

Wallingford Public Library Strategic Plan 2009 - 2012

The Wallingford Public Library Board of Managers and Staff have developed this strategic plan as a guide for the continuation, development and improvement of Library Services, 2009 – 2012.

Facilitated planning sessions with staff, Board members and the public provided valuable input, and ideas were solicited via the library newsletter, press releases, web-site announcements and on-line feedback. Children's services, information services, popular materials collections, and support for literacy were identified as priorities for the Wallingford Public Library.

In addition to the strategies outlined in this plan, the Library Board, Administration, and Staff may investigate, support and implement other services that meet the needs of the community and are consistent with the Library's mission and goals.

The Board of Managers has adopted the following Vision and Mission for the Wallingford Public Library.

Vision Statement

A Great Public Library...

- *Nurtures love of reading, encourages life long learning and freedom of thought, and provides for the development of a literate, educated and informed citizenry.*
- *Fosters a strong sense of community identity, spirit and pride through its collections, programs, facilities and other services.*
- *Provides each individual with tools and opportunities for recreation and cultural and intellectual growth.*

Adopted by the Board of Managers, February 28, 2000
Reaffirmed January 22, 2007, Revised October 26, 2009

Mission Statement

The mission of the Wallingford Public Library is to acquire, organize make available, and facilitate the use of books and other resources for the educational, informational, recreational, and inspirational needs of the entire Wallingford community. The Library will provide service in a pleasant, accessible, well- equipped facility and utilize current technology to offer convenient access to resources from remote locations. The library will provide all service with the assistance of a knowledgeable, professional and helpful staff.

Adopted by the Library Board of Managers, June 26, 2000
Reaffirmed January 22, 2007, Revised October 26, 2009

Goal

Provide exemplary public library services for children and adults in a climate of increasing demand and unpredictable funding.

Objectives

1. Deliver services with maximum efficiency.

Strategies

- a. Analyze patterns of use at the Main Library and Yalesville Branch, and make recommendations for changes that will improve overall service and productivity.
- b. Examine current procedures and encourage staff to make recommendations to improve workflow.

2. Develop resource sharing opportunities to expand user access in a cost effective manner.

Strategies

- a. Work within the LION consortium, the Connecticut Library Consortium, and with neighboring town libraries to improve inter-library resource sharing.
- b. Collaborate with other Wallingford Town agencies and organizations to provide programs and information.

3. Encourage local, state, federal, and private initiatives in support of library services.

Strategies

- a. Keep local officials informed about library services, successes, and needs.
- b. Work with other library advocacy groups to encourage state, federal, and private library support.
- c. Encourage Board members to participate in continuing education opportunities.

4. Support the staff in their efforts to serve the public.

Strategies

- a. Provide a collection development plan.
- b. Provide adequate time for selection and deacquisition of materials.
- c. Encourage and fund continuing education for librarians and support staff.
- d. Fund current technologies and collection resources.
- e. Establish a roster of substitute librarians available on short notice to staff public service desks.
- f. Sponsor a full time paid internship for one college student each summer.
- g. Provide additional security and janitorial staff evenings and weekends.

Goal

Develop new initiatives in high priority areas: children's services, information services, popular materials and support for literacy.

Objectives for children's services:

1. Improve access for all residents to children's programs.

Strategies:

- a. Fund additional programs for high demand age groups, such as the Toddler Mother Goose programs.
2. Increase collaboration with schools to provide homework help.

Strategies:

 - a. Request that Board of Education increase homework help from two days to four days.
 - b. Explore online solutions, such as Tutor.com.

Objectives for Information Services:

1. Develop patron knowledge and skill in use of catalog and library subscription databases.

Strategies:

 - a. Provide frequent classes and opportunities for individual tutoring sessions.
 - b. Develop self-guided learning tools.
2. Continue development of WPL website as an information portal.

Strategies:

 - a. Survey users and staff to determine direction for improvement.

Objectives for popular materials:

1. Improve access to high demand books and media

Strategies:

 - a. Invest in more copies of books and DVD's for express collection.
 - b. Monitor the demand for films in the Blu-Ray format, and begin to purchase in this format when necessary.
 - c. Monitor the development of reading devices such as Amazon's Kindle and Sony reader. Consider adding downloadable content as demand develops.
2. Expand tools available to help patrons find what they need and maximize use of the collection.

Strategies:

 - a. Provide displays, booklists, and online tools to attract attention and lead readers to materials they will enjoy.

Objectives for supporting literacy:

1. Support the efforts of local education and literacy organizations.

Strategies

 - a. Participate in early literacy and school readiness initiatives.
 - b. Inform tutors about the availability of study rooms.
 - c. Work with literacy volunteers to connect students with tutors.
 - d. Actively maintain a collection of materials for adult new readers.
 - e. Work with Adult Education to schedule introductions to the Library for adult learners.
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2. Support patrons in their efforts to learn new languages.

Strategies

 - a. Provide materials in a variety of formats for English as a Second Language and World language instruction materials.

3. Provide an adequate collection of materials in Spanish for Wallingford's population.
Strategies
 - a. Monitor and respond to demand for Spanish language collections.

Goal

Increase community awareness of Library Services

Objectives

1. Take advantage of all available resources to inform and attract new users
Strategies:
 - a. Use Facebook, Twitter, and other social networking tools to connect with and inform users and potential users
 - b. Investigate partnerships with other Town agencies to increase public awareness of library services and to offer public programs.
 - c. Expand staff outreach to schools, PTO's, civic groups, clubs, and community events.
 - d. Consider providing an email newsletter.

2. Devote more staff time to marketing and public relations work.
Strategies:
 - a. Request additional staff for community services.

Goal:

Develop and enhance the library's role as a community center for cultural and civic interaction and discourse.

Objectives

1. Consider options to increase building's appeal as a gathering place.
Strategies:
 - a. Explore options for self-serve coffee or vending machines
 - b. Consider adding seating and/or tables and displays in lobby areas.
 - c. Consider allowing food in lobby areas.

2. Target programs to specific groups as well as general audiences.
Strategies:
 - a. Analyze program offerings for diversity, audience and attendance.
 - b. Develop program offerings for under served groups.

3. Encourage self-moderated book groups (e.g. Mother-Daughter)
Strategies:
 - a. Provide meeting space
 - b. Library staff training/mentoring for book discussion leaders
 - c. Keep multiple copies of book club favorites.

4. Support local writing and arts groups.
Strategies:
 - a. Provide meeting and exhibit space for local writing and arts groups
 - b. Offer programs of interest to these audiences.

Goal

Set an example for environmental awareness and responsibility in the community.

Objectives:

1. Integrate environmentally responsible products and practices into daily operations.

Strategies:

- a. Use green cleaning products and stay current with new products and technologies.
- b. Encourage staff and public to conserve energy and resources.

2. Provide programs and resources to inform and encourage environmental responsibility.

Strategies:

- a. Cooperate with local and regional environmental organizations to provide programs and distribute information.

Plan adopted October 26, 2009