




TOWN OF GRANBY

MEMORANDUM

DATE: February 25, 2025

TO: The Granby Board of Selectmen

FROM: Mike Walsh, Granby Town Manager 

REGARDING: Library Long Range Strategic Plan Presentation -
Library Director Amber Wyzik

Please set aside some time on your March 3, 2025 Agenda to allow Library Director Amber Wyzik an opportunity to deliver the Library Long Range Strategic Plan Presentation.

A cover memo from Amber as well as the Strategic Plan is attached for your review.



TOWN OF GRANBY

MEMORANDUM

DATE: February 20, 2025

TO: The Granby Board of Selectman

FROM: Amber Wyzik, Director of Library Services

REGARDING: Granby Public Library- Long Range Strategic Plan

The Granby Public Library Strategic Planning Committee is excited to present our newly established long-range strategic plan. A committee comprised of library staff, board members, Friends members and residents has been working on this plan for the last 9 months, collecting data that would help guide a framework that aligns library services with the expanding community and it's changing needs and interests. This presentation will outline key priorities, goals, and proposed initiatives with long-term objectives.

I have attached the completed strategic plan here for your review. This plan has been developed with input from many key stakeholders and reflects a comprehensive approach to addressing the current and future Library Service needs (and wants) for the Town of Granby. Please let me know if any additional information is required prior to the meeting.

CC: Mike Walsh, Granby Town Manager



The Next Chapter!



Granby Public
Library

Strategic Plan
2025-2029

Strategic Planning Committee

Amber Wyzik- Director of Library Services

Laurel Farrer

Judy Guarco

Susan Hackett

Audrey Mydosh

Brittany Saunders

Aubrey Schulz

Ellen Thomson

Brian Tomasino



Library Board Members

Judy Guarco- Library Board Chairperson

Ellen Thompson

Robert Donna

Hillary Peterson

Kristal Fiorentino

Paul Willis

Cathy Watso

Sandra Fischer

Laurel Farrer

Lynn Guelzow

The Process

The development of the Granby Public Library's Strategic Plan followed a structured, inclusive, and data-driven process to ensure alignment with community needs and library best practices. Each step was designed to gather valuable input, analyze feedback effectively, and establish actionable priorities for the future.



1. **Strategic Planning Committee Formation** -- A diverse committee brainstormed survey questions to uncover community needs and aspirations for the library.
2. **Survey Development** -- Surveys were created in digital and physical formats, with guidance from a data consultant to ensure clarity and actionable insights.
3. **Community Engagement** -- Feedback was collected via interviews, focus groups, social media, and street-intercept surveys, ensuring broad representation.
4. **Data Consolidation** -- Responses were analyzed to identify and prioritize key community themes and requests.
5. **Strategic Priorities Defined** -- Feedback was grouped into three strategic priorities, each tied to actionable goals.
6. **Roadmap Creation** -- Library staff and the committee collaborated to develop measurable objectives based on community input and operational insights.

This process ensures the library remains responsive and impactful in serving the Granby community.

Introduction

The Granby Public Library's Strategic Planning Committee set out to develop a guiding framework that aligns library services with the expanding community and its changing needs and interests. This plan highlights the necessity for a larger physical space to accommodate growth. Through this plan, we will celebrate and support readers, writers, artists, and makers, offering a welcoming space for individuals of all ages, abilities, and backgrounds to create, collaborate, and learn. The library will remain the community's heart, honoring the town's history while embracing the future and providing something for everyone.



Library Values

- Serve the informational and recreational needs of the community through its various collections and online resources.
- House and provide access to a quality collection of materials that reflects and responds to the interests and needs of the residents of Granby.
- Be a community resource center where residents of all ages can find information, materials, and a variety of programs.
- Provide a safe, friendly atmosphere for study, a quiet, comfortable space for in-library reading and computer use, a place for residents to exhibit and view collections of interest to the general population and a place where residents can gather to exchange ideas.

Mission Statement

The Granby Public Library supports intellectual freedom and the right of individuals to read, learn, and gather together in a safe, friendly, and welcoming environment. The Library provides free access to diverse ideas, resources, and experiences and strives to enhance the quality of life in our community by providing and encouraging lifelong learning through a variety of resources.

Vision Statement

In a growing community that is striving to preserve its small-town individuality, we are committed to becoming the community crossroads where all generations can meet to freely exchange ideas and information, where technology and resources support the search for knowledge, where services and collections enrich the lives of residents, and where the library system is a leader in cooperation with other town services, schools, businesses, and organizations. The library system is often the heart of a community, and a well-supported library is generally a sign of an intellectually healthy population. A growing community needs an adaptive library.

Strategic Priorities

- **Space and Facilities**
- **Programming**
- **Community Connections**



Priority: Space and Facilities

Turning a New Page

The Granby Public Library takes pride in being a hub for enriching activities, a gateway to global learning, and a space for research and creativity. Our library connects the community through traditional printed materials, digital resources, and cutting-edge tools available for both loan and on-site use.

It is a gathering place for students from our exemplary public schools to meet and collaborate, a haven for community members to explore the written word for entertainment and education, and a creative space featuring state-of-the-art tools in our Makerspace. Here, children are introduced to the joys of books and reading, and local non-profit organizations come together to plan activities that reflect and enhance our shared values.

This is the space we are committed to enhancing, ensuring it continues to support and serve the diverse and growing needs of our community.

Goal:

By 2029, the Granby Public Library will complete a building renovation and expansion to create a vibrant, modern, and innovative facility that enhances functionality, sustainability and inclusivity ensuring it meets the evolving needs of the community.



Priority: Space and Facilities

Turning a New Page

Objectives:

Enhance Accessibility

- Ensure ADA compliance throughout the building.
- Create clear wayfinding systems and improve lighting for better navigation.

Modernize Infrastructure

- Upgrade HVAC and electrical systems to improve energy efficiency and sustainability.
- Add additional self-check out stations
- Addition of computer workstations to meet State Standards.

Expand Spaces

- Add space based on State Library Best Standards for Libraries and a 50% increased population from initial building construction in 1981.
- Multi-purpose rooms for community events, workshops, meeting spaces and programs.
- Increase seating and study areas for both collaborative and individual use to diversify library clientele.
- Create a dedicated teen space.
- Design a new Children's Room with dedicated program/craft space, large play area and room for collection growth.



Priority: Space and Facilities

Turning a New Page

Promote Sustainability

- Use eco-friendly materials.
- Incorporate energy-efficient lighting and other green building practices
- Develop outdoor spaces to connect the library with nature
- Evaluate current and potential energy saving measures

Enhance Collection

- Expand digital and physical collections
- Increase Library of Things offerings

Foster Community Engagement

- Create welcoming gathering spaces for all age groups and cultural backgrounds.
- Incorporate input from community members and stakeholders throughout the design process.



Priority: Programming

Expanding Community Engagement

The Granby Public Library is committed to strengthening its role as a vibrant community hub. Guided by survey feedback and engagement metrics, we aim to ensure our offerings reflect the diverse needs and aspirations of our residents. Whether through enhanced access to resources or programming tailored to community interests, this initiative will create more opportunities for meaningful engagement and connection. Together, we will foster a library that continues to inspire, educate, and unite Granby for years to come.

Goal:

By 2028, increase community participation in library programs by 25% through targeted initiatives to improve accessibility, raise awareness via outreach campaigns, and align programs with community interests based on survey feedback and engagement metrics.

Objectives:

Enhance Program Promotion

- Support a town-wide digital calendar.
- Submit publicity to school's digital backpack.

Expand Program Offerings

- Offer hybrid and virtual programming options to accommodate different schedules and preferences.



Priority: Programming

Expanding Community Engagement

Improve Accessibility

- Adjust program schedules to include evenings, weekends and family-friendly times.

Build Partnerships

- Partner with school administrators to include promotions within weekly school newsletters.



Priority: Community Awareness

Something for Everyone

The Granby Public Library is dedicated to ensuring that all members of our community are aware of the rich array of programs and services we offer. By strengthening connections within our community and leveraging innovative communication channels, we aim to reach more residents than ever before. Whether it's discovering new programs, accessing valuable resources, or participating in enriching events, our goal is to ensure that every individual in Granby knows the library is here to support, inspire, and connect them. Together, we will create a stronger, more engaged community.

Goal:

By 2028, increase awareness of the Granby Public Library's programs and services by 30% through the implementation of targeted outreach strategies, fostering community and business partnerships, and enhancing visibility through digital marketing and in-person engagement efforts.

Objectives:

Expand Digital Outreach

- Cross promotion with community/business partners.
- Apply for and implement Google Ads for Non-profits.
- Increase access of Library Website.
- Add events to Facebook Events.



Priority: Community Awareness

Something for Everyone

Strengthen Community Partnerships

- Expand the Library's presence at town-wide events and local activities.
- Develop a group of community influencers and organizations. Leverage these groups to spread the word about events.
- Collaborate with local schools, businesses, and non-profits to co-host events and reach wider audiences.

Increase Accessibility

- Provide free and flexible space.

Enhance On-Site Visability

- Offer guided tours and open houses to familiarize patrons with library resources and spaces.
- Add sandwich board to town green.



Key Accomplishments

2023

- Winner of CLA's Publicity Award for Trail Map Challenge Program
- First Annual Children's Book Festival
- Created and implemented Curbside Service, Library of Things and Memory Kits
- Winner of the CLA Faith Hektoen Award for Outstanding Children's Programming for Children's Book Festival
- Opening of Granby's Makerspace at the historic F.H. Cossitt Library, 170% increase in foot traffic in the first month

2024

- Second Annual Children's Book Festival- Over 1,000 participants
- Recognized by community for excellence in customer service
 - (Strategic Planning Survey Data)
- Program participation increase in Children's and Teen Programming
- Created and implemented Homebound Delivery Service
- Implemented Teen Bookish Bundles Subscription Boxes
- Replaced all computers with grant support





Granby Public
Library