

# Jonathan Bourne Public Library

Bourne, Ma

2011 – 2015

Five Year Plan



“There’s no limit to where the library can take you”

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## **Mission Statement**

*The Jonathan Bourne Public Library stimulates people's imaginations, supports parents who want their children to become readers and provides access to the online world for everyone.*

There's no limit to where the library can take you. The library of today is more than just four walls and books. How a library can provide opportunities for lifelong learning is constantly changing. From books to computers, library space to cyber space, the opportunities to stimulate one's imagination are boundless. Today's libraries act as a portal to the online world, allowing users to travel the information superhighway to wherever they need to go. Libraries are a focal point for parents wishing to start their children on the path of lifelong learning and they provide an opportunity for users of all ages to dream big and reach their goals.

The Jonathan Bourne Public Library continuously strives to meet the goals of the community. With 7,103 people attending the 259 programs held for children in FY 09, it is clear that the mission of encouraging young readers is important to the Town of Bourne. Juvenile materials account for 36% of the library's circulation. Children and teens make up 25% of the population of the town and it is important to make them lifelong readers and learners.

The Internet has touched everyone in some form or another. The library can and does play a central role in providing access for everyone to get on the information highway. The new mission of the library will allow for an increase in online access for all and knowledgeable staff to assist them.

Finally, there truly is no limit where the library can take you. The library provides access to a wealth of materials, in all forms, allowing individuals to grow and achieve their goals. The Jonathan Bourne Public Library has worked hard to provide the tools needed to inspire one's imagination by being the cultural, educational and recreational heart of the community.

## **Assessment of User Needs**

Bourne is a medium sized town in Southeastern Massachusetts with great ocean views and waterfront properties. Just under half of the 26,200 acreage of the Town is owned by the Federal government and the State of Massachusetts for use as a military base and area bordering the Cape Cod Canal. The Canal cuts through the town splitting it into two parts. The military base occupies most of the land on the eastern side of town. As a result of this geographic make up of town, many residents feel isolated from other parts of town either having to drive over the bridges to cross the canal or travel great distances to skirt around the military base.

The population of the community represents a wide range of ages. Those over the age of 55 make up 28% of the population while those under the age of 19 account for 25%. These diverse age groups are a challenge for staff that must stretch the budget and resources to serve the particular needs of each group. The older population requires an expanded large print collection, more assistive devices and homebound services. Juvenile groups necessitate additional story hours, and programs, more materials for recreational reading and homework assignments, family book clubs and resources for parents. The middle age population expects current high interest materials in many formats, increased internet access, programming of interest to their work and leisure lifestyle, and a range of information resources to support independent and formal learning for work and personal growth.

The library has worked hard over the past two years to improve its technology services to the public. All public computers were recently replaced to a thin client environment allowing for new software such as Office 2007 and faster speeds for internet access. A slight increase in the number of public access computers, from seven to nine, was another benefit of the changeover. The library homepage was completely revamped and now provides access to many of the library services from anywhere users wish to access it. The library has also purchased individual databases to compliment those offered by the State and Regions as well as group purchases of downloadable audio material.

The rapid change in technology has left the Jonathan Bourne Public Library a bit behind in what it should be offering its users. Lacking a technology person on staff, the library struggles to maintain knowledge of new software, technological advances and best practices. Library customers find themselves waiting to access computers and must often figure things out on their own with staff lacking the knowledge to assist. Young people lose interest in the library and what it has to offer as they seek other resources to accommodate their rapidly changing needs.

Community forums held in preparation for this long range plan clearly show areas where the library has great strength. Users are happy with the children's programs and with the overall customer service they receive from all library staff. Comments were also made about the summer programming, for both adult and children, and the strong use of volunteers. Participants were also pleased with the new technologies the library is using including the downloadable items and the newly designed web page.

For all of its positives brought up by the committee, the library still lags in certain areas. Many want to see improvement in the physical structure itself, including parking, repairs, and the overall look of the building. There is also a need to get out into the community more with drop boxes located in some villages, increased hours and better publicizing of library resources. Services requested included more popular materials in all formats, interactive gaming facilities, and an increase in the use of electronic delivery of information. It is through these requests that library staff and trustees are focusing this long range plan.

With regard to the Americans with Disabilities Act (ADA), the Jonathan Bourne Public Library is seriously lacking access. All functions are located on the first floor of the library as no elevator access is provided to the mezzanine. Exterior doors are not designed for modern wheelchairs and, though able to get into the foyers at both entrances, the interior doors have no handicap controls to open them when necessary. Aisles and furniture placement do not provide enough space for wheelchairs or individuals using walkers to maneuver safely and easily.

Library Trustees and staff are back at square one in the compliancy issues of the ADA, after two failed votes at the polls sidetracked the library addition/renovation project. The Board is currently waiting for new interior handicap doors to be installed at one entrance which will provide easier access for individuals to get inside. The Board of trustees is currently looking at how best to provide library services within the four walls we have.

## **JBPL 5 Year Plan Goals & Objectives**

### **I. Create Young Readers – Early Literacy**

- A. **Goal** – The JBPL provides access to materials and programming that promotes a love of learning and literature in children.
  - a. **Objective 1** – The library will provide 35 programs per season for children by FY 11.
  - b. **Objective 2** – The library will increase the number of appropriate resources towards early readers by 30% by FY 12.
  
- B. **Goal** – The JBPL will provide access to information on family support and services.
  - a. **Objective 1** - Two information resource packets will be developed and collected on services available to families with young children each year beginning in FY 13.

### **II. Connect To The Online World: Public Internet Access**

- A. **Goal** – The JBPL will provide access to the Internet to as many citizens as possible.
  - a. **Objective 1** – The number of Internet access points (both hardwire and wireless) will increase by 50% from current levels by FY 13.
  - b. **Objective 2** – 90% of the users polled will be happy with the Internet access provided by the JBPL by FY 14.
  
- B. **Goal** – The citizens of Bourne will receive informed Internet and online support from library by FY 11.
  - a. **Objective 1** – All staff will attend two professional development workshops per year to improve skills accessing information on the net by FY 12.
  
  - b. **Objective 2** – 95% customer satisfaction will be achieved with staff internet and online support by FY 14.

### **III. Stimulate Imagination: Reading, Viewing and Listening For Pleasure**

- A. **Goal** – Access to information and recommendations of materials in areas of reader interest will be provided to the community.

- a. **Objective 1** – All staff will attend at least 1 professional development training on reader’s advisory by FY 15.
  - b. **Objective 2** – The JBPL will develop a minimum of 3 reader’s advisory promotional tools per year by FY 15.
  
- B. **Goal** – Teens will have access to a variety of materials and formats of reader interest.
  - a. **Objective** – The library will increase the number of materials in all formats for teens by 15% by FY 14.
  
- C. **Goal** – The JBPL will promote awareness of the variety of formats and breadth of collections available to citizens.
  - a. **Objective 1** – The library will see a 20% increase in its print and non-print circulation by FY 15.
  - b. **Objective 2** – The JBPL will increase publicity efforts, to make people aware of the breadth of the collection, by having a minimum of five press releases per year and/or develop new publicity venue (IE Twitter, Facebook, web page, etc) by FY 12.

## **JBPL Long Range Plan Action Plan**

- I. **Goal** – The JBPL provides access to materials and programming that promotes a love of learning and literature in children.
  - a. **Objective 1** – The library will provide 35 programs per season for children by FY 11.
    - i. **Activity 1** – Library staff will investigate outside agencies that may be able to provide new programming.
    - ii. **Activity 2** – Children’s staff will provide an increase in number of sessions of the most popular programs.
    - iii. **Activity 3** – Library staff will seek partnerships with other Town departments to provide additional programming.
  - b. **Objective 2** – The library will increase the number of appropriate resources towards early readers by 30% by FY 12.
    - i. **Activity 1** – Children’s staff will evaluate various online and printed resources for reviews and information about new early reader materials.
    - ii. **Activity 2** – Staff will develop new ways of displaying materials.
    - iii. **Activity 3** – Easy Reader collection will be analyzed to remove outdated resources.
  
- II. **Goal** –The JBPL will provide access to information on family support and services.
  - a. **Objective 1** - Two information resource packets will be developed and collected on services available to families with young children each year beginning in FY 13.
    - i. **Activity 1** – Survey will be conducted to determine Information needs of the community.
    - ii. **Activity 2** – Working relationships will be developed with outside agencies and town departments to develop sharing of resources and materials.
    - iii. **Activity 3** – Staff will work towards development of displaying and circulation of resource packets to encourage widest possible use.
  
- III. **Goal** – The JBPL will provide access to the Internet to as many citizens as possible.

- a. **Objective 1** – The number of Internet access points (both hardwire and wireless) will increase by 50% from current levels by FY 13.
  - i. **Activity 1** – At least one additional terminal will be added per year.
  - ii. **Activity 2** – Staff will begin investigating grant opportunities for adding new technology.
  - iii. **Activity 3** – Library staff will investigate possibility of pooling resources with other Town departments.
  - iv. **Activity 4** – Library staff will conduct a space analysis of computer area to determine best set up for lighting, ergonomics and functionality.
  
- b. **Objective 2** – 90% of the users polled will be happy with the Internet access provided by the JBPL by FY 14.
  - i. **Activity 1** – Library will offer more software programs to public terminals.
  - ii. **Activity 2** – Library will offer a reserved terminal for downloadable applications.
  - iii. **Activity 3** – Flashdrives will be made available for sale to public.
  - iv. **Activity 4** – Library staff will improve information sheets and signage for users.
  - v. **Activity 5** – Library staff will conduct survey of computer users to determine success of improvements.

**IV. Goal** – The citizens of Bourne will receive informed Internet and online support from library by FY 11.

- a. **Objective 1** – All staff will attend two professional development workshops per year to improve skills accessing information on the net by FY 12.
  - i. **Activity 1** – All staff will investigate online professional development workshops and webinars opportunities and make aware to others.
  - ii. **Activity 2** – A staff blog will be developed to report and review information obtained at workshops and other venues.
  
- b. **Objective 2** – 95% customer satisfaction will be achieved with staff internet and online support by FY 14.
  - i. **Activity 1** – Library staff will investigate ways to provide online assistance with library related issues.
  - ii. **Activity 2** – Library will offer computer instruction classes for the public.
  - iii. **Activity 3** – Library will conduct a survey to determine success of programs.

- V. **Goal** – Access to information and recommendations of materials in areas of reader interest will be provided to the community.
- a. **Objective 1** – All staff will attend at least 1 professional development training on reader’s advisory by FY 15.
    - i. **Activity 1** – Staff will investigate and attend regional and other workshops and lectures on readers advisory.
    - ii. **Activity 2** – Staff will review advisory materials available at the library and become familiar in their use.
  - b. **Objective 2** – The JBPL will develop a minimum of 3 reader’s advisory promotional tools per year by FY 15.
    - i. **Activity 1** – New displays focusing on authors will include bibliographies.
    - ii. **Activity 2** – Create a “Staff Picks” section within library.
    - iii. **Activity 3** – New Items and series will be promoted throughout the library and online.
- VI. **Goal** – Teens will have access to a variety of materials and formats of reader interest.
- a. **Objective** – The library will increase the number of materials in all formats for teens by 15% by FY 14.
    - i. **Activity 1** – Library staff will purchase new materials of interest to YA’s.
    - ii. **Activity 2** – Children’s staff will set up regular communications between the library and school librarians.
    - iii. **Activity 3** – Library staff will investigate new technologies used by YA’s for possible implementation in house.
    - iv. **Activity 4** – Development of teen advisory board.
- VII. **Goal** – The JBPL will promote awareness of the variety of formats and breadth of collections available to citizens.
- a. **Objective 1** – The library will see a 20% increase in its print and non-print circulation by FY 15.
    - i. **Activity 1** – Paperback collection will be reviewed and expanded to include different genres.
    - ii. **Activity 2** – Community talks will be developed to promote library resources.

- iii. **Activity 3** – Library staff will use new technologies to promote collection.
  
- b. **Objective 2** – The JBPL will increase publicity efforts, to make people aware of the breadth of the collection, by having a minimum of five press releases per year and/or develop new publicity venue (IE Twitter, Facebook, web page, etc) by FY 12.
  - i. **Activity 1** – Staff will seek out new avenues of promotion of collection including online and print resources.
  - ii. **Activity 2** – Promotional displays of specific library collections will be developed.

## **Planning Methodology**

Working with Cheryl Bryan from the Southeastern Massachusetts Regional Library System, the Jonathan Bourne Public Library Board of Trustees followed the model set forth in *Strategic Planning For Results* by Sandra Nelson. The process began in December of 2008 when Cheryl attended the monthly Board meeting, explaining how the process would work and what actions needed to be taken.

Two community planning meetings were set up. The first was held on March 13, 2009. Attendees included members of the local Chamber of Commerce, school and town officials, students, staff, regular library users and some non library users. In all, roughly 50 people took part in the discussion and gave thoughts and ideas as to what type of community they wanted Bourne to be. Some ideas that came up included:

- Promotion of walkable village
- Emphasis on opportunities for community volunteerism.
- Cultural activities
- Library access throughout town.
- Safe place for teens.

The meeting ended with discussion about the positive and negative aspects of the library. In all, the JBPL rated very highly with those in attendance but some areas were still viewed as needing improvement. They included:

- Wider selections in YA
- More programs for those aged 10 and up
- An improved overall image.
- Drop boxes in outlying areas of the community
- Increased electronic delivery of material.

A second meeting was held with library staff on March 30, 2009. At this meeting, the staff reviewed the various service responses provided in *Strategic Planning For Results* and developed the strengths, weaknesses, opportunities and threats for each. It is no surprise that the biggest threat, as viewed by the staff, is a lack of money, space and staff. The feeling is that as the demand for more and varied services are made, the resources do not follow. These threats also played into the weaknesses as staff commented on the need for training and improved facilities.

There were a number of strengths and opportunities mentioned by the staff. The children's department was given high marks as well as the variety of programs now offered for both adults and children. Such things as the summer concerts, story hours, up to date collection and the staff ability to assist customers at various levels were all given high marks. The town is also full of opportunities as collaborations with other agencies or departments was repeated often as were ideas for new programs within the building.

The Board of Trustees held their visioning meeting on April 16, 2009. The Board looked at all the service responses and picked the six they felt were the top priority for the library over the next five years. The chosen areas were Connect to the Online world: Public Internet Access, Know Your Community: Community Resources and Services, make Informed Decisions: Health, wealth and other life choices, Stimulate Imagination: Reading, viewing and listening, Understand How to Find, Evaluate and Use Information: Information Fluency and the last one Visit a Comfortable Place: Physical and Virtual Spaces. The Board looked at each of these and determined strengths, weaknesses, threats and opportunities.

A second community forum was held on May 1, 2009. Around 40 people attended this session where the six service responses were laid out and discussed. Most of those attending were people who attended the first session in March. In the end, the three areas that received the most community focus were: Create Young Readers: Early Literacy, Connect to the Online World, and Stimulate Imagination. Though not on the original Trustees list, the “create young readers” option was discussed at length and ultimately made it to the final list.

The library management, working with Cheryl Bryan, came up with the objectives for the plan. They were reviewed by Trustees at their September 2009 meeting. Staff then held an afternoon Session with Cheryl in early November to come up with activities to achieve the objectives.

The final plan was approved by the Jonathan Bourne Public Library Board of Trustees at their January 21, 2010 meeting.