The Stratford Library Mission Statement

The mission of the Stratford Library is to empower our citizens and enrich the community by expanding access through innovation, information, ideas and inspiration.

Plan Summary: Strategic Issues

Center for Community Connections

The Library is a center for community connections that develops partnerships and builds collaborations across the community.

Resource Center

The Library is a resource center that provides access to materials, programs and services that empower the community to succeed in educational, professional and personal interests.

Customer Services

The Library offers excellent customer service by creating a welcoming environment with a knowledgeable staff and easily accessible services.

Diversity

The Library offers a variety of resources, programs and services to meet the cultural, social and economic diversity in the community.

Communication

The Library communicates effectively **with** the community and **within** the library.

Space

The Library offers accessible community, collection and staff spaces, and identifies alternative spaces for services.

The Stratford Library strives to be a <u>center for community connections</u>

Goal A: Strengthen community partnerships in order to meet community needs.

Objective A1: Actively participate with a variety of Stratford boards, organizations, agencies and businesses to further develop resources, services and programs.

Activities:
A1.1 Participate in town-wide initiatives and events such as the Town's 375th Anniversary Celebration, Main Street Festival, Tree Lighting, and One Book, One Stratford.
A1.2 Partner with the Mayor's Office to coordinate a town-wide summer reading program for elementary school children.
A1.3 Continue existing partnerships that benefit the library and its collaborators.
A1.4 Seek out new opportunities for community collaboration.

Objective A2: Connect with individuals and informal groups in order to develop resources, services and programs.

Activities:
A2.1 Seek community input to determine which resources, programs and services the library should offer.
A2.2 Engage local experts to conduct programs of interest to the public.

Goal B: Enhance the library's role as a community center.

Objective B1: Provide access to community information and opportunities for community interaction.

Activities:
B1.1 Create displays, calendars and bulletin boards to inform the community of local, national and international news.
B1.2 Post social media updates to inform, entertain and interact with the community.
B1.3 Utilize new technologies to inform and entertain the community.
B1.4 Identify and accommodate the needs of community groups meeting within the library.

Goal C: Collaborate with the Stratford schools and other youth-related agencies.

Objective C1: Provide class visits within the library and at the schools.

Activities:
C1.1 Conduct in-house 2nd grade and 6th grade class visits for all public and private schools in Stratford.
C1.2 Accommodate non-traditional educational programs, including homeschooling, ESOL, tutors and special education groups.
C1.3 Provide instructional visits for classes working on special assignments as requested by teachers.
C1.4 Participate in outreach efforts to the schools, including summer reading promotions, student fairs, and read-aloud events.

Objective C2: Provide access to resources and services for students, educators and youth professionals.

Activities:

C2.1 Cooperatively plan school assignments, bibliographies, and other educational initiatives.

C2.2 Partner with the Stratford Board of Education to host kindergarten registration.

C2.3 Partner with schools and youth professionals on grants and programs.

C2.4 Accommodate daycare and nursery school groups and provide outreach visits upon request.

C2.5 Provide services and resources to Continuing Education students, college students, and other adult learners.

C2.6 Provide services for teachers and educators of students in traditional and non-traditional settings.

Goal D: Identify advocacy and fund-raising opportunities which involve the community.

Objective D1: Develop advocacy opportunities.

Activities:

D1.1 Create a pool of advocates to speak for the library at community events and programs.

D1.2 Customize displays and exhibits to highlight specific library services, i.e by placing "hot" topic messages on all computers or on SLA website.

D1.3 Utilize patron accessible interfaces to deliver the library's message.

Objective D2: Engage in fund-raising activities to benefit the Stratford Library.

Activity:

D2.1 Work with SLA Board members, staff and community groups to identify, plan and implement fundraising opportunities.

D2.2 Identify and utilize technology tools to enhance fundraising.

The Stratford Library is the <u>resource center</u> for the community.

Goal E: Provide access to materials and information.

Objective E1: Update collection management practices to connect with community needs.

Activities:

E1.1 Utilize usage statistics to evaluate library materials and to determine purchasing patterns and retention (SLA Technology Plan A 1.1).

E1.2 Evaluate all media formats (SLA Technology Plan A1.2 & A1.3).

E1.3 Improve access to collections for informational and recreational use.

E1.4 Review circulation policies and practices regarding loan periods, holds and Interlibrary Loan.

Goal F: Provide access to programs and services which connect with community needs.

Objective F1: Offer programs and services which enrich our community.

Activities:

F1.1 Offer library-based and outreach programs to meet community needs.

F1.2 Cultivate community partnerships and collaborate on programs and services.

F1.3 Expand programming efforts to focus on current issues.

Objective F2: Offer programs and services to promote literacy.

Activities:
F2.1 Offer library-based and outreach programs which promote reading and literacy.
F2.2 Expand programming efforts to focus on technology and computer literacy.
F2.3 Promote information literacy.

Goal G: Provide access to technology services which support community needs.

Objective G1: Utilize the Stratford Library Technology plan to identify emerging technologies and update resources throughout the library.

Activities:
G1.1 See SLA Technology Plan Activities C1.7, C1.9 - C1.11.
G1.2 Collaborate with community partners and other organizations to enhance access to emerging technologies.

Objective G2: Offer access to technology training for our community.

Activities:
G2.1 Provide individual guidance and opportunities for small group instruction in the use of technology resources (SLA Technology Plan C1.6).
G2.2 Empower community participation in sharing knowledge and skills.

The Stratford Library provides effective <u>customer services.</u>

Goal H: Provide an environment, resources and services that are easily accessible.

Objective H1: Create a welcoming environment.

Activity:
H1.1 Provide clear and understandable information to the customer.
H1.2 Investigate both graphic and text signage that empowers all customers.
H1.3 Improve customer service by encouraging staff to engage with customers throughout the building.
H1.4 Utilize cross training of staff to ensure knowledge of library services.

Objective H2: Provide current high demand materials.

Activities:
H2.1 Investigate ways to expand space and funding for high demand collections.
H2.2 Arrange collections within a subject area to include a variety of formats.

Objective H3: Bring library resources to the community. **(See also L1)**

Activities:
H3.1 Work with community partners to identify opportunities to bring library resources out of the library and into the community.
H3.2 Implement informal collections in alternative locations

Goal I: Provide staff with ongoing professional skills development.

Objective I1: Identify and access professional development opportunities.

Activities:
I1.1   Provide opportunities for staff to attend workshops, webinars and conferences.
I1.2   Provide in-house professional development, including cross training.
I1.3   Provide the opportunity for staff to keep current with new hardware and software applications (SLA Technology Plan J1.1).

Objective I2: Provide safety and emergency response training opportunities.

Activities:
I2.1   Regularly schedule staff fire drills and emergency response drills.
I2.2   Update *Safety and Emergency Procedures Manual* and provide training as needed.
I2.3   Update the Library disaster plan as needed.

The Stratford Library serves a culturally, socially and economically <u>diverse</u> community.

Goal J: Provide access to materials and information that meet the needs of our diverse and changing community.

Objective J1: Develop an inclusive and diverse collection that reflects the community.

Activities:
J1.1 Seek input from the community to determine preferences for recreational and informational materials.
J1.2 Purchase materials which reflect patron preferences.
J1.3 Identify and provide access to resources of interest to specific populations.
J1.4 Expand online resources that are accessible to diverse populations.
J1.5 Expand outreach efforts to deliver materials to people who are unable to come to the library.

Goal K: Provide access to programs and services which connect with diverse and changing community needs.

Objective K1: Offer programs and services which enrich our diverse community.

Activities:
K1.1   Seek input from the community to determine preferences for programs and services.
K1.2   Identify individuals and groups in the community that could offer library programs of interest to diverse populations.
K1.3   Sponsor and participate in community events that attract diverse audiences.
K1.4   Provide access to programs and services for people with special needs.

Goal L: Improve communication of library services to the diverse community we serve.

Objective L1: Evaluate current publicity practices, identify and utilize new communication tools.

Activities:
L1.1 Identify print and social media that are specific to multicultural communities.
L1.2 Publicize library programs and services using methods that will reach intended audiences.
L1.3 Develop specific publicity campaigns to reach multicultural groups.

The Stratford Library <u>communicates</u> effectively with the community and within the library.

Goal M: Create a campaign to provide the library's mission to the community.

Objective M1: Develop a Public Relations campaign for the library.

Activities
M1.1 Revise Stratford Library mission statement.
M1.2 Review successful library campaigns created by other libraries.
M1.3 Engage staff and Board in promotion of the campaign.
M1.4 Promote the campaign by utilizing multiple media outlets.

Goal N: Improve communication within and between library departments.

Objective N1: Utilize collaborative tools to improve staff communication.

Activities:
N1.1 Identify collaborative tools available electronically. Implement use as appropriate (SLA Technology Plan K1.2).
N1.2 Review and update *Policies and Procedures Manual* as needed.

Goal O: Improve communication of library services to the community.

Objective O1: Evaluate current publicity practices, identify and utilize new communication tools.

Activites:
O1.1 Survey the public to find out how they obtain information about the library and the community.
O1.2 Explore and expand the use of new communication tools.

Goal P: Expand opportunities for community input.

Objective P1: Implement methods of acquiring community input.

Activities:
P1.2 Expand strategies for acquiring community input to determine priorities and interests, i.e. "What do you do on your day off?" and "What do you like best about Stratford?"
P1.2 Expand strategies for compiling and analyzing anectdotal feedback received via daily interactions.

Objective P2: Convene community focus groups as needed.

Activities:
P2.1 Survey ESOL and other underserved populations to obtain feedback.
P2.2 Convene a Technology Group to obtain input on trends and tools.

The Stratford Library continually evaluates interior and exterior <u>Spaces</u> now and for the future.

Goal Q: Develop welcoming, safe, public spaces.

Objective Q1: Evaluate use patterns in and functions of public spaces.

Activities:
Q1.1 Reallocate collection, public seating, meeting and technology spaces to meet current community needs.
Q1.2 Update meeting room spaces by improving sound, video and technology (SLA Technology Plan O1.1-O1.3).
Q1.3 Evaluate and update security systems (SLA Technology Plan N1.1).

Goal R: Create collection spaces designed for flexibility and accessibility.

Objective R1: Implement ideas for optimal housing and display of collections.

Activities:
R1.1 Rearrange collections to improve access.
R1.2 Improve access to electronic collections. (SLA Technology Plan P1.1).
R1.3 Improve signage and lighting throughout the building.

Goal S: Evaluate staff spaces.

Objective S1: Determine use patterns of staff work spaces and service areas.

Activities:
S1.1 Implement changes in staff spaces which improve ergonomics, technology infrastructure, privacy and efficiency.
S1.2 Implement changes in staff spaces which improve safety.