

Ferguson Library Strategic Framework 2022–2025

Executive Summary

OUR MISSION

Provide free and equal access to information, ideas, books and technology to educate, engage and enrich the Stamford community.

OUR VISION

The Ferguson Library helps individuals and organizations achieve success in an effort to build a strong, vibrant and inclusive community.

OUR FOUNDATIONAL PRINCIPLES

Intellectual Freedom

Diversity, Equity, and Inclusion

Underlying the Ferguson Library's mission and vision is our commitment to diversity, equity, and inclusion as well as the belief that intellectual freedom is the cornerstone of our democracy. Our values are reflected in how we serve the community and how we work together.

HOW WE BUILT OUR STRATEGIC FRAMEWORK

Guided by the consultancy firm, Innovation Builders, we brought leadership, staff and community together to articulate our values, then held a series of community conversations to understand how we can better serve the public. A survey followed, examining user needs and library usage. The results informed this new construct, which incorporates the library's values, infrastructure and community needs.

ABOUT THE LIBRARY

The Ferguson Library opened its doors at the end of the 19th century, and became a free public library in 1911, embracing the ideal that knowledge should be available to all, regardless of ability to pay. The Ferguson is Stamford's public library system, consisting of the Main Library, DiMattia Building, the Harry Bennett Branch, the Weed Memorial & Hollander Branch, the South End Branch and a traveling Bookmobile. For more information and access to our digital resources, visit fergusonlibrary.org.

OUR COMMUNITY

Stamford is the second largest city in Connecticut with a population of 135,470. Nearly half are college graduates. Twenty percent of households enjoy an income greater than \$200,000, while 10 percent earn less than \$20,000. Fifty-three percent of Stamford's residents were born outside of the U.S. For 40 percent, English is not their first language. The Ferguson Library embraces the opportunities presented in serving our diverse community.



● Goal 1: Inspire Personal and Social Enrichment

- Provide our users different avenues for learning and socializing.
- Encourage using library spaces to pursue learning and literacy.
- Foster a love of books and reading.
- Enhance content of library-led programs.
- Provide access to authors, scholars and experts in their fields.

● Goal 2: Promote an Inclusive Environment

- Reduce barriers to access to resources and participation in programs.
- Market these efforts to be inclusive.
- Reach out to unique segments of our community to welcome them and provide services to them.
- Build collections and offer programs that reflect our diverse community.

● Goal 3: Foster Creativity and Facilitate Learning

- Offer classes and individualized instruction to expand opportunities for learning.
- Increase visibility of learning in the library.
- Include more of the community in creative activities.
- Experiment with new topics and ideas for skill building.

● Goal 4: Connect and Strengthen Community

- Develop and nurture intentional partnerships in order to be better connected with the community and to connect our users with these organizations.
- Be a place for people to come together to meet and engage with each other.
- Conduct outreach activities to expand the provision of library services within the community.
- Continue to work to mitigate the digital divide.