



**Southborough Library Strategic Long Range Plan**  
***“Reading Into the Future”***

**Covering Fiscal Year 2016 through Fiscal Year 2020**  
**FY2016-FY2020**

**Submitted to the Massachusetts Board of Library Commissioners**  
**by Southborough Library Director Ryan Donovan &**  
**The Southborough Board of Library Trustees**  
**October 1, 2015**

## Table of Contents

1) Vision & Mission Statements	page 3
2) Strategic Planning Committee	page 4
3) Community Overview	page 5
4) Planning Methodology	page 6
5) Needs Assessment	page 7
a) Expansion of Library Services	
b) Evaluation & Extension of the Library's Current Facilities	
c) Further Technology Offerings to Patrons	
d) Additional Goals	
e) Potential Timeline for Long Range Strategic Goals	
8) Sources	page 11
9) Acknowledgments	page 12
10) Appendices	
a) Appendix 1a: Community Survey Results, 1-8 & 10-11	page 13
b) Appendix 1b: Community Survey Results, Question 9	page 24
c) Appendix 2a: SOAR Exercise	page 35
d) Appendix 2b: Start-Stop-Continue Visioning Exercise	page 35
e) Appendix 3: Focus Group Questions	page 37

## Vision & Mission Statements

### Vision Statement

The Southborough Library's vision is to be the cultural, educational, and social center for the Town of Southborough.



### Mission Statement

The Southborough Library seeks to provide materials, programs, meeting & event space, and services for town residents of all ages. Library programming supports literacy, intellectual curiosity, artistic and cultural interests, and civic engagement, and life-long learning in a safe, friendly and stimulating environment. The library offers the ability for users to connect with each other, with other local libraries throughout the greater Commonwealth, and provides resource sharing within a regional library consortium.

## Strategic Planning Committee

Ryan Donovan, Library Director

Kimberley Ivers, Children's Librarian

Vanessa Hale, Assistant Town Administrator

John Parent, Town Facilities Director

Richard Wallace, Library Trustee Chair

Margarite Landry, Library Trustee Vice Chair

Kathleen A. Harragan, School Committee

Beth Melo, Friends President

Dolores Fallon, Friends Secretary

Louise Clough, Cultural Arts Council

Betsy Rosenbloom, Former Library Trustee

Bruce Stewart, Resident-at-Large

Hilary C. Wirtz, Resident-at-Large

Whitney Swenson, Resident-at-Large

Samuel Deans, Youth Representative



## Community Overview

Southborough, Massachusetts was incorporated as a town in July 1727. Southborough borders neighboring Middlesex County and is located on the eastern edge of Worcester County within the Massachusetts MetroWest region. The town occupies 13.79 square miles with 67 miles of town roads and almost 11 miles of state roads. It sits at the crossroads of several major highways, including I-290 accessible from I-495 and I-90 the Massachusetts Turnpike. The Southborough Library is located on an intersection between Route 85 and Route 30, in close proximity to Route 9. A majority of Southborough's businesses are located on Route 9, which is a busy highway-like road that runs within the Commonwealth of Massachusetts and leads to the cities of Worcester or Boston.

Southborough is located on the Sudbury Reservoir, as well as adjacent to five nearby towns: Westborough, Hopkinton, Northborough, Ashland, and Framingham and the city of Marlborough. The town is 24 miles west of Boston, 14 miles east of Worcester, and 45 miles north of Providence, Rhode Island. In the 2010 U.S. census, the population was 9,370. There is an MBTA Commuter Rail station in Southborough. Southborough has a Town Meeting form of government which meets once every April, and is managed by a Board of Selectmen, consisting of five elected members. An appointed Town Administrator is tasked with managing the day to day affairs of the community.

The town currently operates three elementary schools named Finn, Woodward, and Neary in addition to one middle school named Trottier. Southborough students may attend one of two regional public high schools: Algonquin, located in Northborough, serves both towns, and Assabet Valley Regional Technical School, which is located in Marlborough and accepts students from five towns. There are two private boarding schools in Southborough: The Fay School (Grades 1-9) and St. Mark's (Grades 9-12). These private schools physically border the library. The New England Center for Children (NECC), known worldwide for its focus on autism, is located in Southborough.

According to the latest federal census data (2010), the population of husband-wife households in Southborough is well above the national average (74% of men and 74% of women over 15 are married, compared to the national average of 48.4% for men and 71.9% for women). The median age of people living in Southborough was 41.7 years. The number of people under the age of 5 living in Southborough was 515, or 5.3% of the total population. There were 6,758 people above the age of 18, which represents 69.2% of the entire population (compared to the national average of 76.00%). People 65 years of age and over comprise 8.1% of the population (1,101), compared to 13.00% nationally. The median household income is \$143,581 (American Fact Finder).

## Planning Methodology

The Southborough Library's initial strategic planning process began in October 2014. With the assistance of library trustee Nancy Mayo, the library director Ryan Donovan created a community survey in order to garner initial community feedback from town residents. This survey was provided at the Children's Room desk, on the Main Floor circulation desk, and distributed at the town transfer station. The survey was also online via SurveyMonkey and directly linked on the library's website: <http://www.southboroughlib.org/southborough/>. In total, 342 Southborough Library users completed this survey. It formed the initial basis of this plan.

The library's six member Board of Trustees discussed the results at their January 2015 meeting. In February 2015, the board agreed to allow the library director to form the Southborough Library Strategic Planning Committee (SLSPC). Committee appointments were made on March 5th, 2015. They included 14 individuals spanning Southborough town departments, individual library users, town committee members, library trustees, a member of the library's staff and a youth representative. About half the committee was appointed, while the other half volunteered.

The SLSCP first met on March 12, 2015. The first meeting was facilitated by Kristi Chadwick from the Massachusetts Library System (see Appendix 2a). She conducted an exercise to assess the library's Strengths, Opportunities, Aspirations, and Results (SOAR). The second meeting included a visioning exercise that took place on May 14, 2015. The committee members participated in a Start-Stop-Continue model (see Appendix 2b), applying this to their ideal vision of the Southborough Library. Outcomes in services, technology, and the building were established.

In order to better qualify these outcomes from the strategic planning committee sessions and to garner further community feedback, five focus groups were conducted throughout the course of June 2015. Groups were facilitated by members of the strategic planning committee, including Louise Clough, Dolores Fallon, and Margarite Landry. Over twenty Southborough library users participated in these focus groups. Groups had specific focus areas, highlighting the topics of Library Usability, Building Assessment, and Emerging Technology. Questions were tailored with these specific areas in mind (see Appendix 3), but focus group participants were welcome to provide additional feedback outside their designated targeted areas if they had additional contributions.

In July 2015, library staff were also brought into the process more formally, with each member of the library's staff providing feedback on an initial plan draft. A final meeting of the SLSPC was held in early fall to review the final library Long Range Strategic Plan.

## Needs Assessment

The Southborough Library is beloved and enjoyed by the residents within Southborough, Massachusetts. The community survey (Q5 on page 18, Appendix 1a) and individual focus groups proved this. It also brought to light that users want more from their library. Individual Focus Groups featured questions with a specific focus on Library Usability, Building Assessment, and Emerging Technology, topics identified in the SLSPC's SOAR exercise (Appendix 2a). These areas also proved to be the highlighted points of interest identified in the library's initial community survey.

Feedback generated from our community within the survey and focus groups also reemphasize the ideas of increased programming opportunities, furthering community partnerships, and the library's role as an informational hub within the Southborough community. These ideas are emphasized within the library's revised mission statement. Users provided observations that helped develop long range goals that the library hopes to achieve in the next five years. These goals specifically cover Fiscal Years 2016 through 2020. The following list of goals is not prioritized.

The needs of the Southborough Library user were broken down into these categories:

### **(a) Goal: Expansion of Library Services**

Objective – Develop more program offerings, particularly for “early adults” in their 20s and 30s.

Action – Add a line within the municipal budget to financially support programming.

Action – Seek grants from local, regional, and national funders for cultural programs.

Action - Retool young adult program offerings to bring more teens into the library.

Objective - Expand partnerships with other agencies and community-based organizations.

Action – Explore collaborations with historical society and town agencies.

Action – Specifically work on educational partnerships with local area schools.

Objective - Create a dedicated historical collection and archive for research purposes.

Action - Work with an individual archivist who can assess the existing material.

Action - Add better preservation and security infrastructure to retain works.

Objective - Work with local schools and the Southborough Cultural Arts Council on art exhibitions.

Action - The library and SCAC will reach out to local area adult artists for library displays.

Action - Library Director will coordinate school art exhibits in the Eaton Meeting Room.

Objective - Formalize and promote library's staff work with Readers Advisory services

Action - Create in print and online resources so staff recommend titles online.

Action - Apply for LSTA grant in Readers Advisory to better promote the service.

### **(b) Goal: Evaluation & Extension of the Library's Current Facilities**

Objective - Analyze, plan, and potentially design improvements or an expansion of the library.

Action - Apply for a MCLCP Planning & Design grant within the next five years.

Action - Identify whether the library can be renovated or if a new facility is desirable.

Objective - Make the library a more pleasant place to read and physically utilize for public and staff.

Action - Determine if the library can have a more dedicated & secure Staff Room.

Action - Add more comfortable seating to the library's Main Floor area.

Objective - Add a cafe/coffee area for patrons somewhere within the library's Main Floor area.

Action - Investigate logistics behind having this be a third party contracted service.

Action - Minimize potential "clean up" for existing town facilities team and library staff.

Objective - Create a dedicated space that could include potential author and theater programs.

Action - Expand the "open space" concept of the library's book stacks.

Action - Create better program signage within that area to promote upcoming events.

### **(c) Goal: Further Technology Offerings to Patrons**

Objective - Provide additional and specific electronic resources to users on site and remotely.

Action - Explore adding a line in the municipal budget to support electronic resources.

Action - Look at adding resources such as Freegal, Zinio, Mango, and Ancestry.com.



Objective - Add conveniently accessible self-checkout service.

Action - Apply for a grant via the Southborough Community Fund to purchase machine.

Action - Supplement annual costs via State Aid Grant or absorb costs in annual budget.

Objective - Provide educational classes on technology topics relevant to use at the library.

Action - Expand the electronic book help programs, including more library staff helping.

Action - Create and implement an ongoing reference database assistance class.

Objective - Creation of a “Technology Commons” space in our existing adult public computer area.

Action - Provide exposure to mobile devices such as ereaders within the designated space.

Action - Explore opportunities to add new hardware and software on a regular basis.

**(d) Goal: Additional**

Objective - Provide training and support to Southborough Library staff.

Action - Work with town’s personnel board to identify group training opportunities.

Action – Maintain superior level of Customer Service interactions with the public.

Objective - Expand the library’s online marketing strategy on existing web platforms.

Action - Involve more staff in updating the website, Facebook page, and Twitter.

Action – Create a staff “Web Team” that aids in updating the library’s main rotator.

Objective - Strengthen the library’s core services by providing sufficient staffing infrastructure.

Action - Work with town offices and officials to add more library staff.

Action - Explore the possibility of increasing the amount of hours the library is open.

Objective – Develop better signage throughout the library building.

Action – Create a list of current signs that need to be updated and replaced.

Action – Identify areas currently devoid of signs, make consistent with existing ones.

**(e) Potential Timeline for Long Range Strategic Goals**

<b>Strategic Goal</b>	<b>FY16</b>	<b>FY17</b>	<b>FY18</b>	<b>FY19</b>	<b>FY20</b>
<b>More Adult Programs</b> – introduce at least one new program yearly	X	X	X	X	X
<b>Community Partnerships</b> – includes ongoing relationships with schools, historical society, etc.	X	X	X	X	X
<b>Historical Collection</b> – identify and hire an archivist, add preservation infrastructure	X	X	X		
<b>Exhibitions</b> – work to create exhibits sources for inclusion in display class, such as schools	X	X	X	X	X
<b>Readers Advisory</b> – identify and select participants to develop programs			X	X	X
<b>Planning &amp; Design Grant</b> – seek grant monies for library building upgrades, work with an architect			X	X	X
<b>New Furniture</b> – yearly additions of new items in different rooms	X	X	X		
<b>Coffee Area / Café</b> – in depth assessment of needs, costs and likelihood of customer usage		X	X	X	X
<b>Program Space</b> – yearly improvements / cost to new programs space needs	X	X			
<b>Electronic Resources</b> – plan on devoting funds and identifying specific resources for inclusion		X	X	X	X
<b>Self-Checkout</b> – define equipment and systems needed	X	X			
<b>Classes and Workshops</b> – identify potential new avenues of attraction for new attendance	X	X	X	X	X
<b>Information Commons Space</b> – develop an individual area plan for a technology space		X	X		
<b>Staff Development</b> – identify staff improvement areas for training yearly	X	X	X	X	X
<b>Marketing</b> – build awareness of new events yearly, people to revisit the library	X	X	X	X	X
<b>Expanded Staff</b> – identify staffing needed to add hours on regular work week				X	X
<b>Better Signage</b> – clearly identify and label different areas of the library collection		X	X		

## Sources

Under the “Community Overview” (page 5) several data sources were used for town demographics.

- American FactFinder.

[http://factfinder.census.gov/faces/nav/jsf/pages/community\\_facts.xhtml](http://factfinder.census.gov/faces/nav/jsf/pages/community_facts.xhtml)

- Southborough Library.

<http://www.southboroughlib.org/southborough/>

- Town of Southborough.

<http://www.southboroughtown.com/>

- United States Census 2010.

<http://www.census.gov/2010census/>



## Acknowledgments

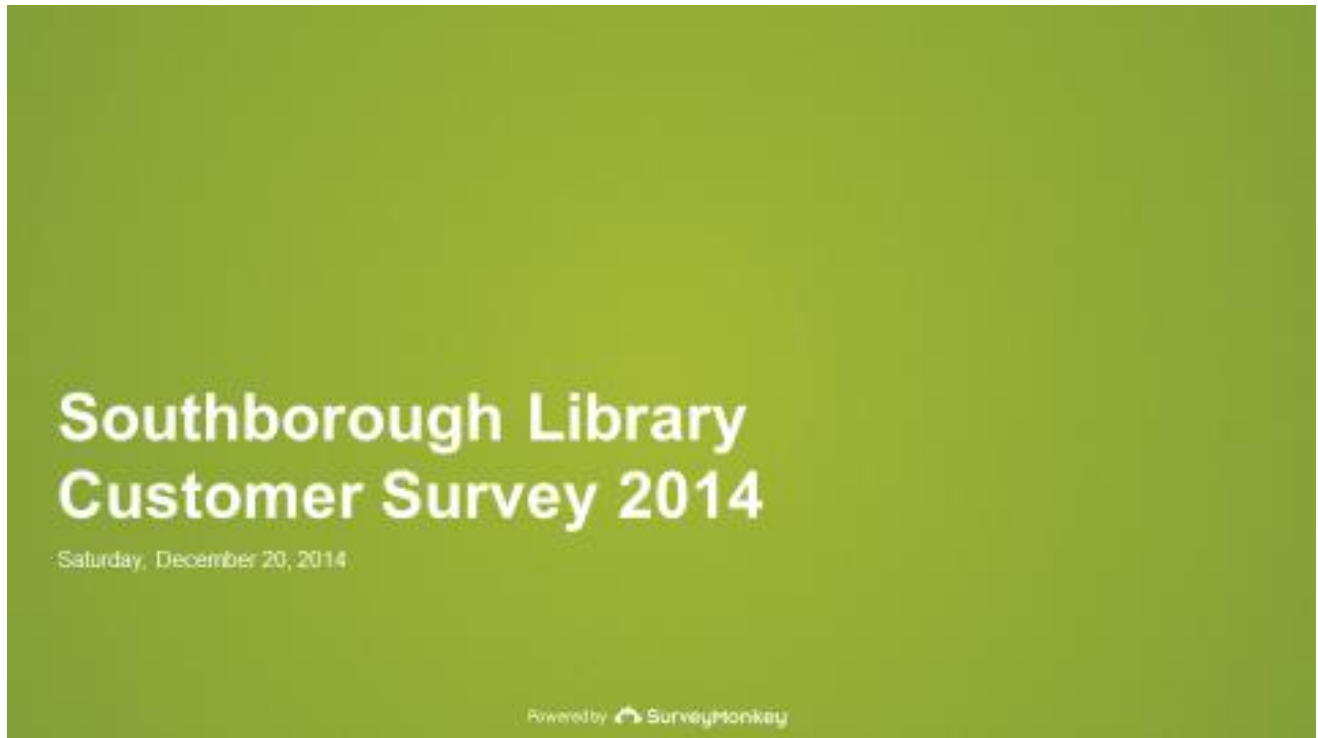
I would be remiss without thanking each of the Southborough Library Strategic Planning Committee members for attending each meeting and providing invaluable feedback. Thank you to: Kimberley Ivers, Vanessa Hale, John Parent, Richard Wallace, Margarite Landry, Kathleen A. Harragan, Samuel Deans, Beth Melo, Dolores Fallon, Louise Clough, Betsy Rosenbloom, Bruce Stewart, Hilary C. Wirtz, and Whitney Swenson. This plan would not have been possible without you. A special thank you goes to Louise Clough, Dolores Fallon, and Margarite Landry for volunteering to facilitate focus groups.

I would also like to thank each member of the Southborough community who participated in our Focus Groups, including Rose Mauro, Valerie De Angelis, Jamie Hellen, Louise McManus, Shiri Jackman, Shierly Shemer, Anne Jones, Amy Townsley, Christa Brady, Nancy McAndrews, Bruce Stewart, Catherine Weber, Jane Gordon, Sharon Lux, Erin Wheatley, Richard Saunders, Katherine Davis, Pushpa Raj, E. Robin Plummer, Delia Mulvaney, and Amy Yazdani. A special thank you to Marnie Hoolahan, who independently (and successfully) tried to get many residents to sign up and attend these groups. Nancy Mayo collected survey responses at the local transfer station.

Our five year strategic plan would not be possible without the Southborough Library's Board of Trustees, including Richard Wallace, Margarite Landry, Nancy Mayo, Nicole DeBonet, and Terrance K. Ryan. Trustees who left the board during the process, Jane Smith and Judy Budz, were also instrumental in making sure that this process got underway. The trustees work hard to ensure the library's success on an ongoing basis. Their efforts should be applauded. I would also like individually thank Russ Millholland, Richard Wallace, Vanessa Hale, and Maureen Ambrosino for their help in reading over early drafts of the plan, reviewing the supplemental appendices, and helping me with unofficial editorial assistance. Russ also helped refine the Timeline on page 10.

The library would not exist without our fantastic staff: Kim Ivers, Children's Librarian participated as a member of the SLSCP and helped provide feedback on early drafts. Heidi Lindsey, Patricia Ellis, Barbara Spiri, and Sue Merloni-Serra all reviewed multiple drafts with the library director one-on-one. Evangelea "Leah" Selleck helped organize and review much of the supplemental material included in the appendices. Naomi Magnoni helped update the statistics that appear within the Community Overview section on page 5. Library page Kate Davis participated in one of the focus groups and provided insight as a library staff member, library user, and town resident. Finally, library page Michelle Tremblay helped to create the Timeline on page 10.

**Appendix 1a**



<https://onedrive.live.com/view.aspx?resid=CBAF77E07FEE88C1!114&ithint=file%2cpptx&app=PowerPoint&authkey=!ANxTzbV0ZVf713k>

**342**

Total Responses

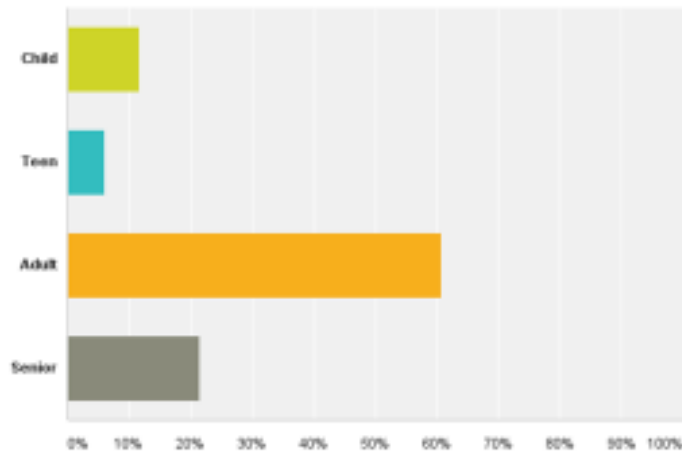
Date Created: Friday, October 31, 2014

Complete Responses: 339

Powered by  SurveyMonkey

### Q1: How would you describe yourself?

Answered: 341 Skipped: 1



Powered by SurveyMonkey

### Q1: How would you describe yourself?

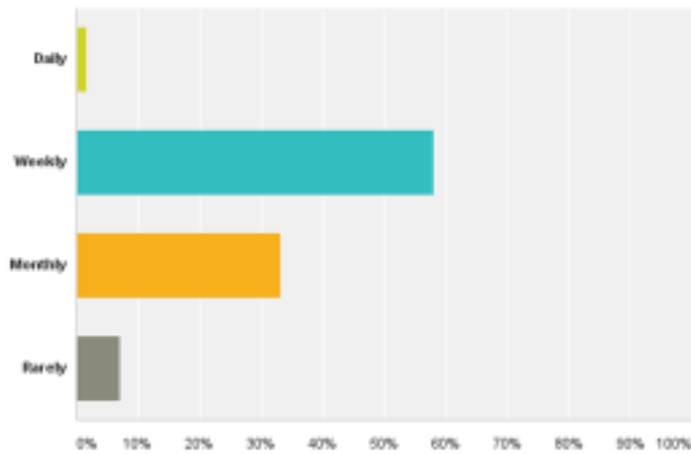
Answered: 341 Skipped: 1

Answer Choices	Responses
Child	11.73% 40
Teen	6.16% 21
Adult	68.78% 237
Senior	21.41% 73
<b>Total</b>	<b>341</b>

Powered by SurveyMonkey

## Q2: How often do you use the library?

Answered: 341 Skipped: 1



Powered by SurveyMonkey

## Q2: How often do you use the library?

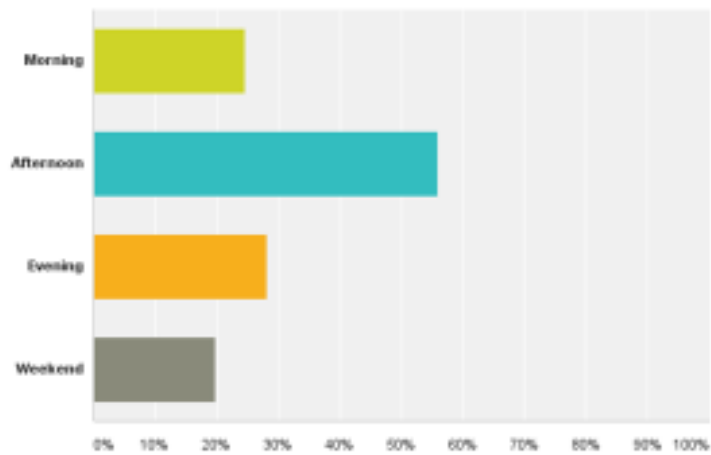
Answered: 341 Skipped: 1

Answer Choices	Responses
Daily	1.76% 6
Weekly	58.66% 198
Monthly	33.14% 113
Rarely	7.64% 24
<b>Total</b>	<b>341</b>

Powered by SurveyMonkey

### Q3: What time do you usually visit the library?

Answered: 338 Skipped: 4



Powered by SurveyMonkey

### Q3: What time do you usually visit the library?

Answered: 338 Skipped: 4

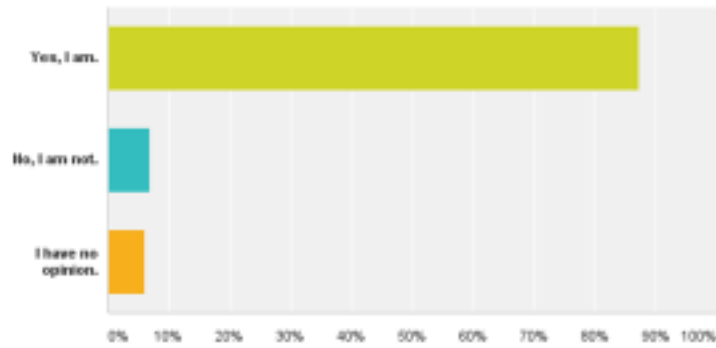
Answer Choices	Responses
Morning	24.56% 83
Afternoon	55.92% 189
Evening	28.11% 95
Weekend	19.82% 67
<b>Total Respondents: 338</b>	

Powered by SurveyMonkey



### Q4: Are you satisfied with the library's current open hours?

Answered: 335 Skipped: 7



Powered by SurveyMonkey

### Q4: Are you satisfied with the library's current open hours?

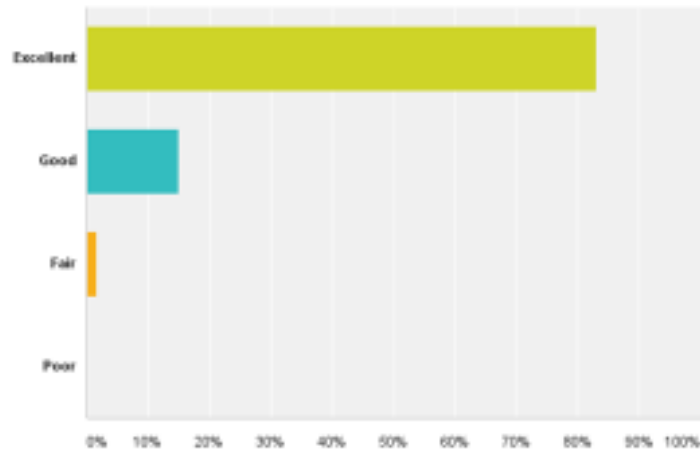
Answered: 335 Skipped: 7

Answer Choices	Responses
Yes, I am.	87.16% 292
No, I am not.	6.27% 21
I have no opinion.	5.87% 20
<b>Total</b>	<b>335</b>

Powered by SurveyMonkey

### Q5: Please rate your overall library experience.

Answered: 339 Skipped: 3



Powered by SurveyMonkey

### Q5: Please rate your overall library experience.

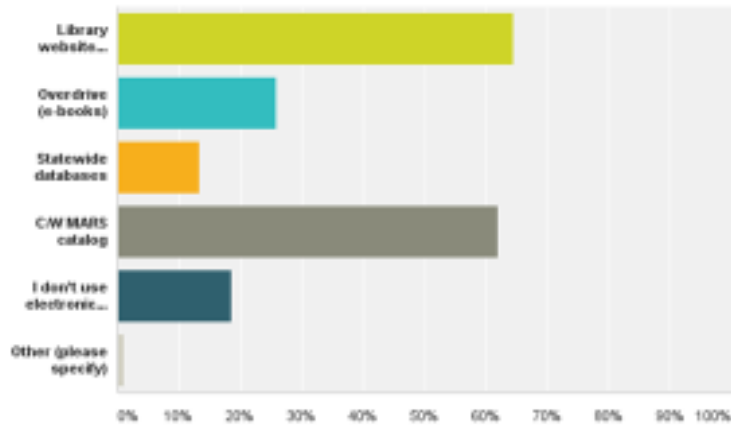
Answered: 339 Skipped: 3

Answer Choices	Responses
Excellent	83.19% 282
Good	15.64% 51
Fair	1.17% 6
Poor	0.00% 0
<b>Total</b>	<b>339</b>

Powered by SurveyMonkey

## Q6: Have you utilized the library's online resources?

Answered: 313 Skipped: 29



Powered by SurveyMonkey

## Q6: Have you utilized the library's online resources?

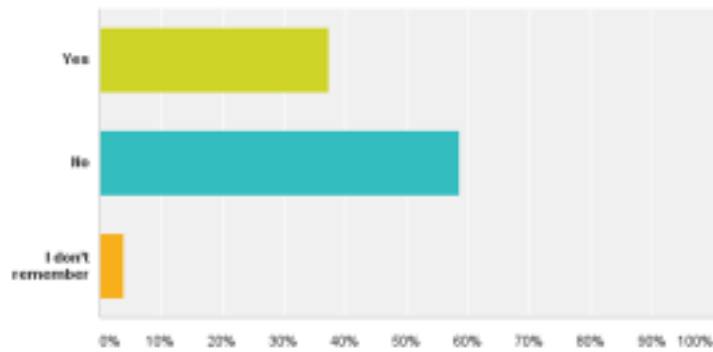
Answered: 313 Skipped: 29

Answer Choices	Responses
Library website (southboroughlib.org)	64.54% 202
Overdrive (e-books)	25.88% 81
Statewide databases	13.42% 42
C/W MARS catalog	61.98% 194
I don't use electronic resources.	18.53% 58
Other (please specify)	6.96% 3
<b>Total Respondents: 313</b>	

Powered by SurveyMonkey

### Q7: Have you ever had to wait in line to be helped?

Answered: 334 Skipped: 8



Powered by SurveyMonkey

### Q7: Have you ever had to wait in line to be helped?

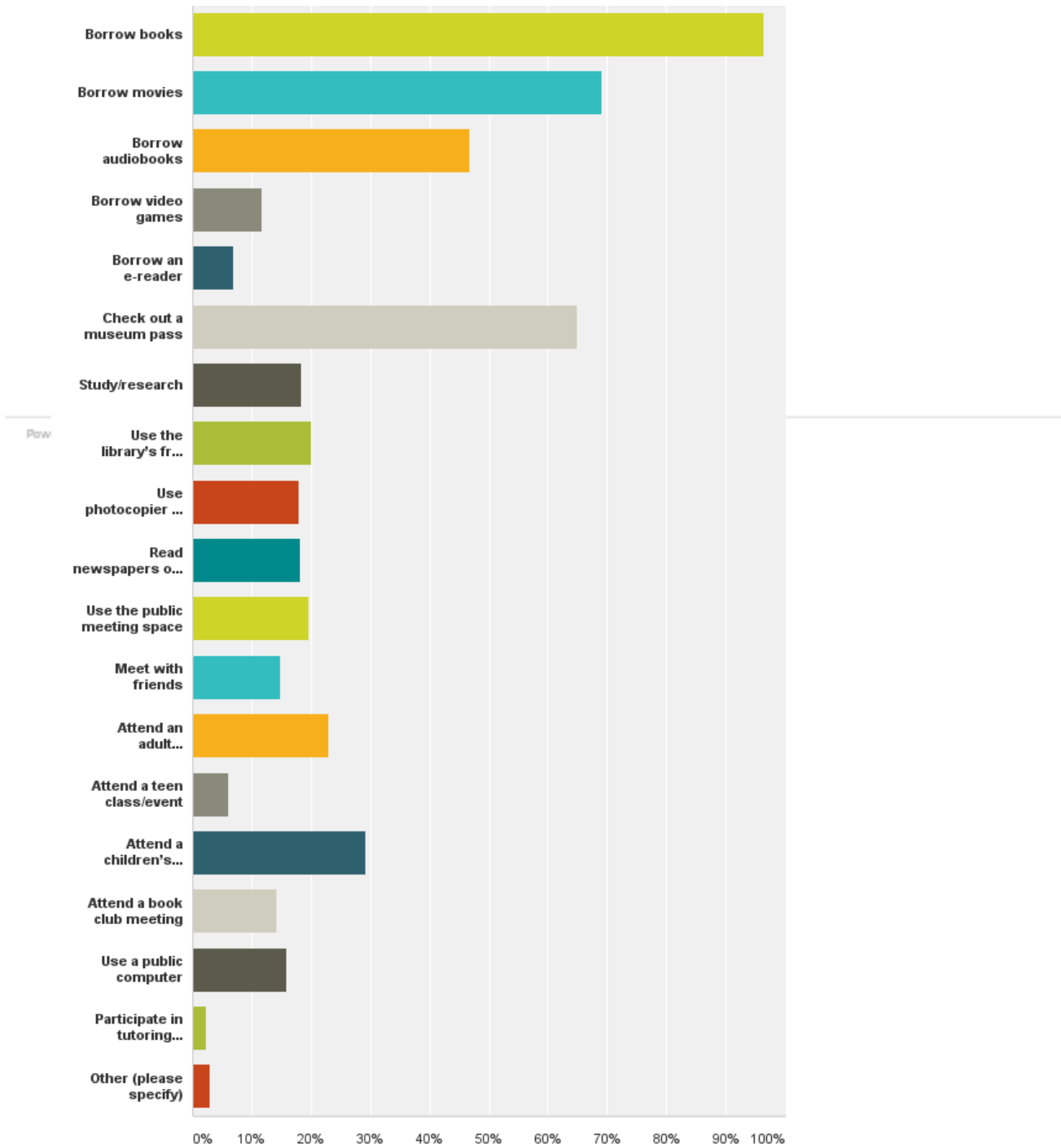
Answered: 334 Skipped: 8

Answer Choices	Responses
Yes	37.40% 125
No	58.68% 190
I don't remember	3.88% 13
<b>Total</b>	<b>334</b>

Powered by SurveyMonkey

### Q8: Please check all library services below that interest you or that you currently or plan to use.

Answered: 336 Skipped: 6



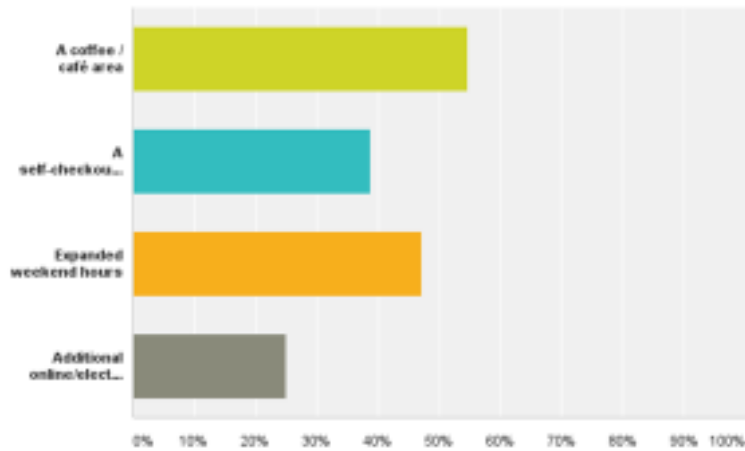
## Q8: Please check all library services below that interest you or that you currently or plan to use.

Answered: 336 Skipped: 6

Answer Choices	Responses	
Borrow books	96.43%	324
Borrow movies	69.05%	232
Borrow audiobooks	46.73%	157
Borrow video games	11.61%	39
Borrow an e-reader	6.85%	23
Check out a museum pass	64.88%	218
Study/research	18.45%	62
Use the library's free Wi-Fi	19.94%	67
Use photocopier or fax machine	17.86%	60
Read newspapers or magazines	18.15%	61
Use the public meeting space	19.64%	66
Meet with friends	14.88%	50
Attend an adult class/event	22.92%	77
Attend a teen class/event	5.95%	20
Attend a children's class/event/story time	29.17%	98
Attend a book club meeting	14.29%	48
Use a public computer	15.77%	53
Participate in tutoring sessions	2.38%	8
Other (please specify)	2.98%	10
<b>Total Respondents: 336</b>		

### Q10: If the library were to introduce any of the following services, which would you be interested in using?

Answered: 280 Skipped: 62



Powered by SurveyMonkey

### Q10: If the library were to introduce any of the following services, which would you be interested in using?

Answered: 280 Skipped: 62

Answer Choices	Responses
A coffee / café area	54.64% 153
A self-checkout machine	38.93% 109
Expanded weekend hours	47.14% 132
Additional online/electronic resources.	25.00% 70
<b>Total Respondents: 280</b>	

Powered by SurveyMonkey

**Question 9 – Is there something you wish the Library offered that it does not.****RESPONSES FROM ADULTS**

More adult programming

A café would be nice Also, issuing USB flash drives would be the 'bees knees' and it would help the really nice tech guy, by giving him a chance to remove public storage from the public computer :-D  
???

definitely expanded hours -- also some patience with people close to closing time -- I understand staff want to go home but to tell people they need to hurry 20 min before closing is really not pleasant -- I have experienced a lot of kindness in the library, especially from the children's room staff but have occasionally had colder experiences upstairs -- some brush ups on customer service might be in order (and yes, I understand I'm not a customer, but I am a taxpayer)

Movies and discussion/interest groups

We are new to Southborough and have enjoyed our visits. One things I wish you had were some cozier seating areas. Comfier chairs or couches, table with lights, warmer lighting, a place where I would want to read a magazine. I haven't been able to attend any of the programming for children but I hope we might be able to join weekend programming--around the holidays?--for story times, arts & crafts, etc. My children are in 1st and 6th grades.

Better technology books

More adult events

we love the children's room; Kim and Barbara are so friendly!

Loved the library programs for toddlers, but now sometimes looking for more for elementary kids.

Homeschool classes, clubs and groups!



more educational programs for adults

It would be great if the children's room was set up more like the Hudson Library's children's room.  
The layout is not the best.

Children activities (show); puppets show, juggler...

Additional audio e-books on Overdrive.

A job center might be nice. A place where local positions can be posted. I don't think that's currently part of the bulletin board.

Sunday hours

I'll try anything that Kim does - she is the Library to my family.

I like the museum passes

I think our library is outstanding. I always get professional, helpful, courteous staff assistance. Everyone is friendly. For a small Town, our library is very good including the regional offerings. Keep up the great work!

I wish it were bigger- had more books.

Writing group

I think the library is EXCELLENT! The best thing is the friendly and courteous and knowledgeable staff. Seriously. I think the more the library can relate to modern technology and promote those resources to its users, the best the library can combat the overpriced Amazon. The library is a much better value for families than Amazon and needs to pitch itself as a much better value than Amazon.

More ebooks. The wait is much too long.\

children's concerts

homework club after school

more children's events on weekends

more adult and YA programming

computer classes for adults

more best sellers

book club

Join Framingham [Minuteman] network

more adult seminars/programs during the day

more special events for elementary kids during holiday breaks

ability to print to printer

more children's programming

more events

Coffee! I get drowsy.

Sitting room with comfortable seating, more space

more youth reading groups

reader recommendations on website

more audio books on professional development & evening story times for kids

Raz-Kids and Lexia reading apps that kids use at school

help match regular books with reading level

events for people in 20s

more comfy chairs upstairs

Book group for adults in their 40

Weekend/evening adult book club

Hangout area where people could talk

## RESPONSES FROM SENIORS

More e-books

Re the books: Too heavy on fantasy and "chick lit." I love WWII thrillers and haven't seen a new one in a year or so. I don't use the on-line because the sign-in is so ponderous (more than my bank's!). Can't we have a simple sign-in procedure instead of that horrendous long number?

arts and crafts class for adults

Open on weekends in the summer. More events for adults, classes, seminars, etc.

better/larger community meeting space for public and interest group events

?Genealogical search programs if not currently available?

book clubs

section of foreign films

separate mystery from fiction

please don't go all electronic; real books are magical

## RESPONSES FROM TEENS

A nice, cozy place to read.... maybe an electric fire in the winter

More books (you always need more books!) and Teen Advisory Group meetings on days everyone can attend ☺

More cushioned benches to read on

free food (other than what's offered at book group) – 3

more YA books and Sunday hours

tennis movies

a pool

birthday parties

bean bag chairs

photo booth

more weekend events

## **ADDITIONAL COMMENTS FROM OFFLINE SURVEYS ONLY**

### **CHILDREN**

AWESOME!

The library should be open on Sunday.

I love the service and Miss Kim

I love library. I [heart] books

I love the librarians in the kids room! So friendly and helpful.

I read books every day!

The library is great.

Love it here! Check out about 20 items each time we come.

The librarians are nice to the kids.

I really like the library a lot.

The library rocks!

I love to read books from the library!

### **TEEN**

I [heart] the library!

Teen area should be downstairs

Teen space should be away from the circulation desk

I [heart] the library!!!

### **ADULT**

They are pleasant and helpful

We have been in SB for about 10 years & began using the library almost immediately. The resources are very good and the staff is simply great! Helpful, enthusiastic, knowledgeable just to start – I've been coming here since I was 2 and love the Library. Thanks!

I wish you were open July/August weekends

I don't want self-checkout. I like the personal "touch" – and often self-checkouts malfunction.

Always impressed with the events sponsored by the Library. Also love the staff – especially in the children's room.

Our library is a fabulous resource to have in our town!! Very happy!

I have always found the S'boro Library an excellent resource and the library personnel to be pleasant and accommodating.

More games and movies

Very satisfied

Friendliest library around!

I don't require any additional services. Sometimes I wish all open days were open 7 to 9, but I don't need that really.

You are all amazing. Thank you.

Love going to the children's reading the staff is always enthusiastic and happy. It's a nice break for me and a caregiver.

You guys are great. I love the library.

The staff are your best resources – could not be better.

Love more e-books!

Thank you for everything!

I love a coffee/café area idea. I wish the teen area could be moved to a place where they can talk freely without disturbing other library users.

Thank you!

I think the library does a great job getting the younger kids (say preK to Grade 2) into the library through various programs. More programs geared at older kids would be wonderful. Thank you.

I think the library is doing a great a job.

Library staff does a fabulous job!

Excellent children's room. Barbara and Kim are wonderful.

I think the library is fantastic and love interacting w/librarians = no self-check-out. ☺

I am happy so far.

Everyone is always so helpful.

I think our library is the best place in the town!

Friendly staff!

Love the Library and all the folks working here. Very friendly & helpful.

I have just started coming more to the library. I find everyone so friendly & helpful & knowledgeable. It's a pleasure to come.

I LOVE the library. It serves partly as a sort of "town central"

Love the Library!

Great team! Always helpful.

We love the library and enjoy all it has to offer for families and young children. Keep up the great work!

Love the children's room librarians ☺

We love our library and staff. [two hearts follow]

I love coming to his library very much!! I live in a neighboring town & LOVE this library.

We love the library as it is. We will still come either way.

We [heart] our library!

We love the library and use it often!

Kids love the book clubs, too!

I love the Library. The staff is awesome – very customer focused. Thank you so much!!

Love the staff. Front landscaping could be improved.

Love to bring the kids for some quiet enjoyment.

Love the Library.

We love Miss Kim and Miss Barbara. They are always helpful and make reading fun. Great events/speakers.

You guys are awesome!

Very satisfied

Nanny for 10 years – loves Southborough Library. Best of all area libraries.

Very happy with the service.

Love, love, love Southborough Library!!!

### **SENIOR**

I can't find anything anymore. [Note from Nancy: she is not sure where to find new books. She thinks mysteries have been spread around. She is a regular user]

Great library, especially the staff.

Staff is always helpful and friendly.

Everyone at the library is very pleasant and helpful.

Wonderful librarians – helpful, courteous, pleasant, knowledgeable

Separate the mysteries – please. I liked it much better with the mysteries in their own section.

I love everything the way it is – but change is good, too!

Great staff!

I mostly get audiobooks but appreciate the variety of services. Love this library.

Keep up the great work! Thank you!

Very happy with staff and their helpfulness

I love our library! The librarians are so helpful & friendly.

I find the library staff very courteous and exceptionally capable.

I am very happy with our library, staff, services, and availability of items.

Your staff is wonderful & so helpful. They make a point of knowing you.

All librarians helpful, kind, etc., etc.

We have lived here for 30 years and the library has always been a wonderful part of our community.

When I was very ill, the librarians delivered books to my home!!!

## Strategic Planning Meeting

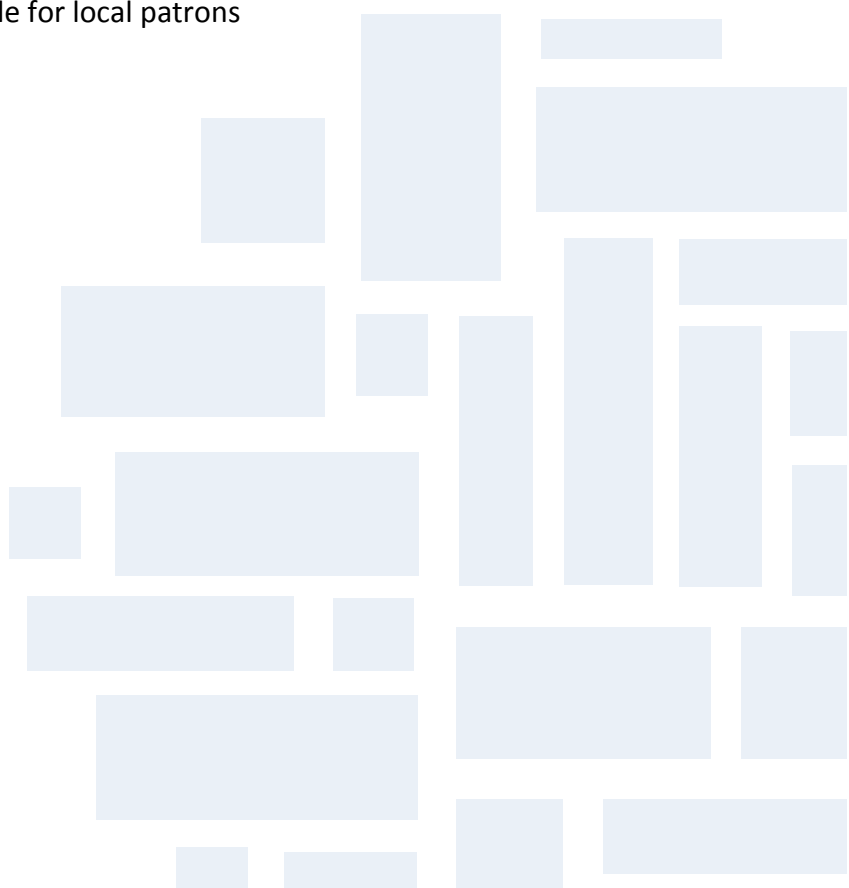
March 12, 2015

Southborough

## SOAR Results

### Strengths

Welcoming environment  
Location in the center of Town  
Director and staff  
Appreciation for the history of the Town  
Supportive patrons  
Get anything through ILL  
Staff helps find materials  
Children's programs  
New materials are available fast and available for local patrons  
Good young adult programs  
Patrons can be social/not hushed in library  
Great support from Friends  
Partnerships with Town groups, Fay School  
Good support from voters  
Materials are free to use  
Open three nights and Saturdays  
Meeting rooms  
Public events are welcome/cultural center  
Food for Fines supports local food pantry  
Staff are readers/Readers' Advisory  
Museum pass program  
Maintains book club lists  
Volunteers  
Collection has variety  
Staff gets positive feedback from patrons





## **Opportunities**

Promotion to public outside library and inside the library  
Layout/floor plan of library  
Promotion of services  
Expand other resources  
More access to ebooks  
Utilization of space – more social areas  
Comfortable furniture – like teen area  
More partnership with business community  
Work with schools more – support school libraries  
Expand “passive” information for patrons in library  
Standard level of customer service with all staff  
Expanded collection (multiple copies of popular titles)  
More older youth and adult programming  
Facilities can be improved  
Different times for programs  
Cable channel to record programs?  
Sunday hours/different hours  
Community center?  
Coffee/refreshments – Starbucks  
Expanded ESL students in schools

## **Aspirations**

Addition for café – Starbucks!  
Book Sale/Bookmobile  
Improved aesthetic in library, except for the front room  
Separate reference desk  
Keep “small town” feel  
Expanded parking  
Larger meeting rooms  
Study rooms  
Comfortable rooms/seating  
Full time front entrance  
Teen room  
History room  
Additional staff

## Aspirations (cont.)

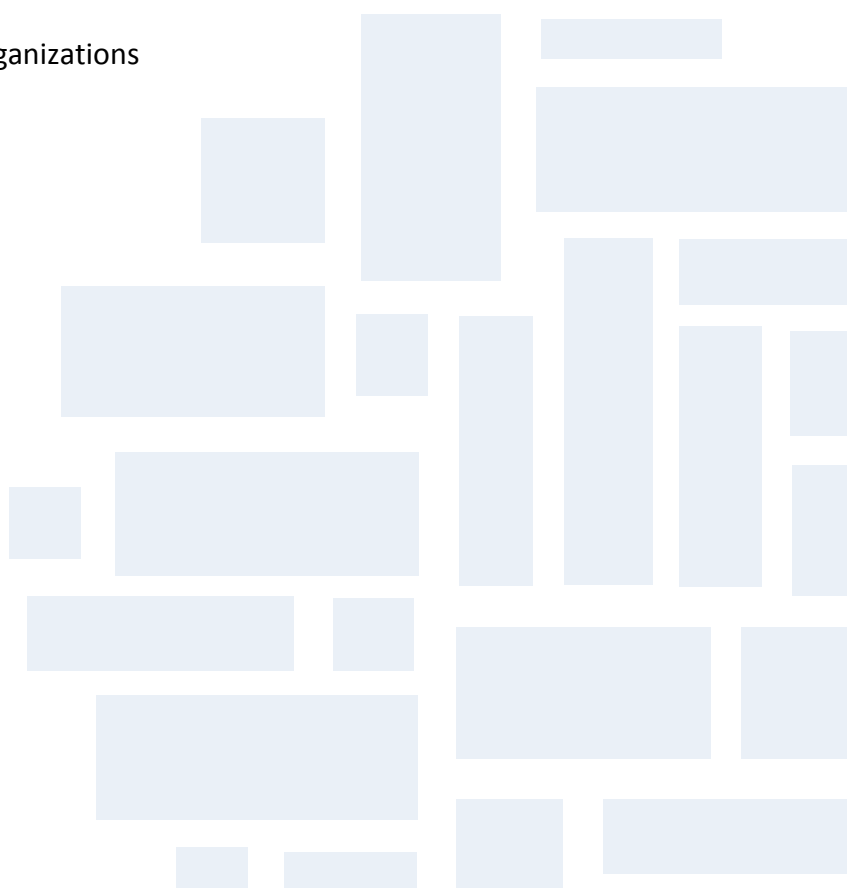
Bigger budget  
Fundraising – Foundation and Friends  
Marketing Plan  
More technology access

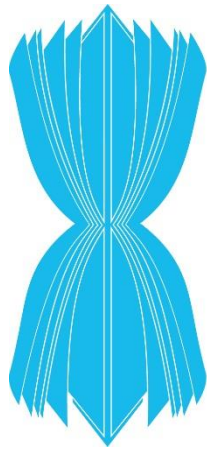
## Results

Increased traffic in library  
Circulation goes up  
Larger budget and staff  
Fewer parking problems  
New furniture – seating areas  
Increase in funding  
Starbucks!  
Meeting current technology available  
Improvement in customer service survey results  
Increased staff development  
More events and programs  
Larger collection  
More collaborations with businesses and organizations  
Everyone in Town has a library card  
Bigger building  
Mobile van

Facilitated by:

Kristi Chadwick  
Advisor – Small Libraries  
Massachusetts Library System





# SOUTHBOROUGH LIBRARY

## **START** – *what the library can begin*

theater passes

computer classes

smart phones (not just seniors)

different times – not all  
morning/afternoon

marketing plan

outdoor programming space

more staff

catalog historical collection (create  
archive)

developing rare book room/policy

work with historical society

display record

resume writing classes

job searching

networking

circulating print collection

teen events – more?

graphic novels

local speakers

Facility/Building Plan

how we should look at space

MBLC grant

“make us like Northborough’s library”

teen room

reference area/desk

self-checkout

meeting rooms – more

coffee/café

Endowment

increase/create

Better Donation info

how to

Expanded hours – Sundays

sponsored?

**STOP... *what should the library cease?***

closing at 5:00 PM – open until 7:00 PM

fluctuate hours?

stop closing on Saturdays

stop parking everywhere

stop closing front door in winter

renewal limit

having not enough staff

(add more pages?)

limited sidewalk access

“Being Broke”

**CONTINUE – things that work now**

**BOOKS!!!**

pajama story time

page program

“being the favorite department”

July 4<sup>th</sup> holiday parade

friendly, small town atmosphere

ILL and consortium membership

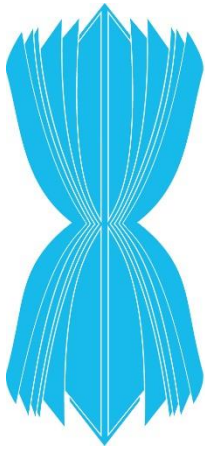
Candidate’s Night

low fines

strategic involvement from residents

strawberry social

programs, varied



# SOUTHBOROUGH LIBRARY

## Focus Group Questions

### Topic: Library Usability

1. What needs do you see the Southborough Library fulfilling for area adult residents?
2. What are the most beneficial resources, services or programs offered by the library? What are the top three reasons you come to the library?
3. Are there any services/programs not now offered by the library which you think the library should provide?
4. How convenient would you rate the library's ease of access? Consider the following: availability of library materials (on hand and via interlibrary loan), library's current operating hours, and program offerings for all age groups.

### Topic: Building Assessment

1. How do you utilize the space within the Southborough Library? Do you read books there? Have you attended a meeting in one of the meeting rooms? Do you attend programs within the library?

2. Our library currently has two meeting rooms. Should there be more, or do you think two is sufficient? Many contemporary libraries have rooms for other purposes, including quiet study rooms and a local history/archival room. Is this something Southborough should have? Do you think library users would utilize additional room space?
3. The Southborough Library is hoping to expand services in the future, including adding new furniture and a possible “coffee space.” Can the library utilize existing space for this? Do you think the library needs additional space to accommodate an expansion of services? Why or why not?
- 4) Please describe your ideal library space. What have you seen in other library areas that you would like to see in Southborough. What changes in the space would be beneficial to library users? What existing areas work well for you already?

**Topic: Emerging Technology**

1. How does the library’s current technological infrastructure meet the needs of users? Please discuss a few examples of how you have personally utilized technology at or through the library.
2. What technologies - hardware or software - have you accessed at other libraries that you'd like to see at Southborough? What did you like about these technologies?
3. If the library provided self-checkout, what would you like/not like about utilizing this feature? Let's say you're using self-checkout and had a problem, how would you want help?
4. Because technology is ever-changing, you may want to try out a technology at the library. What technologies or devices would you want to try out/test at the library?