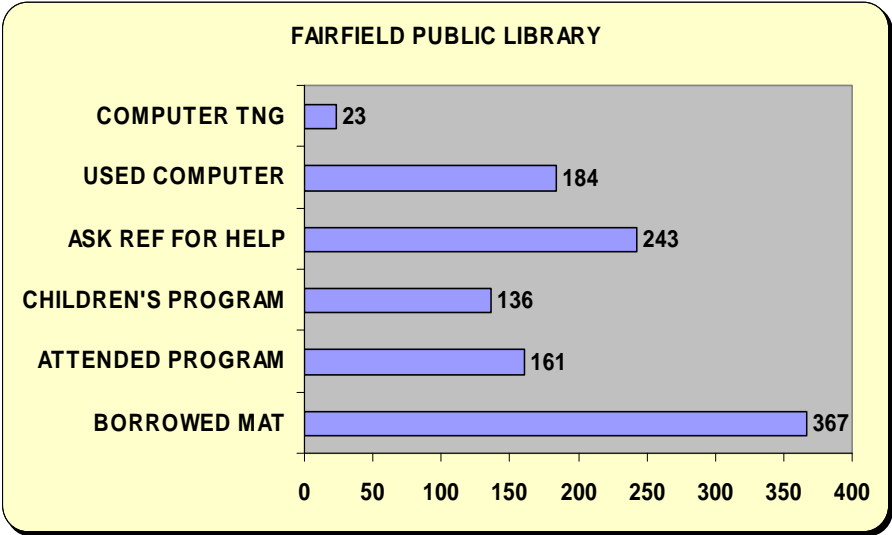
NOT ENOUGH TABLES  
TEEN AREA TOO NOISY  
BOOKS LISTED AS HERE, BUT ARE NOT  
FEES I PAID NOT SHOWING UP IN THE COMPUTER  
LACKS ADEQUATE COMPUTER BOOKS  
PARKING IS DIFFICULT  
NO APPOINTMENTS FOR TAXES  
PARKING IS ALWAYS PROBLEMATIC

PARKING  
STAFF IS NOT POLITE  
COMPUTERS ARE SLOW AND QUIRKY - NOT LIKE SOUTHPORT  
CUSTOMER SERVICE IS HIT OR MISS  
NOISE FROM THE LOBBY IS DEAFENING  
TROUBLE WITH PARKING  
REF LIB IMMEDIATELY ATTENDED TO MY REQUEST

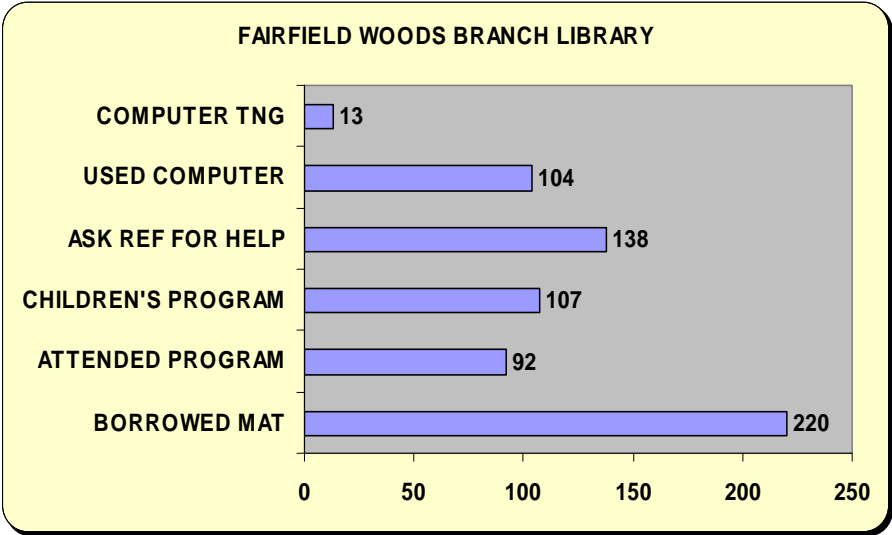




**Answered Question: 757**  
**Skipped Question: 36**



**Answered Question: 485** **Skipped Question: 20**



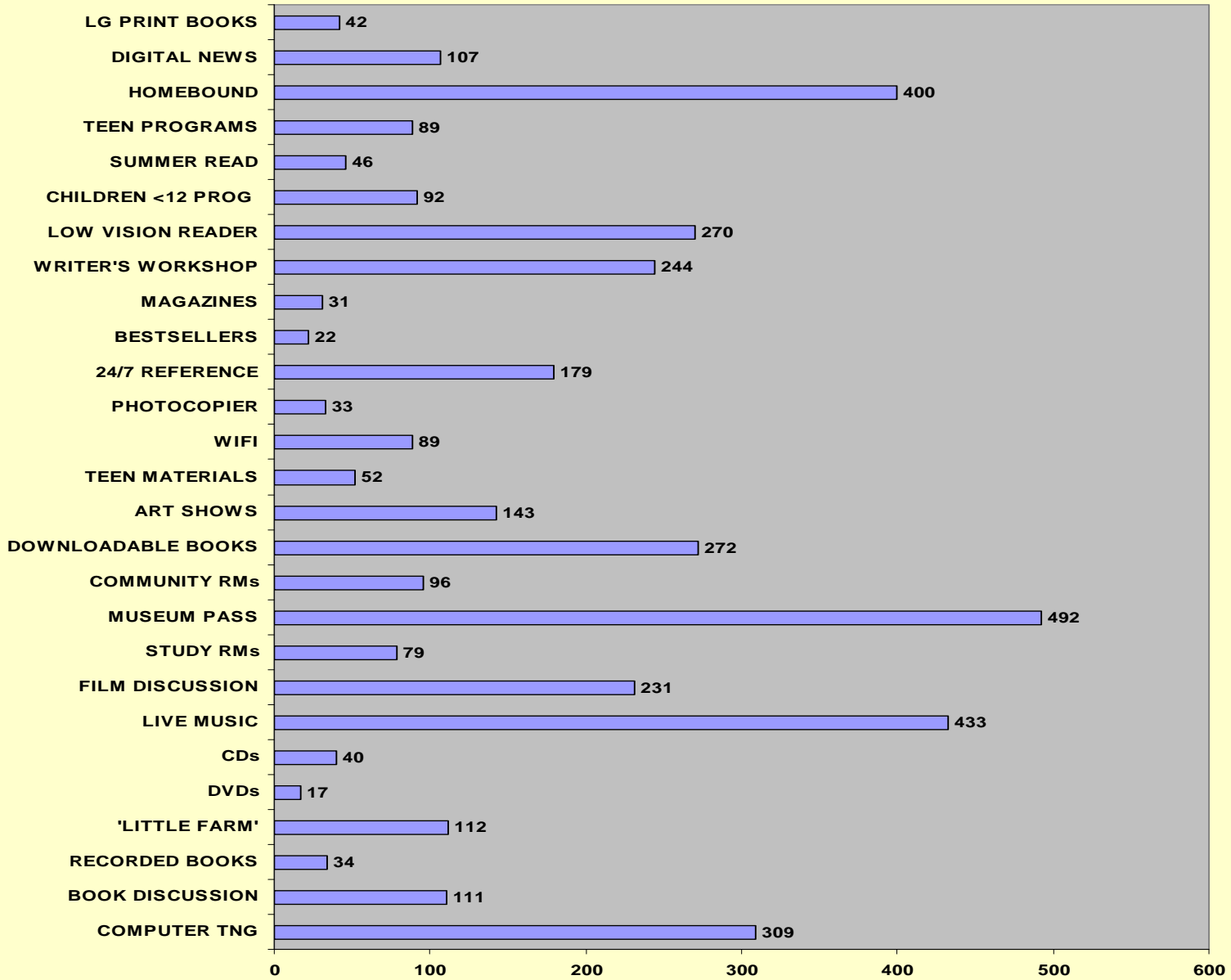
**Answered Question: 272** **Skipped Question: 16**

**QUESTION 3:WHAT OTHER LIBRARY SERVICES HAVE YOU USED  
IN THE PAST YEAR?  
RESPONSES LISTED UNDER 'OTHER':**

DO HOMEWORK  
TEEN ACTIVITIES  
WRITER'S WORKSHOP  
STUDY ROOMS FOR TUTORING  
STUDY ROOMS  
DON'T LIKE RECEIPTS  
PUT BOOKS FROM OTHER LIBRARIES ON HOLD  
STUDY ROOM  
CONFERENCE ROOM  
DID A PLAY HERE  
ART EXHIBIT / PHOTOCOPIER  
STUDY ROOM  
LECTURES  
VOLUNTEER  
WIFI FOR PSP  
HOMEWORK  
ATTENDED ART EXHIBIT

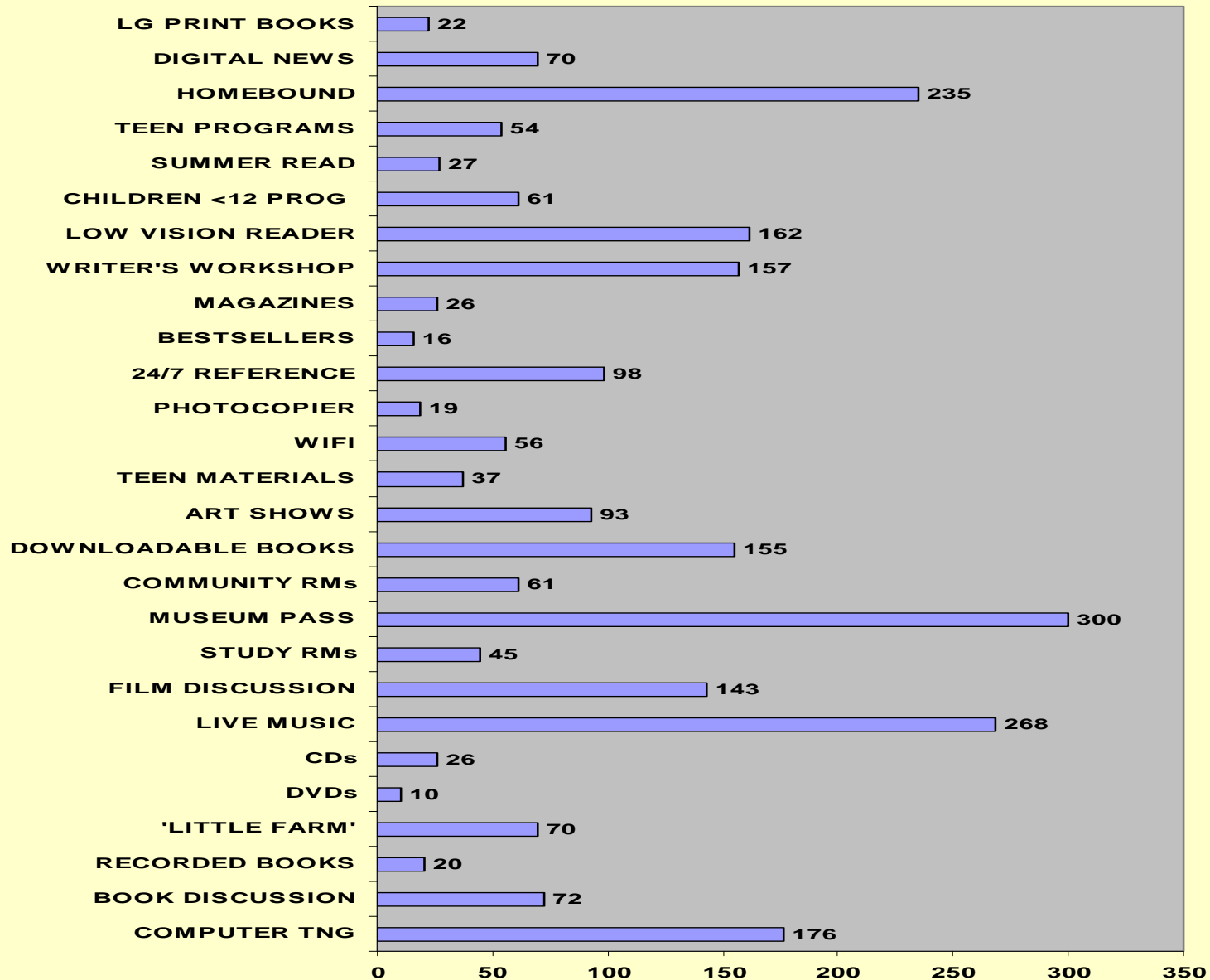
BORROW MUSEUM PASSES  
BORROWED MUSEUM PASSES  
BROUGHT CHILDREN TO LIBRARY  
BUY MORE PAPERBACKS  
CHILDREN'S LIBRARY  
JUNIOR LEAGUE MEETINGS  
MOVIE DAY  
QUIET AREAS  
QUIET READING  
QUIET ROOMS  
QUIET SPACE  
STUDY ROOMS

PLEASE CHECK THE SERVICES YOU DID NOT KNOW THE LIBRARY OFFERED



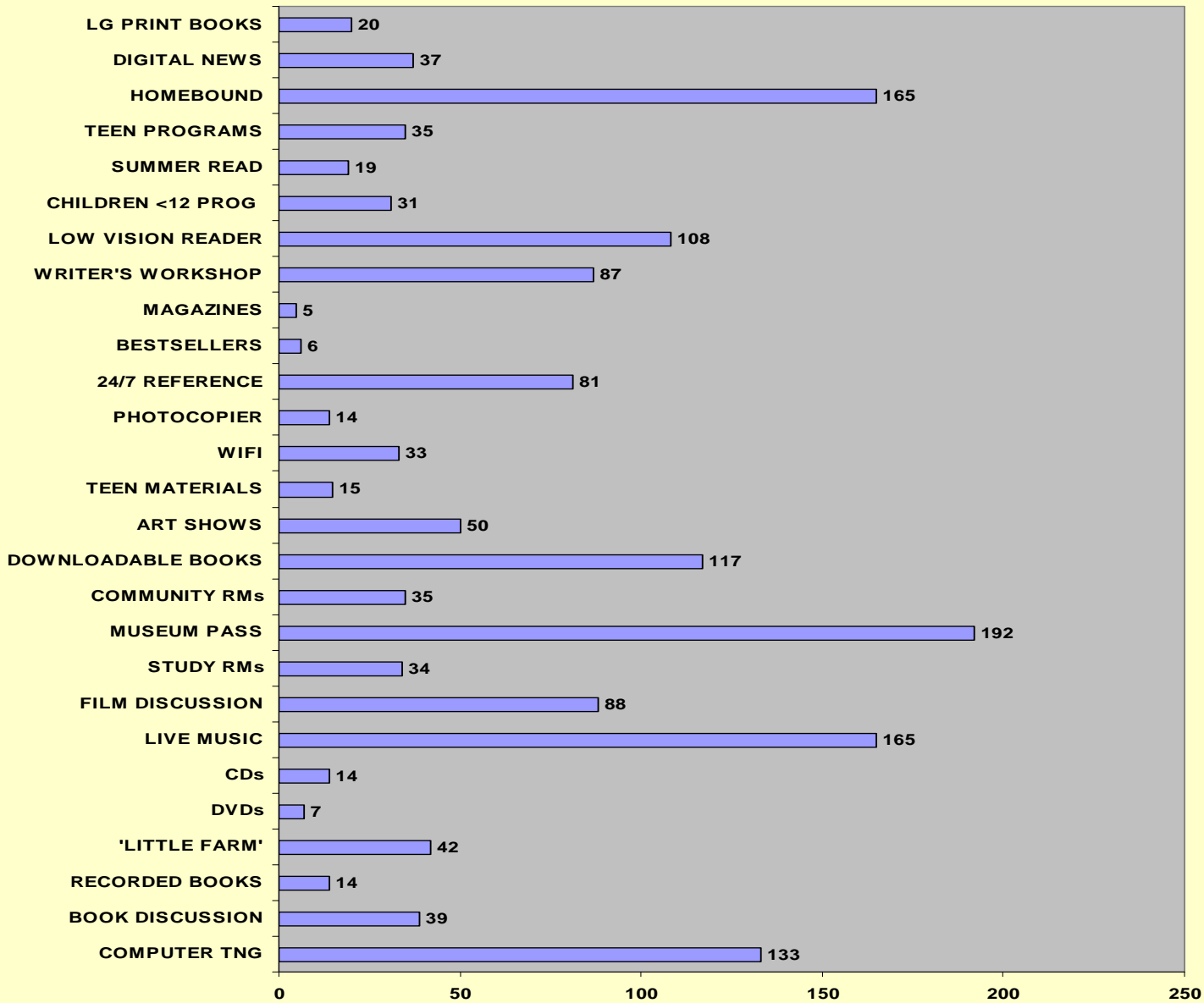
Answered Question: 688  
Skipped Question: 105

**FAIRFIELD PUBLIC LIBRARY**



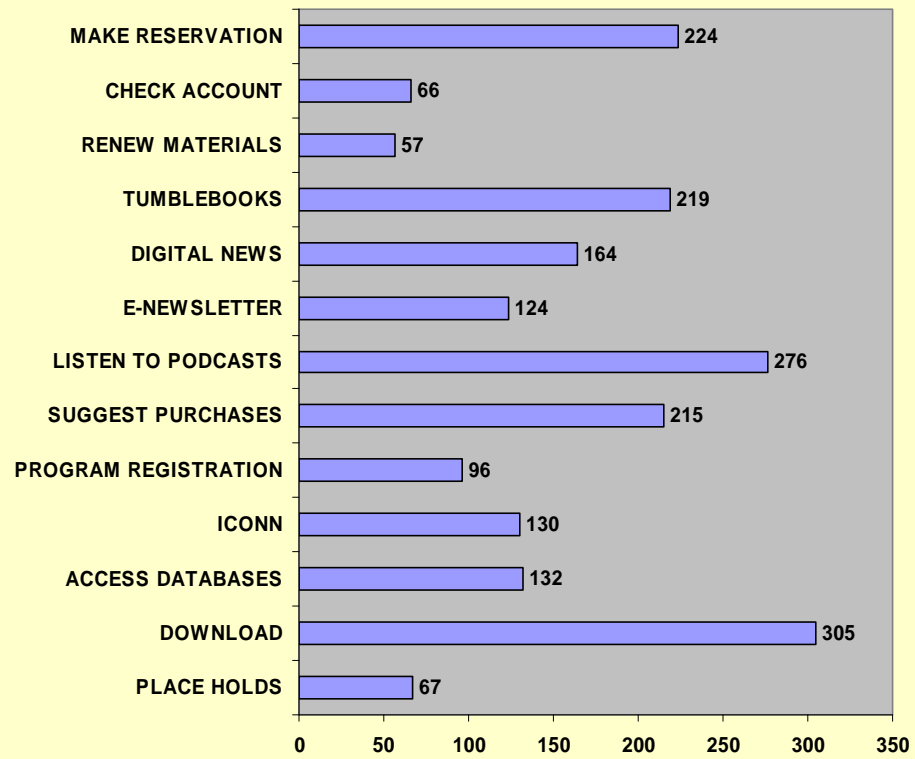
Answered Question: 445  
Skipped Question: 60

FAIRFIELD WOODS BRANCH LIBRARY



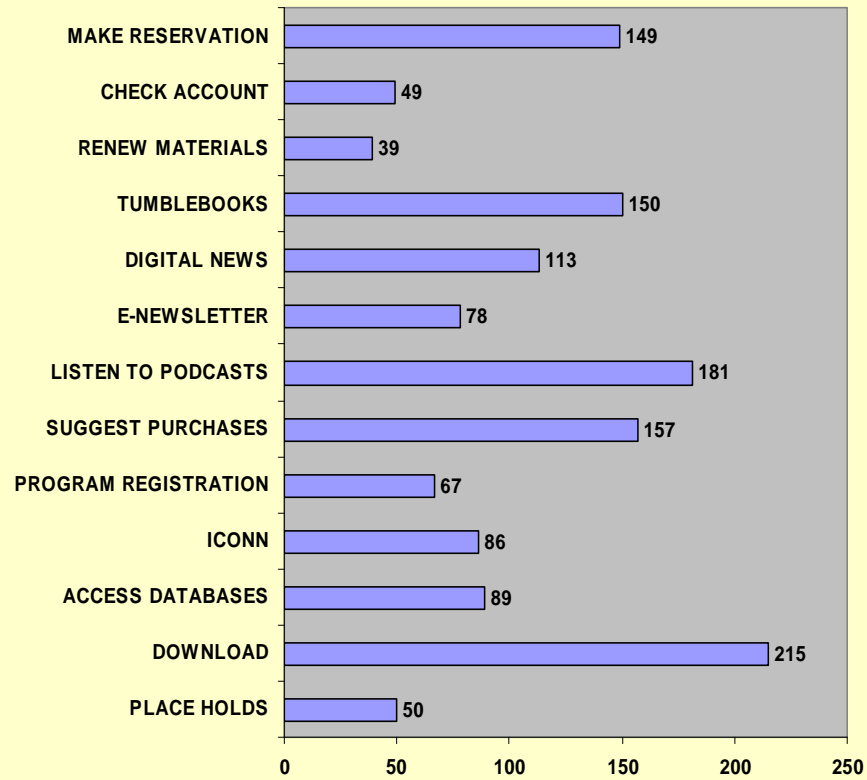
Answered Question: 243  
Skipped Question: 45

PLEASE CHECK THE LIBRARY SERVICES YOU DID NOT KNOW WERE ON THE WEBSITE



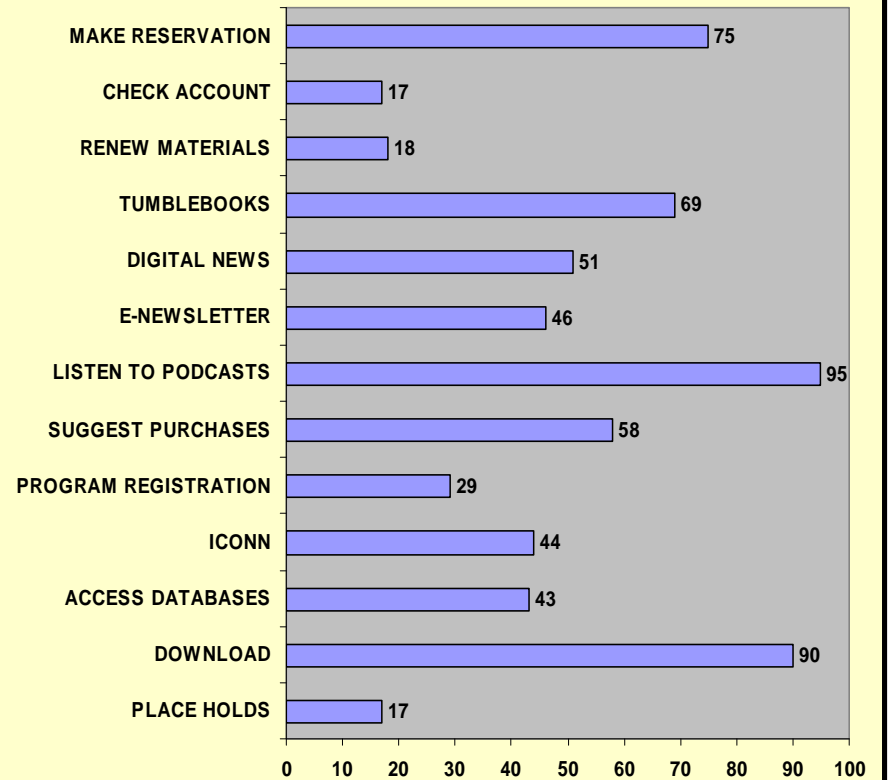
Answered Question: 602  
Skipped Question: 191

**FAIRFIELD PUBLIC LIBRARY**

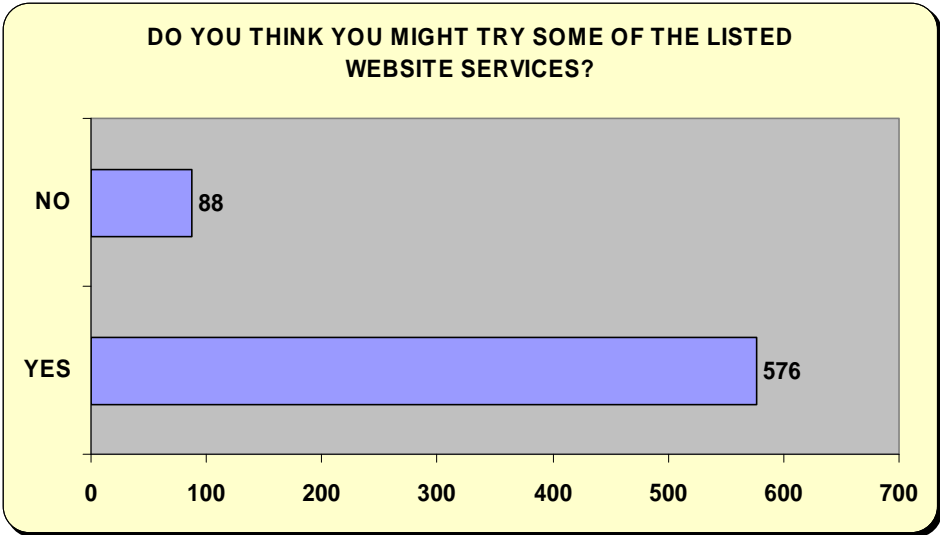


**Answered Question: 382**  
**Skipped Question: 123**

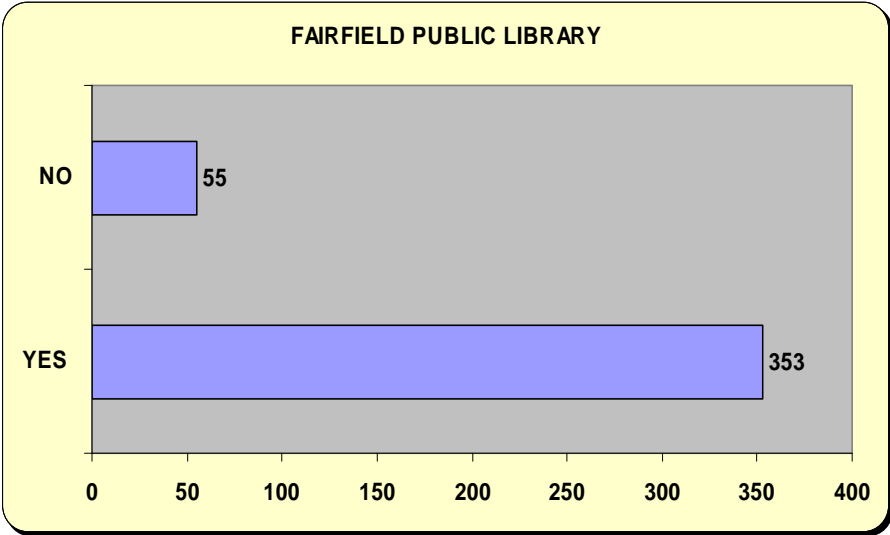
**FAIRFIELD WOODS BRANCH LIBRARY**



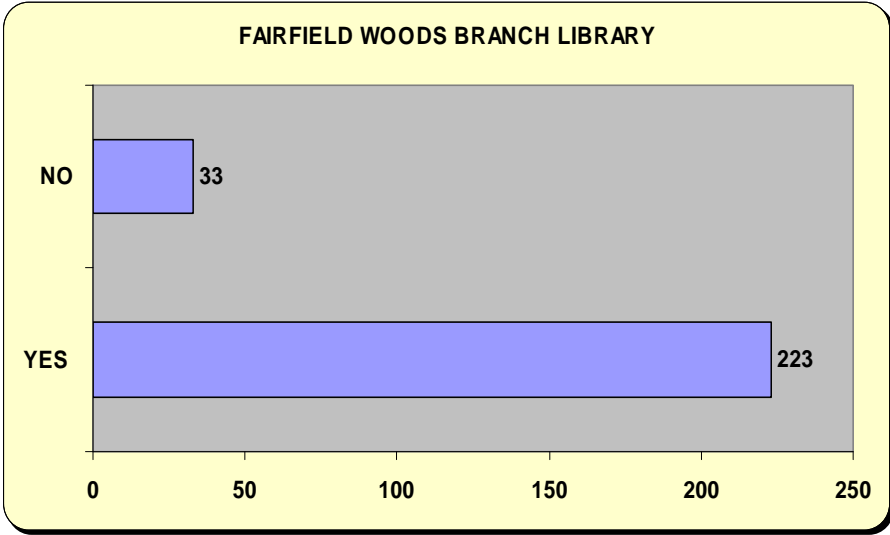
**Answered Question: 220**  
**Skipped Question: 68**



Answered Question: 664  
Skipped Question: 129

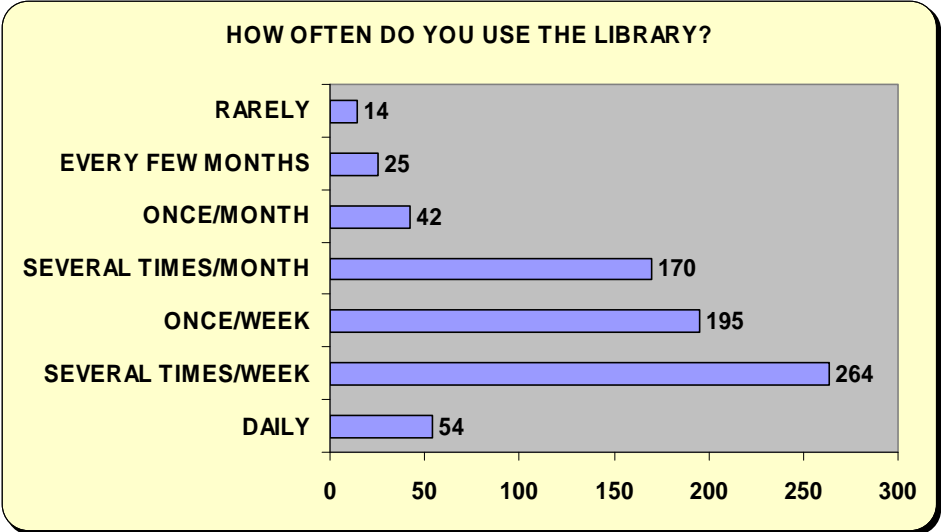


Answered Question: 408 Skipped Question: 97

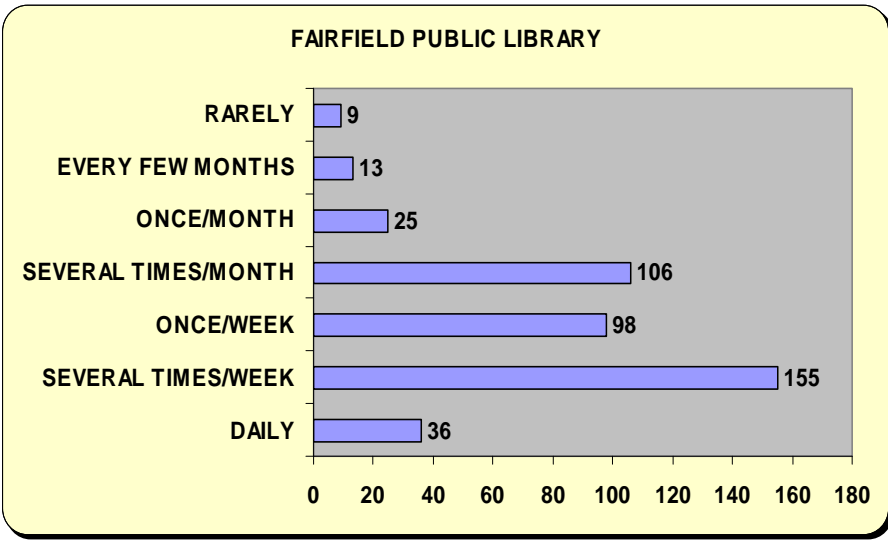


Answered Question: 256 Skipped Question: 32

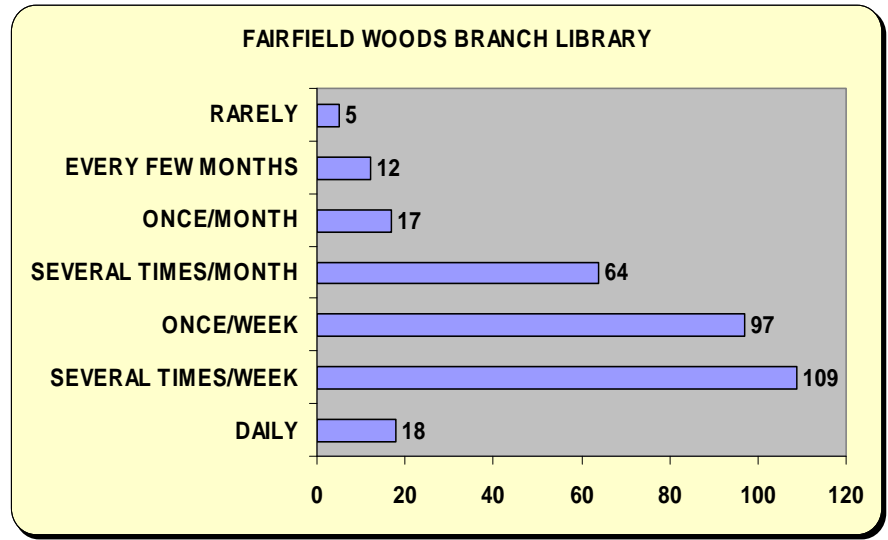




Answered Question: 764  
Skipped Question: 29

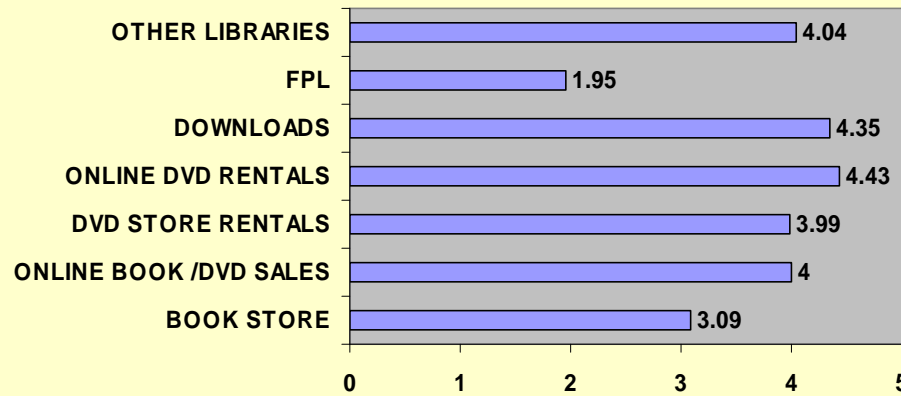


Answered Question: 495 Skipped Question: 10



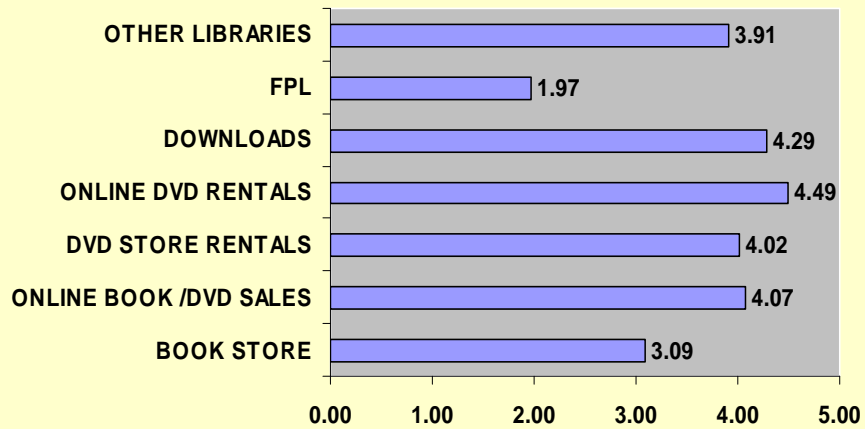
Answered Question: 269 Skipped Question: 19

PLEASE RATE 1 THRU 5 THE VENUES YOU USED IN THE PAST YEAR



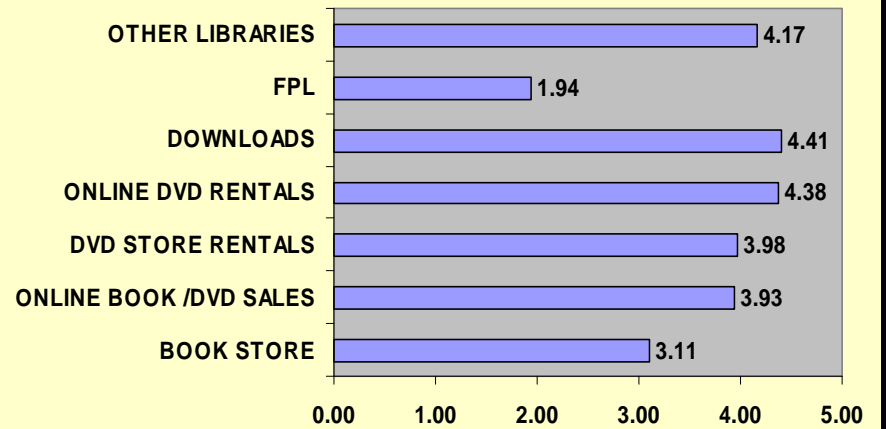
Answered Question: 730  
Skipped Question: 63

FAIRFIELD PUBLIC LIBRARY



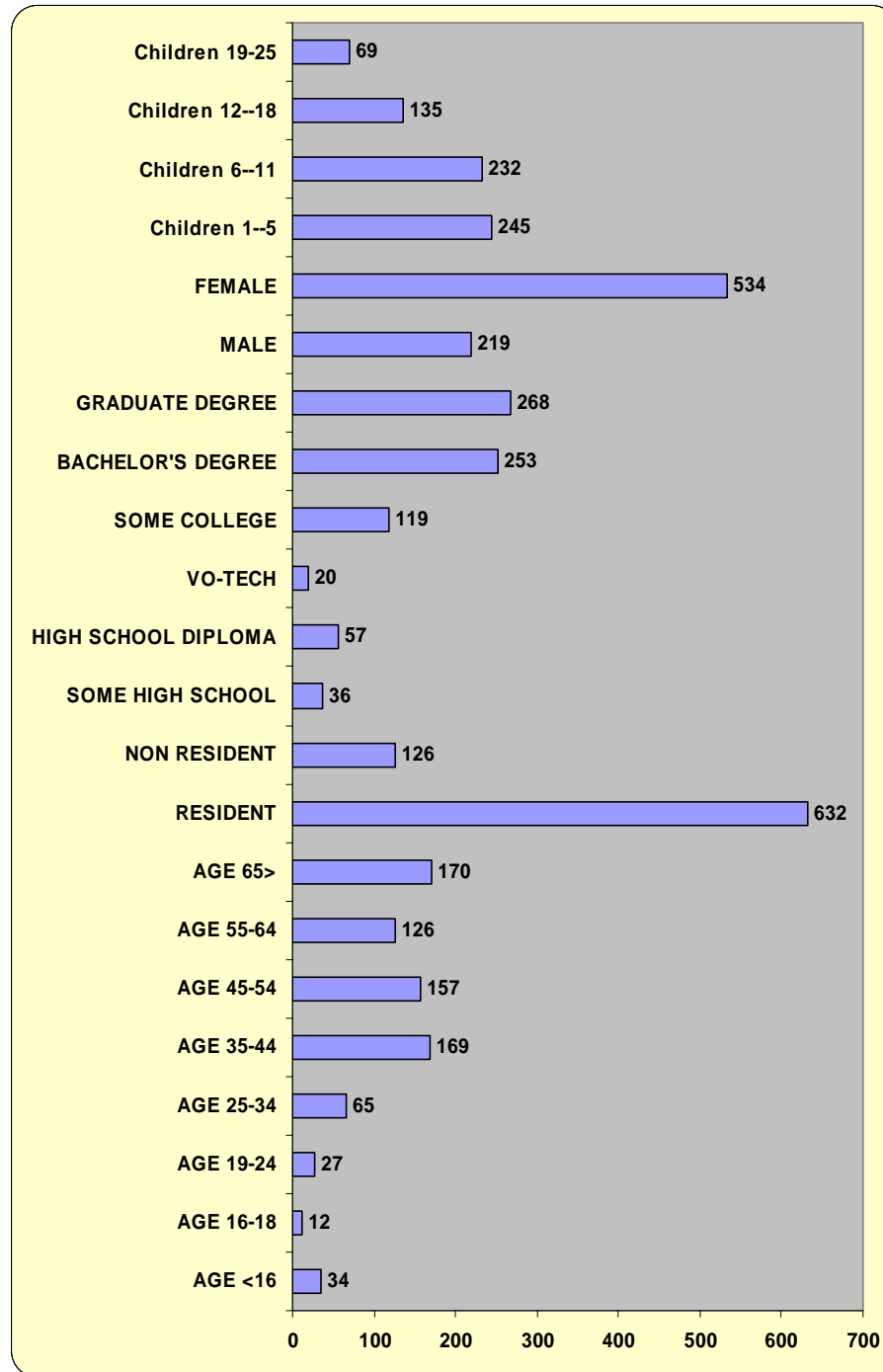
Answered Question: 475 Skipped Question: 30

FAIRFIELD WOODS BRANCH LIBRARY



Answered Question: 255 Skipped Question: 33

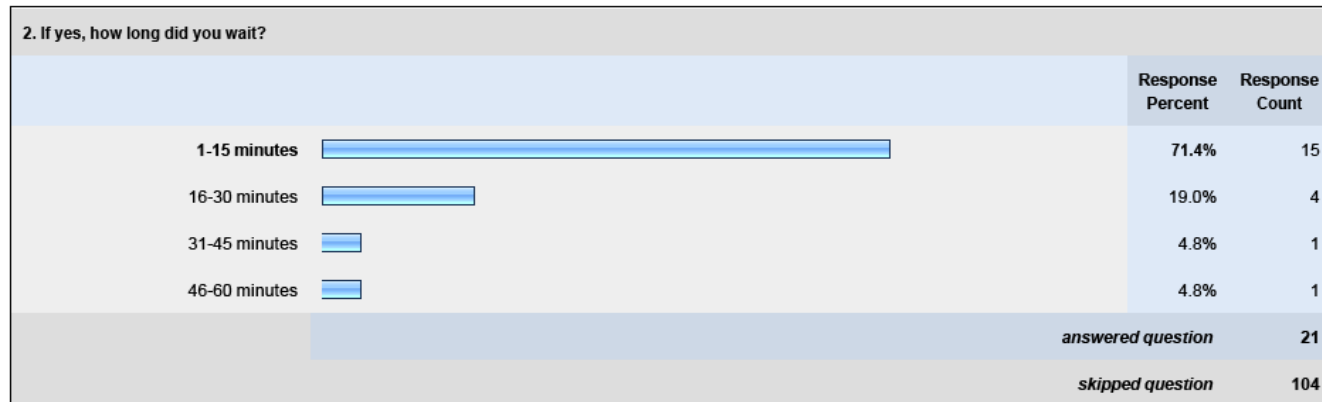
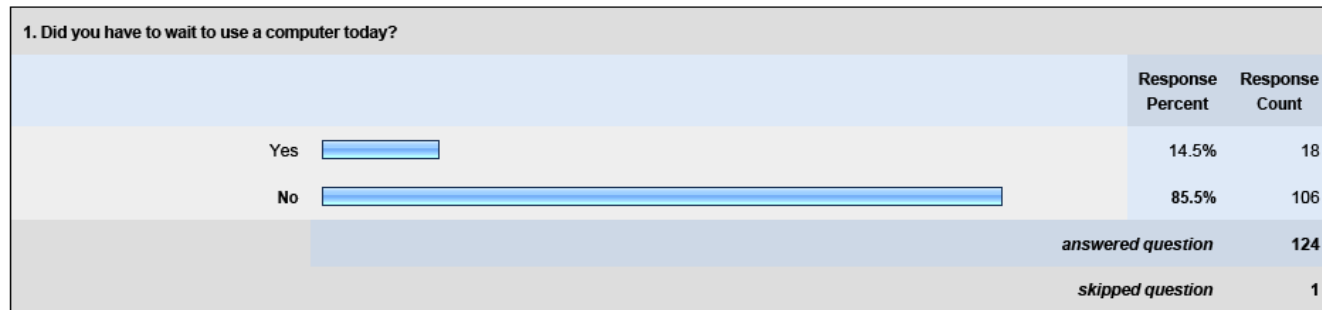
# Demographics





# Fairfield Library Computer User Survey

## Fairfield Public Library Computer Use Survey



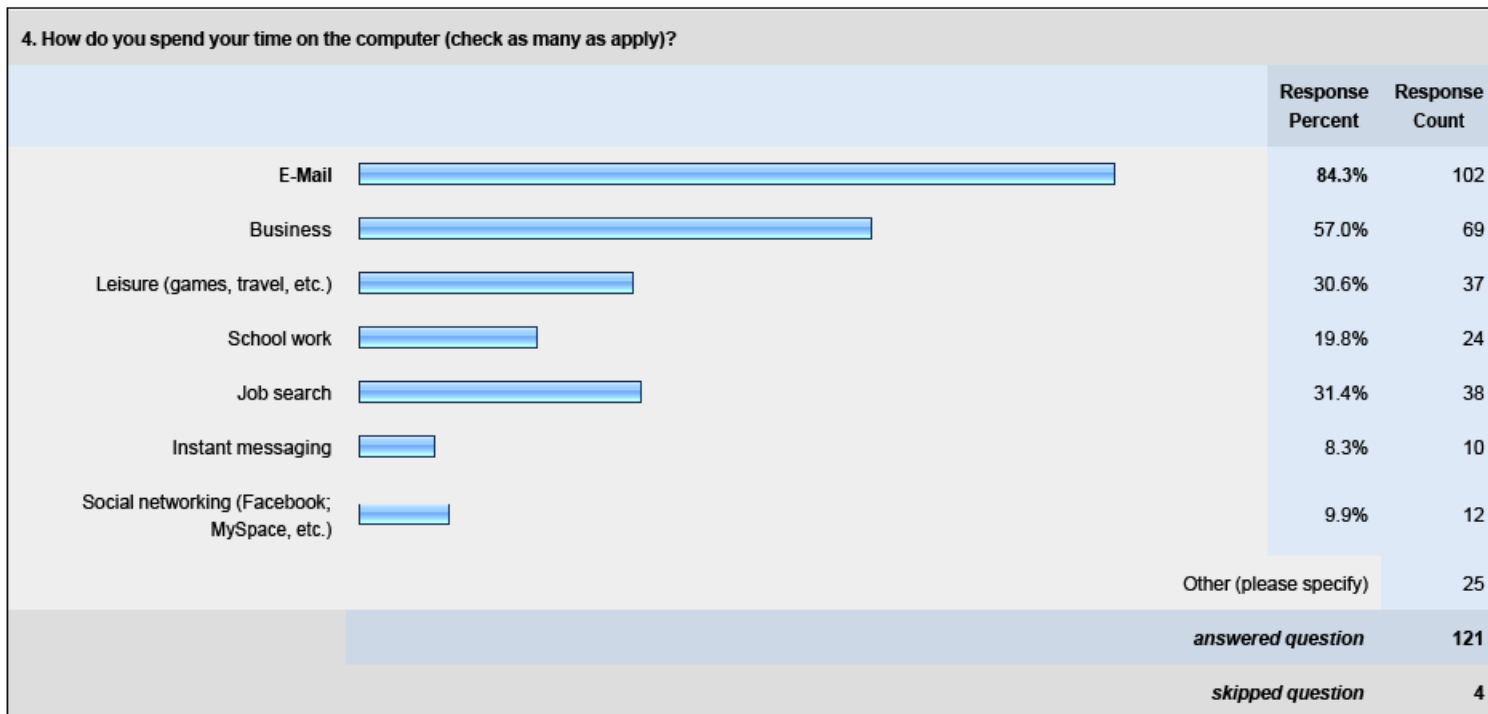


## Fairfield Library Computer User Survey

3. Which services do you use (check as many as apply)?				
			Response Percent	Response Count
Microsoft Internet Explorer		97.5%	119	
Microsoft Word		43.4%	53	
Microsoft Excel		18.0%	22	
Microsoft PowerPoint		10.7%	13	
Microsoft Publisher		5.7%	7	
Microsoft Access		4.9%	6	
Microsoft InfoPath		0.0%	0	
Adobe Acrobat Reader		19.7%	24	
Nero Express (CD Burner)		1.6%	2	
Adobe Photoshop Elements		4.9%	6	
			<i>answered question</i>	<b>122</b>
			<i>skipped question</i>	<b>3</b>

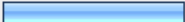



## Fairfield Library Computer User Survey





## Fairfield Library Computer User Survey

5. Do you need library staff assistance using the computers?			Response Percent	Response Count
Yes			20.2%	24
No			79.8%	95
If YES, please describe the assistance you need				22
<i>answered question</i>				<b>119</b>
<i>skipped question</i>				<b>6</b>



## Fairfield Library Computer User Survey

6. What other hardware/software or services would you like to see on the computers? (check as many as apply)		
		Response Percent    Response Count
Adobe Photoshop (complete edition)		23.6%    17
Web page design software		19.4%    14
Quark Express		11.1%    8
Resume preparation software		29.2%    21
Tax preparation software		25.0%    18
<b>Scanner</b>		<b>44.4%</b> <b>32</b>
Earphones (for sale)		30.6%    22
Flash drives (for sale)		15.3%    11
Photo printers		30.6%    22
Photo paper (for sale)		25.0%    18
	Other (please specify)	9
	<b>answered question</b>	<b>72</b>
	<b>skipped question</b>	<b>53</b>





## Fairfield Library Computer User Survey

7. Why do you use the computers at the Fairfield Public Library? (check as many as apply)			Response Percent	Response Count
I like the speed of the connection			40.9%	45
I do not have a computer at home			58.2%	64
I do not have a computer at work			7.3%	8
I like the quiet atmosphere			41.8%	46
It is free			60.0%	66
I like the amount of time allowed			40.9%	45
			Other (please specify)	26
			<b>answered question</b>	<b>110</b>
			<b>skipped question</b>	<b>15</b>



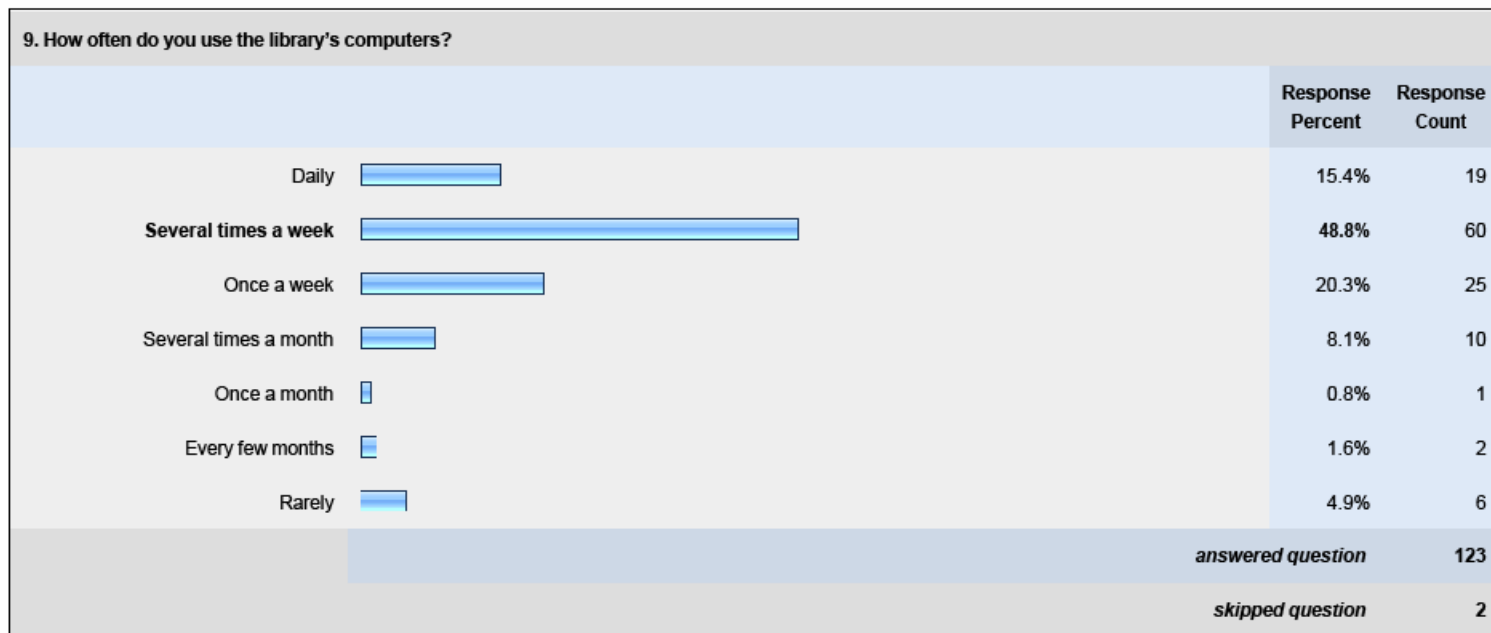
## Fairfield Library Computer User Survey

8. Besides using the computers here, what other library services do you use? (check as many as apply)

	Response Percent	Response Count
Check out books/videos/music CDs/audio books	93.4%	113
Attend programs	36.4%	44
Ask Reference Librarians at Information Desk for help	44.6%	54
Attend computer classes	12.4%	15
Bring children to programs	15.7%	19
None	2.5%	3
Other (please specify)		8
<b>answered question</b>		<b>121</b>
<b>skipped question</b>		<b>4</b>



## Fairfield Library Computer User Survey





## Fairfield Library Computer User Survey

10. Please provide the following demographic data:										
<b>Age:</b>										
	<b>Under 16</b>	<b>16-18</b>	<b>19-24</b>	<b>25-34</b>	<b>35-44</b>	<b>45-54</b>	<b>55-64</b>	<b>65-over</b>	<b>Response Count</b>	
.	6.0% (7)	0.9% (1)	1.7% (2)	10.3% (12)	19.7% (23)	26.5% (31)	14.5% (17)	20.5% (24)	117	
<b>Education:</b>										
	<b>Some high school</b>	<b>High School graduate</b>	<b>Vocational /Technical school graduate</b>	<b>Some college</b>	<b>Bachelor's degree</b>	<b>Graduate degree</b>	<b>Response Count</b>			
.	4.3% (5)	12.1% (14)	4.3% (5)	17.2% (20)	39.7% (46)	22.4% (26)	116			
<b>Gender:</b>										
	<b>Male</b>				<b>Female</b>				<b>Response Count</b>	
.	49.6% (58)				50.4% (59)				117	
<b>Fairfield Resident:</b>										
	<b>Yes</b>					<b>No</b>				<b>Response Count</b>
.	65.3% (77)					34.7% (41)				118
									<i>answered question</i>	121
									<i>skipped question</i>	4



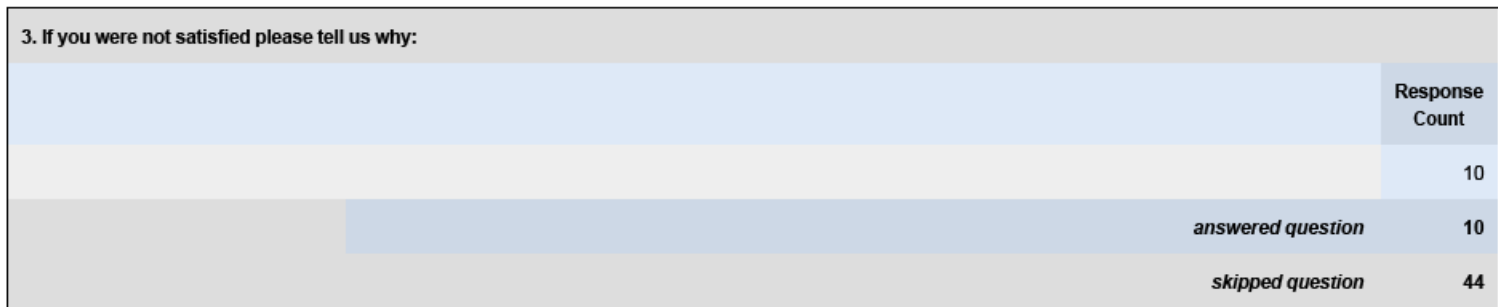
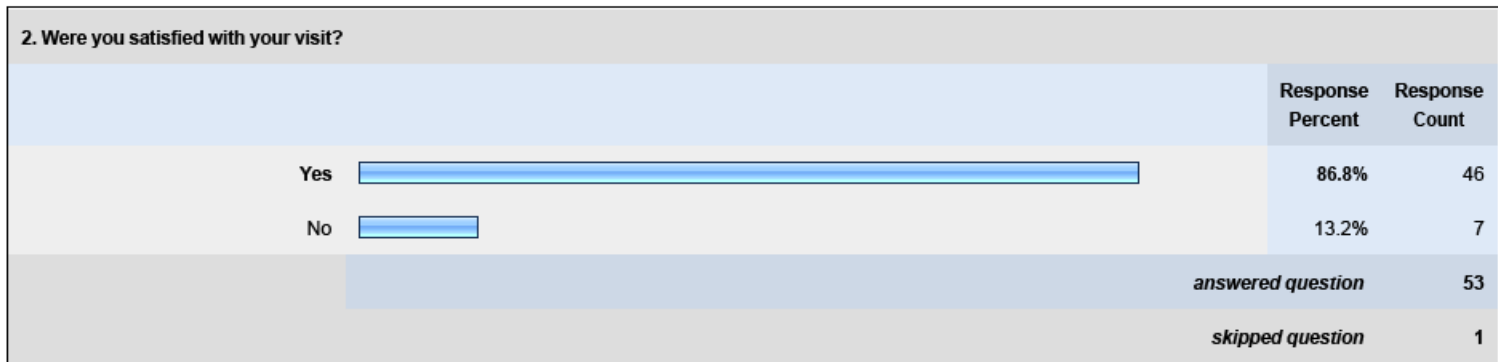
# Fairfield Library Website Survey

## Fairfield Public Library Website Survey

1. Why did you come to the Library website today? (Choose all that apply)		Response Percent	Response Count
To renew a book, video/DVD, music CD, or audio book		45.1%	23
To find a book, a video/DVD, a music CD, or audio book		58.8%	30
To get information about a Library program		11.8%	6
To find out when the Library is open		3.9%	2
To get directions to the Library		2.0%	1
To register for a Library program		2.0%	1
To use the research databases ("Library from Home")		2.0%	1
To place a hold on a book, a video/DVD, a music CD, or an audio book		23.5%	12
To check my account (see when items are due; see when holds are available)		45.1%	23
Other (please specify)			6
		<b>answered question</b>	<b>51</b>
		<b>skipped question</b>	<b>3</b>



# Fairfield Library Website Survey





# Fairfield Library Website Survey

4. Which Fairfield Public Library website services have you used in the past year? (Choose all that apply)

	Response Percent	Response Count
Renew a book, video/DVD, music CD, or audio book	100.0%	52
Find a book, video/DVD, music CD, audio book	94.2%	49
Register for a Library program	28.8%	15
Use the research databases ("Library from Home / Online Resources")	23.1%	12
Pace a hold on an item	80.8%	42
Check my account (see when materials are due; see when holds are available)	96.2%	50
Download an audio book	5.8%	3
Listen to a podcast of a library program	3.8%	2
Suggest an item for the Library to purchase	15.4%	8
Make a meeting room reservation	3.8%	2
Receive e-newsletters about books and Library programs	30.8%	16
Read interactive online picture books with your children ("Tumblebooks")	3.8%	2



**Fairfield**  
PUBLIC LIBRARY

# Fairfield Library Website Survey

Borrow books from another library in Connecticut		19.2%	10	
Get complete articles from major newspapers and magazines		5.8%	3	
		Other (please specify)	1	
			<b>answered question</b>	<b>52</b>
			<b>skipped question</b>	<b>2</b>

5. How did you learn about the Fairfield Public Library website services you currently use?				
		Response Percent	Response Count	
Was told about them by staff		28.9%	13	
Saw the website address on a Library flyer and explored on my own		44.4%	20	
A friend told me about them		0.0%	0	
"Googled" the Fairfield Public Library		24.4%	11	
Linked from another website		2.2%	1	
		Other (please specify)	6	
			<b>answered question</b>	<b>45</b>
			<b>skipped question</b>	<b>9</b>





**Fairfield**  
PUBLIC LIBRARY

# Fairfield Library Website Survey

6. Were you aware that you can do all the following on the Library website?			
	Yes	No	Response Count
Search for and place holds on books and other materials	100.0% (52)	0.0% (0)	52
Download audio books	47.1% (24)	52.9% (27)	51
Access research databases ("Library from Home / Online Resources")	74.0% (37)	26.0% (13)	50
Borrow books from other libraries in Connecticut	66.7% (34)	33.3% (17)	51
Register for Library programs	75.5% (37)	24.5% (12)	49
Renew a book, video/DVD, music CD, or an audio book	100.0% (52)	0.0% (0)	52
Suggest an item for the Library to purchase	51.9% (27)	48.1% (25)	52
Listen to podcasts of Library programs	29.4% (15)	70.6% (36)	51
Get complete articles from major newspapers and magazines	36.5% (19)	63.5% (33)	52
Make a meeting room reservation	49.0% (25)	51.0% (26)	51
Receive e-newsletters about books and Library programs	80.0% (40)	20.0% (10)	50
Read interactive books with your children ("Tumblebooks")	10.4% (5)	89.6% (43)	48
Check my account (see when materials are due; see when holds	100.0% (50)	0.0% (0)	50



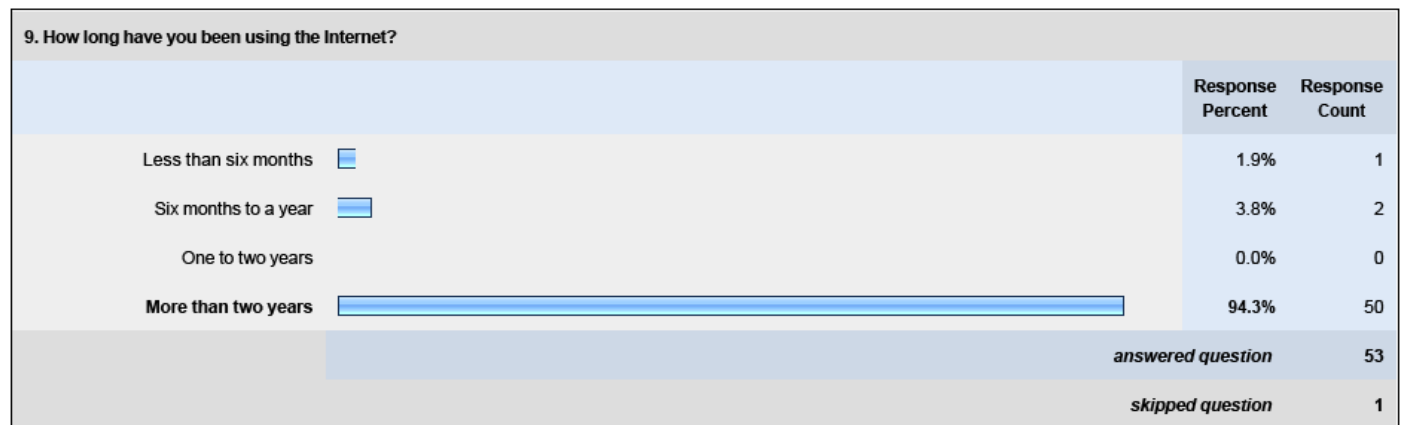
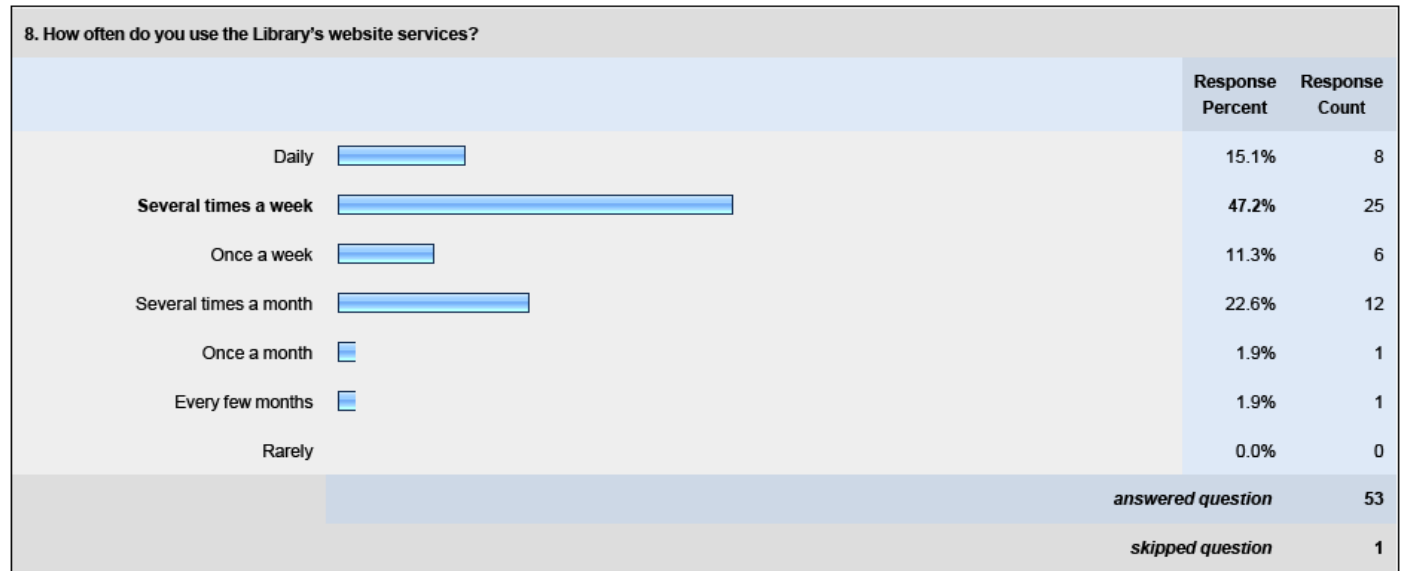
# Fairfield Library Website Survey

are available)	
	<i>answered question</i> 52
	<i>skipped question</i> 2

7. Are there additional services you would like the Library to put on its website? (Choose all that apply)		
	Response Percent	Response Count
Downloadable videos	42.9%	15
Pay fines by credit card	57.1%	20
Have a place to comment on books/videos/music CDs/audio books you liked or disliked	60.0%	21
Instant messaging with Reference Librarian	42.9%	15
Other (please specify)		5
	<i>answered question</i>	35
	<i>skipped question</i>	19

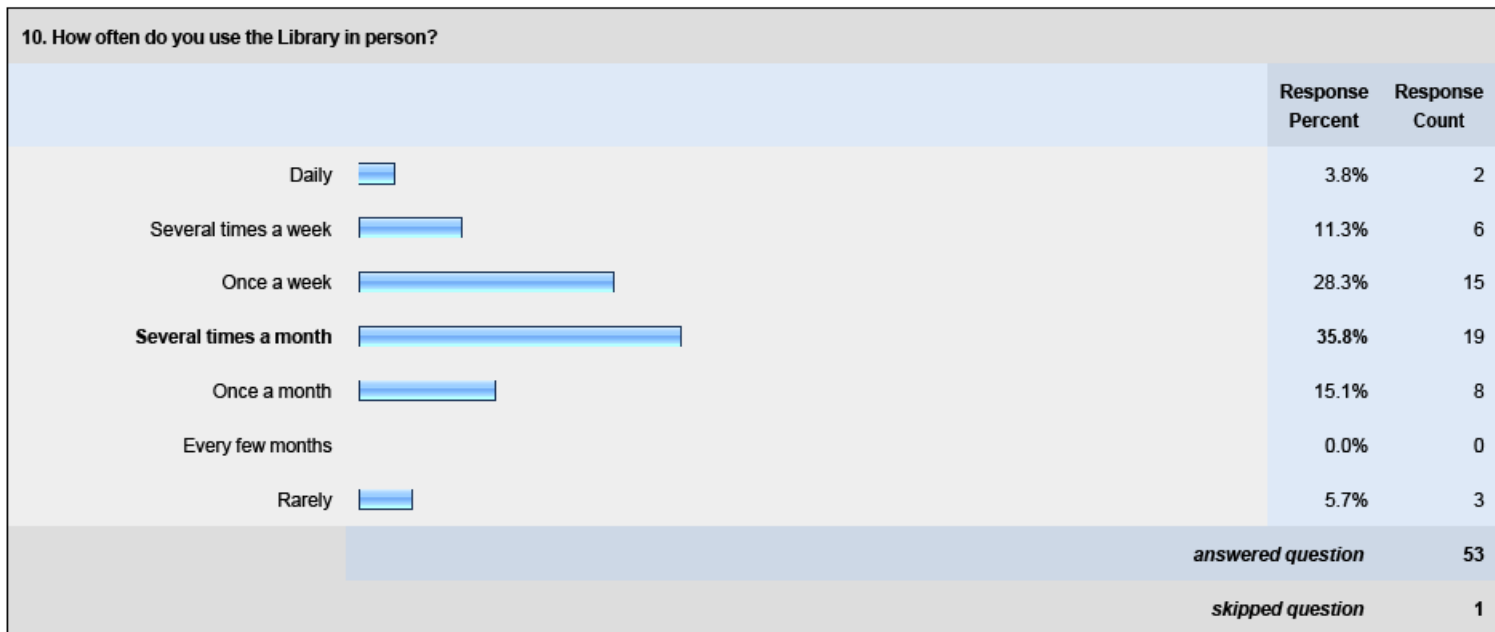


# Fairfield Library Website Survey





# Fairfield Library Website Survey





**Fairfield**  
PUBLIC LIBRARY

# Fairfield Library Website Survey

11. Please provide the following demographic data										
<b>Age:</b>										
	<b>Under 16</b>	<b>16-18</b>	<b>19-24</b>	<b>25-34</b>	<b>35-44</b>	<b>45-54</b>	<b>55-64</b>	<b>65-over</b>	<b>Response Count</b>	
.	1.9% (1)	1.9% (1)	5.7% (3)	9.4% (5)	24.5% (13)	24.5% (13)	18.9% (10)	13.2% (7)	53	
<b>Education:</b>										
	<b>Some high school</b>	<b>High School graduate</b>	<b>Vocational /Technical school graduate</b>	<b>Some college</b>	<b>College graduate</b>	<b>Graduate degree</b>	<b>Response Count</b>			
.	1.9% (1)	5.8% (3)	1.9% (1)	11.5% (6)	36.5% (19)	42.3% (22)	52			
<b>Gender:</b>										
	<b>Male</b>				<b>Female</b>				<b>Response Count</b>	
.	28.3% (15)				71.7% (38)				53	
<b>Fairfield Resident:</b>										
	<b>Yes</b>					<b>No</b>				<b>Response Count</b>
.	83.0% (44)					17.0% (9)				53
									<i>answered question</i>	53
									<i>skipped question</i>	1



**Fairfield**  
PUBLIC LIBRARY

# Fairfield Library Website Survey

12. If you have children who also use the Library, please specify the number of children you have in each age group:											
0-5	0	1	2	3	4	5	6	7	8	9	Response Count
	15.4% (2)	30.8% (4)	46.2% (6)	7.7% (1)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	13
6-11	0	1	2	3	4	5	6	7	8	9	Response Count
	14.3% (2)	71.4% (10)	14.3% (2)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	14
12-18	0	1	2	3	4	5	6	7	8	9	Response Count
	8.3% (1)	50.0% (6)	33.3% (4)	8.3% (1)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	12
19-25	0	1	2	3	4	5	6	7	8	9	Response Count
	14.3% (1)	42.9% (3)	14.3% (1)	28.6% (2)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	7
										<i>answered question</i>	28
										<i>skipped question</i>	26

## WEBSITE SURVEY WRITTEN RESPONSES

### Question 1: Why did you come to the FPL website today?

1. To pay for a CD that I'm pretty sure I returned. I just hope if it's found that I'm notified. I don't mind supporting the Library though.
2. To do my library volunteer work
3. to see what new books and dvds are in
4. sign up for newsletters
5. To see what was new on the website
6. Jim Swift Test Survey

### Question 3: If you are not satisfied tell us why?

1. The home page has 2 links for renewing or reviewing your account info. You could make the user experience easier by replacing these with a text box to enter the patron's account number right from your home page. The next page presented could list the books which are checked out and then ask which they'd like to renew. This would dramatically reduce the number of steps currently required to get this information and renew books. In addition, you can't enter spaces or dashes in your account number. It won't take your programmer very long to write code to turn 123-456 323-4 into 1234563234. Why require the user to input the account number in a certain way when your server can easily convert it to the desired format? Another inefficiency is that your search results pages do not include the new search box. A "new search" link is another waste of the user's time. Overall, I suggest that after you have good data on the most used features of the website, you count up the number of clicks it take to achieve these results.
2. Catalog requires that use of "Details" button replaces current page. More details should be available on initial search (possibly with an expandable "goody box" of details)and movement into a details screen should be permitted in another browser window or tab.
3. Where do I log in?
4. When I entered the name of William F. Buckley as the author, it said the library had only one book, his latest. Under Words or Phrases, it said there were 5. Under Title, it said there 2. No matter what category I selected, the answer seemed to be different.

This seemed strange to me.

5. I'm usually satisfied, but the librarians never tell me when I have holds available, even though I'm aware of them via email.
6. I was not able to list my child's age in the drop down menu below... (She's 13) All drop down menu's read 0 though 9. Some sort of technical glitch. You may want to look into that... I am very pleased with FPL.
7. I think it is ridiculous how we have to log on every time to renew or place a hold, and that cannot be done with one simple log in.
8. It is not immediately clear how to renew a book.
9. The library is always dirty and noisy. The staff appears to not care that people leave it that way, too. And the parking situation is very bad and dangerous as well. Amazing people could spend all this money and make me parallel park on a busy street
10. Smelly Patrons

**Question 4: Which FPL website services have you used in the past year?**

Find library phone numbers.

**Question 5: How did you learn about the FPL website services you currently use?**

1. All of the above exc. "linked from another"
2. visiting and exploring the website
3. Just knew about it from longtime use of the Web site
4. I've always had library bookmarked
5. The Ffld Library broadcast email about e-newsletters as well as links thru the Ffld Library website.
6. I work here...



**Question 7: Are there additional services you would like the library to put on its website?**

1. None
  2. Tell us how to set IE7 so that it will "retain" our Library card number and when you click in that field; it is displayed so you can choose it. It used to work for me in ie6; but stopped when I upgraded. Don't know if it's the program's increased security or a setting I can change. Cookies are enabled on my machine.
  3. a way to put fiction DVDs on hold, including new ones
  4. easier requests for new books to be purchased
  5. Books of Note - e.g. Winners of Past Pulitzers, Man, National, Runners up etc
-

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## COMPUTER USER SURVEY

### Question 4: How do you spend your time on the computer?

Checking website for information and directions

Internet research

aim

Internet searches

Research

Info searches

Personal business

Major national issues search

Print

Research

School research

Read newspapers

Google

Info search

House hunting

Research

Seeking product information

Research

Writing

Research

Info research

PAYING BILLS

Homes research

---

**Question 5: Do you need library staff assistance using the computers?**

1. sometimes I don't know how to do something so I ask for help
2. At times if I have problems with the computer or don't remember how to do something
3. If computer freezes
4. sometimes
5. needed help with downloading and sending photos, and with word program
6. To remove unwanted materials that I can't click off by myself
7. they needed to help me with copy pic
8. Sometimes when there is a problem with printing and with USB cards and time program
9. computers not working
10. Help with using computer and printing items

### **Question 7: Why do you use the computers at the FPL?**

My husband refuses to have the internet in the house  
Librarians provide assistance with computer problems  
Connection is much too slow  
It is away from home  
It's on my way to school  
I don't have the internet at home  
Speed should be faster  
My computer crashed  
I love the library  
I go to school in New Haven  
No internet at home  
Staff is helpful  
I don't have internet  
Convenience  
This place is anything but quiet  
Staff seems oblivious

### **Question 8: Besides using the computers here, what other FPL services do you use?**

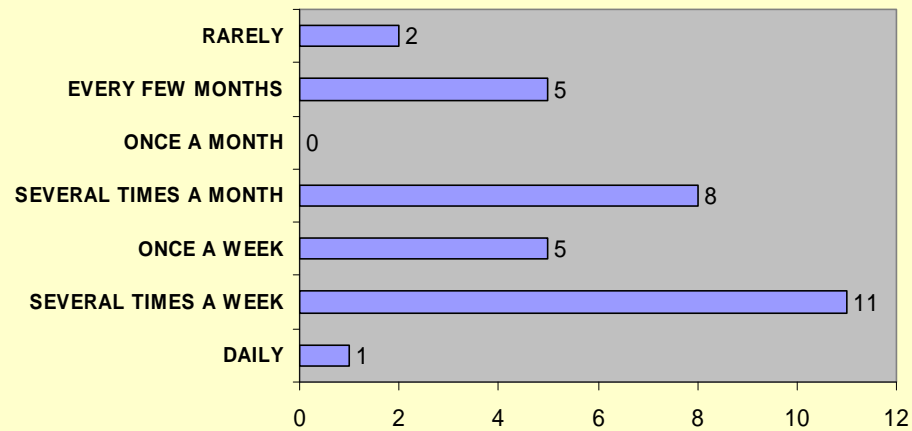
1. I liked to get books, movies and much more
2. Quiet rooms
3. periodicals; art exhibits
4. Periodicals
5. Volunteer
6. The business computers are so slow they are a joke. The library should not attempt to be a day care center after school lets out.
7. buy books for sale



Fairfield  
PUBLIC LIBRARY

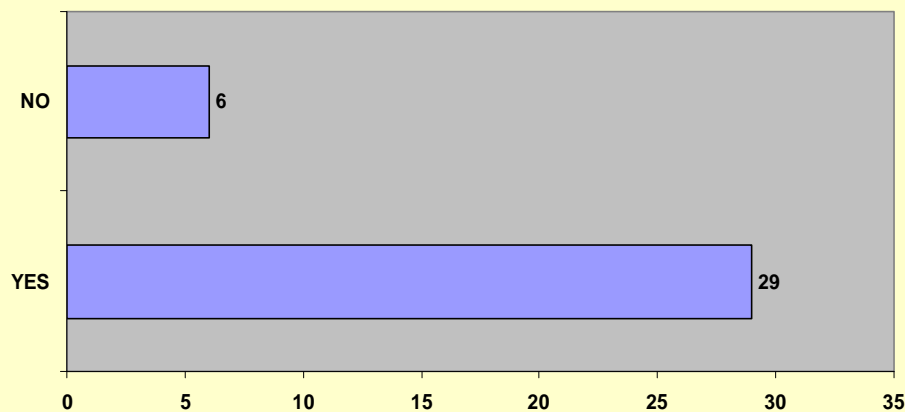
## Fairfield Library Wi-Fi Survey

### HOW OFTEN DO YOU USE THE LIBRARY WIFI?

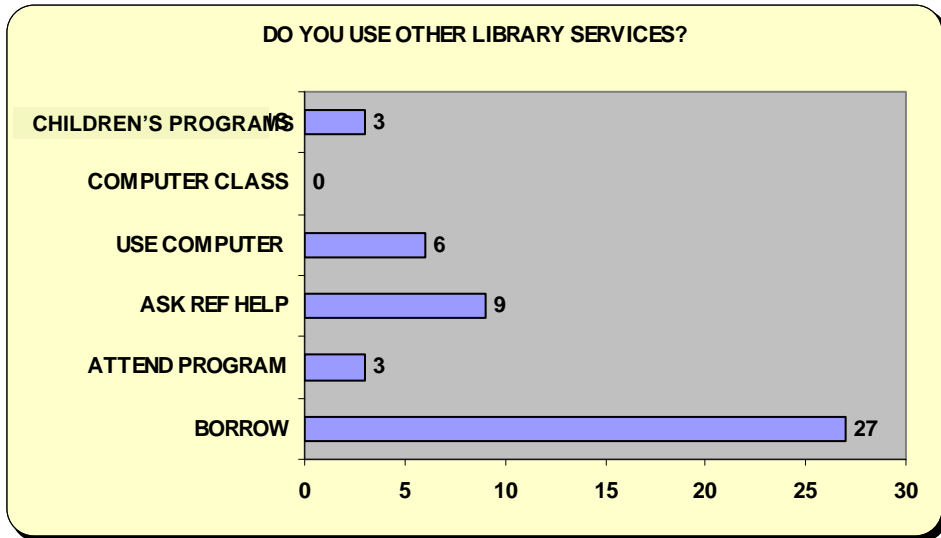


Answered Question: 33  
Skipped Question: 2

### ARE YOU AWARE THE LIBRARY IS AN OPEN NETWORK AND NOT ENCRYPTED?



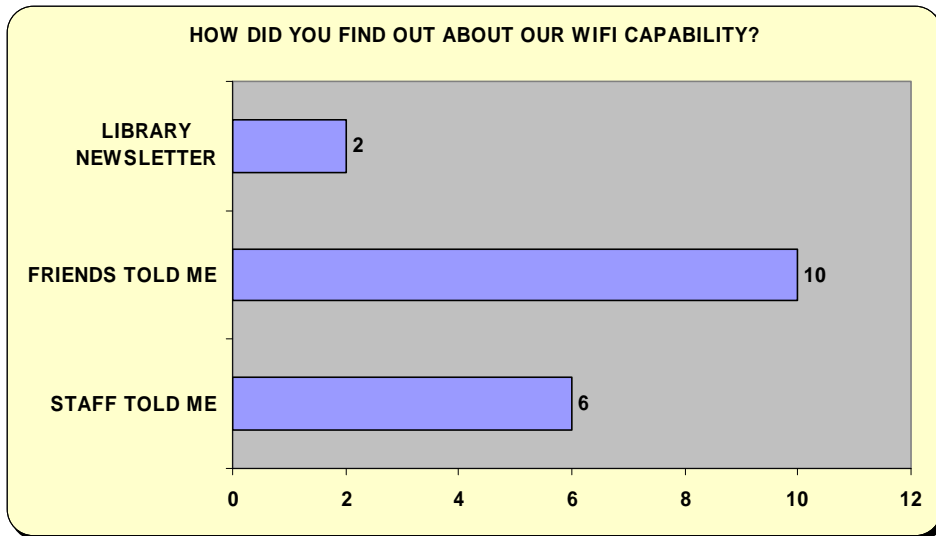
Answered Question: 35  
Skipped Question: 0



Answered Question: 35  
Skipped Question: 0

**OTHER**

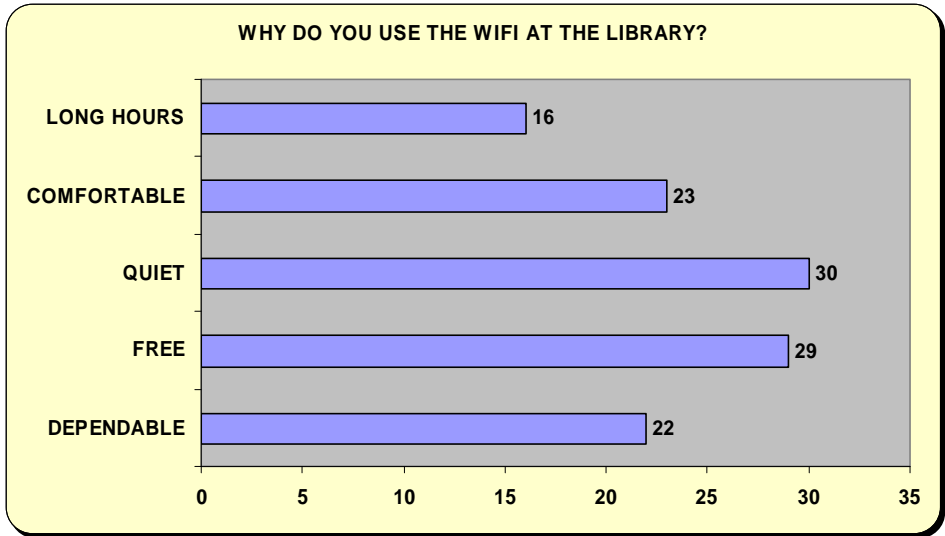
Printing from the computer lab  
Use study rooms  
Use the study rooms  
Use the study rooms  
Use your website  
Love coming here to use the internet



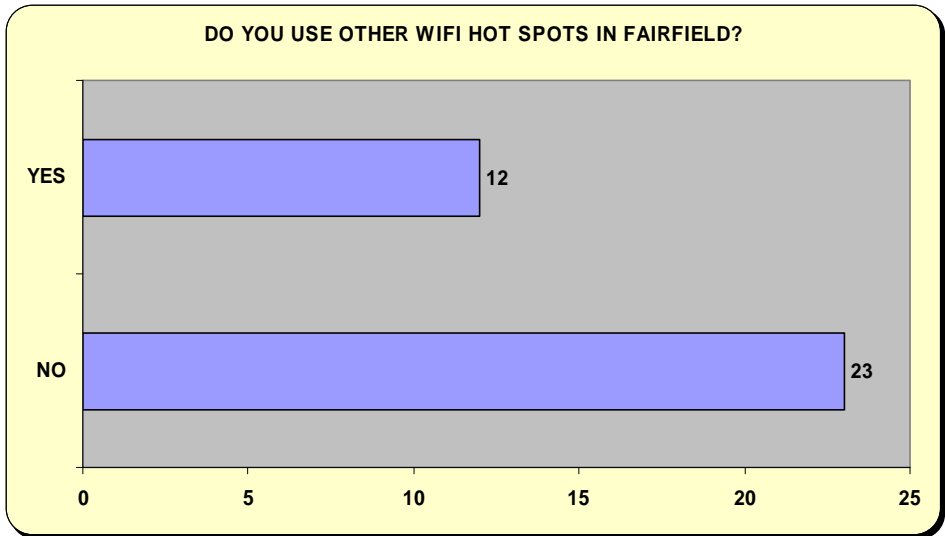
Answered Question: 33  
Skipped Question: 1

**OTHER**

Assumed it was available  
Luck. Happened to see my internet was up  
Computer picked it up  
Assumed you had it  
Discovered it when I turned the computer on  
Laptop found it when I turned it on  
Turned on my computer  
Opened my laptop and it found the internet  
Your website  
Turned on the computer  
Assumed all libraries had it  
Saw other people using it  
Turned on the computer  
My computer found it  
Saw other people using it  
Showed up on my available wireless list



Answered Question: 35  
Skipped Question: 0



Answered Question: 35  
Skipped Question: 0

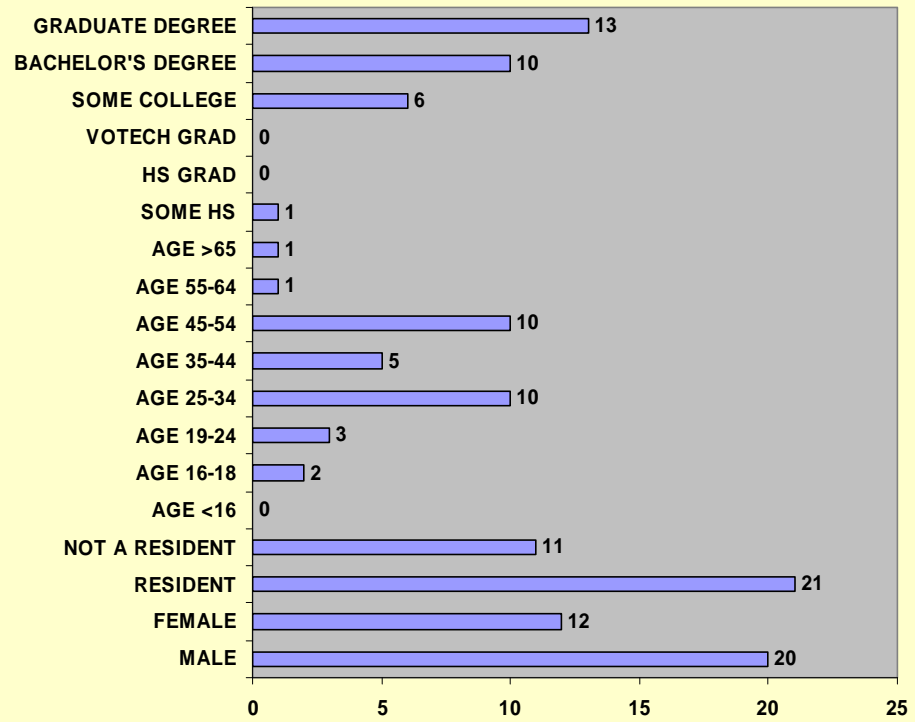
**OTHER**

- Parents! Its close to home
- Power outlets on tables
- Visiting in town and check my email
- Access to reference material
- Less distractions than office or home
- I use the study rooms
- I like to browse the library when I take a break
- I like to study here
- Convenient place while my children are at rehearsal

**OTHER**

- Las Vegas
- Main Library
- Fairfield Woods Branch
- Starbucks
- Starbucks / Barnes & Nobles
- Starbucks
- Starbucks / Barnes & Nobles
- Fairfield University
- Starbucks / Kinko's (poor service)
- Fairfield University
- Starbucks

### DEMOGRAPHIC DATA







## NON-USER TELEPHONE SURVEY

Are you a resident of Fairfield?

Legend	Response Choice	Frequencies	Count
1	YES	100.0%	200
2	NO		0
	<b>Total (N)</b>		<b>200</b>

Have you used the Fairfield Public Library, in person or on-line, in the past year?

Legend	Response Choice	Frequencies	Count
1	YES		0
2	NO	100.0%	200
	<b>Total (N)</b>		<b>200</b>



Have you used the Fairfield Woods Branch library, in person or on-line, in the past year?

Legend	Response Choice	Frequencies	Count
1	YES		0
2	NO	100.0%	200
	<b>Total (N)</b>		<b>200</b>





## NON-USER TELEPHONE SURVEY






Are you a registered cardholder of the Fairfield Public Library?

Legend	Response Choice	Frequencies	Count
1	YES	 45.0%	90
2	NO	 55.0%	110
	<b>Total (N)</b>		<b>200</b>

Were you a regular library user in the past?

Legend	Response Choice	Frequencies	Count
1	YES	 53.0%	106
2	NO	 47.0%	94
	<b>Total (N)</b>		<b>200</b>

What did you use it for? Choose as many as apply.

Legend	Response Choice	Frequencies	Count
1	Borrowed books/DVDs/videos/music CDs/audio books	 87.73%	93
2	Attended program	 5.66%	6
3	Brought children to children's program	 24.52%	26
4	Asked Reference Librarian at Information Desk for help	 33.01%	35
5	Used computer for Internet or other purposes	 7.54%	8
6	Attended computer training classes		0
	<b>Total (N)</b>		<b>106</b>



## NON-USER TELEPHONE SURVEY

### Why aren't you using the Fairfield libraries now?

Legend	Response Choice	Frequencies	Count
1	I get books/DVDs/videos/music CDs/audio books elsewhere	66.14%	127
2	I have to wait too long for books/DVDs/videos/music CDs/audio books	5.72%	11
3	Inadequate parking	16.14%	31
4	I owe fines	1.56%	3
5	Don't have school age children	40.1%	77
6	Do research on my computer at home or office	72.39%	139
7	I do not know how to get a library card	5.2%	10
8	The Library is not customer friendly	6.25%	12
9	I am too busy	60.41%	116
10	I did not know that it is free	5.2%	10
11	The Library is too crowded	1.04%	2
	<b>Total (N)</b>		<b>192</b>



## NON-USER TELEPHONE SURVEY

BECAUSE WE ARE RETIRED AND I DON'T NEED TO USE THE LIBRARY.  
NOT IN SCHOOL ANYMORE.  
I HAVE NO NEED. DON'T KNOW.  
JUST TOO BUSY.  
JUST PARKING.  
I DON'T LIVE NEAR IT.  
NOT RIGHT NOW THERE IS NO REASON I'M PROBABLY GOING TO COME IN AND LOOK FOR INFORMATION BUT I HAVEN'T DONE IT YET.  
I AM HANDICAPPED.  
JUST DON'T NEED TO.  
I GO TO COLLEGE AND I USE THE LIBRARY THERE.  
NO REASONS.  
IN COLLEGE IN PHILADELPHIA.  
I DO NOT HAVE A REASON TO.  
DON T CARY BOOK I READ. MOST BOOKS READ ORE IN PAPERBACK.  
NO THAT'S IT.  
I USE THE FAIRFIELD UNIVERSITY LIBRARY.  
I HAVE NO USE FOR IT.  
I DON'T DRIVE ANY LONGER BECAUSE OF MY EYESIGHT.  
NOT REALLY. WHEN I WANT A BOOK I GO TO THE BOOKSTORE AND BUY ONE.  
BUY PAPERBACKS. BUY BEST SELLERS FROM STORE.  
BECAUSE MY DAUGHTER SENDS ME BOOKS.  
I SHARE BOOKS WITH FRIENDS.  
I DON'T NEED TO I'M BUSY ENOUGH.  
THE WHOLE REALITY LIBRARY NEEDS ARE IN THE PAST, EVERYTHING I NEED I GET THROUGH THE INTERNET.  
I DO MY RESEARCH ON MY COMPUTER.  
INTERNET.  
DON'T HAVE THE NEED.  
NOT REALLY, THE TROUBLE IS WHEN I GET A BOOK IT TAKES ME A LONG TIME TO READ IT. WITH THE LIBRARY YOU ONLY HAVE CERTAIN AMOUNT OF TIME.  
GETTING OLDER AND DON'T GET OUT TOO MUCK.  
ITS COLD AND NOT AS INTIMATE AS THE OLD ONE.  
I LIKE TO STAY HOME.  
I HAVEN'T GOT MUCH TIME. BUT EVENTUALLY I PROBABLY WILL GO.  
NOT IN THE HABIT.  
LAZY.



## NON-USER TELEPHONE SURVEY

BECAUSE I USE THE UNIVERSITY LIBRARY WHERE I WORK.  
DON'T READ ANYMORE.  
ACTUALLY I WAS IN THE DOWNTOWN ONE.  
NO USE.  
I GO TO THE SENIOR CENTER A LOT WE EXCHANGE BOOKS AMONG FRIENDS.  
WELL, I DON'T DRIVE.  
LAXITY JUST HAVEN'T BEEN READING. BEEN WATCHING THE PRESIDENTIAL THING.  
THE PETUOT LIBRARY.  
EYES I'M BLIND.  
MY OWN CONVENIENCE, I DON'T READ THAT MUCH. I LIKE BOOKS ON TAPE.  
ARTHRITIS DISABILITY.  
THEY NEED BETTER HOURS.  
DID AND NOW TO OLD.  
JUST ME.  
TOO LAZY.  
IT PRETTY MUCH THE ONES I SAID YES TOO.  
WHEN I'M TRAVELING, I KNOW THAT I'M NOT GOING TO RETURN YOUR BOOK IN TIME.  
I DON'T NEED TO GO.  
JUST PAY BILLS TO HOSPITAL IS WHAT MY TIME IS FOR.  
THE INTERNET IS EASIER.  
I USED TO USE IT FOR RESEARCH BUT I AM RETIRED NOW.  
I JUST HAVE NO REASON TOO NO REASON TO GO TO THE LIBRARY.  
I HAVE A VERY HARD TIME GETTING THERE.  
I GET SO MANY MAGAZINES THAT I READ.  
I TRAVEL A LOT. DON'T KNOW.  
DIFFERENT SOURCES.  
OLD AGE. DON'T KNOW.  
I CAN'T WALK; I'M IN A WHEEL CHAIR.  
MOST CURRENT EVENTS ARE ON LINE.  
NO NEED TO USE THE LIBRARY; USE MY COMPUTER.  
THE KIDS ARE OLDER  
NO NEED AT THIS TIME



**Fairfield**  
PUBLIC LIBRARY

## NON-USER TELEPHONE SURVEY

NEVER GET AROUND TO IT.

I CAN NOT FIND MY CARD

ONE OF THE REASONS IS THAT YOU HAVE TO RETURN THE VIDEOS TOO SOON WE CAN WEST PORT LIBRARY TAKE THE VIDEO OUT FOR THREE WEEKS.

I'M JUST TOO BUSY AND FAMILY PROBLEMS.

I DO NOT READ BOOKS

IT IS EASIER TO BUY A PAPERBACK AND TRADE WITH OTHER PEOPLE.

MY WIFE GOES BUT FOR ME THERE IS NO NEED.

TOO FAR AWAY AND I DO NOT DRIVE.

I DON'T HAVE A CARD RIGHT NOW.

BECAUSE PEQUOT LIBRARY IS CLOSER TO ME.

TOO OLD.

AS I SAY I HAVE ENOUGH LITERATURE IN THE MAIL IT KEEPS ME BUSY.

BECAUSE IT IS NOT FAMILY FRIENDLY WITH FAMILIES WITH MORE THAN ONE CHILD IT IS NOT FAMILY FRIENDLY ALL THE PROGRAMS SAY NO SIBLINGS PLEASE.

NONE.

I BUY MY OWN BOOKS.



## NON-USER TELEPHONE SURVEY

When people look at communities to move into, they look at a variety of local factors. How important is the Fairfield Public Library to the quality of life in Fairfield?

Legend	Response Choice	Frequencies	Count
1	Very important	47.5%	95
2	Somewhat important	38.0%	76
3	Not very important	7.5%	15
4	Not important at all	7.0%	14
	<b>Total (N)</b>		<b>200</b>
	<b>Mean</b>		<b>1.74</b>
	<b>Median</b>		<b>2.0</b>
	<b>Standard Deviation</b>		<b>0.87</b>



**Fairfield**  
PUBLIC LIBRARY

## NON-USER TELEPHONE SURVEY

Are you aware that the following services are available at the library?

Legend	Response Choice	Frequencies	Count
1	Hands-on computer training classes	37.05%	73
2	Book discussions with leader	48.22%	95
3	Recorded books on audio-tape and CD	75.63%	149
4	Videos and DVDs	80.2%	158
5	Music CDs	63.45%	125
6	Live music performances	21.31%	42
7	Film showings with discussion leader	35.53%	70
8	Quiet study rooms	79.18%	156
9	Fully equipped community meeting rooms	53.8%	106
10	Downloadable books (to PDAs or computers at home or business)	24.36%	48
11	Art shows and receptions with artists	50.76%	100
12	Materials for teens such as graphic novels, anime, music CDs, etc.	50.25%	99
13	Wireless internet access in both buildings (WIFI)	52.79%	104
14	Photocopiers	80.71%	159
15	24/7 access to a librarian online	17.76%	35
16	Bestsellers	84.77%	167
17	Magazines and newspapers	93.4%	184
18	Writers' workshops	31.47%	62
19	Low vision reader for sight impaired	36.04%	71
20	Book and craft programs for children from newborn to 12	64.46%	127
21	Summer reading programs for children and teens	70.55%	139
22	Programs for teens such as computer gaming, mystery night, after hours and homework help	27.41%	54
23	Delivery of materials to the homebound	15.22%	30
24	Complete articles from major newspapers and magazines by Internet at home or business	47.71%	94
25	Large type books	66.49%	131
	<b>Total (N)</b>		<b>197</b>





## NON-USER TELEPHONE SURVEY

Would these services make you think of using the library in the future?

Legend	Response Choice	Frequencies	Count
1	YES	74.5%	149
2	NO	25.5%	51
	<b>Total (N)</b>		<b>200</b>



# NON-USER TELEPHONE SURVEY

## What is your age?

Legend	Response Choice	Frequencies	Count
1	16-18		0
2	19-24	2.5%	5
3	25-34	6.0%	12
4	35-44	10.5%	21
5	45-54	25.0%	50
6	55-64	21.0%	42
7	65-over	29.5%	59
8	(Refused)	5.5%	11
	<b>Total (N)</b>		<b>200</b>

## What is the highest level of education you have completed:

Legend	Response Choice	Frequencies	Count
1	Some high school	4.0%	8
2	High School graduate	13.5%	27
3	Vocational /Technical school graduate	4.0%	8
4	Some college	22.5%	45
5	College graduate	32.5%	65
6	Graduate degree	22.5%	45
7	(Refused)	1.0%	2
	<b>Total (N)</b>		<b>200</b>