

**2020-2023**

# Strategic Plan



Mission



Vision



Values



Goals & Strategies



## Mission *what we do*

Connect people with ideas, experiences, and with each other to inspire, enrich, and inform.



## Vision *what we aspire to be*

- A hub where all are welcome.
- An educator through programs, services, and collections.
- A leader evolving with the changing needs and interests of our community.
- A convener collaborating with partners to collectively serve the community and maximize resources.



## Values *what we believe in*

- **Access:** We provide and facilitate equal access.
- **Excellence:** We excel in the customer experience and resources provided.
- **Diversity, Equity, Inclusion, and Kindness:** We treat all people fairly, respectfully, and with dignity and compassion.
- **Personal Growth:** We provide opportunities for people to discover, grow, and achieve their life goals.
- **Innovation:** We actively seek opportunities to be forward thinking and serve the public through new ideas and methods.
- **Responsibility:** We offer high quality services in a safe, secure, and fiscally responsible environment.
- **Joy:** We foster an atmosphere of curiosity, beauty, humor, creativity, and fun.



## Goals & Strategies

### 1. A Hub

**Goal:** The Library will be a physical and online hub that welcomes and connects people.

**Strategy 1:** Connect our community by providing a safe, welcoming, and inclusive environment

- Support individual and collective identities by embracing and reflecting the diversity of our community and its culture through our collections, programs, and services
- Review and adjust policies, procedures, and facilities to assure that the library is welcoming to all people
- Adopt initiatives to target, recruit, and hire a diverse staff reflective of the population
- Adopt initiatives to target and recruit a diverse board of managers reflective of the population

## **Strategy 2: Develop and implement targeted marketing initiatives and a comprehensive communications strategy**

- Increase the number of library cardholders, members, social media followers, donors, and volunteers
- Create thoughtful messaging that articulates the overall mission, vision, and values to the community in a clear, inclusive way
- Develop talking points regarding library materials, programs, and services to share with board, staff, volunteers, mayor & council

## **2. An Educator**

**Goal: The Library will be an educator through its collections, programs, and services, offering customized opportunities that inspire innovation, creation, and lifelong learning, spark curiosity, and cultivate discovery.**

**Strategy 1: Seek opportunities for a wide range of displays, programs, and performances to establish the Library's role as a place for arts and ideas**

**Strategy 2: Support workforce development and small businesses through library facilities, collections, programs, and services**

**Strategy 3: Support literacy and learning needs of children**

- Maintain and improve early literacy focused programs and support for both children and their parents to help ensure children are reading at or above grade level when they enter 3rd grade
- Maintain and expand our connection with local schools, home school families, and students to offer cohesive early literacy programs

**Strategy 4: Serve as a key partner in literacy-related initiatives and conversations**

- Actively support and promote the learning opportunities and services offered by our partner organizations including Wallingford Schools, Wallingford Adult Education, Literacy Volunteers, and the Spanish Community of Wallingford

## **3. A Leader**

**Goal: The Library will be a leader evolving with the changing needs and interests of our community.**

**Strategy 1: Build collections in various formats that reflect our community and satisfy patrons' needs for information, education, entertainment, and inspiration**

- Analyze allocation of budget for materials
- Expand digital resources as patron demand increases
- Market and display library materials more effectively

**Strategy 2: Connect patrons to STEM concepts in a collaborative team environment**

- Offer programs, supplies, and equipment that cultivate interest in STEM education and careers

**Strategy 3: Offer unique hands-on programs and services that are highly desired and regarded by patrons of all ages**

- Host programs that address the role of technology in people's lives
- Offer programs and resources that encourage people to explore creative pursuits they might not seek out on their own
- Provide technologies and services, for use on-site or at home, that may be cost-prohibitive to individuals and of interest to a wide range of library users

**Strategy 4:** Identify and reach out to underserved segments of our community who may benefit from access to library collections, programs, and services that support lifelong learning for people of all ages

**Strategy 5:** Become more culturally competent to improve the library experience for all users

## 4. A Convener

**Goal:** The Library will be a convener collaborating with partners to collectively serve the community and maximize resources, share ideas, leverage strengths, and develop solutions for challenges.

**Strategy 1:** Establish new partnerships and nurture existing partnerships that strengthen the organizations and the people we serve

- Collaborate and partner with community organizations, agencies, and town departments to emphasize the Library's role as a community connector
- Strengthen data analysis skills to assess the impact of agency and partnership activities in the community
- Offer customized research assistance to community organizations, town departments, and elected officials

**Strategy 2:** Develop and implement outreach initiatives that target non-users, low-income residents, newcomers, non-English speakers, and other potentially underserved people or groups

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