

Eastham Public Library
Eastham, MA

Long Range Plan
2013-2018

Approved by the Board of Library Trustees
August 11, 2012

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Eastham Library Long Range Plan

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Introduction

The Eastham Public Library was established in 1878 in a town rich with New England history. In 1898 the library moved into its present home on Samoset Road, and has since grown with the town as it evolved from a small agricultural and fishing village into a vacation and retirement destination. Population growth exploded on Cape Cod during the 1970s through the 1990s, and has only recently slowed as the area approaches build out. During this time the way people use the public library has changed, and expectations have evolved. The library has experienced personnel changes over the past year with the retirement of long standing Director Martha Magane and replacement of Adult Services Librarian Trish Ford. This plan builds on their work and work done by a community based planning committee, under the leadership of new Director Cheryl Bryan over the past year. Several surveys and community forums have documented patron opinion on what an improved library would be like; preferred hours of service; and the kinds of services the library should provide to meet their needs. Door counts are taken during summer and winter months to compare numbers and document trends.

Results of the surveys and counts have not been surprising. There were many compliments on the current services, service, and ambiance of the building, but criticism of the lack of space for sitting, materials, quiet study, and large group meetings. The library is a popular, welcoming community destination for residents and visitors young and old.

In this year's community forums even construction of an improved facility, it was inevitable that space restraints contributed much to the thought that went into plans for services, and that anticipated results were not focused so much on increases in usage, but in community satisfaction with the quality of the library's services.

Methodology

The library used a community-based process with final input from staff, and Library Trustees based on Strategic Planning by Sandra Nelson. The process involved:

1. Two community forums to determine needs and prioritize service responses.
2. A meeting with the planning committee to create goals.
3. The Library Director developing objectives for the goals.
4. A meeting of the library staff to determine activities.
5. A final review of the working document by the Library Trustees, and creation of a mission statement.
6. Approval of the final plan by the Library Trustees at their August 11, 2012 meeting.

Mission Statement

The Eastham Library seeks to provide a comfortable place to build community, find materials to enhance leisure time, nurture the ability to find information using technology and provide a wide variety of programs and services to ensure children will be ready to read, write, and listen to acquire useful skills.

Service Priorities

Visit a Comfortable Place

Reading, Viewing, and Listening for Pleasure

Understand how to Find, Evaluate, Understand, and Use Information

Create Young Readers

Goals and Objectives

Visit a Comfortable Place

Goal 1: The community will have age appropriate, comfortable and welcoming areas for library users to experience the library's resources and each other's company.

Objective 1: The library's door count will demonstrate a 10% increase in visitors to the library by FY 14.

Activities:

1. Invite community members to exhibit collections and creations in the library.
2. Promote general library offerings and services in newspapers and other group's newsletters.

Objective 2: There will be a 10% increase in people attending library programs in FY13.

Activities:

1. Hold programs different times of day for all ages.
2. Promote library programs on Library website and facebook.
3. Collaborate with town media specialist to make programs more visible.
4. Continue programming with a gradual increase in the number of programs.

Objective 3: the library will develop plans for an extended library building with welcoming age appropriate areas by FY15.

Activities:

1. Study other libraries to see how they designate areas.
2. Revise building program.
3. Hire architect and work with them to designate service areas.

Goal 2: The community will have access to information about library services and materials through a welcoming website.

Objective 1: Users surveyed find the website easily navigable and welcoming by FY 15.

Activities:

1. Revise tabs and guides on website.
2. Explore ways to integrate more pictures onto the website.

Objective 2: There will be a 15% increase in visits to the library website by FY14.

Activities:

1. Install counter on website to track visits by page.
2. Activate blogs to make the website more interactive.
3. List new materials on Eastham website.

Understand How to Find, Evaluate, Understand, and Use Information

Goal 1: Community Residents will have the ability to easily find information using technology.

Objective 1: There will be a 15% increase in information fluency assistance in the staff assistance records.

Activities:

1. Staff members will attend at least two training sessions a year to improve their knowledge of current resources.
2. Continue to show users how to use the Clams and Overdrive catalog.
3. Assist students and adults with research projects.

Objective 2: The library will sponsor at least three events a year to teach information literacy and access skills.

Activities:

1. Offer training on use of CLAMS resources and how to download a electronic resources.
2. Ask local people and NRHS students to offer training on ipods, ipads and tablets.
3. Offer training on job search and career development resources.

Goal 2: The community will have access to up-to-date equipment and knowledgeable staff to help them use it.

Objective 1: Each year one quarter of the technology equipment at the library will be updated by FY 16.

Activities:

1. Join Tech Soup to purchase inexpensive software.
2. Maintain an inventory of all computers, their operating systems and software.
3. Bring operating systems into conformity.

Objective 2: Ninety percent of technology training program participants will rank their experience very good to excellent.

Activities:

1. Staff will attend technology training to improve their technology and teaching skills.
2. All technology training sessions will be evaluated after each session.
3. Staff involved in training will hold one evaluation and planning session each year.

Objective 3: Ninety percent of library users surveyed will rate the assistance they receive from staff in assisting with technology as very good to excellent.

Activities:

1. An annual survey will be conducted to rate user experiences with assistance.
2. Staff will discuss continuous improvement in staff meetings based on survey.

Create young Readers

Goal 1: Eastham children will have a wide variety of programs and services to ensure that they will be ready to learn to read, write, and listen.

Objective 1: Fifty children participating in the "Read to me" program by FY 16.

Activities:

1. Increase Facebook participation to involve young parents.
2. Distribute flyers promoting program at local preschools.

Objective 2: Twenty-five children participating in pre-school programs in the library by FY14.

Activities:

1. Create new staff-led program and continue the current offerings.
2. Send staff to Mother Goose on the Loose training when it is offered.

Goal 2: To provide a wide variety of materials to entice young readers to read.

Objective 1: Fifty pre-readers will hold and Eastham library card.

Activities:

1. Encourage Nursery schools and Eastham Elementary School to include information about library cards in their newsletters.
2. Advertise "kids cards" at local events: EES open house, Turnip festival, windmill weekend.

Objective 2: Thirty adults will use the library on behalf of preschoolers.

Activities:

1. Prepare handouts for caregivers on various topics that support reading and learning.
2. Continue to offer programs that draw parents from all over the cape.
3. Advertise institutional cards for teachers.

Reading, Viewing, and Listening for Pleasure

Goal 1: Community residents will find a wide variety of materials to enhance their leisure time.

Objective 1: The number of materials circulating from the library will increase by 10% by FY 14.

Activities:

1. Notify library users of new titles added to collection on website and by email.
2. Staff who select will review circulation trends to ensure purchasing popular authors and formats.
3. Staff will actively market collection to borrowers with displays and lists.

Objective 2: Library users surveyed will indicate that they almost always find something to read, view or listen to for enjoyment when they visit the library by FY 15.

Activities:

1. Review and update collection development policy.
2. Staff will have an opportunity to attend Readers Advisory training.
3. Borrowers and staff will learn to use Novelist database for reading recommendations.

Goal 2: The library will provide a wide variety of programs to enhance the leisure time of patrons of all ages.

Objective 1: There will be an increase of 10% in attendance at library programs by FY 14.

Activities:

1. Tie in programs promotion with book displays and activities throughout town.
2. Review and evaluate popularity of current programs, adjust offerings.
3. Offer more programs for adults during the day when most of our population would attend.

Objective 2: The library will offer an average of eight programs per month by FY13.

Activities:

1. Partner with other town organizations for programming.
2. Offer programs with local speakers talking about travels or special interests.
3. Hands on creative activities for adults.
4. Offer learning opportunities like Facebook, Pinderest, etc.