

# Erving Public Library Strategic Plan 2016-2020

**October 2015**

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# The Strategic Planning Process

## Participants

Barbara Friedman, Library Director

Mackensy Bailey, Library Trustee, Chairperson

Rupert Roy-Clark, Library Trustee, Secretary

Debra Smith, Library Trustee-at-large

Including ideas collected through surveys and focus groups from library users and non-users during July, August, and September 2015.

## Mission Statement

<p>The mission of the Erving Public Library is to help make Erving <i>a great place to live</i>. The Library accomplishes its mission by providing a community gathering space that provides open and free access to educational, informational, recreational, historical, and cultural resources for area residents through its collections and programs.</p>
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## Introduction

Erving with approximately 700 households and 1800 residents is a rural working-class town located near the Connecticut and Millers Rivers in Western Massachusetts incorporated in 1838. The Library, serving the Town and neighboring communities, receives approximately 6500 visitors annually.

The area is one of remarkable natural beauty, including the Erving State Forest and Laurel Lake, a favorite area for fishing, hiking, swimming and camping. The French King Bridge, which spans the Connecticut River from a height of 140 feet, offers panoramic views of the French King Gorge. The New England National Scenic Trail (formerly called the Metacomet-Monadnock Trail or “the M&M”) is a 114-mile-long experience that traverses the Town as hikers make their way from Connecticut to New Hampshire. Along the route is a unique site known as Hermit’s Castle, both a natural phenomena and historically significant.

The town has one school, the Erving Elementary School, which educates children from pre-school to the sixth grade. Children and adults must travel for educational resources beyond grade school. Most students attend the Great Falls Middle School, Pioneer Valley Regional, the Franklin County Technical School, or Turners Falls High School. A community college is located in Greenfield (GCC) and the five colleges of western Massachusetts are in driving distance.

The town’s three largest employers are the Erving Paper Mill, Erving Elementary School and the Town of Erving. Erving is home to FirstLight Power Resources hydroelectric pumping station, and FirstLight is the largest taxpayer in town, providing the community with an adequate tax base.

## Introduction

This is the third Long Range Plan written for the Erving Public Library although its history goes back to the late nineteenth century. This is a strategic plan to set in motion some goals long expressed but unrealized.

The methodology for compiling this plan included a review of all past planning documents by the Library Director, informing the Trustees about the importance of planning, and inviting people to a 90-minute focus group. At random, fifty people were selected from the *Erving Street List* and sent invitations, another 25 were invited because of previous involvement with the Erving Library (Trustees, Committee Members, Friends of the Library, Town Officials). Twenty people participated in the focus group and were asked ten questions. Answers were compiled for review by the Director and Trustees. A *customer satisfaction* survey was distributed at the Library in August and posted on Survey Monkey. The link to the survey was published in the Erving's newsletter distributed to every household. Another survey polling residents' use of the library was distributed in hard copy in September issue of the local newsletter.

Several other methods to gain user input were employed. Because the Library is presently a recipient of an MBLC Planning and Design grant, the topic of Library improvement is often discussed during the day-to-day operation of the Library. At the circulation/reference desk, patrons are encouraged to write in the "Brilliant Ideas" notebook. In addition, opinions have been collected from the eleven-member Library Feasibility Committee, active since 2013. In general, the Committees' ideas are incorporated into this plan, but the *Erving Library Building Program Statement* describes them in greater detail. This strategic plan is an attempt to condense the progress that has been made during the past ten years and to articulate the vision for the Library in this most exciting as Erving residents move toward a new and improved building with expanded services.

## Library History

In 1882, the citizens of Erving voted to accept books from the Library Association and to establish the main Library in Erving Center with a branch at Millers Falls. The books were divided equally between the two, but no provisions were made as to where to keep the books and a fee was charged to users. In 1885, a former resident, Sarah Holton Ballou offered a gift of 250 volumes to the Town under the condition that a Library Committee be established, the fee system be dropped, and the Library become the *Free Public Library*. Locations on either end of Town continued to function as the *Erving Public Libraries* (*Center Library* and the *Erving Library* at Millers Falls) until they merged in 2003 to become the *Erving Public Library*, which continues to operate in a small cape-style building built in 1961. The library is located directly across from a recreation area and a fire station, situated on main road (Route 63) bordering a residential neighborhood. There is a small two-car parking lot adjacent to the building. The building has served the Town well for the past 56 years, but now shows many signs of its age and lacks space to provide many of the services expected in a twenty-first century library\*. Yet, since the libraries merged, the operation of the *Erving Public*

*Library* has undergone major changes and excelled in service by developing a patron-centered collection that has attracted more visitors and higher circulation each year.

The library joined Central/Western Massachusetts Automated Resource Sharing, Inc. (C/W MARS) in 2007 which dramatically increased interlibrary loan capabilities. In 2008, the trustees, who had staffed the Library for several years hired an experienced Library Director holding a Masters Degree in Library Science. By increasing hours, opening on Sundays, expanding programming, adding a variety of computing devices, and enabling wifi, the level of service increased. However, with these changes and the age of the building the need for updating the facility became more evident. Additional storage space, staff work space, meeting space, parking, energy efficiency and improved handicap accessibility are only a few of the needs. During the past five-years, the Library Director and Board of Library Trustees have laid the groundwork for seeking a better physical plant through community outreach, encouraging the establishment of a Friends of the Library group, enlisting the Feasibility Committee for Library Improvement, writing grants, including a grant for planning and design from the Massachusetts Board of Library Commissioners, securing Town matching funds, supporting the purchase of a potential building site for which the Town negotiated the purchase, hiring a project manager and an architect to develop a Feasibility Study for the location of a new or renovated building on three potential sites, and funding sources are being researched. The Erving Library has come a long way, but this document will guide us into the next incredible five years!

\*See expectations of a 21<sup>st</sup> Century Library from Pew Survey

## **Library Needs Statement**

The Library needs statement is based on responses to surveys and focus group answers (see appendices for compilation of responses) and the insights from Trustees and the Library Director

The Library needs more open hours.

The Library needs more staff to man open hours.

The Library needs more functional space.

The Library staff needs to monitor the ever-changing needs of patron demand.

The Library needs to fulfill some of patron expectations for an “ideal” library (see answers to focus group questions).

The Library needs additional storage space, staff work space, meeting space, parking, energy efficiency and improved handicap accessibility

# Survey Responses

(Focus Group and Survey Questions are included in the Appendices)

## Focus Group (July 22, 2015)

In addition to consulting the Internet and the Library, focus group participants consult a variety of other resources for information. The respondents listed family, friends, and local professionals as the most likely resources. In general local resources tend to be trusted and sought before going beyond the Erving geographic area.

Participants stated that they were likely to find entertainment close to home with family and friends, including watching television, using the Internet, and playing board and video games as local activities. Most favored local fairs, parks, lakes, hiking trails, and establishments. Some listed museums, concerts, and movies outside the area, but primary locations for entertainment are within a half hour of Erving, with a few going as far as Boston and Hartford.

All forms of media are important to those surveyed. For entertainment they stream movies and view DVDs, read books, collect photos, watch sports, and listen to music using the radio and satellite stations, Spotify and Pandora. They read books, newspapers, and the Internet to gain information. They communicate using email, Skype, and social media including Facebook. They use media while exercising, at work, and during leisure hours. They use media in their homes and cars. Those with smartphones say they use media *everywhere!*

The participants are willing to pay for media and seem to be typical of others in Erving. When asked, participants shared that they spent between \$50\* to \$8000 annually on media costs, including Cable or Satellite Connections, Internet, books, gift books, DVDs, movies, movie streaming services (NetFlix, Hulu), satellite radio, other radio services (Pandora, Spotify), video games, etc. Some participants said they spent little on media, but did not consider television and Internet as “media costs.” Some did not consider the cost of their media devices to be a media cost, but the Library is expected to provide not only media, but media devices including public computers, iPads, wifi printers, copiers, color printers, headphones and more.

## Expectations

Participants recognize the services that the Erving Library provides and they expect these to continue. The following list which was generated from focus group responses are what people expect to find when they visit the Erving Public Library:

- Books
- Computers
- Copier/ printer (Ability to print documents)
- Depot for interlibrary loan pick-up
- Digital books
- Education resources

- FREE media
- Games
- Historical Preservation
- Information
- Instruction on how to use technology ( iPads, e-readers, computers)
- Internet access
- Access to current technology
- Loan of e-readers, laptops
- Magazines
- Movies (DVDs and other methods of viewing)
- Music (CDs and other methods of listening)
- Meeting Place (Place to connect; Social interchange; Social place; Community building; where children and older people can connect; gathering place; place to meet other residents; a welcoming, friendly and available place; community interaction; unity within the community; place for 'quality time' between parent and child)
- Programs and activities for children and adults for entertainment and education (learning programs; education via programming; youth programs; programs that do not require travel; Erving Cultural Council programming venue)
- Reader's Advisory (book referrals)
- Quiet spot
- Recreational reading
- Safe Place for teens, pre-teens to gather safely
- A place for social interchange for all ages

### **Expectations in Erving Compared to National Poll**

The services expected of the Erving Library are very similar to the expectations expressed by those who participated in the annual survey by the Pew Research Center.

“Overwhelming majorities of Americans see education as the foundation of libraries’ mission. Some 85% think that coordinating more closely with local schools in providing resources to children is something libraries should “definitely” do [as well as] offer free early literacy programs to help prepare kids for school. 78% think the libraries in their communities are effective in promoting literacy and love of reading among people...Among those who went to the library in the last 12 months and used library computers, the internet or Wi-Fi, 60% have used those tools to do research for school or work, and 17% have used them for taking an online class or completing an online certification. In addition, 17% did so to attend a class or lecture...People’s views about libraries and education are not just about schools and basic literacy. Strong majorities of Americans believe libraries have a role in information literacy, with two-thirds (65%) agreeing with the proposition that libraries contribute to helping people decide whether they can trust information.”

## **Survey of Erving Public Library User Satisfaction (August 2015)**

Satisfaction survey results: Written responses 1% of population. Survey Monkey responses 0%. All responders were very positive, suggesting that they were extremely likely to recommend the Erving Public Library, that the services either met their needs very well or extremely well, that the quality of service of high or very high quality, that they were overall very satisfied, that the staff is extremely or very responsive to their needs, and that the library is very or extremely convenient to use. Written comments expressed that the “Library Director is intensely helpful with questions and information” and that the “online catalog and library loan are great helps”.

## **Survey of Erving Public Library Use (September 2015)**

Respondents of the Library Use Survey were overwhelmingly weekly users of the Library. These users also tended to use other libraries including Millers Falls, Turners, Montague Center, Wendell, Orange, Athol, Gardner, Greenfield, and Northfield.

Respondents used the Library for a variety of reasons, including Fiction, Non-Fiction, DVDs, Children’s Books, Audiobooks, Browsing, Copier, Computers, Wifi Access, Socializing, Children’s Programs, and Adult Programs. Extra comments included that the Library was used for workspace, heat and air conditioning.

Although some respondents never consulted the online catalog, used Facebook or Google to reach information about the Library and its collection, most did.

Since most visited the Library often, the hours were convenient for most, but suggestions included: more evening hours, more days open, open every day 10 to 7 PM, and Friday mid-day.

*Other quotes from our Brilliant Ideas notebook*

*“a room that the community could use for classes, etc. when library is closed. And a small kitchen to prepare program snacks and keep things fresh”*

*“a quiet space for adults to work”*

*“a toy/game lending area”*

*“a library should be both a fun and relaxing place, but it should be a place suited to everyone”*

*“a craft/multipurpose room with electrical outlets in the center of the floor”*

*“a business center with computers, copiers, fax machines, the works!”*

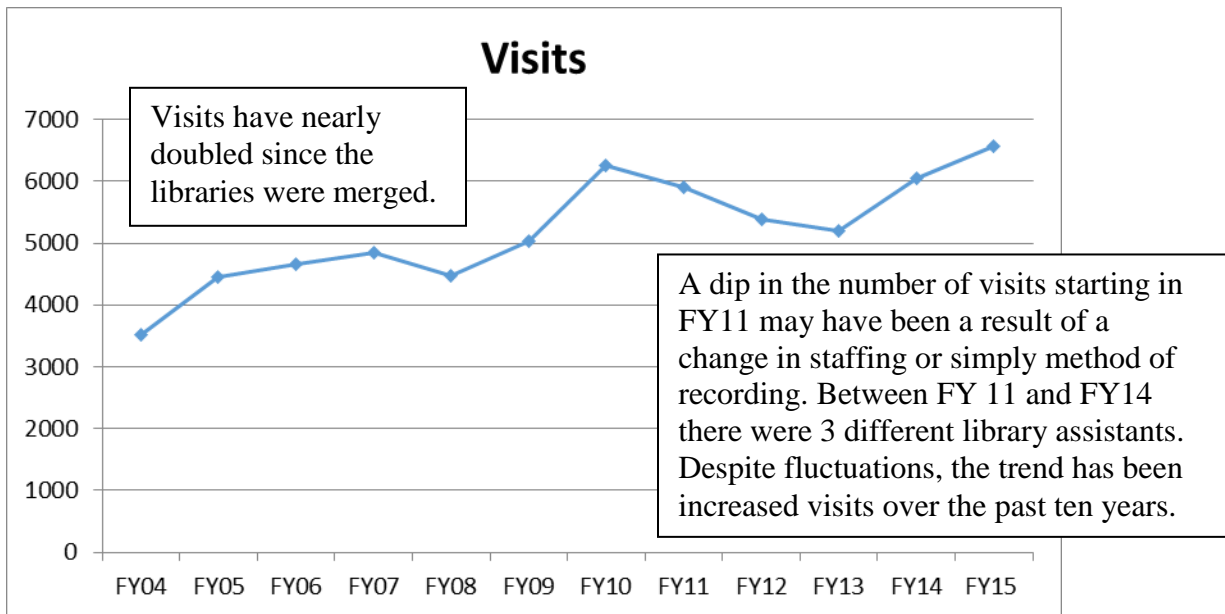
*“a room that is quiet where I can do my homework”*

*“more hours and days the library is open”*

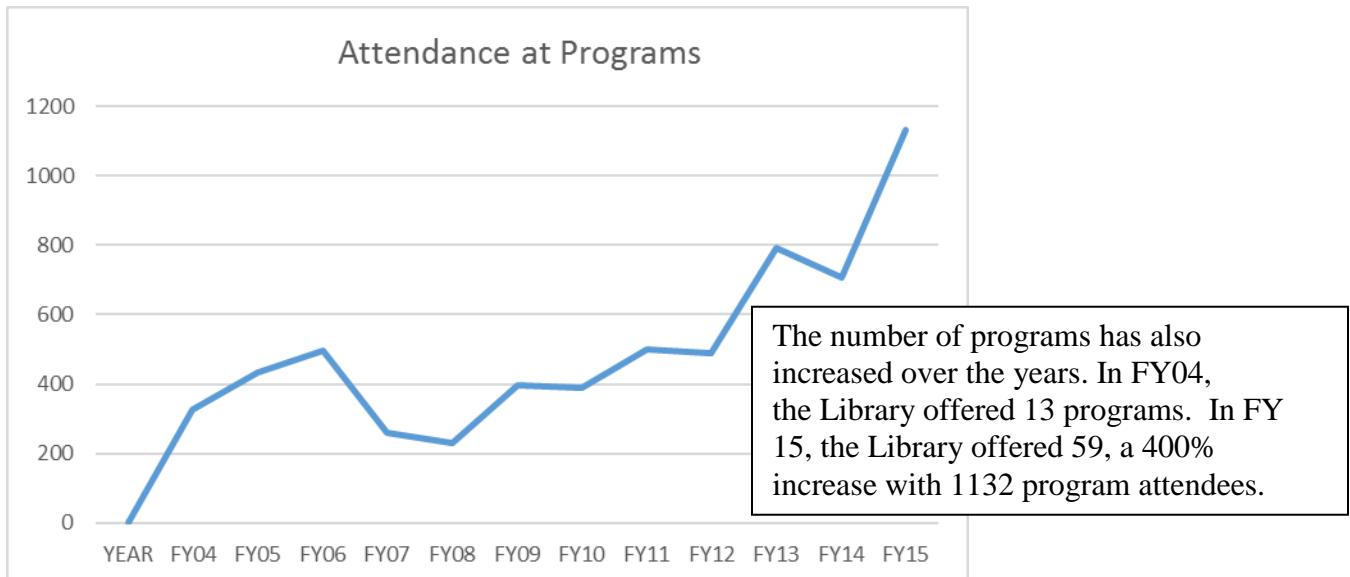


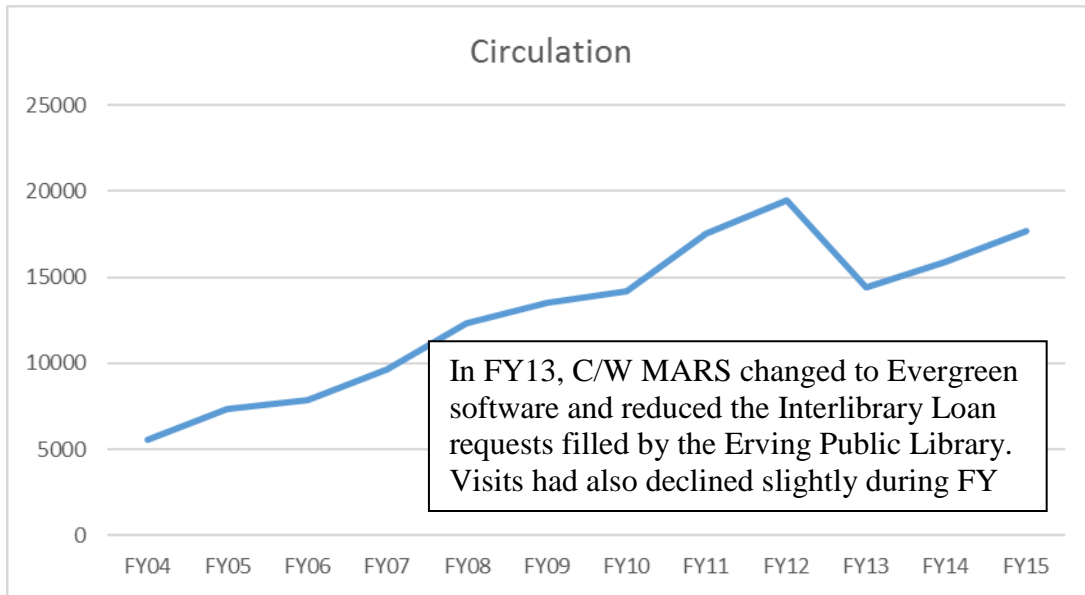
## Statistics

What do statistics show about the Erving Public Library since the two libraries were merged into the Erving Public Library? There has been an increase in visits, program attendance, circulation and interlibrary loan.



Another factor that increased visits was increased programming and program attendance.



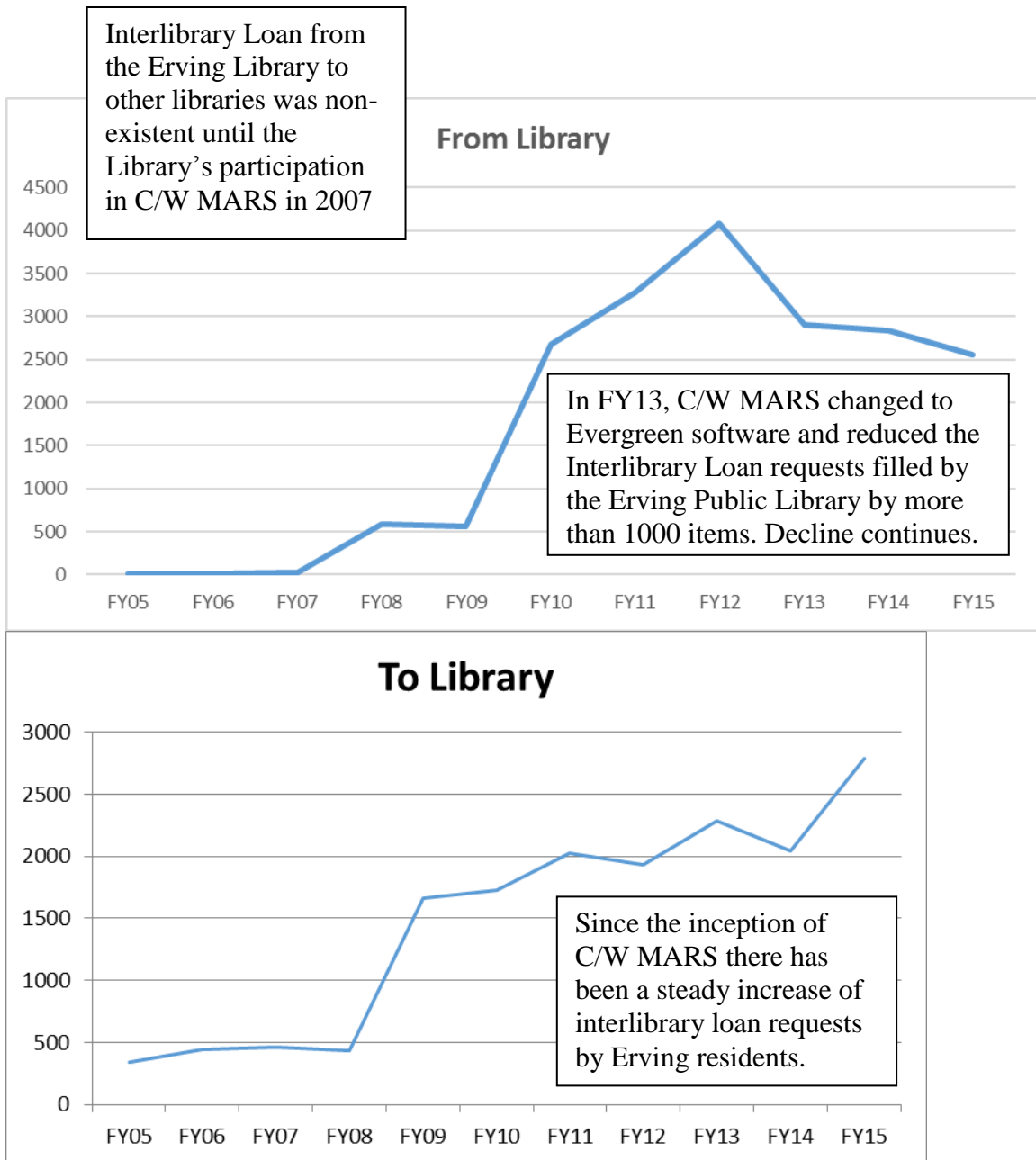


Circulation depends on many factors:

- Number of hours open
- Evening hours open
- Weekend hours open
- Quality of the collection
- Convenience of location
- Availability of staff to listen to patron needs
- Friendliness and efficiency of staff

#### Goals

- Increase hours to include after school hours
- Keep the collection “fresh” by weeding 500+ items per year.
- Increase funding for all media
- Teach more patrons how to use online resources
- Increase staff hours to allow for more open hours and more personal assistance.



# **Service Responses**

## **(Library Services)**

The Public Library Association's planning process, Planning for Results uses the concept of "service responses" to outline the areas of service on which a library can focus in developing goals for long-range planning. Libraries of different sizes accomplish these standards to a varying degree. The Erving Public Library is a service-focused library and will address each of the responses during its next five year period, the core of the strategic plan for 2016 to 2020.

In simple terms, a service response is what a library does for, or offers to, the public in an effort to meet a set of well-defined community needs.

### **BASIC LITERACY:**

A library that offers BASIC LITERACY service addresses the need to read and to perform other essential daily tasks. The Erving Library will direct all adults in need of the nearest service outlet, the LVOA - Literacy Volunteers of Orange/Athol and suggest and obtain materials that will help in the patron's goal.

Goal: To make those in need aware of these services.

Objective:

1. Keep contact information on bulletin board current
2. Add link to web site.
3. Educate staff, Senior / Community Center staff, and others about these services.

### **BUSINESS AND CAREER INFORMATION:**

A library that offers BUSINESS AND CAREER INFORMATION service addresses a need for information related to business, careers, work, entrepreneurship, personal finances, and obtaining employment. The Erving Library will provide reference service to those involved in these endeavors and make available all equipment necessary to accomplish professional results, including updating computers and software and adding new printing capabilities.

Goal: To help patrons reach their goals through providing a helpful environment.

Objective:

1. Provide the latest possible computers.
2. Provide office equipment and supplies.
3. Offer assistance and provide assistance as needed.

## COMMONS:

A library that provides a COMMONS environment helps address the need of people to meet and interact with others in their community and to participate in public discourse about community issues. The Erving Public Library will continue to create the best possible arrangement for gathering in the present building and work relentlessly for improved physical space.

Goal I: The library will provide a space for meetings and informal social gathering.

Objectives:

1. The library will be available as a meeting/gathering space for patrons.
2. The Library Director will seek alternate venues for programs and activities when the Library does not provide optimum space.
3. The staff will treat all patrons with equal enthusiasm and service.
4. The Director and the Trustees will work toward making sure that there are adequate hours and adequate staff to work those hours.

Goal II: The Library Director will work with the Erving's OPM (owner's project manager), its architect(s), the Library Feasibility Committee, and the Board of Selectmen

Objective:

1. To decide upon the best location for a new and improved library.
2. To realize the Building Program Statement prepared in 2014 for the purpose of expanding and renovating or building a new facility.
3. Design a gathering space in the plans for new space.
4. Create a fully functional gathering space in new and improved library.

## COMMUNITY REFERRAL:

A library that provides COMMUNITY REFERRAL addresses the need for information related to services provided by community agencies and organizations. The Erving Public Library will continue to be a hub of community information, participate in bringing information to the public through the Director's participation in producing and distributing *Around Town*, Erving's monthly newsletter. The Library will collect and display information for distribution, and be a liaison between the public and other Town Departments by attending Dept. Head meetings and through personal contact.

Goal I: Keep the Community Current

Objective:

1. Share copies of the *Around Town* with area residents that do not receive the newsletter.
2. Write articles for the *Around Town* to keep residents aware of EPL services.
3. Post Town Committee Meetings
4. File BOS Meeting minutes for future reference.
5. Provide "take away" information on key issues.

### CONSUMER INFORMATION:

A library that provides CONSUMER INFORMATION service helps to satisfy the need for information that impacts the ability of community residents to make informed consumer decisions and to help them become more self-sufficient. The Erving Library subscribes to appropriate publications, assists patron's in finding information both online and in print.

### CULTURAL AWARENESS:

A library that offers CULTURAL AWARENESS service helps satisfy the desire of community residents to gain an understanding of their own cultural heritage and the cultural heritage of others. The Erving Library makes the general public aware of the talents and research of area residents, past and present, by collecting local publications, encouraging residents to share their talents, through formal presentations, and by applying for Erving Cultural Council to bring performers to the Library or its other venues.

### CURRENT TOPICS AND TITLES:

A library that provides CURRENT TOPICS AND TITLES helps to fulfill community residents' appetite for information about popular cultural and social trends and their desire for satisfying recreational experiences.

Goal I: The library will provide a current collection of titles to satisfy user need.

Objectives:

The Library Director:

1. Will participate in MLS purchasing cooperatives to maximize buying power.
2. Use standing orders for best-selling authors and order pre-publication date whenever possible for starred reviews.
3. Will listen to patrons needs and match them to published and internet reviews.
4. Will honor patron requests, ordering in a timely manner.
5. Maintain the current system of continuous and intense weeding to maintain an updated, attractive collection housed in limited space.

Goal II: The library will meet patron needs in a variety of formats.

Objectives:

1. The library will offer materials in a range of formats, for example: print, large type, audio, video and electronic.
2. The staff will monitor current trends in new formats and add when appropriate.
3. The staff will promote the use of ebooks on the Library's ereaders when hard copy is not available.
4. Publicize the availability of formats now available through Overdrive and Axis 360.

## FORMAL LEARNING SUPPORT:

A library that offers FORMAL LEARNING SUPPORT helps students who are enrolled in a formal program of education or who are pursuing their education through a program of home-schooling to attain their educational goals. Through providing a reliable Internet connection and responsive interlibrary loan service, the Erving Library offers support to students from pre-school through college.

Goal 1: Library staff will continue to work closely with teachers, the school librarian, and the Community Network for Children staff.

Objectives:

1. The Library Director will continue to attend significant programs at the elementary school: open house, special literary programs, including *Extreme Reading* and the end of year barbecue.
2. Staff will work on promotional materials to increase awareness of the public library with middle and high school students.
3. Staff will continue to keep summer reading lists local schools and purchase the titles receiving the major children's book awards.

Goal II: The library will provide a safe, friendly environment for students to work.

Objectives:

1. The library webpage will contain helpful links to appropriate sites for students.

Goal III: The library will increase efforts to attract children ages 0-5 years and their families to the library.

Objectives:

1. The staff will work with the Family Network and area day care providers to offer story times at the library.
2. As a result of funding for STEAM (Science, Technology, Engineering, the Arts, and Math) programs, the Library will honor its commitment to provide programming and resources to stimulate young minds.
3. Participate with other neighboring libraries in a new initiative through an IMLS grant to promote more science in libraries for all ages, i.e., Empowering Public Libraries to Become Science Resource Centers for Their Communities.

## GENERAL INFORMATION:

A library that offers GENERAL INFORMATION helps meet the need for information and answers question on a broad array of topics related to work, school, and personal life. The Erving Library staff is experienced in reference and information services and receptive to any question posed by library users of any age. They are dedicated to understanding the question and finding the answer through the fine art of the reference interview. The current library staff can offer general information on a broad array of topics.

Goal I: The staff will keep up on new information and delivery methods

1. Staff will attend informational seminars offered by MLS, C/W MARS, and other agencies to keep up on informational trends.
2. The staff will work together to share information with the public through the Town's newsletter, handouts, and personal contact with patrons.

Goal II: The library will offer a wide range of resources in print and non-print formats.

Objectives:

1. Staff will assess the collection to determine areas that are not currently represented.
2. Staff will offer internet access computers with databases and provide training on the databases

## GOVERNMENT INFORMATION:

The library that offers GOVERNMENT INFORMATION service helps satisfy the need for information about elected officials and governmental agencies that enable people to participate in the democratic process. The Erving Public Library is a source of voting, taxation, and general information provided by the Commonwealth of Massachusetts and the federal government.

Goal: To provide up-to-date government information.

Objectives:

1. The staff will be familiar with key government sites online.
2. The Library will provide free copies of needed information.
3. The Library will not collect paper copies of tax forms or other cumbersome information that is available online due to lack of space and the possibility that the printed information may be out-of-date.

## INFORMATION LITERACY:

A library that provides INFORMATION LITERACY service helps address the need for skills related to finding, evaluating, and using information effectively. The Erving Library staff provides personal hands-on assistance to all who seek it during regular library hours. The Library Director and/or other instructors provide workshops on the use equipment and software.

Goal I: The library will provide computers with internet access for patrons.

Objectives:

1. Staff will provide sufficient computer stations for patron use.
2. Staff will continue to spread the word about the many advantages of using the C/W MARS online catalog, keeping up on what's new in the collection through Wowbrary, and keeping informed on Library programs and services through Facebook and the Library's Town website.
3. The Library Director with the Town's IT specialist will decide upon the best software for security and delivery of information.
4. Staff will stay current with the latest online resources and technology.
  - a. Introduce new ebook programs.



- b. Provide information on databases.
5. Staff will continue to assist patrons with basic computer questions and e-mail set-up and the Library Director will develop instructional workshops on topics that are in demand by patrons, or hire qualified instructors.

### **LIFELONG LEARNING:**

A library that provides LIFELONG LEARNING service helps address the desire for self-directed personal growth and development opportunities. By listening to each patron, the staff of the Erving Public Library builds its collection and services based on the educational needs of library users.

### **LOCAL HISTORY AND GENEALOGY:**

A library that offers LOCAL HISTORY AND GENEALOGY service addresses the desire of community residents to know and better understand personal or community heritage. The Erving Library accomplishes this goal by providing open access to its historical collection in the Traversari Room, by participating in the Digital Commonwealth, and through its association with the Erving Historical Commission, and through programming sponsored by the Erving Friends of the Library.

Goal I: Keeping in touch with key players and stakeholders

Objectives:

The Library Director will:

1. Attend Historical Commission Meetings and Open House.
2. Continue close working relationship his Historical Commission members.

Goal II: Continuing the inventory

Objectives:

1. More than half of the local history materials are clearly labeled and displayed, but this needs completion.
2. The Traversari Memorial Room will be open during library hours.

Goal III: The library will use several methods to alert patrons of its offerings.

Objectives:

1. The library will promote through different media methods.
2. The library will work with local history authorities to promote their work.
3. Annual local history programs will be encouraged.

# 2016 Library Action Plan

The Erving Public Library's action plan for 2016 is intended as a statement of goals to be accomplished from January 1, 2016 through December 31, 2016

## I: The Library Director and Trustees will seek strong local, state, and federal support for all Library functions.

- A. Establish a benefited part-time Library Assistant position (currently a non-benefited fourteen-hour position).
- B. Make the community aware of the benefits of the library and future plans for library improvement by publicizing:
  - a. Articles in the Erving newsletter, *The Around Town*
  - b. Informational meetings
- 1. The Library Director and Trustees will seek strong state and federal support for all Library functions and projects.
  - A. The Library Director will adhere to all requirements for state aid to libraries and make the trustees and finance committee aware of these requirements.
  - B. The Library Director will do preparatory work to apply for construction grants made available through the MBLC.
  - C. The Library Director with the Town Administration will do preliminary investigation on supplemental grants to aid in library construction, such as USDA.
  - D. The Library will participate in an IMLS funded program with other local area libraries (Shutesbury, Leverett, New Salem and Wendell)
- 2. The Library Director will work with the Friends of the Library to obtain 501(c)3 status and increase its fundraising potential.
- 3. The Trustees and Library Director will research other funding sources for capital projects.

## II: Implement the Technology Plan

- 1. Replace older computers with five laptops by the end of 2016.
- 2. Improve security with Deep Freeze or similar product.
- 3. Discuss future technology plan with Comcast.

## III: Embrace the Library Improvement Plan

The Library Director will work with the Erving's OPM (owner's project manager), its architect(s), the Library Feasibility Committee, and the Board of Selectmen

- 1. To decide upon the best location for a new and improved library.

2. To realize the Building Program Statement prepared in 2014 for the purpose of expanding and renovating or building a new facility.
3. The Director, the Feasibility Committee in cooperation with Town Officials will work with the Project Manager, Dan Pallotta of P-3, Inc. and the Architectural Firm of Johnson/Roberts, specifically with Stewart Johnson and Phil O'Brien to complete the Feasibility Study.
4. The Director with the Friends of the Library and the Trustees will publicize "the promise" of the resulting plan to Town Administrators and the community at large for support.
5. Place an article on an Annual or Special Town Meeting to seek support for the best location for an improved library based on the Feasibility Study.

### III: Address Library Service Responses outlined in the Strategic Plan focusing on the following improvements.

#### BASIC LITERACY:

Educate staff, Senior / Community Center staff, and others about these services.

#### BUSINESS AND CAREER INFORMATION:

1. Replace older computers with laptops.
2. Arrange current space in fresh and inviting ways.
3. Make patrons aware that help is available.

#### COMMONS

1. The Library Director will work with the Maintenance crew to improve cleanliness and low cost repairs and updates to make the building inviting.
2. The Library Director will seek alternate venues for programs and activities when the Library does not provide optimum space.
3. The Director and the Trustees will work toward making sure that there are adequate hours and adequate staff to work those hours.

#### COMMUNITY REFERRAL:

1. Share copies of the *Around Town* with area residents that do not receive the newsletter.
2. Write articles for the *Around Town* to keep residents aware of EPL services.
3. Post Town Committee Meetings.
4. Provide "take away" information on key issues.

## CONSUMER INFORMATION:

The Library Director will review the present selection of periodicals and databases to match demand and publicize any changes.

## LIFELONG LEARNING

1. The staff and Friends of the Library will implement programming budget and any successful grant applications received for the 2016 summer reading theme of “fitness.” The Library Director will apply for 2017 grants through the Erving Cultural Council.
2. The staff will “freshen” the collection by weeding all items with handwritten spine labels, except for classics, which will be re-labeled.
3. Based on the success of involving teens in ordering new books for the young adult section, two more sessions enlisting avid readers to participate in selection will be offered
4. Publicity and instruction for e-books offered through C/W MARS and the statewide initiative will be offered to help the public understand and use Axis 360, Biblioboard, and Overdrive.
5. The Library will participate in at least ten programs or events offered in cooperation with the Erving Elementary School, the Erving Senior Center, the Erving Recreation Department, etc.
6. The library webpage will be enhanced with more helpful links for students.
7. Two STEAM programs will be offered to continue the commitment made in our LSTA STEAM grant to offer programming for pre-schoolers. Monthly science kits or objects will be on display on our “hands-on” table. Monthly craft sessions will be encouraged to add elements of science to their offerings.
8. The Library Director will participate with other neighboring libraries in a new initiative through an IMLS grant to promote more science in libraries for all ages. (The planning phase ends in 2016 with an implementation phase in 2017)

## GENERAL INFORMATION:

1. The Library Director will keep current on 2016 information and the changes in the delivery systems for information including new ebook platforms and updates in Evergreen and Windows 10.
2. The staff will attend at least 10 meetings, conferences, and/or workshops of Library organizations, of the Massachusetts Library System, the Central/Western Massachusetts Automated Resource Sharing network (C/W MARS) to be sure that information delivery is efficient.

## CUSTOMER SERVICE

The Library Director will analyze statistics to determine whether the following factors have contributed to increased attendance, whether there are other factors at play, and whether other means can be implemented to increase customer service.

1. Respond to patron requests promptly.
2. Listen to patrons.
3. Participate in community events.

## INFORMATION LITERACY

1. Offer workshops to help patrons cope with changes in Windows 8 & 10.
2. Offer “computer issues” days when patrons can ask and get answers to their questions. Invite “experts” to different sessions.
3. Encourage *Minecrafters* to go beyond “their game.”

## LOCAL HISTORY

1. The inventory of the *Traversari* Room begun in 2015 will be completed. Other items for possible inclusion in the Digital Commonwealth will be considered.
2. At least one article will appear about Erving participation in the Digital Commonwealth in the *Around Town*.

Erving Public Library  
Strategic Plan  
2011-2016

Approval

Library Trustee  
Mackensy Bailey

\_\_\_\_\_ Date: \_\_\_\_\_

Library Trustee  
Rupert Roy-Clark

\_\_\_\_\_ Date: \_\_\_\_\_

Library Trustee  
Debra Smith

\_\_\_\_\_ Date: \_\_\_\_\_

Library Director  
Barbara Friedman

\_\_\_\_\_ Date: \_\_\_\_\_

Acting Town Administrator  
William Bembury

\_\_\_\_\_ Date: \_\_\_\_\_

