**MISSION:** The mission of the Fairfield Public Library is to inspire lifelong learning, promote literacy and ensure information access to the community.

**VISION:** Your central community source for knowledge, discovery and connection.

#### **GOALS**

### Goal 1: Be a hub of lifelong learning and enrichment.

The Library will:

- 1. Manage the collections to reflect broad interests and stimulate new ideas.
- 2. Offer programs that provide education and enjoyment.
- 3. Provide an environment that is welcoming and appealing to all.
- 4. Identify ways to reach and serve potential new Library users.
- 5. Continue space planning and design in both physical locations to meet the needs of our patrons and/or accommodate ever-changing technology and other trends.

## Goal 2: Expand our digital capability and presence.

The Library will:

- 1. Plan for the future by monitoring trends and developments.
- 2. Expand utilization of digital resources to enable access for patrons when and where they need it.
- 3. Establish the Library as a centralized resource to aid other Town departments.
- 4. Support ongoing professional development of staff.

## Goal 3: Sustain partnerships and build community connections.

The Library will:

- 1. Identify organizations whose goals align with the Library's.
- 2. Explore new areas where we can apply successful service models.
- 3. Pursue grant opportunities.

#### Goal 4: Strengthen community awareness and support for the Library's mission and services.

The Library will:

- 1. Create, sustain and constantly evolve a marketing plan, while extending awareness of the Library brand.
- 2. Identify and engage ambassadors to ensure widespread support of the Library.

# Approved by the Fairfield Public Library Board of Trustees, August 23, 2021



All programs are free and open to the public. For more information: **fairfieldpubliclibrary.org** or call 203-256-3155.

