The Process

Data Gathering
Library leadership collected data primarily by conducting surveys and interviews and engaged the community members in the process. Surveys took two forms:

- Print surveys at both Libraries were completed by 130 in-house Library visitors. These surveys revealed that many Library users continue to be unaware of a number of the Library’s services.
- A website survey asked visitors to the Library website about their use of Library online services. 280 individuals responded to the website survey.
- The consultants conducted one-on-one confidential interviews with Library Board members, Library staff and community members, including elected officials.

Planning Committee

- A Planning Committee composed of Library Board members, Friends of the Fairfield Public Library Board members, staff and community members met over four days. They analyzed the surveys and interview data.
- The Committee discussed community needs, Library resources and services. Library staff made presentations about digital resources, innovative library practices, the use of technology in libraries (and cutting edge businesses) and space to encourage creative efforts in entrepreneurship, art, music and design.
- The planning sessions culminated in the creation of a new vision and mission statement. The Committee concluded its work by developing goals and objectives to pursue over the next three years.
- The Library staff continued the planning process by developing tasks to support the goals and objectives.

* In 2018, the Library Board to extend term of plan by 1 year.
During fiscal year 2015 the Board of Library Trustees, the Library Staff, and community members worked to develop the seventh consecutive strategic plan for the Fairfield Public Library. The Library is composed of the Main Library and the Fairfield Woods Branch Library. The Board funded this vital project and again hired Joel & Sinclair Associates, LLP as planning consultants. The purpose of this strategic plan is to create the roadmap that will be used to guide our efforts for the next three years.

Goal 1: Evaluate and enhance user experience continually

Objectives
The Library will:
- **Develop** a system to evaluate user experience.
- **Educate** staff in developing awareness of trends, innovation, best practices, and creativity.
- **Eliminate** little-used services not desired by community and add new services as determined by community needs.

Goal 2: Connect our community to creative learning and use of emerging information technology

Objectives
The Library will:
- **Provide** continuous professional development and training.
- **Provide** continuous development of digital presence, including the website and social media.
- **Explore** interactive digital experiences.
- **Be** receptive and responsive to community needs.
- **Create** a framework to empower the staff to be creative.
- **Identify** and cultivate connections to community expertise.

Goal 3: Maximize physical and virtual space

Objectives
The Library will:
- **Research** current space usage in library and other learning environments both physical and digital.
- **Make** current space more welcoming.
- **Make** current space more identifiable.
- **Increase** accessibility of collection.
- **Stimulate** creativity, exploration, discovery and collaborative learning.

Goal 4: Build community relationships

Objectives
The Library will:
- **Develop** a marketing plan.
- **Embed** librarians into various organizations.
- **Identify** unmet community needs.
- **Address** unmet community needs.
- **Partner** with outside organizations.

Goal 5: Advocate on behalf of the long-term value of the Library

Objectives
The Library will:
- **Advocate** to secure a sustainable funding base for the future.
- **Develop** an effective marketing plan that publicizes the Library’s value.
- **Develop** widespread community support for the Library.
- **Develop** an economic-impact study to determine the return on investment of Library services.