

EASTHAM PUBLIC LIBRARY  
LONG-RANGE PLAN  
FY2021-FY2025

Adopted by the Board of Library Trustees on September 14, 2019

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## PREFACE

The Eastham Public Library (Library) has evolved since its last Long-Range Plan. On November 15, 2016, the new AIA/ALA award winning, LEED Gold certified 17,815 Square Foot library opened. Since then, community support and use of the facility, meeting spaces, collection and programs have outpaced every expectation. In FY2019, the people counter recorded 171,887 visits. Community support has enabled the library to open additional hours, including Sundays.

The impact of technology and the digital world is now viewed as simply part of everyday service to our patrons. DVDs, CDs, downloadable resources and computer portable devices are integrated with traditional services, and our patrons are comfortable with this new world.

The service roles chosen by the community coalesced during two public planning sessions ultimately charging Library staff to maintain the traditional library roles of reading, literacy and access to information while providing space to help develop a sense of community where residents can learn about their town and safely and respectfully exchange ideas and information.

Service Roles recommended by the Planning Committee and adopted by the Library Trustees:

- Celebrate Diversity: Cultural awareness
- Satisfy Curiosity: Lifelong learning
- Know your community: Community Resources and Services

Corresponding to community values, we have recommitted ourselves to maintain two past service roles: Create Young Readers: Early Literacy and Visit a Comfortable place, with emphasis on safety, both physical and virtual.

The Library staff is highly trained, versatile, professional, and enthusiastically looks forward to fulfilling the vision outlined for them by the community Planning Committee. In addition, the support of the library's volunteer cadre enables staff to step away from the desk to assist patrons, offer programs, and provide support with technology and the set-up of meeting space.

Eastham takes pride in the Library and is generous both with volunteer support and monetary investment to support the Library's programs and services. This Long-Range Plan is ambitious and will require the library staff, Trustees and volunteers to reach outside of the library to fully achieve the Planning Committee's vision.

## ACKNOWLEDGEMENTS

The Library Director and Trustees would like to thank the members of the Planning Committee for their hard work and for their enthusiastic and thoughtful approach to analyzing their community and Library. In addition, Massachusetts Library System facilitator Michelle Eberle brought her deep knowledge of libraries, excellent facilitation skills, and humor to our meetings and was there for us every step of the way.

## METHODOLOGY

This plan closely follows the meeting model as presented by MLS Consultant Kristi Chadwick at a workshop at the CLAMS office in the spring of 2018. The process was based on a modified version of the 2008 planning process manual "Strategic Planning for Results," written by Sandra Nelson. The modification was the substitution of a SOAR (Strengths, Opportunities, Aspirations, Results) for a SWOT (Strengths, Weaknesses, Opportunities, Threats) exercise.

The Trustees formed a Community Planning Committee chosen from a diverse group of Library patrons and residents. Many Committee members represented multiple facets of the community. The Committee included two Nauset Regional High School students. Committee members relied on data presented by the Library Director and Trustees as well as the results of a community survey distributed at various community locations and online via GoogleForms.

Two meetings were held with the Planning Committee members on April 13 and May 11, 2019. A meeting with the Library Staff was held in between the Planning Committee's sessions on April 26 to perform their own SOAR analyses on the service roles. Staff also worked closely with the Library Director on developing the goals and activities.

The committee chose the Library's new Service Roles on May 11, and the Trustees adopted them on June 1. Library Staff and Trustees spent the next several months preparing the Mission Statement which were approved by the Board of Trustees on August 10, 2019.

Extensive notes were taken of each meeting and shared with the Planning Committee, the Staff and Trustees. The work of the Planning Committee, surveys and other information are attached in the Appendices.

### MISSION STATEMENT

The Eastham Public Library's mission is to be a safe and welcoming center for information, materials, services and programs intended to strengthen community; enhance leisure time; open access to the latest technologies and support lifelong learning.

*Adopted by the Board of Trustees on August 10, 2019*

## NEEDS ASSESSMENT

The Eastham Public Library used a multi-tiered approach to needs assessment, which included a variety of tools including surveys, reviewing community data, library statistics, and gathering community input during a full day meeting with the strategic planning committee. The committee included diverse representation from the community.

The Trustees developed a survey which was available in print at the Library, Town Hall and Council on Aging and also available online using GoogleForms from February 26, 2019 until April 5, 2019. The Library Trustees were pleased with the response rate (285 responses, significantly higher than an earlier Town-wide planning survey). The survey was publicized in many ways including the weekly [Wowbrary](#) newsletter since many part-time residents stay in touch with the Library using Wowbrary. Print survey data was entered into the GoogleForms so that all the information was available together.

Library statistics and community statistics were compiled and provided to the Planning Committee. The first strategic planning meeting included a visioning exercise, SOAR exercise, needs decision tree, and introduction to the Sandra Nelson Library Service Responses. The meeting was facilitated by a Consultant from the Massachusetts Library System. The feedback from the meeting was used to inform the library's strategic plan.

At the second strategic planning meeting, the Library Director led the group through the Staff's SOAR analyses of Sandra Nelson's Service Responses. The dot exercise that followed led to a 5-way tie in the choice of roles. The information received and process in general greatly influenced the choice of Service Roles and confirmed how homogeneous Eastham was. That realization brought the group to fully understand the importance of reaching out to those who are under-represented.

In adopting the goals, the Trustees feel especially in tune with the community: Over the past two years, nearly every community member has come in for a tour of the new building. Trustees, volunteers and staff have provided these tours as an opportunity to informally listen to community members' comments as to what programs, services and collections they are interested. Our group sees these tours as continual opportunities to listen to and engage the community.

In addition, the town is working on its own Long-Range Plan and participants were particularly in tune with community needs because of that. The choice of Service Roles was very much in-line with the new Town goals. As a result, the Library Trustees and Staff feel that this particular long-range plan will be very effective in terms of meeting community needs.

In conclusion, the Eastham Public Library's strategic plan was informed by community input and developed in collaboration with a planning committee that represented the demographics of Eastham.

## SERVICE ROLES & GOALS

### **Service Role #1 – Celebrate Diversity: Cultural Awareness. Community members will have programs and services that promote appreciation and understanding of one another**

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**Goal #1** Community members of all ages will enjoy collections and programs that are diverse, multi-generational and supportive of one-another.

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**Goal #2** Community members will utilize the library to explore interests and issues in a safe and respectful environment.

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**Goal #3** Through library resources, partnerships and programs, families and young community members will connect with older generations and the broader community to help make Eastham a more sustainable and diverse place to live.

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### **Service Role #2 – Know Your Community: Community Resources and Services. Community members will have a central source for information about the wide variety of programs, services & activities provided by community agencies and organizations**

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**Goal #1** Community members will use the library to stay informed about town events and issues in order to promote greater involvement in their town

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**Goal #2** Community groups will use the library to offer programs and services that expand the horizons of community members

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**Goal #3** Community members will see the library as a place of engagement, to share common interests and promote them in a thriving community center.

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### **Service Role #3 – Satisfy Curiosity: Lifelong Learning. Community members will have resources to explore topics of personal interest & continue to learn throughout their lives**

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**Goal #1** Community members of all ages will use the library's materials and resources to help plan and participate in programs that help them explore, create, learn and grow

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**Goal #2** Library staff will actively work with community members to make the library a responsive and pro-active partner, enabling community members to enjoy programs and collections that are meaningful to them.

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**Goal #3** Library staff will work to continually educate themselves on topics related to community issues and interests in order to develop relevant library collections and programs.

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## APPENDIX I COMMUNITY DESCRIPTION

The Town of Eastham is located on outer Cape Cod, bounded by Cape Cod Bay to the West and the Atlantic Ocean to the East. As early as 1602, English explorers visited what would become Eastham, then part of the Nauset Indian Territory. First Encounter Beach commemorates the first encounter of the Pilgrims with those Indians in 1620, prior to the Mayflower's docking in Plymouth.

Eastham or Nauset, as it was then known, was settled in 1644 by Pilgrims who had become dissatisfied with the Plymouth Colony. It was the fourth town settled on Cape Cod and the tenth in the Colony. In 1651, the town name was changed from Nauset to Eastham, and the town was incorporated. Eastham, like many Cape Cod towns, shares its name with a counterpart in England.

Through the 18<sup>th</sup> century, Eastham served as "mother town" to Wellfleet, which split off in 1763, and to Orleans, which was incorporated in 1797. In 1816, an epidemic of "cold" plague struck killing 72 people (or one-eleventh of the population). From 1828 through the 1850s, camp meeting fervor struck North Eastham as thousands came to worship at Millennium Grove. In 1870, the railroad reached Eastham. Train service continued for more than 50 years.

Eastham, with its proximity to both bay and ocean, has long been a maritime town. Shipping and fishing produced needs for lighthouses and lifesavers. Captain Edward Penniman, a notable whaling captain, owned a Victorian mansion on Fort Hill, now owned and maintained by the Cape Cod National Seashore.

Farming has also been an important occupation. Salt making was an important industry in the early-mid 1800s. For a time in the late 19<sup>th</sup> century and peaking in the early 1920s, Eastham was known as the Asparagus Capital of the World. More will be said later of the importance of the delicious and unique Eastham turnip. The Eastham windmill, located adjacent to Town Hall and nearby the library, ground corn and now delights visitors and residents with its history and park-like setting on Windmill Green.

Roughly one-third of Eastham is the "Gateway" to the National Seashore which was established in the 1960s during the administration of President John F. Kennedy.

Most significant in the recent history of Eastham has been the large increases in population. In 1800, the population of Eastham was 659. Today, Eastham's population nears 5,000 people and increases perhaps seven-times over in the summer.

Approximately 90% of Eastham residents have graduated high school and 49% hold an advanced degree. The population is aging with 36% of the residents over 65. Close to 60% of the homes are used seasonally or recreationally. With the high cost of living on Cape Cod and

the seasonal nature of the economy, finding affordable housing is very difficult for families today. One hundred twenty-seven Eastham businesses have four or fewer employees. *Source: [Stats Cape Cod](#)*

The Cape Cod Children's Place provides family support and early childhood care. Eastham has one elementary school and is the home of Nauset Regional High School. The school system is one of the best, ranked 26<sup>th</sup>, in the state. In addition to library programs, the Eastham Recreation Department offers programs and maintains playgrounds and beaches.

The PTA and the Friends of the Eastham Library provide well-organized support for the school and Library respectively. The two organizations provide funding for programs and enhancement activities, as well as many social events for members and others.

The Council on Aging (COA) operates a Senior Citizens Center and Day Center, which offers a variety of activities and support services to seniors. The Council serves luncheons on weekdays at the Center, hosts a large variety of programs, offers regular minibuses trips, Meals on Wheels and referral services.

The Eastham Historical Society houses local history and some town records in the Schoolhouse Museum, which can be accessed by the public by appointment. By working together, the Library and the Historical Society provide access to historical records and work on projects, including digitization.

One weekly and one regional newspaper provide news of local and national interest. LowerCape TV and the Town's public access channel provide excellent programming and community information to Eastham residents and beyond.

## APPENDIX II LIBRARY DESCRIPTION

The Eastham Public Library was established in 1878 when Town Meeting appropriated \$175 to establish a Town Library. The first library was housed in a hall over George H. Clark's General Store which also served as the post office for the town. In 1891, the Village Improvement Society (VIS) was formed. The greatest ambition of this group was to have a permanent library building in town.

In 1897, William Henry Nickerson gave the land next to the Chapel in the Pines to the VIS to serve as the site for a Town Library. In 1898, the building was opened to the public whereby the Library Trustees leased the building from the VIS for \$1/year. In 1903, the VIS signed over the lease to the Town for the sum of \$1. In tribute to the VIS, a sign still hangs above the entrance to the library "VIS Library 1897". In the fall of 1903, the building was lifted and a basement added. From 1906-1936, the library ran branches in North and South Eastham, mostly in residents' homes.

Electricity was added in 1927, but a toilet was not installed until 1934. An addition in 1961 doubled the usable space. Several other improvements such as an additional toilet, a paved parking lot, the creation of workspace and a children's room in the basement took place in intervening years.

Between 1961 and 1985, the year-round population more than tripled, and in May 1987, the Town approved an appropriation of \$695,000 for expansion and renovation. In July 1988, the 8,632 SF two-story library, designed by Gaffney Architects, provided an adult services level and a lower level consisting of a children's room, meeting room, Eastham Historical Society archives, staff room and mechanical space.

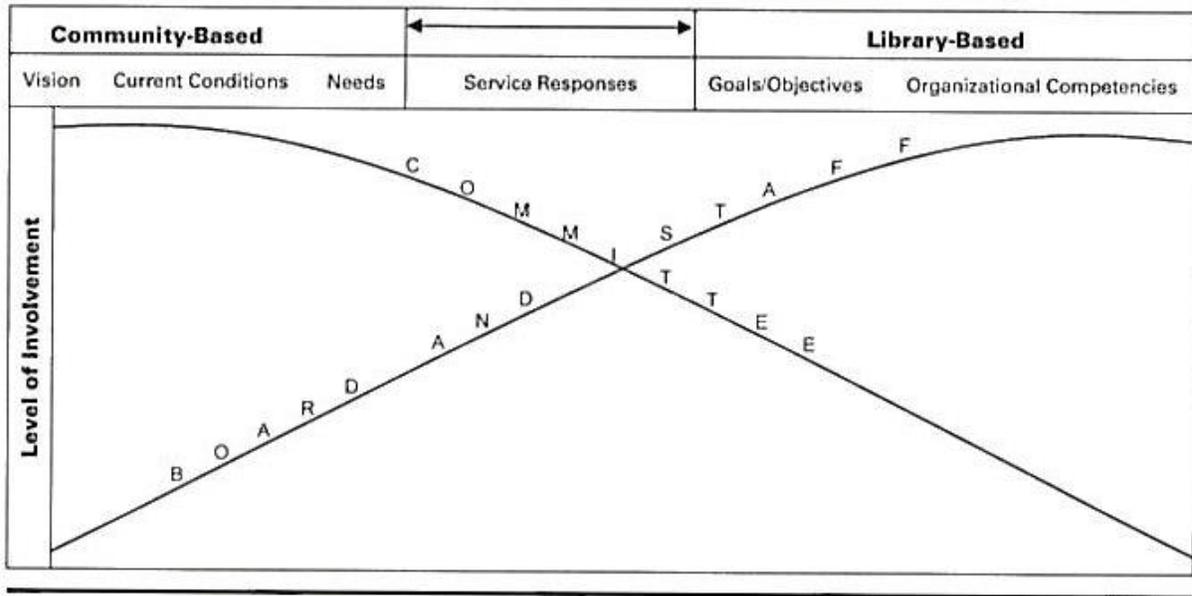
In 2008, the Library Trustees recognized the need for additional space, especially community space and were awarded a \$4.3 million construction grant from the Massachusetts Board of Library Commissioners. At the 2011 Town meeting, Eastham residents appropriated an additional \$4.5 million bond. Working with the Library Trustees and town administration, the Eastham Library Building Fund Inc., ELBFI, a 501 (c)(3), raised an additional \$1 million dollars to provide the "finishing touches".

On November 15, 2016, the new AIA/ALA award winning, LEED Gold certified 17,815 SF library opened. Since then, community support and use of the facility, meeting spaces, collection and programs has outpaced every expectation. The library is now open 45 hours and six days each week. The library has seven permanent staff, 5 floater/monitors and more than 60 volunteers enabling the community's use of the meeting and program facilities to be stretched beyond regular hours when needed.

The Library is governed by a 5-member elected Board of Trustees, governed by Massachusetts General Law and the Town Charter. The 850+ member Friends of the Eastham Library provide support that greatly enhance the Town's operating budget. These funds are used for library materials and fund library programs, including the summer reading program and music series, the highlight of which is the Turnip Festival. The Festival hosts several thousand people on the Saturday afternoon before Thanksgiving.

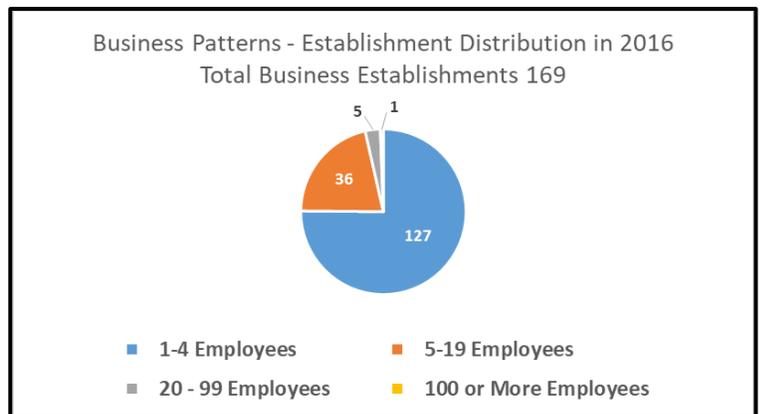
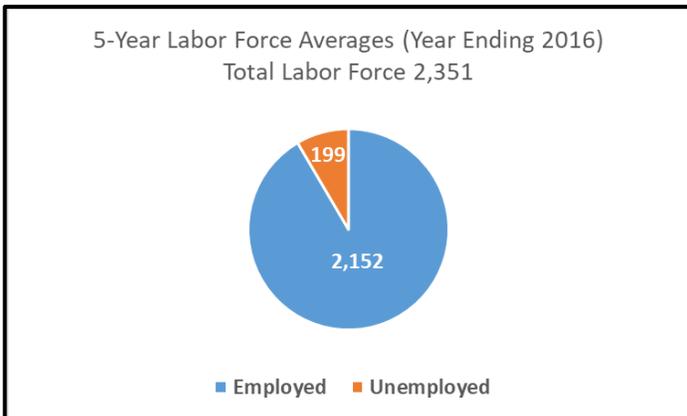
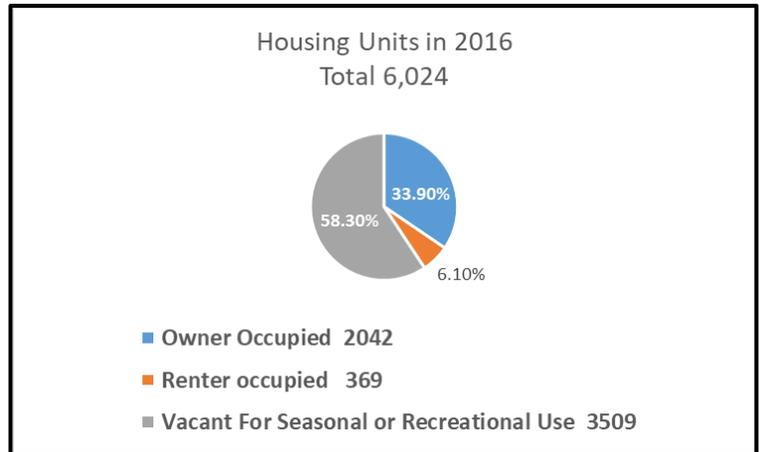
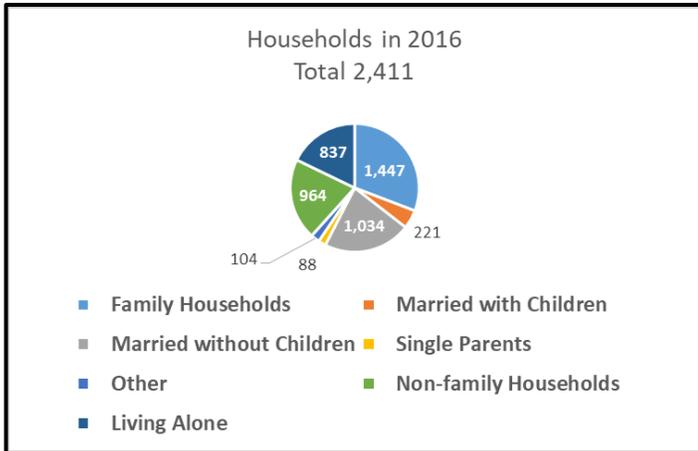
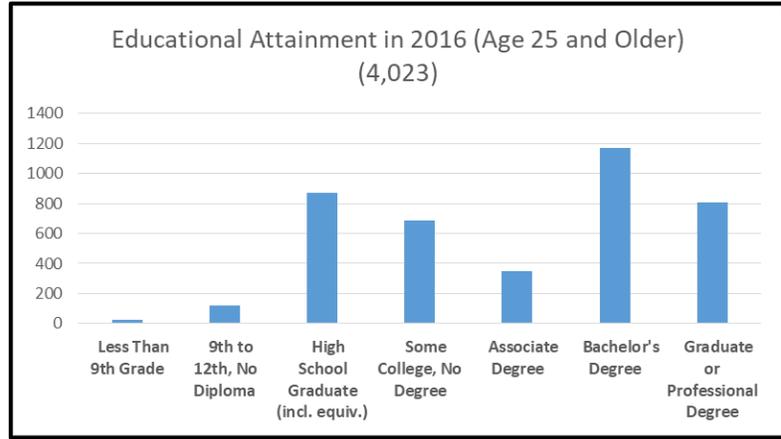
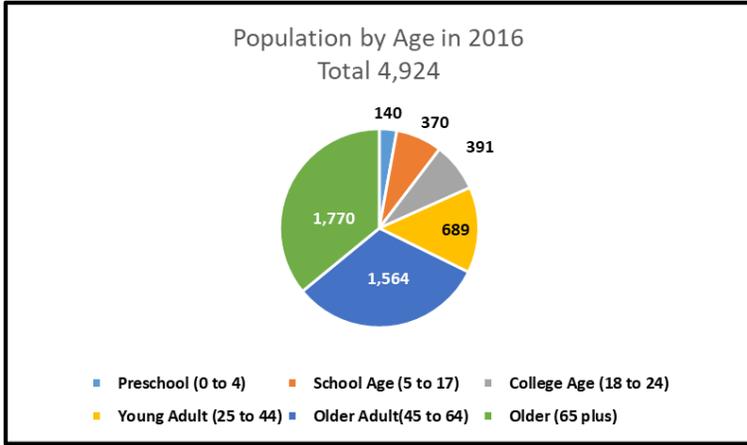
APENDIX III  
 PLANNING RESPONSIBILITIES

**FIGURE 5**  
 Planning Responsibilities

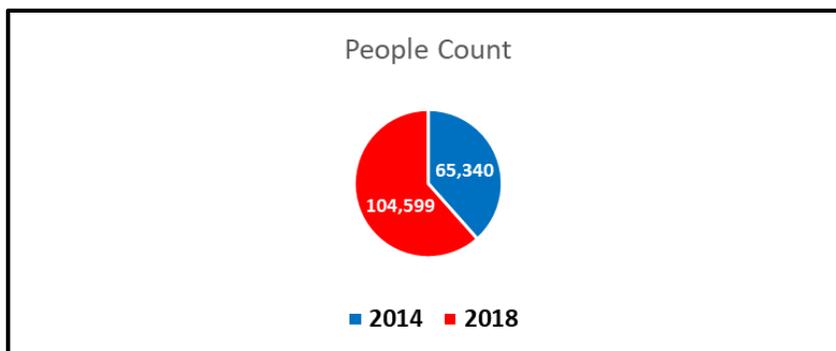
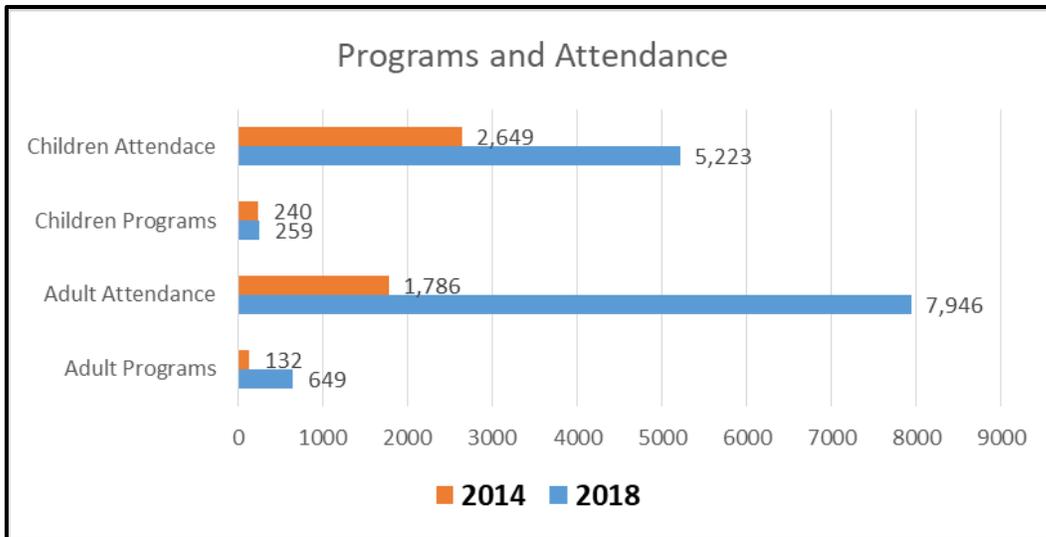
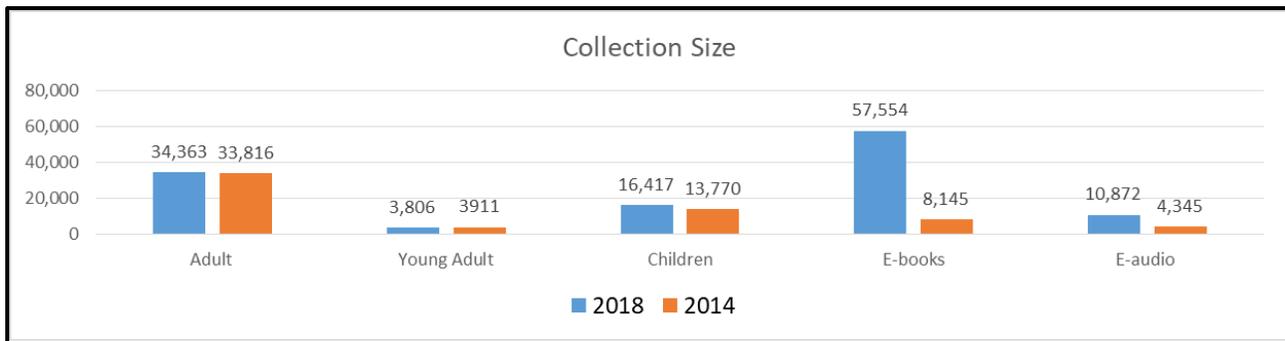
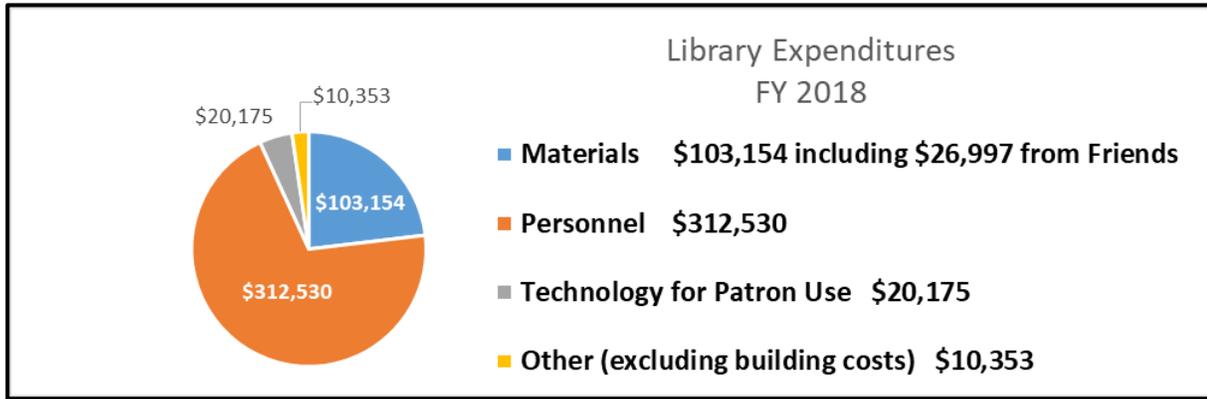


*From: Sandra Nelson, Strategic Planning for Results, ALA 2008*

This chart represents the level of involvement of community-based and library-based participants in planning responsibilities.



APPENDIX V: LIBRARY STATISTICS



## APPENDIX VI VISIONING NOTES FROM PLANNING MEETING #1

### What kind of community do you want to live in?

Eastham Public Library Strategic Planning *Community Planning Committee: April 13, 2019*

*Library Director: Debra DeJonker-Berry*

*Facilitated by Michelle Eberle, Consultant, Massachusetts Library System*

*Documented: April 19, 2019*

Attendees were led through a brain-writing exercise. Participants were asked to write 3-5 responses to this question on post-it notes. *Results are documented on post-its and provided in a separate spreadsheet.* Next, participants worked in groups of 4 to categorize their results by theme and select a word to represent each category. After that activity, the entire committee provided feedback from their breakout groups.

*Themes identified by each group:*

#### Group #1:

- Welcoming
- Diverse
- Engaged
- Affordable
- Safe

#### Group #2:

- Harmonious Diversity
- Family Oriented Community
- Community on the forefront of protecting the environment
- Health and Safety: Services for Young & Old

#### Group #3:

- Preserving Natural Resources/Scale Community
- Education & Learning
- Diversity

#### Group #4:

- Diverse
- Interactive
- Alive
- Safe/Environment
- Unified

#### Group #5:

- Attitude
- Mindset
- Secure

#### Group #6:

- Inclusive
- Effective Communicator
- Safe & Supportive Space
- Accessible Resources
- Beautiful

#### Group #7:

- Safe
- Diverse
- Supportive/Empathetic
- Culture/Creative/Education
- Sustainable

**Committee discussion of main themes:**

- Alive, engaged, creative
- Progressive
- Safe
- Tolerant attitude
- Diverse, unified
- Accessible resources
- Respect for environment, public safety, preservation
- Sustainable, aware
- Scale, multigeneration

**Why is that important to you?**

- We live here. We want to continue to live here.
- It's where we feel safe,
  - ...where we can relax
  - ...where we raise our children
  - ...where we know our neighbors
- We value these things.
- Engaged, connection.
- Diversity is here and not here, such as ethnic and multigeneration.
- Our vision is reflective of our community.

**How is that different than what you see now?**

- Changes: Eastham anchored
- Diversity is not here, have appreciation, multi-generation
- Education: need more, quality lifelong learning
- Polarization: not as unified
- Year round and seasonal

**What are some of the things that need to happen to create that kind of change?**

- Remember that Eastham is part of a broader Cape community.
- Better journalism (polarization)
- Affordable housing
- Available and affordable childcare
- Diversity
- Self-employment (online)
- Internet service
- Schools – opportunities
- Engage younger families
- Public transportation
- More year round – jobs, housing
- Increase health care access (Eastham is medically underserved)
- Town government

## Eastham Public Library Vision Statements

Strategic Planning Committee

April 13, 2019

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*At the Eastham Public Library's Strategic Planning Committee meeting on Saturday, April 13, 2019, a Consultant from the Massachusetts Library System led attendees through a visioning exercise which included a brief meditation followed by asking attendees to write their own vision statement by completing the following: "I dream of an Eastham where..." The responses can be used to inform updating the library's vision statement. Complete documentation of the meeting including the rest of the vision exercise was provide<sup>d</sup>.*

### **Statement written by attendees:**

"I dream of an Eastham where everyone is safe and supported to create, explore, learn, grow and age with the freedom and respect they deserve."

"People of many ages and backgrounds work together to create and enjoy and live in a place that is balanced, healthy, and interesting and changing in positive ways all the time."

"I dream of an Eastham where we have a population that is diverse, multi-generational, and supportive of one another. A place that is rich in culture, can support its citizens and provides needed services to all."

"I dream of an Eastham where the residents are supportive of one another, inclusive and intergenerational. Residents are involved in town events, look to future in educational environmental issues."

"I dream of and Eastham where there is no erosion."

"I dream of the town of Eastham being safe, well-managed, and supportive of the residents, visitors, and staff of the town."

"...the people are engaged with each other, share common interests, and promote them at a thriving community center. Films, music, talks on current events and societal issues that represent all sides of the population."

"where younger people are involved with community decisions."

"I dream of an Eastham where old and young come together. I dream of an Eastham where diversity flourishes and everyone gets a chance to be involved."

"I dream of an Eastham where no one is looked down upon for things they cannot control, where people are judged by what they do, not what they are."

"I dream of an Eastham where community, both young and old, can meet – i.e. "town square" No "North" Eastham – "South" Eastham.

"I dream of an Eastham where we continue to make decisions in consideration of all ages, economics, gender, race, ethnicity and environment."

"I dream of an Eastham where there is appropriate low-income housing – so sorely needed in this town and an atmosphere of caring, sharing and acceptance, with just leadership and volunteerism."

"Generations are welcome to live and work together. Community support to raise young people and older members together."

"...families of all kinds can enjoy the Eastham environment (sea, water, sand) to its fullest."

"I dream of... there's more young families, young people, more diversity of ethnic and racial backgrounds."

"I dream of an Eastham where everyone can realize how they want to live."

"One that preserves natural resources and its history – where people are welcomes to participate in doing that – maintain small town feel – people helping each other and the community."

"I dream of an Eastham where the community strives to make our town an example of how to respect the integrity of the natural environment of Cape Cod as a ...for all future development."

"Ethnically diverse, actively engaged in life-long education/learning enriching entertainment."

"Where the shut ins are able to be in touch with the outside world through books. Where seniors are able to get to the library when they don't drive and feel at home there."

*Documented on April 16, 2019*  
By Michelle Eberle, Consultant  
Massachusetts Library System



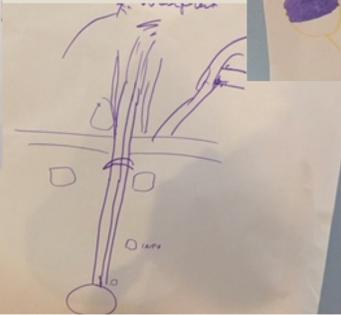
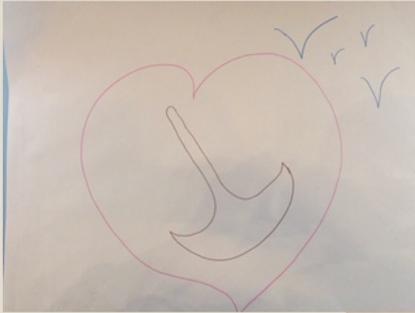
Eastham Public Library  
Strategic Planning  
**Community Vision Sketch Storm**

April 13, 2019  
Facilitated by Michelle Eberle, Consultant  
Massachusetts Library System

## Community Sketch Storm

- Community Planning Committee members were asked to draw a picture that represents their ideal community.
- The committee worked in small groups of 4 people.
- Following the sketch storm, each group reported on what their picture meant to them.

# Vision: Eastham



# Vision: Eastham



## APPENDIX VII PLANNING COMMITTEE SOAR ANALYSIS & NEEDS DECISION TREE

### **Strengths: what we do best**

- People – staff volunteers
- Welcoming tone
- Building
- Hearing/sight loss equipment
- Accessible, easy to use resources
- Art, music programs, exhibits, talks
- Children’s programs
- Community meeting space
- Accepting
- Access to computer, online
- Bridging the digital divide
- Willingness to change hours
- Separate spaces for different purposes

### **Proudest accomplishments in last 2 years:**

- Building
- Gathering place for town
- Listening to the community
- March 2018: Safe Haven
- Comfortable
- Turnip Festival
- Young Adult Section
- Leadership – Deb
- Friends
- Support for special needs adults and homeless

### **Opportunities: how we can meet the needs of our community**

- Gathering place
- Funding, support: grants, data
- Flexible schedules for programs, at night
- New services such as child care
- Connect with high school volunteers to provide childcare
- IKEA playroom
- Develop a 1-2 word definition of the library’s core business
- Technology: at library and in community
- Live stream programs
- Technology buddies (high school/older adults)
- Outreach and communication
- Deliver books to homebound seniors
- Digital age

- Programs for high school and middle school students on film and music, free movies and entertainment, social opportunities
- Supporting people with mental illness (gap), resources for mental health
- Responding to opioid epidemic and health care gaps
- Parking

#### **Aspirations: our hopes and dreams for the future**

- Parking
- Staying up with technology
  - video stream
  - film library
  - educational programs on film creation
  - partnering with teens at high school and middle school
  - staff training
- Connect with history
- Hours (7 days a week)
- Fitting into the larger ecosystem (other organizations, community center, how pieces fit together, collaborate, town planning, strategic plan)
- Access
- Core word=education
- Proactive: build on an engaged, educated, diverse community
- Better communication in community
- Community is proud of library, proud of Eastham
- Coordinate education with the National Seashore
- Programs such as Stop the Bleed
- More funding for programs

#### **Results: what we would like to achieve**

- More people using library
- Diverse programs
- Define the library's core business: create a plan to match staff skillset
- Balance demographics: more young adults
- Create an evaluation tool, community wide, to develop programs
- Inflow of revenue
- Iterative
- Every resident will have a library card
- Literacy
- Survey: users and non-users
- Community Vision Exercise

#### **In what areas can the library have a direct impact?**

*Attendees were asked to dot vote on themes from the vision exercise that they felt the library can have the greatest impact. Following dot voting the committee discussed other community groups that also contribute in each area. These community groups can be partners for the library. Or, the library can inform groups that these areas of need were identified by the Community Planning Committee. The numbers following each theme in parenthesis are how many votes each topic received from the committee members.*

#### **Education/Lifelong Learning/Literacy (21)**

Community Groups: Schools, Seashore, Police, Fire, Council on Aging, Cape Cod Children's Place, Nausett Adult Education, Visitor's Center

**Diversity (11)**

Community Groups: Senior Center, Cape Cod Children's Place, Recreation Department, High School, Chamber of Commerce

**Engagement (10)**

Community Groups: Scouts, Senior Center, OCTV, Chapel in the Pines, Churches

**Creativity (7)**

Community Groups: Senior Center, local theater, Painters Guild, Recreation Department, Creative Arts Center, Cultural Center

**Safety (6)**

Community Groups: Police, Fire, Senior Center, Town, National Seashore, DPW, GSA (Gay Straight Alliance at High School)

**Accessibility (4)**

Community Groups: Nausett Neighbors, Safe Streets, Comcast, Senior Center, Cape Cod Children's Place, Lower Cape TV (closed captioning)

**Sustainable Environment (3)**

Community Groups: Seashore, Town Conservation, Wildcare, Aubobon

**Health (2)**

Community Groups: Council on Aging, Children's Place, Cape Code Navigator, Cape Cod Hospital, Fire, Municipal Health Care, VNA

*Report documented by Michelle Eberle, Consultant, Massachusetts Library System  
Provided 4/19/2019*

APPENDIX VIII  
 STAFF SOAR: PLANNING COMMITTEE PRESENTATION, MEETING #2

Eastham Public Library  
 Planning Committee  
 Meeting #2

Final Service Responses

Debra DeJonker-Berry, Director  
 ddejonkerberry@clamsnet.org  
 May 11, 2019

Planning Committee - Agenda

- Where we are now: Review of the 1<sup>st</sup> Planning Committee meeting
- Thoughts since our 1<sup>st</sup> meeting
- Staff Review of the Service Responses: Staff SOAR Analysis
- 11:00 AM ~ Break
- Further Discussion of Service Responses
- Selection of Final Service Responses in priority order
- What Next?
- Adjourn & thank you

Staff Values Statement

What do we value?

- What is really important to us? Patrons, community, collaboration, staff cohesiveness, reputable information
- "You get something for nothing" - we pay lots of money for lots of things, and none of them are any more valuable than what libraries give away
- Explore multiple viewpoints. When I browse the stacks, or participate in a book club or film group, I branch out to other people's choices of literature that I never would have known about
- "School yourself." As a student, from grammar school to MLSIS, things I learned "because I had to" sparked ideas that instructors and fellow students had no interest in. Libraries allow me to go on a tangent and learn what I really want to learn.

Library Service Responses from  
 "Strategic Planning for Results" by  
 Sandra Nelson, 2008

Learn Beloved Cities: Local, National, and World Affairs	Learn to Read and Write: Adult, Teen, and Family Literacy
Build Successful Enterprises: Business and Entrepreneurship	Make Career Choices: Job and Career Development
Celebrate Diversity: Cultural Awareness	Make Informal Decisions: Health, Wealth, and Other Life Choices
Connect to the Online World: Public Internet Access	Satisfy Curiosity: Lifelong Learning
Create Young Readers: Early Literacy	Stimulate Imagination: Reading, Viewing, and Listening for Pleasure
Discover Your Roots: Genealogy and Local History	Succeed in School: Homework Help
Empire Creativity: Create and Share Cultural	Understand How to Find, Evaluate, and Use Information: Information Literacy
Get Facts Fast: Ready Reference	Visit a Comfortable Place: Physical and Virtual Spaces
Know Your Community: Community Resources and Services	Welcome to the United States: Services for New Immigrants



## Staff SOAR Analysis

### Strengths

- What we do best
- What makes our library unique?
- What do we excel at?
- What do we value most about the library?
- What is the library's greatest achievement over the last year or two?

## Staff SOAR Analysis

### Opportunities

- Set of circumstances that make it possible to do something
- What are our stakeholders asking us to do?
- How can we meet the needs of our patrons and community?
- What trends could work in our favor? How can we best partner with others?
- What possible new services, resources or programs? Are there any gaps we can fill?

## Staff SOAR Analysis

### Aspirations

- Our hopes and dreams for the future
- What do we want to achieve in the future (5 years)
- What do we care deeply about? What is our most compelling aspiration?
- Can we/our library make a difference in the community?

## Staff SOAR Analysis

### Results

- What would we like to achieve
- Considering our strengths, opportunities and aspirations, how will we know that we are succeeding?
- What measures will indicate we are on track to achieving our goals?
- How will we know when we've achieved our goals?

## Be an informed Citizen: Local, National and World Affairs

### Strengths & Opportunities

- Meeting space/technology for community groups & programs, brings everyone in
- Good balance of books – left/right. Access to local & regional newspapers (paper & electronic)
- Patron informed choices, patron input into acquisitions
- Staff/Board/Friends/Committees/Volunteers Links to Community – Good communication amongst them
- Staff are neutral, can engage with community
- Flexible/Responsive: Increased hours, listen to community – Outreach Librarian
- Connections to other libraries – in-service
- Good budget support. Community has worked hard to get to where the library is
- Educated, Active, Cohesive, Responsible Community
- Community Partners
- LowerCape TV

## Be an informed Citizen: Local, National and World Affairs

### Aspirations/Results

- Library outreach is effective: Staff listen, invite and expand services to more and more patrons
- More transparent to community: better communications for understanding our services, policies & what we offer (programs, print and online materials)
- Better parking & transportation – Complete streets (Access to programs)
- Live-streaming
- Patrons understand what the library card offers (patrons come from diverse geographic areas)
- Impartial, non-judgemental approach to politics
- Patrons feel their plate is full – no perceived lack of anything (survey results)
- Community is knowledgeable about their views based on facts
- Offer new kinds of programs “soft programs” – facilitation of walk-in, self-directed “do it yourself” programming (youth)
- Deep pocket for new kinds of programming, online programming
- Patrons get what they ask for – books and beyond
- Have an organized way to keep track of what other organizations (schools, COA, Seashore, other libraries) are doing

## Build Successful Enterprises: Business and Nonprofit Support

- Business owners and nonprofit organization, directors and their managers will have the resources they need to develop and maintain strong, viable organizations

## Build Successful Enterprises: Business and Nonprofit Support

### Strengths/Opportunities

- New business owners come here to develop business “sense of place”
- Use of Library meeting space. “Office hours” for non-profits and information programs that are broadcast to broader community
- Respite from working at home
- Know people in community
- Turnip Festival
- Bulletin boards, community binder, resource clearinghouse
- Soft, passive programming
- We say “Yes”
- Brochures to realtors (for summer rentals)

## Build Successful Enterprises: Business and Nonprofit Support

### Aspirations/Results

- Clearinghouse: More partnerships with people – rent rooms (housing), available services
- More partnerships (churches)
- Businesses/Non-Profits know we are a clearinghouse, place to meet
- Have relationships with community groups
- Incubator
- A place for networking, partnerships & new programs

## Celebrate Diversity: Cultural Awareness

- Residents will have programs and services that promote appreciation and understanding of their personal heritage and the heritage of others in the community

## Celebrate Diversity: Cultural Awareness

### Strengths/Opportunities

- Library collection-expanding collection of travel books
- Eastham 400 Planning Group
- Space for programming
- Staff, neutral, non-judgemental
- Monthly displays (example, Asian books, Pacific Island Culture month)
- Networks: Connections with libraries, cultural centers
- Networks: Office hours: Homeless Prevention (economic, social diversity)
- Opportunity for more programs, partnerships, more trust & risk-taking
- Partner with patrons who share their own cultural experiences (travelogues)

## Celebrate Diversity: Cultural Awareness

### Aspirations/Results

- Have a sense that groups look at the library as their home, a safe place
- Library offers authentic experiences
- Library staff are trusted
- Library and community are willing to learn, shed inherent biases
- Town & library staff are more diverse. Community is more diverse
- We use resources to attract diversity, hiring is more diverse, in-service trainings
- Have developed a state of mind that is accepting

## Connect to the online world: Public Internet Access

- Residents will have high-speed access to the digital world with no unnecessary restrictions or fees to ensure that everyone can take advantage of the ever-growing resources and services available through the internet

## Connect to the online world: Public Internet Access

### Strengths/Opportunities

- Library's Technological Resources, after-hours use
- Dynamic Technology: Patrons, Volunteers empowered, ADA
- Responsive (ELBFI support)
- Promotion: Public knows the library has these resources
- People seem to use the "I'm a dinosaur" less. More willing to try
- Take advantage of young people-ask for help. Give them the stage
- Empower the unempowered: Yes you can
- More equipment available for loan (wifi hotspots)
- Help who aren't connected – Never too late to get into the game

## Connect to the online world: Public Internet Access

### Aspirations/Results

- Maintain a balance – ok to be non-digital
- Full-time Tech Librarian for staff/patron needs
- Digital publicity-less paper. In-house signage can be overwhelming
- Publicity-more focused on today (...forest for the trees)
- Digital signage
- Reach out to un-connected school children
- Know community availability – bridge gaps that exist
- Simplified, visually informed
- Patrons are independent, confident, using devices, catalog, etc

## Create Young Readers – Early Literacy

- Children from birth to age five will have programs and services designed to ensure that they will enter school ready to learn to read, write and listen

## Create Young Readers – Early Literacy

### Strengths/Opportunities

- Programatic Partnership with schools
- Staff/Volunteers (Education background)
- Collection
- Core Mission: Community not person. Builds relations, teaches responsibility, access, options
- Library space adapts to needs of families
- Library is connector to opportunities (Ikea, child care, programs)
- Screened porch off of children's area

## Create Young Readers – Early Literacy

### Aspirations/Results

- Realistic aspiration-how can a library be sure children read by school?
- Teachers have more time
- Connected to Schools-Libraries coordinate with their priorities
- The Library respects teacher's territory and priorities
- Core Mission is understood. Library is about the community not the person. Builds relations, teaches responsibility, access, options
- Community understands what the library can do
- Library is connector to opportunities (Ikea, child care, programs)

## Discover Your Roots: Genealogy and Local History

- Residents and visitors will have the resources they need to connect the past with the present through their family histories and to understand the history and traditions of the community

## Discover Your Roots: Genealogy and Local History

### Strengths/Opportunities

- Prominently displayed local history collection to borrow
- Offer a diversity of programs, large & small (2020, Pines, Vets Day, Road Show)
- Eastham Room (and collection)
- Substantial portion has been digitized and is online, oral histories
- Historic place
- Many partners
- Outreach & training

## Discover Your Roots: Genealogy and Local History

### Aspirations/Results

- Collaboration
- Sustainable, modern, digital
- Community knows public value of collection
- Policies (heavy in staff time, fragility of material, gifts)
- Published hours (for access to collection, staff assistance)
- Statistics: Number of people using collection

## Express Creativity: Create and Share Content

- Residents will have the services and support they need to express themselves by creating original print, video, audio or visual content in a real-world or online environment

## Express Creativity: Create and Share Content

### Strengths/Opportunities

- Programs: bookmaking, pop art, repurposed book art, key project
- Local talent
- Collection
- Collaborations: Grants such as the lee – painting in retirement
- Exhibits, displays, student concerts, musicians, student murals, art committee
- Turner bulletin board - WOMM For every chapter in your life
- Turnip Festival (windows at NRHS)
- Honor the individual hand – what we bring to the table
- Upward curve- not overwhelmed-online application process, window of opportunity
- Good relationship with Elementary School and teachers
- Work with existing creative community

## Express Creativity: Create and Share Content

### Aspirations/Results

- Music and Adult Programming Committees will channel local input effectively
- More opportunities for writers and poets
- More mixed-media
- Support for hearing and visually impaired-microphones & ADA equipment are regularly used
- Safe place with legitimate boundaries for patrons – public purpose
- Web-site is more attractive with more local content

## Get Facts Fast: Ready Reference

- Residents will have someone to answer their questions on a wide array of topics of personal interest

## Get Facts Fast: Ready Reference

### Strengths/Opportunities

- GOOGLE without ads
- Training, teaching
- Low-tech: shelf teasers, clear signage
- No reference collections – take books home
- Patrons want it now – good collection to borrow from
- Reference work is a way of life – follow up emails
- On the spot reference
- Staff neutral

## Get Facts Fast: Ready Reference

### Aspirations/Results

- Patrons understand some things take time – questions need to be evaluated and researched
- Staff know what is going on in the library and aroundtown

## Know Your Community: Community Resources and Services

- Residents will have a central source for information about the wide variety of programs, services and activities provided by community agencies and organizations

## Know Your Community: Community Resources and Services

### Strengths/Opportunities

- Google
- Web-site
- Safe building
- Port in a Storm
- Volunteers/Staff are connectors: Know who to call
  - Town Staff, Boards, organizations
  - Meeting Room connectors

## Know Your Community: Community Resources and Services

### Aspirations/Results

- People know to come to the library
- Everyone spreads the Word - Word of Mouth Marketing

## Learn to Read and Write-Adult, Teen and Family Literacy

- Adults and teens will have the support they need to improve their literacy skills to meet their personal goals and fulfill their responsibilities as parents, citizens and workers



## Learn to Read and Write-Adult, Teen and Family Literacy

### Strengths/Opportunities

- Honor Society (NHS) uses library to tutor
- Students use Library as study hall
- Dennis Library tutors ESL
- CCCC
- NHS May tour - see library as a resource



Learn to Read and Write-Adult, Teen and Family Literacy

Aspirations/Results

- Library offers space and programs for teens
- Library is seen as place that tries, experiments: Older people reading to young
- Firebirds reading to kids
- Teens regularly hang out – contribute to programming & policy
- Test kitchen for programs

Making Career Choices: Job and Career Development

- Adults and teens will have the skills and resources they need to identify career opportunities that suit their individual strengths and interests

Making Career Choices: Job and Career Development

Strengths/Opportunities

- Community Binder/Bulletin Board
- Continually welcome new people
- Career is a strong word
- Awareness of need for public transportation
- Partnerships
- Resume writing program
- Use library for job seekers & companies – JobFair

Making Career Choices: Job and Career Development

Aspirations/Results

- In this fragile economy, jobless have alternatives, ways to cope
- Library as a partner

## Make Informed Decisions: Health, Wealth and Other Life Choices

- Residents will have the resources they need to identify and analyze risks, benefits and alternatives before making decisions that affect their lives

## Make Informed Decisions: Health, Wealth and Other Life Choices

### Strengths/Opportunities

- Collection: Books, magazines, online databases
- Programs: monthly nurse, Navigator, Homeless Partnership, Over-eaters...
- Programs: Various series: Food & Film, Civic, Safety
- Partners
- Sustainability

## Make Informed Decisions: Health, Wealth and Other Life Choices

### Aspirations/Results

- Library continually responds to interest and external needs of community with programs and collection
- Library staff continually listen to the community to help
- Library partners with providers
- Library provides online courses, access to webinars

## Satisfy Curiosity: Lifelong learning

- Residents will have the resources they need to explore topics of personal interest and continue to learn throughout their lives



Satisfy Curiosity: Lifelong learning

Strengths/Opportunities

- Collection, Staff, Community
- Responsive-less academic, free of limitations
- Many innovative examples -MOBY kits
- Programming clearly defined, many series
- Cooperate with Orleans Lifelong Learning

Satisfy Curiosity: Lifelong learning

Aspirations/Results

- Patrons are well informed of programs and opportunities through the library
- Patrons have good advanced notice of programs
- Programs are what learners want
- Programming Committee taps into outside opportunities
- Community regularly provides input (surveys, Project Outcome, program proposals)
- Staff have good data to address patron interests
- Programs are developed based on community needs, wants
- Programs are non-judgemental (ukelales are ok)

Stimulate Imagination: Reading, Viewing and Listening for Pleasure

- Residents who want materials to enhance their leisure time will find what they want when and where they want them and will have the help they need to make choices among the options

Stimulate Imagination: Reading, Viewing and Listening for Pleasure

Strengths/Opportunities

- Volunteers/staff are well-read; do a good job at readers advisor
- Strong collection, strong budget, many formats
- Staff listen and respond to patrons (collection purchases)
- Special displays including Staff & Patron Picks
- Library partners with groups for programming and purchases
- Book clubs
- Author talks, film discussions, food & film
- Activities designed to stimulate imagination-Dances, COA food prep class

## Stimulate Imagination: Reading, Viewing and Listening for Pleasure

### Aspirations/Results

- Library is first stop for...patrons finding what stimulates their imagination
- Library is a place where people come to read, view and listen
- Patrons have minor wait times for what they want, if at all
- Patrons enjoy streaming as well as coming to the library to borrow material
- Patrons are aware of and use the many library systems available to them (Commonwealth Catalog, Overdrive, fReegal, Tumblebooks)
- Patrons know the library will get what they ask for (Amazon...)
- Library creates content to stimulate imagination (Facebook to create Giant Great Blue Heron puppet)

## Succeed in School: Homework Help

- Students will have the resources they need to succeed in school

## Succeed in School: Homework Help

### Strengths/Opportunities

- Staff, volunteers, students, parents, teachers
- Materials (books, pens, pencils, equipment)
- Meeting space
- Exhibit space
- Outreach to NRHS

## Succeed in School: Homework Help

### Strengths/Opportunities

- Basic equipment (Xerox, printers, pencils, pcs) is available to students to support learning & presentation
- Students use library meeting spaces and equipment to study, collaborate and present programs
- Library open off-hours for AP testing, etc
- National Honor Society tutoring is regularly held
- Teens provide Tech Support to seniors
- Teens tour the library at the beginning of the school year
- Non-competitive (student curated art shows, art, writing exhibited)
- Parent groups, school groups
- STEM programs

## Understand How to Find, Evaluate and Use Information: Information Fluency

- Residents will know when they need information to resolve an issue or answer a question and will have the skills to search for, locate, evaluate and effectively use information to meet their needs

## Understand How to Find, Evaluate and Use Information: Information Fluency

### Strengths/Opportunities

- Staff, volunteers, community members, partners
- Programs
- Staff one-on-one sessions with patrons
- Interactions at Circulation Desk

## Understand How to Find, Evaluate and Use Information: Information Fluency

### Aspirations/Results

Through one-on-one, programs and the web-site, staff help patrons learn how to:

- evaluate information for accuracy
- use equipment and resources
- understand copyright
- reserve books, museum passes, meeting rooms

- Volunteers are trained to model the many free useful databases (Amazon, Google are easy and convenient but...)
- Patrons are confident and independent

## Visit a Comfortable Place: Physical and Virtual Places

- Residents will have safe and welcoming physical places to meet and interact with others or to sit quietly and read and will have open and accessible virtual spaces that support networking

## Visit a Comfortable Place: Physical and Virtual Places

### Strengths/Opportunities

- Library belongs to the Town
- Building, light, seating, special spaces, port in the storm
- Welcoming
- Flexibility/Responsiveness (Receptacles in ladies room)
- Puzzles, crosswords, fireplace
- Reading garden (possibility of programs in reading garden)
- Opportunities for improvement: better web-site, better control of HVAC, quiet areas, consistently clean rest rooms

## Visit a Comfortable Place: Physical and Virtual Places

### Aspirations/Results

- Patrons have a comfortable, enjoyable experience at the library
- Better online resources – web-site and databases easy to find/use
- Physical property/outdoors properly maintained
- Staff work area is enclosed
- Staff have time for training, workshops (conference phones, equipment)

## Welcome to the United States: Services to New Immigrants

- New immigrants will have information on citizenship, English Language Learning, employment, public schooling, health and safety, available social services, and any other topics they need to participate successfully in American life

## Welcome to the United States: Services to New Immigrants

- Strengths/Opportunities/Aspirations/Results
- Small Conference Room
- Partners (Dennis Library – ESL)
- Staff aware of available resources

Break...

Service Responses – Further Discussion

**Library Service Responses from  
“Strategic Planning for Results” by  
Sandra Nelson, 2008**

- |   |  |
|---|--|
| Be an Informed Citizen: Local, National, and World Affairs  | Learn to Read and Write: Adult, Teen, and Family Literacy                  |
| Build Successful Enterprises: Business and Entrepreneurship | Make Career Choices: Job and Career Development                            |
| Celebrate Diversity: Cultural Awareness                     | Make Informed Decisions: Health, Wealth, and Other Life Choices            |
| Connect to the Online World: Public Internet Access         | Stimulate Curiosity: Lifelong Learning                                     |
| Create Young Readers: Early Literacy                        | Stimulate Imagination: Reading, Viewing, and Listening for Pleasure        |
| Discover Your Roots: Genealogy and Local History            | Succeed in School: Homework Help   |
| Express Creativity: Create and Share Content                | Understand How to Find, Evaluate, and Use Information: Information Fluency |
| Get Facts Fast: Ready Reference                             | Visit a Comfortable Place: Physical and Virtual Spaces                     |
| Know Your Community: Community Resources and Services       | Welcome to the United States: Services for New Immigrants                  |



Service Responses – Dot Exercise...

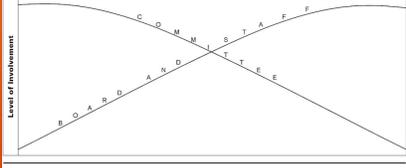
### Library Service Responses from "Strategic Planning for Results" by Sandra Nelson, 2008

Be an Informed Citizen: Local, National, and World Affairs	Learn to Read and Write: Adult, Teen, and Family Literacy
Build Successful Enterprises: Business and Self-Start Support	Make Career Choices: Job and Career Development
Celebrate Diversity: Cultural Awareness	Make Informed Decisions: Health, Wealth, and Other Life Choices
Connect to the Online World: Public Internet Access	Satisfy Curiosity: Lifelong Learning
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Get Facts Fast: Ready Reference	Visit a Comfortable Place: Physical and Virtual Spaces
Know Your Community: Community Resources and Services	Welcome to the United States: Services for New Immigrants



### Next Steps - Planning for Results

- 2 meetings of planning committee
  - Recommend 3 Service Responses
- Staff updates
- Check in with Board – Approve each step of way
- Director & Board Write Goals/Objectives – Staff Input
- Staff write activities
- Plan done this summer

Community Based			Library Based		
Vision	Current Conditions	Needs	Service Responses	Goals/Objectives	Organizational Competencies
					

Thank you....

*The Eastham Public Library – For Every Chapter of Your Life*

# Eastham Public Library

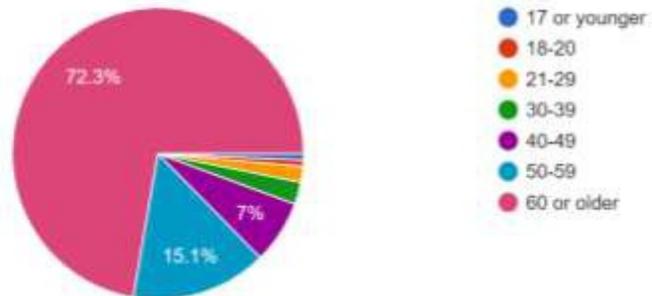
## Strategic Planning Survey Results

FY 2019 –FY2023  
April 2019

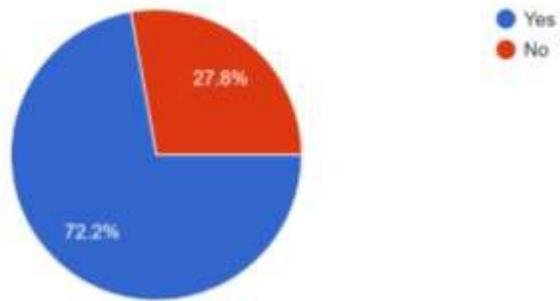


285 Responses

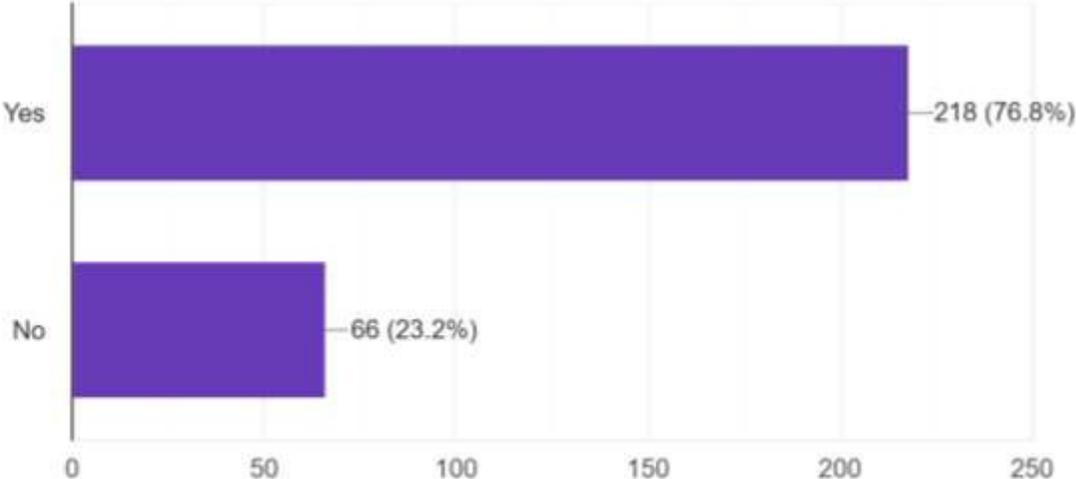
What is your age?



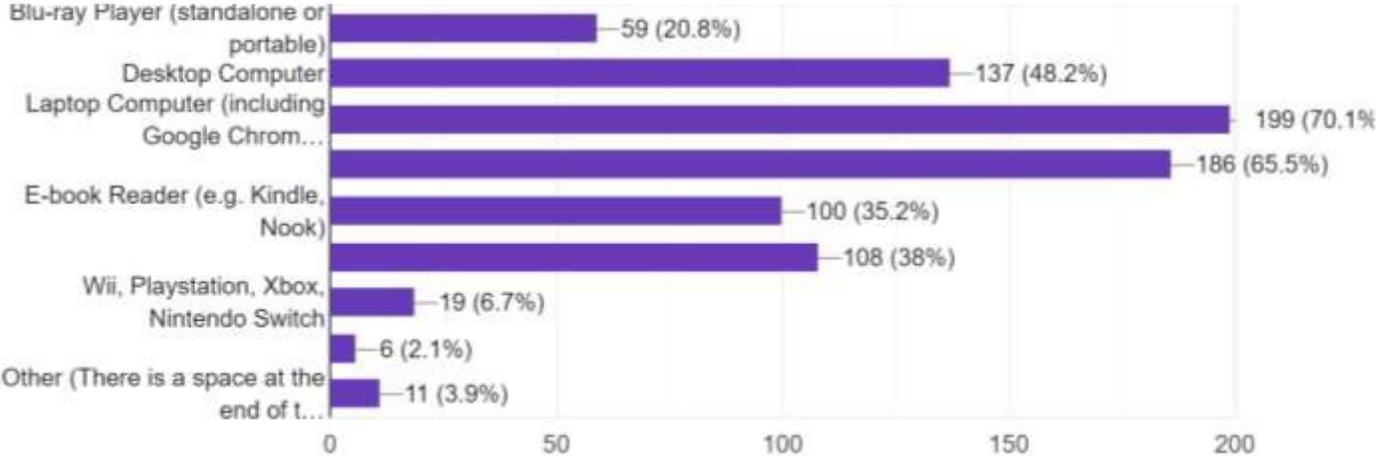
Are you a full time Eastham resident?



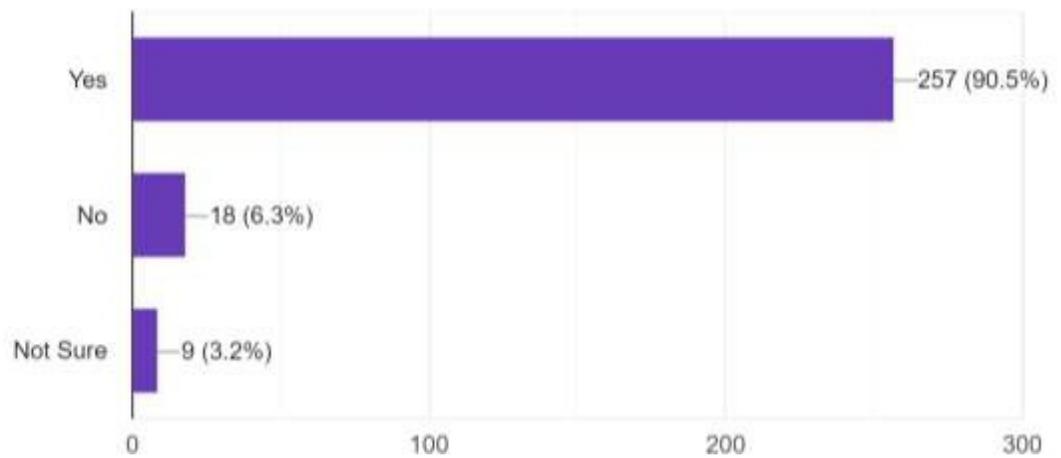
Did you know you can download free eBooks, audiobooks, music and magazines from the library?



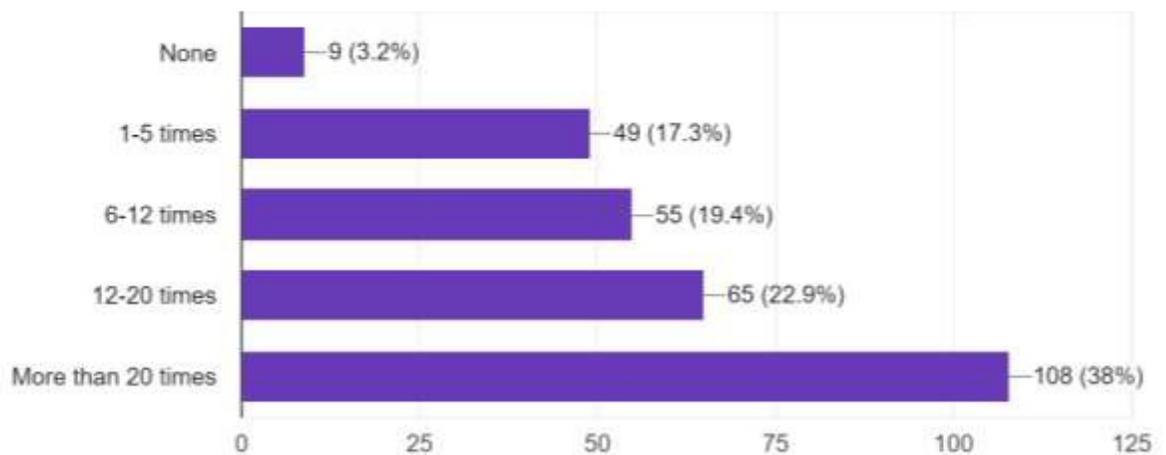
Which of the following electronic devices do you use? (Please select all that apply.)



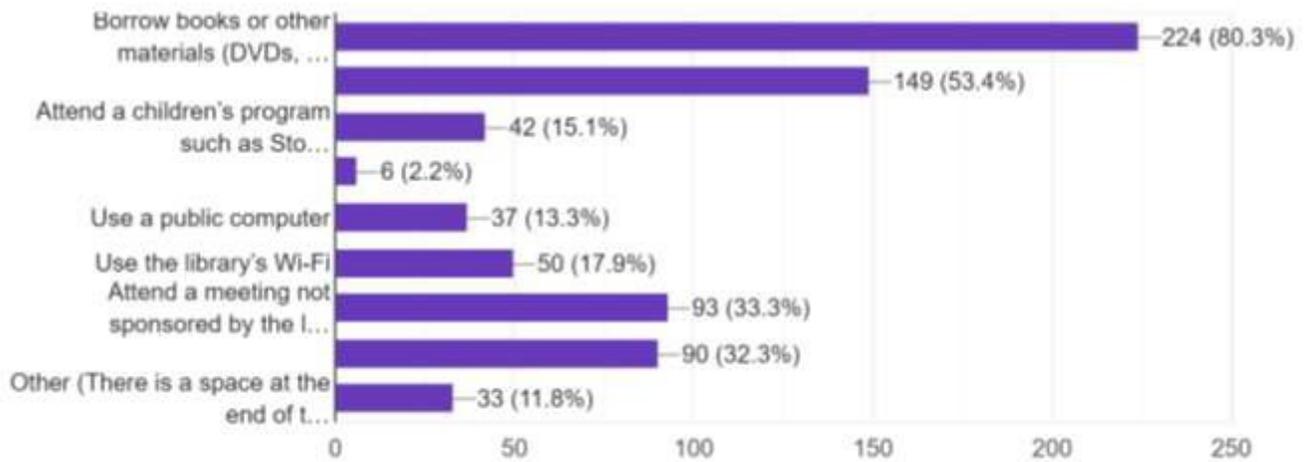
Do you currently have an Eastham Public Library card?



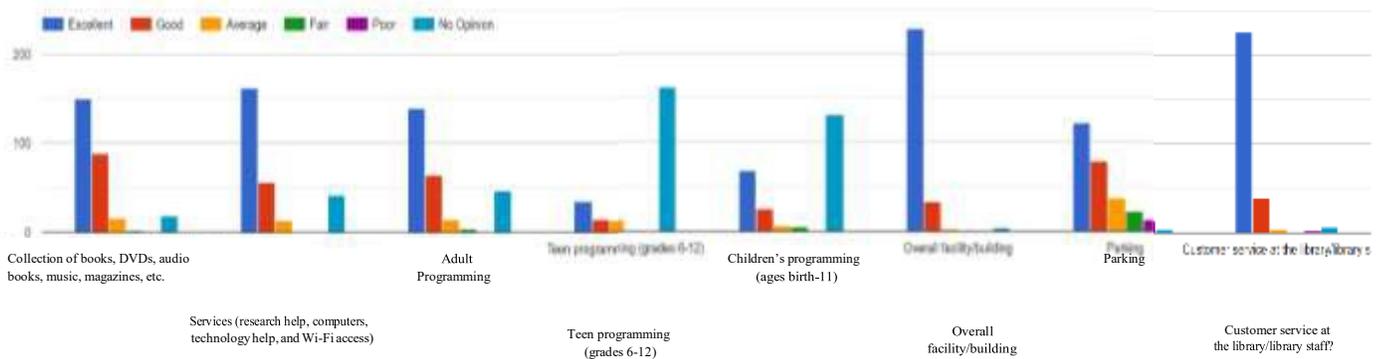
In the last 12 months, how many times did you visit the Eastham Public Library?



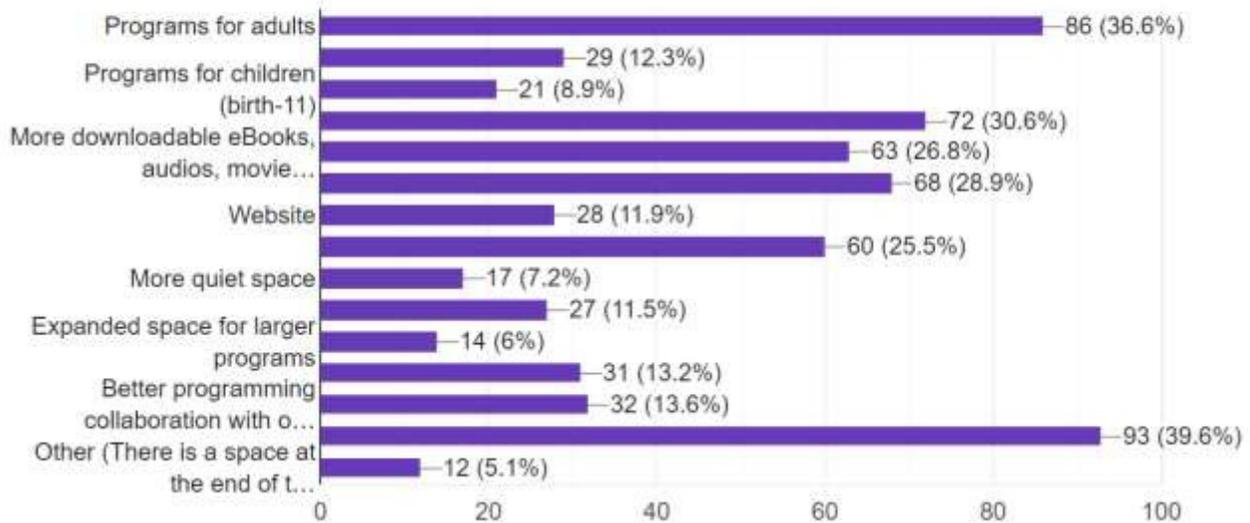
## If you visited the library in the past 12 months, what was your reason for visiting? (Check all that apply.)



## How would you rate the Eastham Public Library's...

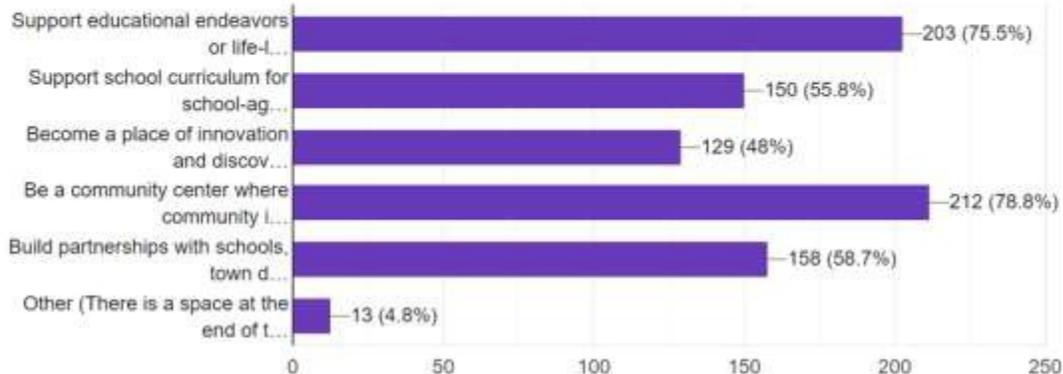


If the library could do anything to improve your library experience, what would it be? Check all that apply.



The Eastham Public Library has put together a Community Planning Committee to prioritize what the library should focus on in the next five years. What do you think the priorities should be? Check all that apply.

269 responses



## For questions in which you selected "Other," please explain.

49 responses

my visit to the library was to donate books and view art

I participated in the exhibit "Painting in Retirement".

I also come in to the library to volunteer!

Came to see the model ships displayed

Use printer, copier and fax

Foreign language classes

Art exhibits aren't mentioned.

Staff and volunteers. They should be the number one priority. They provide the gateway for library patrons. Whatever else we invest in, the staff need the resources and training to continue the high quality services we currently enjoy.

I've used the copying machine.

Please continue being a forum for displaying Artwork and Music Performances

Offer space/coordinate professional or volunteer support for adult education classes such as ESOL or computer technology-related workshops/shortcourses for seniors (e.g., photoshop, adobe illustrator, Office 365, apps, etc); expand number of public computers available (set up a computer lab).

Friends of Eastham library meetings

Educational programs that help elders manage existing technology as it changes.

Provide FULL service during storms and electrical outages

I am transitioning from part time to full time resident in Fall of 2019, when I will be making much more use of library as I currently do in Connecticut.

One area to consider expanding is full state coverage of on-line book services instead of only getting books from Cape libraries. My Ct. library state wide book service is "LION"

I drive folks to the Library; winter time entertainment

I would like to see a better book collection. I still come mainly for new books.

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I also volunteer several hours a week in the children's room.

I request most of my reading through Clams... so to be able to draw from many libraries is essential & WONDERFUL, & the Eastham staff is great & the architecture is beautiful, I always feel uplifted when I enter this building & couldn't be happier with this public resource!!!!

More movies and organize movies by genre (better for browsing) rather than alphabetical (better if you know what you want)

I have visited to help at volunteer events and to buy books that are for sale.

You should have smart phone listed as option for devices. I would like to see far more audio books. You should also clarify "visit library." I am often on the website but never step into the building.

Visited to admire the art exhibit

iPhone

More copies of popular books so the wait time isn't so long... ebooks or hardcover

1. Cell phone is an electronic device;
2. Kids programs are great, but working parents can't access them when majority are during work hours

Library use is for reading materials I cannot afford to subscribe to. Need "How to" technology classes. 10. provide meeting spaces for groups

copier with better instructions

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Expand non fiction offering-particularly history and travel

Browse sale books, view art. More art books needed.

IPHONE, MORE BOOKS, more free magazines.

The library is uniquely positioned to promote civic responsibility and engagement. Efforts to do so and to find ways to bring the community together would be terrific.

More rooms for small meetings or individual study

DVD player

bring children age 3-6 to the library

Other devices: smart phone for all my downloading and reading

I use a Samsung smart phone-get Wowbrary updates etc/

More actual books and space to explore books. Older, classic authors, I dont feel like books are a priority.

In addition to checking out books and using the library to work I also like to purchase books in the space that was the former library

I also use a smart phone and wifi hotspot.

I am an employee- I think the library is fantastic- even if I didn't work there, I would love it

I read the New York Times daily.

Need more CDs and movies-more "educational history movies"

book collection-excellent. DVDs and music-average. Parking should not be for wifi use-only those using the library.

Attended library committee meetings.

More media, like movies and music cds.

I live in Wellfleet-have an Eastham Library card-use copies of puzzles

Read magazines I don't have at home

Collaborate more with local young families for enhancing off season lifestyles on the cape. Offer additional programming and community resources during school vacation week for toddler and preschool age children and open the facility on Mondays in winter months please! We LOVE eastham Library! thank you!

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increase parking

## Please add any additional comments that you may wish to make.

61 responses

I have attended programs at the Orleans, Truro and Wellfleet libraries this year. They offer music groups of which I am fond and also had classes which were interesting and appealing to me. I like the fact that Snow Library has classes that are economical and varied. I'm very happy with the large and small meeting rooms for outside groups. I am interested in programs regarding social justice.

The staff is wonderful!

The parking lot is so grossly inadequate - increased parking must be addressed.

Huge waste of money... we did Not need such a huge facility for our small town!

As a Elementary school teacher, I feel blessed to have a summer library sanctuary. I always feel welcome and supported at Eastham's library. Thanks for all you do to make it such a rich and comfortable learning space for so many!

I will be a full time resident in the future and am very interested in the continued development of the library. From what I know this far, wonderful things happen at the library. In the nearer term, having a quiet place to work while in town has been my current usage.

I'm so proud to have such a beautiful library. Thank you for all the hard work it took to make this happen for myself, my four children, and my town!

I miss the summer book "rental" program. The new alternate program is generally lacking in best sellers, etc. the same books seem to be a mainstay on the shelves. Return the rental system at least for the summer season.

The best library ever!

I am amazed by our excellent library. I think the first and strongest asset is the staff and volunteers. We need to invest in the resources that make the staff jobs manageable and working conditions attractive. We need to invest in volunteer recruitment, screening, training and retention. I see the staff and volunteers as the heart of our community. Especially since Eastham lacks a downtown in the New England sense of "town center", the beautiful building, its location near the green and next to the Chapel and the talented hard working welcoming people I find there have become the heart of Eastham for me.

I borrow from the digital book collection and read books on my iPad more than any other service at our library. I understand the cost of digital books for library use is high. But for me this really is a valuable resource and brings me great pleasure.

I Love the Eastham Library! The architectural design is noteworthy and enhances the patron experience. The only concern I have is that hard soled shoes echo loudly on the the beautiful hardwood floors, including the staircase. My little black sandals caused quite a clamor. :-)

Incorporation of natural light/utilization of natural setting was a successful element in renovation; windowless rooms in libraries are absolutely dire. Skylights and solar panels should be part of any future expansion.

Small parking lot problem is exacerbated by prioritizing spaces for green vehicles.

EPL should look into online learning programs like those offered to public libraries by Gale: <https://education.gale.com/l-amhe36057/>

We won't be full time residents until September 2019, so we have not spent much time enjoying the library. But are looking forward to spending lots of time there soon!

For my current library in Connecticut I make great use of on-line book selections.

I love my library! Wish there were more travel books( like Fodors)

I have a a-phone

A wonderful place! More current fiction

The new library is wonderful. I am a part time resident and I stop by every time I am in Eastham.

I think our library does most of these very wel. Keep up the great work.

The new library is a fantastic town addition. However, noise seems to carry throughout the building making it difficult to concentrate on reading and other tasks. The old library had quiet corners that seemed dead to overall noise. Also the absence of children's level entrance also adds noise. I don't expect the library to be a tomb but there should be an area where one could avoid disruptions.

The Eastham Library already has the priorities well in hand.

We are new residents to Eastham. Ages 46, 21, 17, 9 and 2 yrs old. Are their play groups and teen groups? Parenting classes?

Opps, please see response just above under other ....

The building is already too small for the book collection (i.e. 700s, large print, Cape Cod Collection, picture books. More shelving or more weeding needs to be addressed.

More live classical music concerts would be nice

My family are big believers in libraries. I have used the Eastham library since I first started visiting Eastham in the bus and have probably had a CLAMS library card since my parents first purchased their home in 1990. My daughter has a card too! We love the library. I am an avid Libby user and love access to all the books available through CLAMS.

We really appreciate the library and the programs

More magazines please!

The new library is fantastic! We could use more new movies, foreign films, and best seller book availability. If nothing changes it will still be a wonderful community library! Thank you very much!!

The parking lot is poorly designed. The fence parallel to the exit blocks line of sight onto what is often a busy road. Curved corners rather than square would also make exiting easier.

The library does an excellent job of meeting community needs and it seems like the focus for the future is spot on. Thank you!

You all are doing an amazing job! Keep it up!! and Thank You!!!

I feel the library is already doing a very good job of reaching out to the community

Great Library. Good book selection and inter-library access helps for books at other branches. Liked working at desks by windows with view of pond.

Continue programs for adults in spring and summer months

I think that the library is amazing! I am so proud to have such a wonderful resource in our town. It is wonderful to live in a place that understands the importance of a library, and has hired such wonderful staff to drive the programs forward. Thanks for all you do.

We are blessed to have this fabulous library and the wonderful innovative staff members. I don't know how they do it coming up with all of the fabulous programs so often.

I'm pleased that the hours have been expanded from what they were when the new library first opened. I had gotten in the habit of using Snow Library, both to browse and to pick up books requested through ILL, mostly because their hours were better, I'll have to make an effort to change my habits!

Really happy you're open on Sunday

Such a beautiful space

Thank you for excellent service

Doing an excellent job now!

Staff and services excellent. So proud of our library.

Library is excellent resource. Director dewberry has a strong "Can do" service mission. the leaks need to be fixed.

Search engine is unreliable.

I just moved here & am excited to find great librarians & a wonderful library.

Although you have computers not everyone knows how to use them. When someone asks for help the answer shouldn't be we don't do that, there are computers over there, do it yourself. I realized if it is busy I may have to wait but when no one is in line, just do it. You are paid by our tax dollars to help not just send patrons to computers. (My grandchild had to do help with this)

Thanks, please remain committed to our library. Help assure that young people enjoy and use it.

The book collection seems a bit limited for someone who doesn't have or want an ereader. I prefer a standard paper book & often buy books from the Friends' room (Thanks for this resource!)

I love our library. I have had my card since I was a little girl in the 70's and have the fondest memories of holing up in the original front room to read the latest Nancy Drew. Jane Eldredge couldn't get them fast enough for me. I only wish there was a hypoallergenic cat so we could have a kitty among the books again. That is the only thing the library is missing, and a hairless cat is not an option!!! Thanks so much for all you all do!!!

Love the new library-I bring others in-thanks to all who worked on the plans and provide us with all the great things.

More focus on great books! Library! Books!

Our library is a GEM and we are so lucky to have it!

The Library is making efforts in all areas in #10 and in reaching the school age children. Keep up the good work.

Noel Tipton: My daughter and family would like to play the violin when they come to visit-but have been told they may perform at given intervals. I would like to read some of my favorite poetry to the public in the future and play background music for certain art exhibits with advance notice.

Need more social gatherings for those over 50 and more private cozy spaces for small group events

Entry area front desk can become very noisy. People gathering to chat should be directed to the VIS Room or outside. Thanks for providing Eastham with a great resource.

Not enough people are aware that technical help is available

enjoy reading magazines especially in the fireplace room.

## APPENDIX III ACTION PLAN FY20120

### ACTION PLAN FY2020

Eastham Public Library, Eastham, Massachusetts Library Services and Technology

#### Goal 1: Collections

The Eastham Public Library will develop and maintain a collection that meets the educational needs and reflects the personal interests of our patrons.

Objective 1: To enhance materials available to patrons in the areas of adult biographies, health and psychology

Activity 1: Review patron use for new acquisitions. Utilize the Director's Station and implement the Acquisitions Module to enhance acquisitions based on patrons' needs and requests and in order to respond more quickly and pro-actively to these requests

Activity 2: Continue to replace and update materials by including new information and trends.

Objective 2: Enhance reference materials available to patrons based on the K-12 Massachusetts Department of Education Curriculum Frameworks and patron needs.

Activity 1: Review patron use for new acquisitions. Utilize the Director's Station and implement the Acquisitions Module to enhance acquisitions based on patrons' needs and requests and in order to respond more quickly and pro-actively to these requests

Activity 2: Continue to replace and update materials by including new information and trends.

Activity 3: Continue the rapport with the Regional School librarian; utilize the Schools' and Department of Education web-sites. Improve direct communications with the Elementary and Regional School Staff in order to better target their needs.

Activity 4: Utilize a portion of the Friends' curriculum support funds in order to help meet the identified needs.

Objective 3: To enhance non-print materials available to patrons in areas of CD books (adult, young adult, juvenile; children's computer games; DVDs and music CDs.

Activity 1: Review patron use for new acquisitions. Utilize the Director's Station and implement the Acquisitions Module to enhance acquisitions based on patrons' needs and requests and in order to respond more quickly and pro-actively to these requests

Activity 2: Improve visibility of these collections by improving signage and by improving their physical placement within the Library

Activity 3: Continue to replace and update materials. Revise priority lists based on new information and trends.

Activity 4: Promote the digital download services (Overdrive, Tumblebooks) using the web-site, brochures and workshops

Activity 5: Re-organize the local history clipping files. Digitize them and place on web- site

Objective 4: To enhance access to the collection and protect the collection from exposure to the elements

Activity 1: Improve library signage

Activity 2: Write a disaster plan

Activity 3: Work with the Building Committee to improve the building's climate control

and replace the roof

Goal 2: Human Resources Development

The Library will update current job descriptions to attract talented and professional staff and volunteers. The Eastham Public Library will maximize opportunities for staff and volunteers to contribute to the excellence of our library and provide exemplary service to our patrons.

Objective 1: Develop a centralized set of hiring handbooks documenting procedures for recruiting and hiring all professionals associated with the library including staff, trustees and volunteers.

Activity 1: Review/update staff hiring process

Activity 2: Review and/or revise evaluation process for director Activity 3: Revise/update volunteer handbook

Activity 4: Host a Volunteer and Staff Appreciation event

Objective 2: Develop a formalized, centralized set of employee documents and policies for orienting, supervising and evaluating all professionals associated with the library.

Activity 1: Review/revise staff development policy and procedures, including job descriptions

Activity 2: Continue to update orientation process for volunteer. Write a volunteer handbook

### Goal 3: Programs and services

The Eastham Public Library will promote opportunities for enhancing and increasing participation in library programs and services for the residents of Eastham

Objective 1: Provide opportunities for educational, recreational and cultural enhancement.

Activity 1: Revise, if needed, forms for outreach to homebound patrons in order to

respond to patrons' reading needs and requests. Increase the level of publicity of this program

Activity 2: Develop evaluation form. Include noteworthy improvements over previous

year

Activity 3: In cooperation with the Friends, develop and hold at least two adult

programming series

Activity 4: Evaluate adult and senior book discussion groups: Add resources if needed Activity 5:

Develop a Community Room Calendar system to better utilize the Community

Room for quiet study when programs are not being held and when the room is not being set up for Library programs

Activity 6: Whenever possible, coordinate the use of the display case and Gallerie Petite with the themes of current programming

Objective 2: Increase awareness of programs and services available at the library

Activity 1: Review success of bookmarks, web-site, Facebook and calendars with current

programs and improve where possible. Revise and print new library brochures

Activity 2: Connect with news services to increase awareness of library programs

### Goal 4: Technology

The Eastham Public Library will maintain and develop technological resources in a manner that continues to meet the changing needs of our patrons

Objective 1: To develop a teen centered section within the web-site focused on teen issues, resources and programs

Activity 1: Update and review needs of teen web-page

Activity 2: Evaluate effectiveness of physical space for teens; especially wireless stations

Objective 2: Continue to develop a resource page with links to accommodate patron and student needs

Activity 1: Review current listed web-sites. Update homework sites

Activity 2: Add/delete/update websites to improve selection

Activity3: Promote one-on-one Staff training sessions on the use of the web-site and

other technologies

Objective 3: Continue to address the needs of our patrons in the computer center. Activity 1:

Establish a wireless station for personal laptops

Activity 2: Investigate feasibility of in-house laptops to allow more space at the

workstations