Fairfield Public Library Technology Plan

FY 2011 - FY 2013

### Introduction

The Fairfield Public Library System serves a community of 56,544 and is comprised of a Main Library and the Fairfield Woods Branch Library. The Library houses 350,000 items with a total circulation of 1,004,417 in FY 2010.

As outlined in the 2009-2013 Fairfield Public Library Long Range Plan, “the Fairfield Public Library strives to harness current technology to ensure that the library meets or exceeds the needs of the library’s users and that it makes its internal operations more efficient.”

### The Fairfield Public Library Mission Statement

“Fairfield Public Library promotes reading and serves the people of Fairfield as a center for lifelong learning and a community hub. Residents of all ages find information and enjoyment to meet their expressed wishes and needs.”

In keeping with this mission, the Library is committed to the use of technology to improve the quality, scope and efficiency of the Library services.

### Community Profile

According to the Connecticut Economic Resource Center, Fairfield’s population stood at 56,544 in 2010. It is expected to decrease slightly to 53,594 by 2014. There are 21,430 households in town with 84% being single-family homes. Although there has been a minimal decrease in Fairfield’s population the demand for public services particularly at the Library has increased significantly. The median age is 40 and the median household income is $106,767. Sixteen percent of the population is over 65 years. Approximately nineteen percent of the population is considered to be part of the baby boom generation. Twenty-nine percent of all Fairfield families have children 0-18 years. There are 10,051 children enrolled in Fairfield Public Schools and 3,156 children enrolled in private and parochial schools. Model School projections indicate a slight 0.8% increase in enrollment from FY2011-2013. Fairfield’s population is primarily Caucasian (93.1%). It is a relatively affluent town with an AAA bond rating. The three largest employers are General Electric Company, Fairfield University and Sacred Heart University. About three thousand businesses are located in town, including many home-based businesses.

### The Technology Planning Committee

The Committee consists of Karen Ronald, Town Librarian; Nancy Coriaty, Deputy Town Librarian; Dawn La Valle, Assistant Director, Administrative Services; James Swift, IT Administrator and Merry Uk, Municipal Web Librarian.

### Overview

The Technology Plan was developed over a period of time with the Technology Planning Committee. The Committee met with the staff of both Main Library and the Woods Branch Library. The Committee will continue to consult the staff as to the progress of the technology initiatives throughout the duration of the plan.

### Purpose

The purpose of this Technology Plan and the Technology Planning Committee is to assist the library in making informed technology purchases, to articulate the goals and objectives, to monitor progress and to analyze the need for ongoing capital funds. Pertaining to this plan telecommunications services to be requested under the Universal Services Fund will include funds to be used for maintenance and improvement of existing telephone services and funds to be used to acquire and maintain additional smart phones for reference services. The plan will serve the Fairfield Public Library staff, administration and the citizens of Fairfield. It will be reviewed, edited and amended as needed. This plan is in effect from September 20, 2010 until September 19, 2013.

### Vision

Moving swiftly into the digital age, the Library has accomplished the majority of the 2008 technology plans goals, objectives and tasks. In 2010, the Library website registered 1.6 million hits which are indicative of the move towards digital information and the Library must embrace and further accommodate this trend in this technology plan. The digital branch of the Library has become as popular as the bricks and mortar library. In 2010, circulation of materials reached just over 1 million for the first time. Online access to resources and services is now considered to be the core service of the Fairfield Public Library. In 2010, almost 2 billion people worldwide are using the Internet. This is a doubling of users since 2007 (www.internetworldstats.com). Over 70% of Americans now use the Internet (www.internetworldstats.com). Americans continue to demand more sophisticated and better telecommunications services with, on average 89% having broadband connections at home. And, 73% of these same people have used the Internet to watch or download video, and 32% do so daily. Over 51% of Americans use a cell phone for non-voice data applications such as accessing the internet, recording videos, sending or receiving e-mail and instant messaging (www.pewinternet.org). The Fairfield Library has launched its mobile website to meet the demand of this growing population. New technology applications emerge on a regular basis and are sought out by Americans who integrate them into their daily lives.

The challenge for the Library in outlining its technology plan for FY 2011-1013 is two-fold. First, the Library needs to maintain its basic service levels by replacing aging infrastructure, older hardware and software (to accommodate public and staff need for current applications). Office 2010 has recently been added to staff and public computers. Critical upgrades to the infrastructure have already been made (e.g. switches at Branch, SIRSI to be upgraded to version 331 in September 2010); hardware (computers) replaced on a continual basis; however, an essential need for a test server to back up the system will be addressed in this plan. Equally important for the Library is to provide new services which support the library’s mission as a lifelong learning center and community hub providing information and enjoyment for users.

Emerging library trends are driving the Library 2.0 model for library service. The Library 2.0 model encouraged more dynamic services and technologies, inviting user participation and continuous evaluation and improvement of services. Using this model, the Fairfield Public Library has increased community outreach, and added more sophisticated programming. Digital communication with patrons has been implemented through the addition of four new blogs, Booknews e-newsletters, as well as adding the following applications Facebook, Twitter, FourSquare, You Tube and Library Thing to the Library website. Library patrons e-mail addresses are continually being collected for account notifications and other communications. The Library offers library patrons the ability to communicate digitally requests such as suggestions to purchase a new book and participate in online surveys to gage the needs of library patrons. Online surveys provide a convenient, accurate method to gather demographic and library usage data that the library uses to plan programming and provide services to better serve the community. In cooperation with local government, the Library has embarked on applying digital communication tools with government agencies to streamline operations such as purchasing and finance resulting in more efficient use of time and resources.

Current patrons are served more effectively while potential new patrons are invited to participate. New technologies support this interactive library environment. The Library implemented use of Evanced calendar software to provide organized online access to programming schedules and allows patrons the convenience to register online for programs. Online databases such as *PrepMe Sat,* Career Insider, Consumer Reports, Value Line and Gale Literary Criticism give patron’s access to on demand data from their home computers. The foreign language learning database Rosetta Stone was replaced by Mango and Little Pim which offers a convenient way for Fairfield residents both adult and children, to learn a foreign language. Mango’s interactive interface surpasses standard language learning tapes by providing patrons with the ability to track their progress in real time; switch from instructional speed to fluency speed (the speed at which the language is spoken in a normal conversation) and easily move between different levels of lesson content. Mango is a one-stop language resource so patrons no longer have to check-out different learning tapes or CDs for each language they want to learn. Serials Solution 360 federated search software gives patrons the ability to research subjects using a broad spectrum tool to gather relevant articles. Not only do these technologies attract new users who do not visit the library on a regular basis, they help establish a connection with these remote users who may eventually end up visiting the physical library to use “traditional” resources. The Library conducted a survey of users and non-users in preparation for the Library’s Long Range Plan and discovered that there are over 20,000 Fairfield residents who commute to work each day. Many of these commuters do not have the time to come into the library, but with access to the Mobile Library website they have the ability to access their library account, databases, and program information, place holds on library materials directly from their cell phones, lap tops and iPads while on the go.

Podcasts and vodcasts are being used to broadcast content of library programs to engage Fairfield residents. The groundwork has been laid for the website redesign as many improvements have already been made. A well-designed website will use technology to meet the increasing desires and needs of a digital community. Adobe Creative Suite 5 with Dreamweaver was acquired by the Library to enable the Web Master to enhance the functions of the website for interactive use. The Library has already harnessed new technology and will place these items in a “Technology Petting Zoo” to give patrons’ hands on access to EBook readers such as the Kindle, Nook and Sony readers, iPad and other devices as they become available. As new technologies are released the Library will obtain the technology and make available to the public to try out. The Fairfield Library has recently been named as one of the first libraries to participate in the pilot “Sony E-Reader Library Program”. Sony will send a trainer to the Library to provide a custom, comprehensive hands-on training session for staff. As part of the program the library will also receive 4 Sony E-Readers (2 new Pocket editions and 2 new Reader editions for the “Petting Zoo”), a floor stand with hardware to tether the readers for display, user guides, bookmarks and additional web training all at no cost to the library.

Futurists such as Thomas Frey predict trends such as “Empire of One” which essentially demonstrates that telecommuters, the self-employed who work out of a home office and the under employed seek respite from the isolation from the rest of the world and desire interaction with others in similar situations. Study rooms; Technology Topics classes; the computer lab; business databases; a new scan station and Wi-Fi provided by the library are addressing this emerging trend of creating co-working spaces. The Fairfield Public Library will continue to explore, obtain and implement new technologies to meet the needs of the “Empire of One” trend. Frey also cited an “Electronic Outpost Library” which is essentially a satellite branch of the library designed to meets the needs of a significant commuter population. The addition of a library presence at locations such as the railroad station will enable the library to reach further into the community and establish satellite community gathering places. The Town Librarian has mentioned the idea of locating a book borrowing machine at the new Railroad Station to the First Selectman and the Friends of the Fairfield Public Library. At this time the cost is approximately $25,000 and the Library would have to find supplemental funding. Additionally there was a suggestion that the establishment of a kiosk with a Library presence with a staff member present at peak times of the day.

Beyond the implementation of aspects of the Library 2.0 model, the Fairfield Public Library will adopt the Library 3.0 model which encompasses the Library supporting the creative process of our patrons. The Library is planning on acquiring and providing software and other materials to support the writing process as well as film and digital music production. The Library will create a “Tech Annex” with resources such as audio sound recording and video and image editing software; digital cameras, a web development station and recording equipment. These resources will give patrons the tools to create, design and experiment with video production, website design, the production and editing of music, writing and publication. By encouraging creativity and providing the opportunity at the Library, patrons will give back to the community through publication, creative websites, music and video production: the potential for creativity is infinite.

Based on the 2004-2007 Fairfield Public Library Technology Plan the Library reiterates its commitment to “ensure the people of the Town of Fairfield, in and through their libraries, will have convenient access to electronic information resources through proven technology and telecommunications. In the virtual and physical libraries, our role will be to provide products and services which guide our patrons to excellent electronic information. Patrons will be assisted as needed by trained staff and can help them make the best use of both new and traditional information resources. Staff will be supported by up-to-date technology that ensures provision of quality of services that are efficient and cost-effective. As the scope and amount of information available electronically continues to expand the Library will increasingly integrate technology into its traditional services. In doing so, the library will strive to provide seamless access to its electronic services and will seek to standardize user interfaces in order to ensure efficient and convenient use of its electronic resources. Due to rapid emergence of new information technologies, the Library will maintain the flexibility needed to adapt to new and changing technology in order to provide cost effective and efficient service to the public. The Library staff will be trained in new technologies to enable them to educate and support the public in their quest for accessing, retrieving and evaluating electronic information.”

#### **Goal 1: Improve community access to information from both within and outside of the library**

##### **Objectives:**Provide access to a greater number of quality online databases

###### **Action Steps:** Maintain statistics to monitor current database use

* FY2011-2013: Continue monthly reporting of database use and submit to Town Librarian and Library Board.
* FY2011: Subscribe to a specialized Art database.
* FY2011: Subscribe to online versions of popular print business periodicals.
* FY2011-2013: Acquire additional online databases.

###### **Action Steps:**

* FY2011-2012: With over 1.6 million hits on Library website in FY2010, the Library Board recognizes the need for a reconfiguration of the current Library website. The Technology planning Committee and the Board will investigate the costs associated with a redesign and plan the redesign accordingly.
* FY2012: Launch new interactive Library website.
* FY2011-2013: Town Webmaster to continue to maintain monthly statistics on website hits; data graphs showing change in usage and statistics to demonstrate the impact of new technology once implemented.

###### **Action Steps:** in

* FY2011: Introduce internal circulating laptops.
* FY2011-2013: Continue to add and upgrade public terminals on a yearly basis or as needed.
* FY2011: Provide patrons with Wi-Fi printing capabilities
* FY2011-2013: Continuously upgrade software throughout library to enable staff productivity and meet the needs of the public.
* FY2011-2013: As part of branch renovation, upgrade wireless points to give patrons more access.

###### **Action Steps:**

* FY2011-2013: Continue to analyze and adopt new applications to implement Library 2.O features.
* FY2011: Explore Smart Phone applications such as GPS, compass and accelerometer which will enable library to track usage, maintain accurate demographics to be used in planning of Branch renovation and the overall impact of the library on the community.
* FY2011: To meet the needs of 20,000+ commuter patrons, introduce virtual reference services via mobile technology. Provide on demand reference services electronically.
* FY2012-2013: Evaluate integrated library systems that include multi-faceted search results such as Tag Cloud, “*Did you mean?”,* Popular Choices and Recently Added tools to the ILS platform.

###### **Action Steps:**

* FY2012: Add new phone lines for staff and consider adding automated phone notification service for holds and overdue notices for overall efficiency.

#### **Goal 2: Improve the efficiency of library services**

##### **Objectives:** Enhance communications with patrons via e-mail

###### **Action Steps:** Provide fast and accurate options for patrons

* FY2011: Continue to collect email addresses of patrons to enable electronic communications and further reduce print communication and related costs.
* FY2011-2013: Maintain statistics on percentage of registered email patrons to the total number of registered card users.
* FY2011: Introduce mobile messaging which will allow library to send due and soon to be overdue reminders to patrons via mobile devices.
* FY2011: Evaluate and implement online library card registration to reach more potential patrons in the community.

###### **Action Steps:**

* FY2011-2013: Continue to monitor and evaluate the current switch upgrades at the Main and branch library.
* FY2011-2013: Continue to monitor wireless network and evaluate potential upgrades.

###### **Action Steps:**

* FY2011: Consider vendors such as 3M for self-checkout, online payment options and PayPal payment options.

###### **Action Steps:**

* FY2011-2013: Monitor current upgrade to SIRSI 331
* FY2011: Train library staff to use new software upgrades applications.
* FY2011: Implement SIRSI Acquisitions module and train staff to use options available to optimize acquisitions efficiency.
* FY2011-2012: Acquire new test server as back-up to current network.

###### **Action Steps:**

* FY2011-2013: Monitor T-1 capacity.
* FY2011-2013: Monitor Connecticut Education Network (CEN)
* FY2011: INET under consideration by the Town of Fairfield IT Department that would give the library the ability to broadcast library programs to the community.

###### **Action Steps:**

* FY2011: Introduce downloadable audio (recorded and e-books) and basic video services.
* FY2011: Monitor public use of basic video services and determine whether to upgrade to more comprehensive video services.
* FY2011: Acquire software to provide patron with downloadable music.
* F72011-2013: Develop online videos to provide library software training for patrons.

#### **Goal 3: Regularly evaluate existing and emerging technology to assure the best possible public service**

##### **Objectives:** Provide continuing education through professional venues

###### **Action Steps:** Keep current with professional and trade journals

* FY2011-2013: Continue to subscribe to online journals pertaining to technology and media.

###### **Action Steps:**

* FY2011-2013: Budget for staff participation in attending conferences.
* FY2011: Web Librarian to attend Internet Librarian conference and Library staff to receive appropriate training in emerging technologies, evaluating and implementing new tools, and developing effective training for patrons on new technologies.
* FY2011-2013: Continue to encourage staff participation in technology based training seminars and webinars to further their digital literacy.

###### **Action Steps:**

* FY2011-2013: Consider technology applications such as online library card registration, online payment of fines and online receipt of donations.
* FY2011-2013: Create a “Technology Sandbox” to introduce new technologies to staff at weekly managers’ meetings so that staff can evaluate and determine the validity of acquiring the technology for system wide use.

###### **Action Steps:**

* FY2011-2013: Continue to research and explore new hardware to replace outdated equipment to enhance public service.

###### **Action Steps:**  update goals and objective of the Library Technology Plan

* FY2011-2013: Technology Planning Committee and Library monitor progress and update plan on a quarterly basis.

#### **Goal 4: Develop and implement electronic resources to provide information, recreational learning and computer access to people of all ages.**

##### **Objectives:** Increase the number of computer stations that provide educational and recreational learning opportunities for children, teens and adult.

###### **Action Steps:** Provide greater access to productivity and creativity technology tools

* FY2011-2013: Maintain performance of computers by replacing old computers based on established schedule.
* FY2011: Consider utilizing available laptops in the library as circulating items on an internal basis.
* FY2011-2013: Create a “Tools of Production” center in Teen area. Provide Teens with software for audio capture and audio editing; video capture and video editing; blogger stations; podcast studios to encourage creativity and lifelong learning. Adults will also have access to these “tools.”
* FY2011: Establish “gaming” computers in Teen Room at the Main library and at the Down Under space at the Branch library.
* FY2011-2013: Explore and evaluate video conferencing capabilities in study rooms.

###### **Action Steps:**

* FY2011: Using the results from survey (comparable libraries surveyed regarding IT staffing, salaries, scope of work, number of branches and outsourcing of work), request the appropriate number of positions to be created (15hours week/each) in proposed budget for 2012.
* FY2011-2013: Continue to request additional staff for IT Department.

###### **Action Steps:**

* FY2011-2013: Continue to evaluate and expand program of volunteers to provide assistance (and support reference librarians) using the Computer Lab during the busiest hours. Address need to have a Computer Lab volunteer on Saturdays.
* FY2011-2013: Consider organized college intern programs to have techsavvy interns provide assistance and support in the Computer Lab.

#### **Goal 5: Cooperate with other libraries, educational entities and community organizations to improve the quality and efficiency of electronic resources**

##### **Objectives:** Maintain a community calendar and list of community organizations

###### **Action Steps:**

* FY2011-2013: Continue to identify and evaluate appropriate links and post them on the library website.
* FY2011-2013: Continue to maintain and upgrade library website.

###### **Action Steps:**

* FY2011-2013: Continue to upgrade existing software and add new software to enhance website for virtual public service.

#### **Goal 6: Develop instructional programs for all ages to support the Library’s mission.**

##### **Objectives:** Monitor the quality of Technology Topic programs taught by library staff

###### **Action Steps:** Provide technology programs to the public taught by staff

* FY2011: Monitor and evaluate new program “Mid-Day with Merry” (Merry Uk, Town/Library Webmaster), which teaches the basics of new tech applications such as Twitter, Flickr etc. Instructor will also hold a question and answer period about any tech issue. Based on demand expand program as new technologies emerge.
* FY2011: Develop a list of IT capabilities recommended for staff training. Provide necessary training for staff to ensure working knowledge of various tech applications.
* FY2011-2013: Continue to offer new programs as new technologies emerge.
* FY2011-2013: Consider establishing College Intern program. Tech-savvy college interns will be used to conduct new technology training for public.
* FY2011-2013: Explore programming software to better maintain registration, track patron cancellations and immediately fill cancelled seats to ensure maximum seating.

###### **Action Steps:**

* FY2011-2013: Continue to identify staff with computer and communication skills and have those lead appropriate programs while balancing their other professional duties.
* FY2011: Purchase Smartboard technology to enhance the learning experience for patrons so that they can see real-time/live websites, video conference etc.
* FY2011-2013: Explore technology/software to enable library to expand instructional classes by providing web based programs to the community.

 Approved by the Library Board of Trustees September 20, 2010