



# GREENWICH FREE LIBRARY

**Enriching Lives**

**&**

**Strengthening the Community**

STRATEGIC PLAN 2023-2028



# WHO WE ARE

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## MISSION

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The Greenwich Free Library creates a welcoming atmosphere, respecting individual rights to privacy and choice. We provide free and open access to literature, information, technology, meeting spaces, and cultural and educational experiences. We engage with people in the Greenwich area to enrich lives and strengthen community.

## VISION




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Greenwich Free Library will bring people together to create a collaborative, curious, engaged, and empowered community.

## CORE VALUES

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The following values will guide our decision making:

-  **Accessibility:** We work to eliminate physical, economic, cultural, technological and social barriers.
-  **Sustainability:** We ensure stewardship of the Library resources through environmentally sound, socially equitable, and economically responsible practices.
-  **Intellectual Freedom:** We facilitate the free exchange of information and ideas in a democratic society, protecting intellectual freedom and respecting individuals' rights to privacy and choice.



# OUR PLANNING PROCESS

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In 2022, the Greenwich Free Library launched a collaborative and data-driven strategic planning process with the aim to engage its community and set a strategic direction for the next five years. These goals and strategies are informed by feedback provided through a community survey and series of focus groups with community members, leaders of local business, government, and nonprofit organizations, the Friends of the Greenwich Free Library, as well as discussions with library staff, volunteers, and the Board of Trustees.

# ACKNOWLEDGMENTS

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**BOARD MEMBERS:** Patrice Abate, Cliff Oliver Mealy, Ellen Fronhofer, Aaron Northrup, Teri Pendergrass, Mary Ann Spiezio, and Paul Thurston

The Greenwich Free Library Board of Trustees is thankful for the dedicated service of Kathy Nichols-Tomkins, who served as Committee Chair, Library Director Sarah Murphy, members of the library staff Sandy McReynolds and KC Scott, and Trustee members Patrice Abate, Cliff Oliver Mealy, Mary Ann Spiezio, and Paul Thurston.







# GOALS







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## Public Promotion

Engage our community in conversation about library programs and services, and increase recognition that the library is a community hub, center for lifelong learning, and valuable resource for all ages and stages of life.

1. Maintain a comprehensive communications strategy to include digital, print, and social media.
2. Expand our patron base to include groups and individuals who have not traditionally used the library and those who have fallen out of the habit of using the library.
3. Increase outreach services to those who cannot easily get to the library, and reduce barriers to access for all patrons.

### Public Promotion Success Measures

-  Library visitors
-  Event and program attendance
-  Press coverage
-  Online sharing and engagement on social media
-  Community members talking about the library
-  New patrons and patrons returning after an absence

*Survey respondents asked for evening and weekend programs to accommodate a work schedule.*





# GOALS (continued)





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## Programming

Provide and produce quality and varied programs and events for patrons of all ages, interests, and abilities.

1. Meet our patrons where they are with programs that fulfill their needs in regard to content, learning styles, tastes, and accessibility factors.
2. Give local artists, writers, creators, and experts in their fields a platform to share their experiences with a broad audience.
3. Anticipate demographic changes, needs, and potential interests of our community by providing creative and unique programs that introduce participants to new ideas or experiences.

### Programming Success Measures

-  Number of events
-  Attendance at events
-  Meaningful patron experiences at library programs
-  Press coverage of events (beyond listings)

*Survey respondents asked for an array of new programming from Adult Cooking Classes to Yoga and Support Groups for Mental Health.*





# GOALS (Continued)




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## Partnerships

Develop stronger relationships with community groups, organizations, and businesses to harness our collective strengths and connections.

1. Maintain and grow relationships with local not-for-profit organizations by developing programs that tie information and literacy to their specific community goals.
2. Identify opportunities for collaboration and partnership with local businesses and entrepreneurs.
3. Continually assess the quality of our active relationships and identify opportunities for mutually beneficial collaboration.

### Partnerships Success Measures

-  Number and scope of collaborative partnerships
-  Number of co-produced or collaborative programs and events
-  Response from partners indicating that collaboration with the library has been beneficial

*Patrons would like the library to build on existing partnerships with local community organizations.*







# GOALS (Continued)




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## Place

Ensure that library facilities and technological services are meeting the needs of the collection, our programs, and our patrons. Ensure that enhancements, renovations, and maintenance are performed as needed and are guided by sustainability and accessibility.

1. Make better use of the space we have including downstairs meeting rooms and lobby.
2. Continually invest in the building and systems to ensure that updates and maintenance are performed efficiently and comprehensively and to maintain library access for future generations.
3. Create and enhance outdoor spaces to extend library programs and services.

### Place Success Measures

-  Public and internal usage of all physical areas of the library
-  Clean, safe, organized, and efficient facilities inside and out
-  Outdoor WiFi usage

*Focus group participants see the library as a “community hub,”  
— a place to socialize and meet neighbors.*





# GOALS (Continued)

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## Preservation

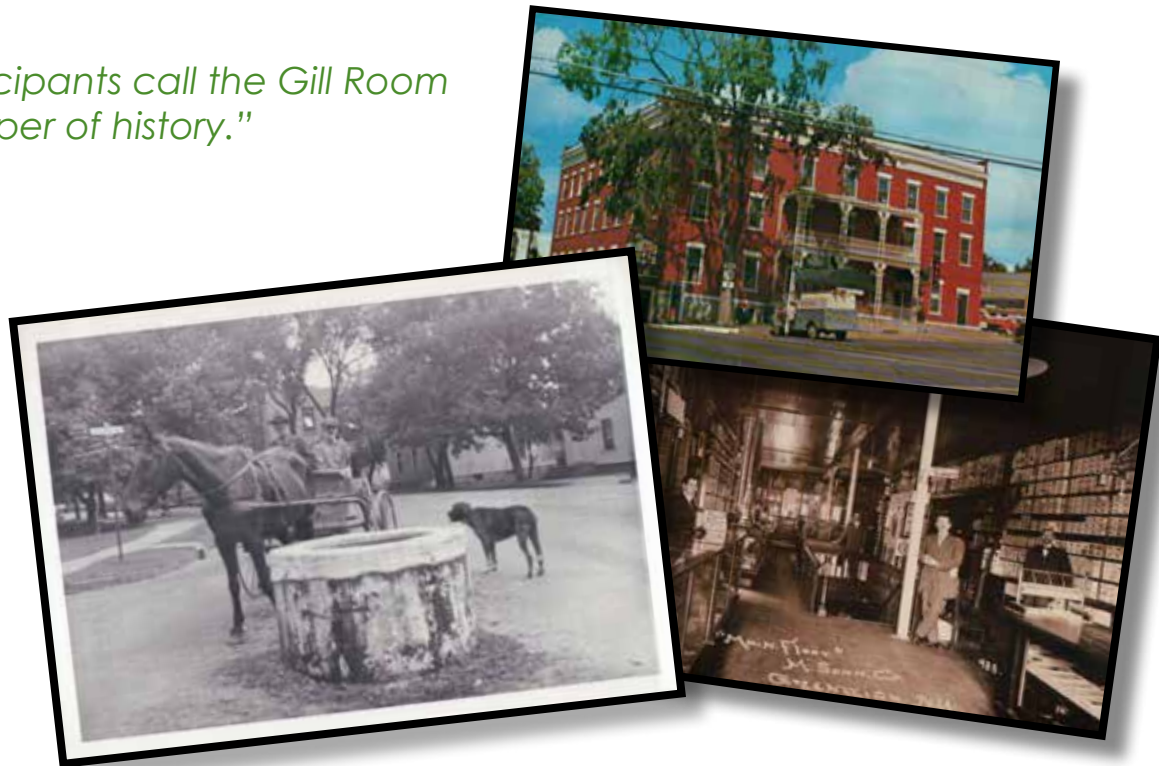
Preserve local historical documents and maintain a growing repository of physical and digital materials that patrons and researchers will access and use.

1. Develop youth and family programming centered on local history and Gill Room materials and resources.
2. Train all library staff on Gill Room organization so that they are better equipped to help researchers.
3. Continue to preserve historical documents and collections, and make them available through digitization and description.

### Preservation Success Measures

-  Number of digital documents available and accessed
-  Number of events and programs related to the Gill Room, and attendance at these events
-  Local history research requests

*Focus group participants call the Gill Room  
"A keeper of history."*







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