

# Fairfield Public Library

## Strategic Plan FY2016 - FY2021

**Vision Statement:**

Dream. . .  
 Discover. . .  
 Innovate. . .  
 Create. . .  
 . . .@ Fairfield Public Library

**Mission Statement:**

Deliver dynamic service through informative and innovative programs, materials, technology, and spaces to strengthen our community.

### Goal 1: Evaluate and enhance user experience continually

Objective 1:	Tasks:	Responsibility	Year	Priority	Status
Develop a system to evaluate user experience	1. Establish UX/user experience team & delegates tasks	Admin	7/1/2015	1	
	2. Conduct internal environmental scan: review documents and do walkthrough of libraries to identify current barriers to optimum UX (including accessibility)	Team	7/1/2015	1	
	3. Conduct external environmental scan: literature search, network with colleagues, explore community needs	Team	9/1/2015	1	
	4. Identify best practice models re: other libraries/orgs	Team	9/1/2015	1	
	5. Pilot some basic UX practices and evaluate them	Team	1/1/2016	1	
	6. Develop report based on all findings and present to staff	Team	5/1/2016	1	
	7. Present UX Team report to Board with Space Use and Collections Teams	Admin & Team	9/1/2016	1	

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### Goal 1: Evaluate and enhance user experience continually - CONT.

Objective 2:	Tasks:	Responsibility	Year	Priority	Status
Educate staff in developing awareness of trends, innovations, best practices and creativity	1. Establish archive on new staff Intranet to input new ideas, alerting everyone to stay informed	Staff	1/1/2016	1	
	2. Establish expectation for every full-time staff member and encourage part-time staff to spend 1 hour per week to explore new ideas	Managers	3/1/2016	2	
	3. Establish an IT standing committee to explore and pilot emerging technology for people to share, create and collaborate	Admin	10/1/2015 Ongoing	1	
	4. Develop schedule for IT projects & assign tasks	IT Committee	10/1/2015	2	
	5. Present new IT to Managers and recommend appropriate applications	IT Committee	1/1/2016 Ongoing	2	
	6. Implement new IT applications	IT Committee	Ongoing	2	
	7. Explore a mechanism(s) to encourage staff to bring forward new ideas, trends	Staff	1/1/2016	2	
	8. Post ideas/trends to staff intranet	Staff	3/1/2016	2	
	9. Develop criteria for staff innovator award	Staff/Admin	7/1/2017	2	
	Objective 3:	Tasks:	Responsibility	Year	Priority
Eliminate little-used services not desired by the community and add new services as determined by community needs	1. Ensure review of qualitative and quantitative metrics to evaluate current programs and services	Admin & Managers	2017	3	
	2. Consider whether to add, enhance, modify or remove specific service or function	Admin & Managers	2017	3	
	3. Develop plan of action for service changes	Admin & Managers	2017	3	
	4. Inform public and staff of change as appropriate	Admin & Managers	2017	3	
	5. Consider additional new services and reassignment of staff	Admin & Managers	2017	3	
	6. Pilot, evaluate, and modify, as needed, new services	Admin & Managers	2017 ongoing	3	

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

Objective 1:	Tasks:	Responsibility	Year	Priority	Status
Provide continuous professional development and training	1. Ensure all staff are invited to, or made aware of appropriate learning opportunities	Managers	7/1/2015 Ongoing	1	
	2. Require FT staff to attend minimum of 2 learning opportunities (webinars, workshops, conferences), provide conference notes and post to Staff Intranet	All staff	7/1/2015 Ongoing	1	
	3. Track training and attendance	Managers	7/1/2015 Ongoing	1	
	4. Redesign staff website as primary resource for the staff	Staff	1/1/2016	2	
	5. Develop conference request form with rationale	Admin	7/1/2015	3	
	6. Encourage staff to use request form	Managers	Fall 2015	3	
	7. Review request forms and nominate staff to attend conferences	Managers	Fall 2015	3	
	8. Identify innovative staff for recognition	Admin & Managers	9/1/2016	3	
	9. Develop hiring criteria to ensure that staff understand library goals & objectives	Admin & Managers	1/1/2017	3	
	10. Explore opportunities for management training	Admin	10/1/2015	3	
Objective 2:	Tasks:	Responsibility	Year	Priority	Status
Provide continuous development of digital presence, including the website and social media	1. Establish standing social media committee to oversee library's digital presence	Staff	Summer 2015	1	
	2. Report on current practice of social media use to Managers	Committee	Fall 2015	2	
	3. Research best practices & modify our practice if necessary	Committee	Fall 2015	2	
	4. Establish guidelines for social media use & report to Managers	Committee	12/1/2015	2	
	5. Review website & mobile app usage & design semi-annually	Managers	10/1/2015	2	
	6. Modify website & mobile app if necessary to improve UX	Staff	Ongoing	2	

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### Goal 2: Connect our community to creative learning and use of emerging information technology - CONT.

Objective 3:	Tasks:	Responsibility	Year	Priority	Status
Explore interactive digital experiences	1. Upgrade catalog to improve User experience	Staff	Fall 2015	1	
	2. Make adjustments to catalog if necessary	Staff	ongoing	2	
Objective 4:	Tasks:	Responsibility	Year	Priority	Status
Be receptive and responsive to community needs	1. Expand network of strong partnerships with non-library entities for continuous community feedback	Admin/Managers	7/1/2015	2	
	2. Revise community partnership document	Staff	7/1/2015	2	
	3. Implement new initiatives/program/services based on feedback	Managers	9/1/2015 Ongoing	2	
	4. Evaluate new services	Managers	12/1/2016 Ongoing	2	
Objective 5:	Tasks:	Responsibility	Year	Priority	Status
Create a framework to empower the staff to be creative	1. Establish inter-departmental opportunities to share and learn new skills to foster creativity	Admin & Managers	1/1/2017	3	
	2. Pilot staff opportunities for fun learning	Admin	1/1/2017 Ongoing	3	
	3. Evaluate experience, post on staff intranet	Staff		3	
Objective 6:	Tasks:	Responsibility	Year	Priority	Status
Identify and cultivate connections to community expertise	1. Identify potential community organizations that support creative learning	Managers	2015	1	
	2. Visit community organizations on a regular basis	Staff	Ongoing	2	
	3. Establish community partners page on staff intranet	Staff	1/1/2016	2	
	4. Identify specific expertise within community orgs to enhance library service	Staff	Ongoing	2	

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<b>Goal 3: Maximize physical &amp; virtual space</b>					
<b>Objective 1:</b>	<b>Tasks:</b>	<b>Responsibility</b>	<b>Year</b>	<b>Priority</b>	<b>Status</b>
Research current space usage in library & other learning environments both physical and digital	1. Establish Space Use Team and delegate tasks	Space Use Team	9/1/2015	1	
	2. Conduct internal environmental scan including inventory of current shelving, program, study, staff etc., space in both buildings	Space Use Team	9/1/2015	1	
	3. Conduct external environmental scan: literature search, networking, and tour other facilities - real and virtual	Space Use Team	1/1/2016	1	
	4. Identify best practice models in libraries and other organizations	Space Use Team	1/1/2016	1	
	5. Pilot some new space use and evaluate	Space Use Team	1/1/2016	1	
	6. Develop report on findings and present with User Experience and Collections Teams to Staff	Space Use Team	5/1/2016	1	
	7. Present findings of Space Use Team to Board	Teams	9/1/2016	1	
<b>Objective 2:</b>	<b>Tasks:</b>	<b>Responsibility</b>	<b>Year</b>	<b>Priority</b>	<b>Status</b>
Make current space more welcoming	1. Develop a list of criteria for making space more welcoming	Space Use Team	Fall 2015	2	
	2. Make recommendations to make space more welcoming	Space Use Team	Fall 2015	2	
	3. Begin to implement improvements	Space Use Team	1/1/2016	2	
<b>Objective 3:</b>	<b>Tasks:</b>	<b>Responsibility</b>	<b>Year</b>	<b>Priority</b>	<b>Status</b>
Make current space more clearly identifiable	1. Review surveys from public service desks	Managers	Summer 2015	2	
	2. Develop list of enhancements including signage and designated areas for specific activities	Managers	Fall 2015	2	
	3. Begin to implement improvements	Managers	1/1/2016	2	

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<b>Goal 3: Maximize physical &amp; virtual space - CONT.</b>					
<b>Objective 4:</b>	<b>Tasks:</b>	<b>Responsibility</b>	<b>Year</b>	<b>Priority</b>	<b>Status</b>
Increase accessibility of collection	1. Establish Collections Team and delegate tasks	Collections Team	9/1/2015	1	
	2. Conduct internal environmental scan including review of, and recommended changes to, collection development plan based on current practices	Collections Team	9/1/2015	1	
	3. Conduct external environmental scan: literature search, networking, and research of different collection management models	Collections Team	9/1/2015	1	
	4. Identify best practice models of other libraries and related industries	Collections Team	1/1/2016	1	
	5. Report on models to Staff with User Experience and Space Teams	Collections Team	5/1/2016	1	
	6. Report to Board with User Experience and Space Teams	Collections Team	9/1/2016	1	
<b>Objective 5:</b>	<b>Tasks:</b>	<b>Responsibility</b>	<b>Year</b>	<b>Priority</b>	<b>Status</b>
Stimulate creativity, exploration, discovery, and collaborative learning	1. Study best practices and models that stimulate collaborative learning and interactive physical and digital spaces	Staff	Winter 2016	1	
	2. Report on findings at All Staff Meeting	Staff	5/1/2016	1	
	3. Brainstorm possibilities for future use of spaces	All staff	10/1/2016	1	
	4. User Experience/Space Use/Collections Teams meet regularly to develop models to support Objective 5	All Team Members	1/1/2017	1	
	5. Develop models to present to space planner	All Team Members	12/1/2017	1	
	6. Meet with space planners/architects to develop potential models.	Managers	1/1/2018	1	
	7. Develop budgets based on models	Admin/Managers	Spring 2018	1	
	8. Present models to board	Admin	Spring 2018	1	

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<b>Goal 4: Build community relationships</b>					
<b>Objective 1:</b>	<b>Tasks:</b>	<b>Responsibility</b>	<b>Year</b>	<b>Priority</b>	<b>Status</b>
Develop marketing plan	1. Engage marketing expert to increase public awareness of library and its services	Admin	9/1/2015	1	
	2. Present plan to board, friends, and staff	Admin	1/1/2016	1	
	3. Implement plan	Staff	3/1/2016 Ongoing	1	
<b>Objective 2:</b>	<b>Tasks:</b>	<b>Responsibility</b>	<b>Year</b>	<b>Priority</b>	<b>Status</b>
Embed librarians into various organizations, physically and/or virtually, to share information and develop a partnership that supports missions of both organizations	1. Identify embedded librarian opportunities	Admin & Managers	1/1/2018	3	
	2. Identify one opportunity that expands current service	Admin & Managers	Winter 2018	3	
	3. Identify one new opportunity that introduces a new service	Admin & Managers	Winter 2018	3	
	4. Determine scope of both services	Admin & Managers	Winter 2018	3	
	5. Identify staff member(s) to carry out work	Admin & Managers	Winter 2018	3	
	6. Contact and plan for work with community organization	Admin & Managers	Winter 2018	3	
	7. Initiate services	Managers & Staff	Spring/ Summer 2018	3	
	8. Evaluate services	Admin	Fall 2018	3	

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<b>Goal 4: Build community relationships - CONT.</b>					
<b>Objective 3:</b>	<b>Tasks:</b>	<b>Responsibility</b>	<b>Year</b>	<b>Priority</b>	<b>Status</b>
Identify unmet community needs	1. Analyze feedback from embedded librarian, surveys and interviews/meetings with users and nonusers	Managers	1/1/2018	3	
<b>Objective 4:</b>	<b>Tasks:</b>	<b>Responsibility</b>	<b>Year</b>	<b>Priority</b>	<b>Status</b>
Address unmet community needs	Implement New Services	Staff	7/1/2018 Ongoing	2	
<b>Objective 5:</b>	<b>Tasks:</b>	<b>Responsibility</b>	<b>Year</b>	<b>Priority</b>	<b>Status</b>
Partner with outside groups	1. Continue and deepen current partnerships	All staff	Ongoing	1	
	2. Rank plausibility of new partnerships	Managers	Fall 2016	2	
	3. Enhance partnership document as database of possible partnerships	Staff	1/1/2016	2	
	4. Train a cadre of volunteer ambassadors to partner with outside groups	Admin & Managers	1/1/2018	3	



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

Objective 1:	Tasks:	Responsibility	Year	Priority	Status
Advocate to secure a sustainable funding base for the future	1. Continue to enhance effective communications with town funding and legislative bodies	Admin	9/1/2015 Ongoing	1	
	2. Pilot conversations with town officials concerning support for the value of the library	Admin	9/1/2015 Ongoing	1	
	3. Develop fundraising strategies and training	Admin	9/1/2016	1	
	4. Research supplementary sources of revenue	Admin	1/1/2016	1	
	5. Present findings and strategize with Board	Admin	Ongoing	1	
Objective 2:	Tasks:	Responsibility	Year	Priority	Status
Develop an effective marketing plan that publicizes the Library's value	1. Develop a universal library story for training advocates	Staff	Fall 2015	1	
	2. Enhance public outreach program	Staff	1/1/2016	1	
Objective 3:	Tasks:	Responsibility	Year	Priority	Status
Develop wide-spread community support for the Library	1. Utilize friends and volunteers to partner with staff in enhancing public outreach	Staff	1/1/2016	1	
	2. Evaluate effectiveness of effort	Admin	5/1/2016	2	
Objective 4:	Tasks:	Responsibility	Year	Priority	Status
Develop an economic-impact study to determine the Return on Investment (ROI) (quantitative and qualitative) current, piloted and proposed.	1. Gather statistics and testimonials from internal documents	Staff	1/1/2017	3	
	2. Research other libraries' economic impact studies	Staff	3/1/2017	3	
	3. Engage services of economist to develop EIS (economic impact study) for FPL	Admin	6/1/2017	3	
	4. Admin reviews draft study	Admin	9/1/2017	3	
	5. Board reviews final study	Board	11/1/2017	3	