



# THE FARMINGTON LIBRARIES

## STRATEGIC PLAN 2025 - 2028

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### PREAMBLE

We are pleased to present The Farmington Libraries' Strategic Plan to the community. Since 1917, The Farmington Libraries have been important institutions of learning and advancement, providing materials, services and opportunities to enhance the lives of residents in Farmington and Unionville. As our town has grown and changed over the years the libraries have evolved, responding to changes in education, the workplace, and in the needs of our increasingly diverse community.

The goal of this strategic plan is to position the library to best serve our community members as they learn, grow and engage in an increasingly technological/complex world. Our new mission, vision and statement of our values will serve as guideposts for future growth and connection, encouraging and supporting all members of the community to be lifelong learners.

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### MISSION AND VISION

#### EMPOWERING PEOPLE TO LEARN, CONNECT AND GROW.

The Farmington Libraries seek to serve as a catalyst for connection and growth, fostering the joy of reading, learning and discovery in the community:

**We value** being an inclusive hub for diverse voices.

**We balance** traditional tools with innovative methods to make information accessible, relevant and meaningful in the digital age.

**We preserve** the past, celebrate the present and inspire the future by providing resources and opportunities to respond to change.

**We empower** lifelong learning through equitable access to resources.



#### LIBRARY FACTS

FARMINGTON LIBRARY, 6 MONTEITH DRIVE - OPEN 60 HOURS A WEEK  
BARNEY LIBRARY, 71 MAIN STREET - OPEN 40 HOURS A WEEK

# VALUES



## CURIOSITY

We champion the spirit of inquiry, empowering people to explore new ideas, perspectives and passions.

## EXCELLENCE

We provide exceptional service, resources and experiences, continuously striving to meet the needs of our community with integrity and accountability.

## INTELLECTUAL FREEDOM

We uphold an individual's right to access a breadth of viewpoints and knowledge, supporting free expression and ensuring that our resources reflect the community's varied voices.

## LIFELONG LEARNING

We support the ongoing pursuit of learning by providing resources, programs and services that inspire personal and professional growth.

## RESPECT

We recognize and appreciate everyone's inherent worth and treat each other with mutual care, concern and kindness.

## COMMUNITY

We strive to create an inclusive, accessible and respectful environment where everyone feels comfortable, safe and engaged.



*"Such a service to the community"*

Community Conversation October 23, 2024

# STRATEGIC INITIATIVES

## Reimagining Spaces

### Goals:

1. Develop a capital plan, including the analysis of building infrastructure, and a plan that looks ahead to the future.
2. Evaluate library spaces, both physical and virtual, to ensure they remain flexible and accessible to the needs of our patrons and collections.

## Increasing Access to Materials

### Goals:

1. Evaluate the physical and virtual collection to ensure it reflects the interests and needs of our patrons.
2. Promote awareness, discoverability, and use of local history collections.
3. Create a plan to meet the increasing demand for digital content.

## Promoting a Lifelong Love of Exploration, Learning and Creating

### Goals:

1. Broaden the range of programs offered, boost attendance and assess the appeal of specific programs.
2. Strengthen staffing and their technical skills to meet the demands of increased programming.

## Strengthening Connections

### Goals:

1. Increase collaboration and build support with community partners to enhance library programs and services.
2. Grow and develop community-based services with public and private partners.
3. Improve the effectiveness of how we communicate, market, and advertise to our patrons.
4. Explore funding opportunities to grow and develop library services.

## LIBRARY FACTS

10 NON-ENGLISH LANGUAGE COLLECTIONS  
973 PROGRAMS WITH 21,380 ATTENDEES



## LIBRARY FACTS

155,027 LIBRARY VISITS  
32% OF RESIDENTS ARE LIBRARY CARD HOLDERS



## LIBRARY FACTS

16 FULL-TIME AND 26 PART-TIME EMPLOYEES





# THE STRATEGIC PLANNING PROCESS

The Farmington Libraries joined the Strategic Planning Cohort offered by the Connecticut Library Consortium in the Fall of 2024 to guide the vision and planning process of the 2025-2028 Strategic Plan. The cohort included four other libraries, who all benefited from sharing each other’s strengths and challenges, and opportunities to offer feedback and encouragement as we worked on our plans. The Strategic Plan is a result of five months of work and input from the Board, library staff, town officials and the greater Farmington and Unionville community.

A team was formed in late August to develop the strategic plan. The planning team’s work included reviewing documents related to the growth and demographics of the town and school system, as well as reviewing strategic plans from surrounding towns and cities. They conducted a community survey, in which over 400 people participated. In addition, they held in-depth conversations with community members, town officials, civic and business leaders. The team captured responses virtually and in person.

Workshops with the staff and board helped to identify the strengths, values, opportunities and aspirations of our libraries. The analysis took into account the popularity of existing services and developed plans for new initiatives. Analyzing the data and responses formed the foundation for our new mission, vision and strategic initiatives and goals. Fundamentally, it is our goal that The Farmington Libraries remain a vibrant and relevant hub of learning, connection and growth for the community.

The planning team extends our gratitude to those who helped us in our efforts: the libraries’ staff, the Board, the executive director, town leaders, civic and business organizations, the FVGLA, and most of all, the Farmington and Unionville community.



# THE STRATEGIC PLANNING TEAM

- Jocelyn Kennedy, Executive Director
- Shana Shea, Barney Branch Manager
- Jerusha Neely, Information Services and Local History Librarian
- Monique Kucia, Assistant Director for Finance and Administration
- Alan Sherman, Board Member
- Dana Pescatello, Board Chair

## What brings you to the library?

*“Friendships built”*

Community Conversation October 29, 2024



Approved by the Library Board 2/19/2025

