

Danbury Library Strategic Plan

2025-2030

Strategic Planning Committee

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Library Board Members

Edward Moore, Sr., President
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Mission Statement

*As an essential city asset,
the Danbury Library is committed to being:*

- ▶ A welcoming destination
- ▶ Responsive to the varied needs of our city's diverse community
- ▶ A source of inspiration through words and ideas

Vision Statement

Danbury Library will build lasting community connections by fostering creativity, discovery, and personal growth.



Introduction

The Danbury Library's Strategic Plan is a guide for the future, outlining goals and initiatives for the next five years.

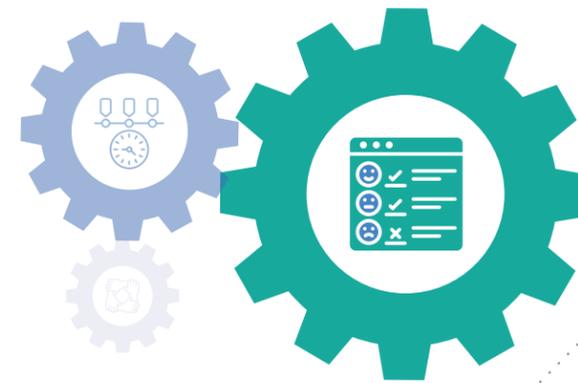
Strategic goals, in conjunction with the Library's mission and vision, provide a clear framework for both daily operations and special projects. Inclusion of community feedback from a wide range of stakeholders ensures that the Library's future direction aligns with the community's expectations, aspirations, and needs.

Some of the Library's notable accomplishments from the preceding Strategic Plan include expanding programming and services beyond library walls into the community, offering automatic library card and book renewals, launching a library app, adding additional meeting spaces, reconfiguring the Junior Floor, creating a marketing plan, and establishing new and innovative services.

The Danbury Library's 2025-2030 Strategic Plan was approved by the Library Board of Directors on December 12, 2024.

A special thank you to all of the community members and organizations who took the time to meet with us and provide their valuable feedback in our focus groups.

If you were unable to attend one of our conversations, we would like to encourage all members of our community to share their ideas and suggestions about the future of the Danbury Library by emailing comments@danburylibrary.org.



SURVEY

The committee designed and distributed general survey questions to provide insight into community perceptions, needs, and wants. After analyzing the results, questions were adapted for focus groups representing a variety of stakeholders.

The Process



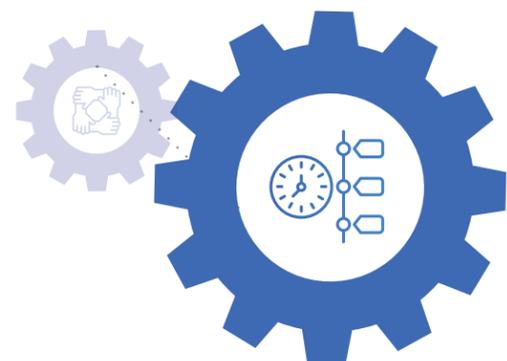
A COMMITTEE WAS FORMED

In December 2023, a committee formed to review the previous plan while studying policies and programs.



FOCUS GROUPS

Ten focus groups were conducted during the spring of 2024. These community conversations were held in person and online. Members of the community including library patrons, staff, stakeholders, nonprofit leaders, teens, parents, and educators participated in these conversations.



A TIMELINE OF TASKS WAS CREATED

The committee created a timeline of tasks in order to assess effectiveness and strengthen future goals based on self-study and patron feedback.



INSIGHTS

The committee analyzed the responses from focus groups and divided them into categories. The following strategic goals and action steps were determined by the committee based on feedback.



Empower Learners Across Life Stages

Provide opportunities and resources that encourage patrons to navigate educational and informational needs from childhood through adulthood.

Action Steps

- ▶ Increase the number of programs and workshops that build on previous knowledge and allow for incremental learning over time.
- ▶ Tailor program content and session times to patron needs.
- ▶ Nurture early and elementary literacy through active programming, helping children to develop the tools and motivations to engage in learning and reading.
- ▶ Create programs and space to support the specific developmental needs of teens, empowering them with skills for the future in academic and work environments.
- ▶ Expand offerings to include life skills and refresher courses specifically designed for working-age adults.
- ▶ Develop a more robust presence at the Danbury Senior Center and deliver more programs that meet the needs of seniors.

A photograph of a man and a woman in a library setting. The man, wearing glasses and a light blue shirt, is leaning over and looking at a book held by the woman. The woman, wearing glasses and a yellow top, is smiling and looking at the book. They are surrounded by bookshelves filled with books.

Foster Community Collaboration

Engage with local agencies, organizations, and individuals to address community issues and amplify collective impact.

Action Steps

- ▶ Partner with local agencies providing critical community services.
- ▶ Strengthen the capabilities of partner organizations and community members to address community needs.
- ▶ Facilitate opportunities inside the Library for community organizations to raise awareness about services provided.
- ▶ Promote the Library as an information hub for agencies providing services to patrons.
- ▶ Assess community needs and issues by collaborating with City of Danbury departments and community agencies as well as participating on boards, initiatives, and committees.
- ▶ Ensure patrons receive clear and efficient guidance to community resources from Library staff.



Create Social Connection

Cultivate an environment that facilitates meaningful interactions and social connection.

Action Steps

- ▶ Prioritize safety and accessibility to ensure that our community members feel welcome and secure.
- ▶ Encourage open participation and connection without the expectations of a structured program.
- ▶ Revitalize the main floor with a flexible layout to create spaces for quiet study/reflection, technology, and social connection.
- ▶ Increase opportunities for local talent to showcase their work.
- ▶ Design programs to include open format time for socializing, leaving space for organic connections.
- ▶ Deepen community engagement by offering programs that encourage repeat attendance, fostering longer term connections to others and to the program content.



Cultural Engagement

Promote understanding, respect, and appreciation for diverse cultural and social perspectives and experiences.

Action Steps

- ▶ Expand the Library collection to include a broad spectrum of materials that represents a variety of cultures, ethnicities, and perspectives.
- ▶ Collaborate with local organizations to promote cultural exchange.
- ▶ Develop and implement a wide range of programs, workshops, and events that celebrate the rich diversity of Danbury.
- ▶ Provide language support resources designed for patrons who speak English as a second language.
- ▶ Adapt communication services for English language learners, ensuring accessibility for all.
- ▶ Practice ongoing assessment of the Library's efforts to promote cultural diversity and inclusion.



There's More to the Story

Communicate and engage with the community with transparency, accessibility, and clarity.

Action Steps

- ▶ Spotlight patron experiences to emphasize the Library's impact on the Danbury community.
- ▶ Use interactive displays to showcase new products and services.
- ▶ Enhance community understanding about the Library's investment in the interests and needs of patrons.
- ▶ Raise awareness about the services that take place outside the Library within the community.
- ▶ Communicate the value of the Library in ways that resonate with a range of interests and groups.
- ▶ Regularly assess the effectiveness of communication strategies.
- ▶ Tailor campaigns to specific audiences and interests.