



Introduction to 2020-2023 Strategic Plan

INTRODUCTION

The Wallingford Public Library adopted the enclosed three-year strategic plan in February 2020 following a comprehensive planning process. The objective of the planning process and subsequent strategic plan was to determine the needs and aspirations of the residents of Wallingford and to develop a three-year plan that identifies ways in which the library can help people achieve those aspirations.

Throughout our planning process, we were committed to seek information from users and non-users alike. As we implement the new plan, we will strive to ensure that our library offers the facilities, programs, services, and collections that are relevant to all segments of the community, especially those who may have not yet discovered what the library has to offer.

THE PLANNING TEAM

Our Planning Committee included the following members of the Wallingford Public Library Board of Managers: Deron Chang, Art Elliott, Jared Liu, Carol Mikulski, Julie Robison, and Leah Russell. The following members of the library staff management team also served on the planning committee: Jane Fisher, Library Director; Amy Humphries, Assistant Director (retired December 2019); Barbara Cangiano, Head of Circulation; Janet Flewelling, Head of Emerging and Creative Technologies; Liz Gatter, Materials Manager; Kari Hamad, Head of Children's Services; Jennifer Nash, Head of Teen Services; and Julie Rio, Adult Programming and Community Services Librarian (promoted to Assistant Director in 2020).

Finally, the Wallingford Public Library retained Maureen Sullivan in the role of planning consultant. Maureen has extensive experience working with public libraries, academic libraries, library associations, and library consortia in the development of strategic plans. Maureen's role as consultant was to work in partnership with the planning team, members of the library staff, and other stakeholders to design and carry out the planning process. She served as a key resource and guided the design and development of a planning process to meet our specific needs.

METHODOLOGY

Phase I: Evaluation of Present Status and Community Analysis

In this early phase, we reviewed the relevant documents that informed the development of the new strategic plan. This included a careful examination of the current mission, vision and values statements and the results of the Connecticut State Library Best Practices Self-Assessment.

Understanding how important it is to gather information about our changing community, including library users, non-users, and community leaders, the library conducted a number of dialogues within the community. Sessions were held with the Tenant's Council at the Wallingford Housing Authority, with members of the Spanish Community of Wallingford, with the Members Advisory Council of the Wallingford Senior Center, with the Teen Group at the Wallingford Family YMCA, and with more than 30 community leaders who attended a meeting of the Wallingford Community Resource Alliance.

In addition, the Library conducted a community survey in the spring of 2019. Offered in English and Spanish the survey was available online through the library's website. Paper copies were also available at both library locations as well as at all Wallingford Housing Authority properties, the Wallingford Senior Center, and the Spanish Community of Wallingford. There were 1,136 responses to the survey. Summaries of the community dialogues and tabulated survey responses were critical in the development of the goals and strategies in our new plan.

Phase II: Developing the Plan

In the second phase, we convened additional meetings with community leaders, library staff, and the library Board of Managers to address the following topics:

- What is the preferred future for this community?
- What needs to be done in order to achieve this vision?
- In what ways can the library best contribute?
- What are the roles for the library?
- In what ways might the library make a difference for the people of Wallingford, beyond what is now done?

CONCLUSION

At the Wallingford Public Library, we like to say that we provide 21st century library services and that "our doors open to endless possibilities." We believe that our strategic plan will drive changes that are needed to assure the library's resources are allocated in a way that makes the Wallingford Public Library a 21st century library whose doors do indeed open to all segments of the community.

We believe that this plan has the potential to drive organizational change as we continue to examine how library buildings, services, programs, and collections are adapted to strengthen the community and help current and future library users achieve their aspirations. We welcome your reactions to our plan and, as always, your feedback about how the library can best serve you.

See you at the Library!

*Wallingford Public Library Board of Managers
February 24, 2020*