The Williamsburg Libraries

Long Range Plan

2015-2020

Meekins Library
2 Williams Street
Williamsburg, MA 01096
413-268-7472

Haydenville Library
136 Main Street
Haydenville, MA 01039
413-268-7472

Board of Directors

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Pat Billingsley, Rob Stinson, Joan Coryat, Jim Ayres

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Assistant Director – Rochelle Wildfong
Technical Services & C/WMARS Coordinator – Bobbin Young
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Circulation Assistant - Ellen Doyle
Bookkeeper – John Palmer

Long Range Plan Committee

Jason Heffner, Jon Gould, Rob Stinson, Connie Fitzgerald, Lisa Wenner
Katie Krol

Approved by the Board of the Williamsburg Libraries at their meeting on November 5, 2014

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Our Mission Statement

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The Williamsburg Libraries are the public learning center of our community and the place people turn to for the discovery of ideas, the joy of reading, and the power of free access to information for all. Community needs drive our services and we take a personal interest in ensuring that they are delivered in a welcoming and responsive manner. Meekins serves as the elementary school library, guiding young people in the joy of reading and learning the value of libraries.

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Our Values

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The Williamsburg Libraries are a cherished institution in our town, and this is due, in part, to the values that shape and guide them. We recognize the importance of using a set of values to shape the library's future as well as to inspire our shared dedication to the institution. At this time, we find the following ten values to be of central importance.

Learning - we value being a center and resource for learning and reading for people of all ages in the community.

Staff Development - we value the nurturance of the staff's and the volunteers' skills and talents because they shape the library and the community's experience of it every day.

Access - we value full and equal access to the library buildings, services, and programs, as well as information and books in all formats. Further, we value providing access to a broad spectrum of views and ideas, including controversial ones. We believe that access to all kinds of information is essential to a healthy community and democracy.

Confidentiality and Privacy - we value the protection of all patrons' privacy and confidentiality in irrevocable support of intellectual freedom.

Collaboration - we value collaboration among library staff, volunteers, and patrons on projects large and small. Further, we value existing and new collaborations with departments in town government, schools, businesses, other libraries, and other organizations.

Innovation - we value staying current with trends in the library field and we do our best to anticipate the changing library needs of the community.

Creativity – we value the development of new ideas and talents to support individual growth and the cultural life of the community.

Diversity - we value the diversity that exists in our community and nation and our resources and service will reflect that diversity.

Preservation – we value the ongoing care for our buildings and grounds and the material and digital resources that serve our patrons.

Neighborliness - we value being the community's "living room" -- a place where people can find friendly faces, conversation, and comfort. Further, we encourage people to use the libraries as places to share their talents with neighbors and to host informational and entertaining programs.

Our Community

Williamsburg's 25.7 square miles are adjacent to Northampton, Goshen, Chesterfield, Ashfield, Conway, Westhampton, Whately, and Hatfield. The town's pastoral setting is complemented by its proximity to the educational and cultural centers of the Pioneer Valley's 5-college area. While many of Williamsburg's residents are descended from the agrarian settlers of an earlier century, there has been a steady influx of professionals, artisans, authors, musicians and educators over the past decades all of whom contribute to a rich social fabric and sense of community. Local historian Ralmon Black notes that there is a harmonious relationship among residents of various backgrounds. He sees a "helping hand attitude on every corner and a persisting live and let live attitude that rises above the complexities of the outside world."

Public schools serving Williamsburg families are the Hampshire Regional High School for grades 7-12, the newly remodeled Anne T. Dunphy School for grades PK-6. The K-6 population in 2013 was 153. The Meekins Library, across the street from the Anne T. Dunphy School, serves as the school library. Williamsburg faces some momentous decisions concerning major capital improvements. The town's Building Reuse Committee is examining options for utilizing the Helen E. James School building and grounds since grades 1-3 have been moved to the newly renovated and expanded Dunphy School. A Public Safety Complex Committee will be evaluating the feasibility of creating a public safety complex for the police and fire departments on the site of the James School. In the near future the community will be considering options for the possible uses and refurbishments of a number of historical municipal buildings.

The town has made a serious commitment to promote more environmentally friendly policies and practices in a number of ways. Recently the community was awarded Green Community status by the Massachusetts Executive Office of Energy and Environmental Affairs. Part of the financial award will be used to fund a detailed energy audit of the Meekins Library. The town's Energy Committee was successful in partnering with neighboring towns of Chesterfield and Whately to win a grant through the Solarize Massachusetts program to promote the adoption of photo-voltaic installations by the town's residents and small commercial establishments. The town appointed Williamsburg Woodland Trails Committee oversees and maintains 12 trails on public and private land. These trails provide a special recreational opportunity for hiking, cross-country skiing, horseback riding, and snowmobiling. The Mill River Greenway Committee has undertaken a long-range planning effort to create a non-motorized greenway linking the two village centers. The multi-purpose greenway will follow, to the extent feasible, the course of the Mill River, providing public access via a safe, pedestrian-friendly path to adjacent natural settings, historically important cultural landmarks, and local businesses. Both libraries are located on the Mill River.

Demographics in Williamsburg have not shifted dramatically in recent years; population since the 2000 Census has increased slightly from 2,427 to 2,482 in 2010, or less than 0.3 percent. (The Census Bureau's American Community Survey 5-yr. Estimate indicates a 2012 town population of 2631 but this number is unofficial and has a sizeable margin of error.)
According to the 2010 Census, females account for 54.1 percent and males 45.9 percent of the population. Of the town's 1,183 total housing units in 2010, 836 or 74.8 percent were owner occupied. 263 family households in 2010, or 23.5 percent, had children under the age of 18. Non-white individuals comprised 3.1 percent of the town's residents in 2010. Projections prepared in November, 2013, for the Secretary of the Commonwealth of Massachusetts by the UMASS Donahue Institute,
show Williamsburg's population declining to 2,428 in 2015, dropping to 2,360 in 2020 and diminishing further to 2264 in 2025. The methodology used in preparing these estimates is replete with population age cohort detail along with fertility/mortality rates and assumptions concerning emigration. These mechanistic projections perhaps should be balanced against some trends and expectations that may cause the town's and region's population growth to exceed the statistical projections. The Pioneer Valley in general will likely persist in being a magnet for professionals from urban areas who are technologically able to conduct businesses remotely. The 5-college area will probably continue to attract a noticeable influx of retirees seeking quality health care resources, a rural environment with cultural energy and life-long learning opportunities. The Pioneer Valley's knowledge corridor and entrepreneurial activity will likely generate future employment and income growth.

Real estate price levels in Williamsburg remain relatively attractive when compared to some nearby communities and may help bolster household growth. In the 2010 to 2013 period the average sold price for single -family homes in Northampton was $278,800 while in Williamsburg the average price was $256,000. Property taxes have supported the many improvements to the range of services provided by the town. In fiscal year 2013 Williamsburg's tax rate of $16.84 per $1000 of valuation ranked 8th highest among the 19 communities in Hampshire County, while its average tax bill of $4,422 ranked 4th highest in the County (Massachusetts Department of Revenue and U.S. Census).

While many Williamsburg residents commute to proximate urban areas for employment, the town hosts a range of business establishments. According to the Massachusetts Office of Labor and Workforce Development, Williamsburg in 2012 registered 85 businesses including 16 in construction related activities, 5 in manufacturing, 8 in retail trade and 42 in various public and professional services. In recent decades a large number of artists, authors and musicians have taken up residence in the community. The Meekins Library features the works of area artists in exhibits that change monthly. In 2013 the town's unemployment rate was 6.8 percent, slightly below the state average.

Within the next year it is hoped that Williamsburg's Anne T. Dunphy School and the Meekins Library will be among the community anchor institutions that will be able to take full advantage of the recently installed fiber-optic infrastructure that is part of the 1200 mile fiber backbone serving 120 central and western Massachusetts towns. Williamsburg's Technology Committee and town executives will be

assessing services and pricing schemes from various vendors that operate on the fiber network and will select one to provide greater bandwidth to key institutions including the library and new school.

To more deeply understand Williamsburg's circumstances, advantages, and challenges it would be instructive to view the relationship between the municipality and its surrounding region through the lens of social well-being as quantified by various metrics. In 2013 the Pioneer Valley Planning Commission issued its second *State of the People: For the Pioneer Valley* report to help inform decision makers seeking to improve the quality of life in the region. Drawing upon a number of sources, primarily the US Census Bureau's American Community Survey, the report compiles indicators intended to examine the quality of life in the region's cities and towns from the perspectives of young and elderly populations, education, health and safety, economic security, housing, civics-arts-recreation, and the environment. Not all indicators could be constructed for each of the 69 municipalities in the region. For those indicators for which a comparison of the region's average value with that of Williamsburg is available, the following summary shows that out of 44 indicators Williamsburg scores above the region's average in 39 categories. It should be noted that the sampling variance and associate margins of error do not allow one to assign the highest levels of precision to the estimates; however, the comparisons do provide a useful snapshot of the community's overall quality of life.

Williamsburg Demographics

Demographics/Indicator 2013	Pioneer Valley	Williamsburg
Adequate pre-natal care - % of pregnancies	70.4	91.7
Percent of births to very low weight babies	1.5	0
Percent of all students with asthma	13.5	11.8
Percent of births to mothers under 18 years of age	3.9	0
Percent of children under 18 in single parent family	35 .2	28.6
Percent of students with free or subsidized lunches	47.8	13.5
Poverty rate for population over 65	9.5	6.5
Percent of population over 65 who stay in the work force	15.1	14.4
Percent of grandparents caring for grandchildren under 18	10.5	4.3
Percent of population over 65 who live alone	31.5	31.7
Percent of population over 65 who have access to a car	83	92.8
Percent of children 3-5 in early education	44.9	46.6
Percent of students scoring 'proficient' or better on 3rd grade reading MCAS	53.5	71
Percent of students scoring 'proficient' or better on 8th grade math MCAS	40.7	56
Percent of students scoring 'proficient' or better on 10th grade English MCAS	78.8	94
Percent of students scoring 'proficient' or better on 10th grade math MCAS	69.4	91
Percent of students graduating high school in 4 years or less	75.2	89.9
Percent of population with a BS degree or higher	28.5	41.7
9th grade retention rate (held back)	4.9	1.5

Student stability rate (% that remain in school district or school throughout the school year)	93.2	96.6
Premature mortality - deaths/1000	333	205
Percent of population who smoke	17.3	12.7
Substance abuse - admissions/1000	17.9	10.9
Mental health hospitalizations/1000	12.7	6
Asthma related hospitalizations /1000	13	7.2
Diabetes related hospitalizations/1000	30.8	19.9
Median household income	$50,417	$63,636
Gini index of income inequality	0.45	0.42
Poverty rates	15.1	4.5
Self-sufficiency index (% of single parent one child families not economically independent	56.8	25.5
Unemployment rate	9.1	8.2
Housing affordability ratio	26.8	23.8
Housing cost burden (greater than 30% of income spent for rent or home ownership	27	26
Percent of housing units owner occupied	63.8	74.8
Percent of housing units subsidized	9.6	6.5
Foreclosure deeds/1000 housing units - 2010	4.7	0.8
Per capita library attendance - visits per capita - includes non-residents	4.7	21.5
Culture and Recreation spending per capita	$53.20	$45.22
Percent of population 18+ who are registered voters	82	94
Per capita expenditures for arts, culture and humanities 501 (c) (3) private charities	$89.41	$875.61
Percent of workers using environmentally friendly transportation	15.8	8.1
Average commute time	21.7	25.4
Recycling rates	33	38
Percent of land designated as green space or recreational	83.6	93

SOURCE: Pioneer Valley Planning Commission. *State of the People: For the Pioneer Valley*, Jan. 2013

Through embracing community support the Meekins has transformed itself
into an expansive, thriving physical and virtual community center for our town, and
gateway library for smaller surrounding hilltowns. With our form of public-private
partnerships, we invite all our communities to help shape the entity that is the library—the
building, collections, services and programs—and offer those things that patrons ask for, and
those they might not have known they wanted and have now come to expect. The last two years
have been critical for bringing Meekins into the 21st century. Now, in 2014, the Meekins Library is
called a "gem and community anchor" –a town landmark with a long and complex history.

In 1893, Stephen Meekins, a local farmer, left his estate to build and support a library for the
people that was governed by a board appointed by town churches. The library building opened in
1897. Over time, it became cramped, antiquated, depleted, and still privately governed, until
almost the 21st century. Yet life around it and inside it had changed exponentially. Meekins
needed to reinvent itself, to design and construct an architecturally consistent but modern addition.

The major transition began in 1984. New Director Lisa Wenner galvanized Trustees, staff,
lawyers, and action committees changing governance, making public support
possible, and then planning for, renovating and expanding the building (2003) and services.
By 1997, Meekins' centennial year, the library was town-owned and had an elected board.
Overcoming economic, attitudinal and practical setbacks and challenges, Meekins received an
MBLC state construction grant, an NEH Challenge Grant, a Mass. Historical Commission Grant,
town bond funds, financial and other support from hundreds of private individuals, foundations,
local businesses, and organizations and extraordinary support from the Friends of the Library.
With the "new" addition, Meekins has 6,500 gross square feet.

Today, Meekins builds on this foundation—recognizing that it is through community,
cooperation, creativity and commitment that we ensure continuity and secure our future. The town
comprises two village centers, Williamsburg and Haydenville. Our Haydenville branch library, a 19th-
century gift to the town, is tiny (400 sq. ft.) with strong sentimental roots. Low circulation and the need for
meeting space and high-speed Internet access led to new uses that serve the town. In 2013, with funding
from the Friends and volunteer effort, we upgraded to 24/7 Wi-Fi (accessible inside and out), redecorated,
and added comfortable seating. This historic landmark is now also an inviting meeting and event
site,used by 341 people in 2013 including a Hilltown teen service group, numerous small boards, 1-to-1
tutoring, the local Cultural Council, the Historical Society and more.

The Meekins has received a Customers' Choice Community Grant from Florence
Savings Bank every year for five years. The bank, based in a neighboring town, serves eight
other communities, all larger than Williamsburg. In 2013 the library received one of the top 5
awards given to institutions spanning three counties. The awards are based on the number of votes
received from the customers of the bank. Well-served library patrons choose Meekins
when they vote. Since 2010, Meekins' achievement has been recognized with 3 or 4 stars in the "Library
Journal" Index of Public Library Service.

 Meekins' unique materials are part of the Digital Commonwealth, Digital Treasures,
and the Digital Public Library of America, making our historical images and documents
available for public use worldwide. Digital Commonwealth is the statewide online database of
historical treasures from local communities. Meekins' participation was made possible by the
Digital Treasures through the Boston Public Library and is a regional project of C/WMARS; our
participation was made possible by a "Small Institution" grant from the Commonwealth of Massachusetts.

Meekins Circulation Statistics (ARIS Report FY15)

Meekins/Williamsburg

Adult Circulation	53,559
Young Adult Circulation	6,811
Children's Circulation	30,072
Total Circulation	**90,442**
ILL from other libraries	10,516
ILL to other libraries	10,996
Total Adult Holdings	66,308
Total YA Holdings	6,945
Total Children's Holdings	16,509
Total Holdings	**89,762**

Circulation Statistics for Massachusetts (Population Group 2,000-4,999)

2013 MBLC Stats 2,000-4,999 Population MA Libraries

Location	Municipality	Total Circ Activity	Rank	% of Ttl Circ	% of Circ Median	% of Circ Avg
Sargent Memorial Library	Boxborough	139,967	1	4.8%	366.1%	267.5%
Oak Bluffs Public Library	Oak Bluffs	139,360	2	4.8%	364.6%	266.3%
Vineyard Haven Public Library	Tisbury	133,944	3	4.6%	350.4%	256.0%
Gleason Public Library	Carlisle	126,951	4	4.3%	332.1%	242.6%
G. A. R. Memorial Library	West Newbury	121,218	5	4.1%	317.1%	231.6%
Wellfleet Public Library	Wellfleet	118,796	6	4.1%	310.8%	227.0%
Eastham Public Library	Eastham	107,894	7	3.7%	282.2%	206.2%
West Tisbury Free Public Library	West Tisbury	106,459	8	3.6%	278.5%	203.4%
Provincetown Public Library	Provincetown	100,748	9	3.4%	263.6%	192.5%
Meekins Public Library	**Williamsburg**	**98,279**	**10**	**3.4%**	**257.1%**	**187.8%**

Osterville Free Library	Barnstable	98,063	11	3.3%	256.5%	187.4%
Bolton Public Library	Bolton	96,720	12	3.3%	253.0%	184.8%
Sturgis Library	Barnstable	92,522	13	3.2%	242.0%	176.8%
Edgartown Free Public Library	Edgartown	85,422	14	2.9%	223.5%	163.2%
Dennis Public Library	Dennis	81,921	15	2.8%	214.3%	156.5%
Sherborn Library	Sherborn	77,826	16	2.7%	203.6%	148.7%
Dennis Memorial Library Association	Dennis	75,430	17	2.6%	197.3%	144.1%
Sunderland Public Library	Sunderland	71,001	18	2.4%	185.7%	135.7%
Truro Public Library	Truro	63,226	19	2.2%	165.4%	120.8%
Cotuit Library	Barnstable	55,200	20	1.9%	144.4%	105.5%
Jacob Sears Memorial Library	Dennis	53,362	21	1.8%	139.6%	102.0%
Dickinson Memorial Library	Northfield	53,176	22	1.8%	139.1%	101.6%
Avon Public Library	Avon	49,298	23	1.7%	129.0%	94.2%
Princeton Public Library	Princeton	43,475	24	1.5%	113.7%	83.1%
T.O.H.P. Burnham Free Library	Essex	42,618	25	1.5%	111.5%	81.4%
Richards Memorial Library	Paxton	41,504	26	1.4%	108.6%	79.3%
Elizabeth Taber Memorial Library	Marion	40,210	27	1.4%	105.2%	76.8%
Merriam-Gilbert Public Library	West Brookfield	39,157	28	1.3%	102.4%	74.8%
Whelden Memorial Library	Barnstable	37,297	29	1.3%	97.6%	71.3%
Haston Free Public Library	North Brookfield	37,190	30	1.3%	97.3%	71.1%
West Falmouth Library, Inc.	Falmouth	37,032	31	1.3%	96.9%	70.8%
Woods Hole Public Library	Falmouth	35,405	32	1.2%	92.6%	67.7%
Plympton Public Library	Plympton	34,592	33	1.2%	90.5%	66.1%
Merrick Public Library	Brookfield	33,135	34	1.1%	86.7%	63.3%
Bushnell-Sage Library	Sheffield	30,040	35	1.0%	78.6%	57.4%
Boylston Public Library	Boylston	29,980	36	1.0%	78.4%	57.3%
Dunstable Free Public Library	Dunstable	29,609	37	1.0%	77.5%	56.6%
South Dennis Free Public Library	Dennis	26,671	38	0.9%	69.8%	51.0%
Hatfield Public Library	Hatfield	26,257	39	0.9%	68.7%	50.2%
Ashby Free Public Library	Ashby	24,540	40	0.8%	64.2%	46.9%
Berlin Public Library	Berlin	20,891	41	0.7%	54.6%	39.9%
Cushman Library	Bernardston	19,043	42	0.6%	49.8%	36.4%

Nahant Public Library	Nahant	18,506	43	0.6%	48.4%	35.4%
Hubbardston Public Library	Hubbardston	17,655	44	0.6%	46.2%	33.7%
Brimfield Public Library	Brimfield	17,588	45	0.6%	46.0%	33.6%
West Dennis Free Public Library	Dennis	14,406	46	0.5%	37.7%	27.5%
Hinsdale Public Library	Hinsdale	13,820	47	0.5%	36.2%	26.4%
Warren Public Library	Warren	13,589	48	0.5%	35.5%	26.0%
East Brookfield Public Library	East Brookfield	13,504	49	0.5%	35.3%	25.8%
Lanesborough Public Library	Lanesborough	9,173	50	0.3%	24.0%	17.5%
Becket Athenaeum, Inc.	Becket	9,030	51	0.3%	23.6%	17.3%
Paige Memorial Library	Hardwick	8,755	52	0.3%	22.9%	16.7%
Huntington Public Library	Huntington	7,991	53	0.3%	20.9%	15.3%
Cheshire Public Library	Cheshire	7,375	54	0.3%	19.3%	14.1%
Holland Public Library	Holland	2,708	55	0.1%	7.1%	5.2%
Millville Free Public Library	Millville	926	56	0.0%	2.4%	1.8%
Total				**2,930,455**		
Median				**38,227**		
Avg				**52,330**		
Max				**139,967**		
Min				**926**		

Massachusetts libraries must have an approved Long Range Plan on file with the Massachusetts Board of Library Commissioners in order to apply for both Library Services and Technology Act funds and the Massachusetts Public Library Construction Program. Libraries that have done planning have repeatedly confirmed how important the process has been in their local efforts to gain recognition, funding, and staffing for accomplishing the goals and objectives set out in their plans.
The Williamsburg Libraries 2015-2020 Long Range Plan is intended to guide and describe the libraries' priorities for the next five years based on survey results and toward fulfillment of the libraries' mission. The goals and objectives in this plan do not address every need identified by the planning committee, and they do not include all of the work activities that the libraries will undertake in the course of the next five years. Staff will work on providing excellent library services to all of our patrons, while focusing on the major goals identified here. The library administration in its leadership role will be responsive to emerging patron needs regardless of whether a particular need is identified or not identified in this plan.

The Library Board began discussing the next Long Range Plan in the winter of 2012. The appointed committee members consisted of Jason Heffner, Jon Gould, Connie Fitzgerald, and Rob Stinson. The committee began holding regular meetings in the fall of 2013, during which the questions for the survey were written. The survey was published with "surveygizmo."

"The New planning for Results: A Streamlined Approach" by Sandra Nelson was consulted, as were the MBLC and the Massachusetts Library System library long range planning tips.

The Long-Range Plan Subcommittee created a 44-question survey that was available in print and online. Print copies were made available at Meekins Library, the Williamsburg Town Hall and the Williamsburg Transfer Station. The survey included questions in which respondents were asked to rate their level of satisfaction with Meekins Library. It also included an opportunity to rate proposals in the following areas: Adult, Young Adult and Children's Programming, Technology, Collections, Accessibility, the Library-Dunphy School Collaboration, and Community Engagement. Additionally, there were opportunities for respondents to offer comments in those areas.

Between December of 2013 and April of 2014, the survey was taken by Williamsburg residents and non-residents. The total number of respondents was 321.

The LRP committee started in 2013 with involving various community groups with SOAR (Strengths, Opportunities, Aspirations, Results) exercises, including one for town residents, one with teachers at the Anne T. Dunphy School, one at the senior center, and one for staff.

The results of the SOAR exercises are included in appendix A .

The following 6 strategic themes comprise the core of this plan. They were selected based on feedback received from focus group meetings, conversations with library stakeholders, a review of the previous plan, and the results of an online survey. The strategic themes are broad by design and serve to identify those areas in which we must devote our energies. Not all strategic themes will have goals that will—or can—be achieved within the timeframe of this plan, but we feel it is important to acknowledge them here. Please note, the order in which the strategic themes are presented does not imply any type of ranking.

1. Building collaboration with the school library
2. Improving awareness of library resources
3. Building relevant collections, programs, and services
4. Keeping current with technology
5. Acting as good stewards of buildings and grounds
6. Building financial strength

Goal 1: The libraries will strengthen collaboration and communication with the Anne T. Dunphy School .

Context:

The Williamsburg School-Library program provides an innovative educational program and has been guided by the vision of "Collaboration, Life Long Learning, Innovation." The library takes seriously and with great pride the unique relationship it maintains with the school community and the services it provides to it. The relationship relies on effective and timely communication, decision-making, and planning, as well as creative use of library spaces, school classrooms, common spaces, and computer lab. The school department pays an annual fee to the library as part of this partnership.

Objective 1.1 Library director will meet with the school principal on a regular basis and at least four times a year to plan collaboration starting in 2014. Dates and times to be determined by mutual consent.

Objective 1.2 Library board will meet with School Committee annually to discuss, negotiate, and sign the Memorandum of Agreement at the end of the school year for the next school year starting in 2014. This will facilitate the submission of the library bill for school library services early enough to have new books waiting for the first visits by classrooms in the fall.

Objective 1.3 Library board will discuss a plan with the School Committee and principal so collaboration between school and library is well planned and forward thinking beginning in 2015.

Objective 1.4 Library board will meet with the School Committee to plan and assess the program at the end of the school year starting in 2015.

Objective 1.5 The library director and the children's librarian will engage in more school activities such as open house, harvest festival, science fair, music events, and graduation to increase collaboration starting in 2015.

Objective 1.6 The library will hold an open house at the library for school staff to show them our facility and resources and to meet our staff starting in 2015.

Objective 1.7 The school library program will include out-reach and time spent at the school with input from school principal and teachers starting in 2016.

Objective 1.8 The library will solicit acquisition input from school staff/teachers starting in 2014.

Objective 1.9 At specified times during the school year, the students will share and report back to the librarians about certain projects.

Key participants: School principal, school librarian, library director, school board, library board.

Goal 2: **The libraries will keep pace with current technologies for both staff and patrons.**

Objective 2.1 The libraries will develop a new website in 2014-2015 using a content management system such as Wordpress or Piper Webs that will allow staff to update the website themselves. It is important that this new platform be formatted for mobile devices.

Objective 2.2 The libraries will create a schedule by 2015 for replacing staff and public hardware and updating software.

Objective 2.3 Library director and school librarian will collaborate with Anne T. Dunphy school's technology teacher. Based on this meeting, Meekins will consider technology purchases for students' class visits by 2015.

Objective 2.4 The libraries will provide technology training for staff and volunteers so that they can better help patrons starting in 2015.

Objective 2.5 The Meekins Library will purchase (or seek a donor) and install a new built-in projection system for the Hawks- Hayden Room by 2019.

Objective 2.6 The libraries will improve internet speed so that both staff and patrons can take advantage of video conferencing, remote- learning courses, and streaming video.

Objective 2.7 The libraries will begin training patrons on devices such as Kindles, Nooks, and ipads and offering "petting zoos" by 2015.

Objective 2.8 Study and price various software systems used to study languages by 2017 while promoting Boston Public Library's free Mango Languages Database.

Objective 2.9 Library director will apply for technology grants by 2018.

Objective 2.10 The libraries will continue membership and participation with C/WMARS.

Objective 2.11The libraries will create and maintain a technology plan that will be revisited annually.

Key participants: Library director, technical services librarian, staff of Massachusetts Library System and C/WMARS, school librarian, school technology teacher.

Goal 3: **The libraries will undertake a comprehensive project to improve awareness of its resources, value to community, and services to all. Efforts will be made to reach out to those not currently using the libraries.**

Objective 3.1 The libraries will create a newsletter to highlight events, collection, staff, and history by 2015.

Objective 3.2 The libraries will develop a new logo to use on all correspondence to promote a positive image to the community through consistent communications and branding for all publications by 2015.

Objective 3.3 The libraries will explore ways of reaching out to groups who are not currently using the libraries by 2018.

Objective 3.4 The libraries will initiate partnerships with community organizations starting in 2017.

Objective 3.5 The libraries will reach out to community organizations and town officials to encourage them to use our meeting spaces by 2016.

Objective 3.6 The libraries will reach out to community and local organizations to encourage the use of our beautiful and spacious lawn for outdoor activities, exhibits, and events in 2017.

Key participants: Library director, library board, library Friends group, members of community organizations.

Goal 4: The libraries will offer collections, programs, and services in a welcoming, comfortable community space to foster personal growth and life-long learning.

Objective 4.1: The libraries will build collections that support the educational and recreational needs of its community.

Objective 4.2. The libraries will conduct yearly analysis of all collections to maintain currency and relevance beginning in 2015.

Objective 4.3: The libraries will provide a wide variety of programming of educational value to the community that is relevant to all ages.

Objective 4.4. The libraries will build on the success of its school library program to incorporate Science, Technology, Engineering, Art, and Math (STEAM) initiatives beginning in 2015.

Objective 4.5. The libraries will offer book discussion groups for adults, teens, and children by 2016.

Objective 4.6 The libraries, with approval from town administration, will establish the position of a Kmit Programming Librarian through the Kmit Bequest. The Kmit Librarian's purpose will be to focus on producing our own educational programming for children of Williamsburg age birth through 19 by 2016.

Key participants: Library director, town administration, all staff.

Goal 5: The libraries will act as a good steward by maintaining the structural integrity of its buildings and grounds and develop a system to prioritize current needs.

Objective 5.1 Repoint/repair front stairs and entryway into original Meekins building.

Objective 5.2 Repair/replace original windows in original Meekins building.

Objective 5.3 Repair sinking north-west corner in Picture Book Room.

Objective 5.4 Fix large crack in front door of original Meekins building. Also repair door frame. Stain/seal same door.

Objective 5.5   Develop a plan to add landscaping surrounding the front door of the original library by 2017.

Objective 5.6 Install more electrical outlets both inside and out by 2015.

Objective 5.7 Paint all interior and exterior walls that need it by 2017.

Objective 5.8 Remove or prune existing bushes in front of Haydenville Library in 2016.

Objective 5.9 Undertake appropriate measures identified during energy audit of both buildings by 2017.

Objective 5.10 Install new art "hanging system" in Hawks-Hayden Room by 2017 through either a grant or donation.

Key participants: Town Administrator, building supervisor, library director, volunteers.

Goal 6: The libraries will continue to build their financial strength in order to provide better service, deeper collections, restored hours and if possible increased hours, and long-term sustainability.

Key participants: Library director, library board, library Friends, Williamsburg Finance Committee, Williamsburg Trust Fund Commissioners, and various town boards and committees.

Appendix A

SOAR Exercises

MLS Massachusetts Library System

Meekins Library SOAR Report
(completed by Advisory Group 2013)

Strengths – What are our greatest strengths?

- **Physical plant** –
  - Meeting rooms
  - Library space useful both for formal meetings and informal gatherings or relaxing
  - Beautiful building and grounds
  - Homey atmosphere
  - Unfussy---real people and children welcome here!
  - Clean
  - Visible, accessible location
- **Community** -
  - Magnet for community groups, inside and outside (farmers market etc)
  - Exhibits
  - Library provides bridges between segments of population

- **Spirit of Cooperation** –
  - Collaboration with schools: use of books, display of student art

- **Library Director** and **Staff** –
  - Provide great readers advisory service!
  - Create a welcoming atmosphere
  - Heart---caring
  - Quality of staff is fantastic
  - Strong communicators
  - Dedication and vision
  - Expansive, not rigid
  - Staff trusts patrons---no fines, self-service
  - Continual advocacy despite odds
  - Ability to target opportunities and take advantage of them

- **Volunteers** are dedicated and essential to making things happen
- **Hours** –evening hours are great
- **Children's programs** –
  - All ages are attracted to the library
- **Many excellent programs**
  - Cultural events, from book talks to knitting
  - Movies

- **Technology** – Integration of technology and books
- **Collection** – **network affiliation**
  - Excellent quality collection
  - Large digital collection
  - You can get anything!

Opportunities for the Library – What are our best opportunities?
- Town website---get help from town webmaster for library website
- Use technology to promote the library and enhance fundraising
- Online language training
  - In-library opportunities too -- conversation groups
- Fiber to be available by June, MBI---streaming? Other opportunities?
- Increase communication and collaboration with the school as new building is planned
- Town departments – work together, communicate, provide bridge for local government to meet and talk
- Meeting space at a premium, library can provide it---opportunities for synergy
- Storytelling, local history programs held, recorded, archived for continued access
- **Outreach** to young people
- **Integration** of new people in town by cooperating with town hall to know who is new
- Job searching opportunities at the library
- Explore internship for Simmons College /Mount Holyoke library school student
- Serve the homeless and maintain sensitivity to those in poverty
- Facilitated online forums (Massive Open Online Course, MOOC)
- Lifelong learning opportunities
- Multilingual populations, services and resources for
- Serve the very old---outreach, collaborate with the Council on Aging on this?
- What does the COA think?---focus group opportunity
- Keep people reading - develop methods
  - Book making for young people?
  - Writing/publishing the electronic book?
- True sense of history---local history archives and living resources used and appreciated
- *On the Same Page* type events to keep local history and reading and communicating alive
- A place for quiet engagement --- you can be close to others while doing own work at the library
- Remember and remind others of our society's "embarrassment of riches" – model gratitude

Aspirations – What is our preferred future?

- Programs are available for patrons, such as
    - Musical events
    - Researching genealogy (for newcomers for whom the genealogy sources on the website aren't enough)
    - How to use the online databases available through MBLC, MLS and C/WMARS
    - The etiquette of social media and using technology successfully, for young people and adults
- Space utilization
    - Exhibits are increasingly possible due to better space use (new furnishings for displays near front desk for example)
    - Stacks are inviting because of reorganization and a weeded collection
- Meekins has a successful <u>capital</u> campaign
- Library is open 7 days a week
- Library/School collaboration brings about
    - Integrated school and library programs including a liaison with the school tech teacher
    - A school and library partnership which is more deliberate and results in a defined and sustainable level of cooperation; vital during this time of transition to a new school building and new administrations
- Library is fully supported with both appreciation and an adequate budget from the town
- Staff members of the library
    - Are adequate in number to provide all the services the library offers without burning out
    - If newly hired, are competent and skilled, and as community- oriented as current staff are
    - Maintain the welcoming attitude and hominess of the library
    - Benefit from staff development opportunities offered regionally or provided locally
- Library is cutting edge in its use of green technologies
- Library is indispensable to the community
    - Meekins fosters globalism and a broader knowledge and understanding of the world
    - The differences and historical divisions in town dissipate because of understanding and shared experiences
    - The library reaches out to other town departments and local groups, to share the library message as it also supports local efforts (offering needed meeting space, promoting Lions Club events, etc)
- Library website is enhanced, similar to town's website

Results – What are the measurable results that'll tell us we've achieved that preferred future?

- The library is active with engaged young people
- The library has more staff and is open more hours
- Economic benefit of the library to the town is calculated, quantified and promoted by local business people
- Townspeople recognize the economic benefit of a strong and vibrant library
- The library director smiles after budget meetings---the library's financial structure is adequate, sustainable and predictable!
- Library meeting room is booked every evening, sometimes by other town departments
- The library collection is a balance of print and digital resources that satisfies and reflects the community
- The school/library relationship is fair for both, defined clearly, and good for the young students of Williamsburg
- Library programs are plentiful, well-attended, varied and timely---something for everyone!
- The library is the mecca of the community, with usage of collections and attendance at programs increasing
- The successful initiation of a capital campaign frees library's budget for other endeavors

Williamsburg Libraries Strategic Planning 2013
COA Lunch Group Meeting
Daria D'Arienzo recorder for Meekins
June 12, 2013

This was an informal session held after a congregate meal at the Senior Center in the Williamsburg Town Offices in Haydenville.

About 12 people participated—all seniors.

Discussion focused on two questions:
1. What do you think is good about the library and its services?
2. What things would you like to see the library offer, if resources were available?
   But really it was an informal conversation that allowed the participants to say what they thought.

Summary of discussion and thoughts:

- Library promotes culture, well-being, classics, friendship, and honesty for all. This is so important. It should never stop.
- "Nothing will ever replace a book for me."
- One of the best things that the Library does—staff and volunteers—is to regularly ask our own community what works and what it needs—and listens. Keep this up.
- Librarians "know everything." They are great.
- Volunteers are great.
- So glad that librarians and volunteers do not "scare" children and tell them to "keep quiet" or make children feel unwelcome. [Some people had bad experiences with librarians decades ago and said that the experience "stays with you for life."] So—are glad that the library welcomes the students from school and all kids.
- Praise the way the Library can get anything you want from anywhere and it comes to Meekins.
- Books, audio books and DVDs, Large print—keep them! Still used by patrons
- Very glad there is an electronic magnification device- that magnifies type
- Want Haydenville Library—not necessarily for circulating library but—keep it open and continue to use for meetings and events. Very happy now that there is a sidewalk cut at the end of the Brassworks parking lot so it is now easier to get to the building
- The renovation is great—praise for the bathrooms—especially that it is no longer in the basement (They have long memories!)
- More praise for renovation—space accessible. If can't reach something, staff (librarians and volunteers) very helpful. Will physically retrieve anything.)
- Praise for Hawks Hayden community room—good for programs

- Praise for the regular and changing exhibitions in the HH room. Also the art in the Meekins. "The artwork is all beautiful."
- Keep practice of telephoning when books come in—many need that kind of notification
- Like the website and want to see more info there.
- Like that Meekins welcomes animals.
- Like that Meekins is now a heating and cooling center where people can go. See tornado—below.

Things that are done or could do more of:

- As a regular practice, provide rides to events at the Library, especially at night and in winter
- Program of showing lighthearted movies at lunchtime—with light lunch/popcorn
- Get a grant to get small/lightweight electronic magnification devices to lend out to those in need
- Invest in a wireless system for hearing aids
- Parking is difficult! Ok if you have handicap sticker—but if you are just infirm—getting near the building is difficult and makes it hard to get to the library.
- Consider regular schedule of delivery of library materials—perhaps a volunteer 1-2 times a week and specific times—bringing things to those homebound. Advertise well—especially among seniors (newsletter). Understand that they would have to ask in advance.
- Consider with delivery adding—Sudoku books, crossword books and puzzles.
- Worry about tornados. Ok when Meekins is open. Meekins is safe. Wonder what would happen when Meekins is closed. Could a fireman or policeman or emergency worker open the building if was needed in a tornado emergency for safety?

_____

STAFF SOAR May 24, 2013

Lisa Wenner, Rochelle Wildfong, Bobbin Young, Daria D'Arienzo, John Palmer

Strengths – What are our greatest strengths?
- **Physical plant**
  - A modern warm, pleasant place
  - Location central to hilltowns
  - People feel safe and at home, environment positive, both interior and exterior
  - Adequate storage space
  - Handicapped accessible
- **Collection**
  - Outstanding
  - Both physical space as well as collection and services embrace the historical past importance and also look to the future- a good foundation
  - Local history collection physical and digital both strong
  - Collection has always been diverse

- **Community** -
  - Community meeting space
  - HH room free to community use
  - Work we do with school binds parents and children to the library
  - Cultural intellectual center of the community

- **Spirit of Cooperation** –
  - Partnerships with local historical society, digital commonwealth, Digital Public Library,
  -

- **Library Director** and **Staff** –
  - Stellar, friendly, helpful, warm, knowledgeable, flexible staff

- **Volunteers**
  - Draws committed volunteers from the wider community

- **Hours**

- **Children's programs**
  - Long time pre-school story hour and wonderful Summer reading program

- **Many excellent programs at library**

- - Programming across ages, types, interests and innovative & inclusive
- **Technology**
  - Diverse new media types brought into collection

- **Collection** – **network affiliation**

- # Opportunities for the Library – What are our best opportunities?
- Mooc Courses – improve wireless connectivity through fiber connection
- New Ways of working with school – video conferencing
- App that allows us to create new kinds of collections that can be accessed via web
- Reliable consistent, large enough media infrastructure so whole building is covered completely
- Computer pool charge out at desk- have mobile technology
- Self check out that works – proven technology and security to go with that
- Maintenance free computers
- After hour pick up or DVD's in red box type of Kiosk
- 24 hour access to one part of building- create space or use existing space to do this
- Opportunity to have staff adequately reimbursed
- Opportunity to have enough staff so staff is not overworked and does not burn out
- Enough staff to do work required
- Programs that evolve from the needs of the community -- vision of librarians
- Continue to expand library's role as life-long learning – make it a mission of the library- make sure phrased??? Appropriately
- Opportunity to build closer, more cooperative ties with town government
- Opportunity to develop programming for men and women- fly fishing, history of logging
- Continue to build collection pertaining to town, the people, their stories, histories, chronicle the story of the town
- Opportunity to build services of all kinds

- Opportunity for staff to build own knowledge base through continuing education
- Opportunity to learn new technologies as they develop and to teach patrons
- Opportunity to organize collection as needed – move it physically with in the building
- Opportunity to organize children's picture book collection by topic
- Opportunity to build new community connections
- Opportunity to engage in more staff development, round tables etc
- Opportunity for better staff communication
- Opportunity to advocate on a state and federal level for libraries in West MA
- Opportunity to improve collaborative services by state
- Opportunity to influence next evolution of the evergreen system catalog and other tools to serve the public, both hardware and software
- More parking
- Opportunity to integrate school /library more completely /smoothly with enough funding
- Opportunity for new director to meet and build bridges with entire community
- Opportunity to reconfigure staff
- Opportunity to deliver books
- Opportunity to bring people to programs

Aspirations – what is our preferred future?

- Funding
    - Adequate funding to support staff as well as collection, programming etc
    - Money, Money, More Money
    - Additional funding from school
    - The library has enough funding to keep on top of technology changes and services
    - Increased library hours
- ✓ Technology
    - The library aspires to and develops an up to date interactive web presence
    - The Library can point people quickly to HOW-TO sheets or web pages about how to download a book on a particular device
- STAFF
    - Lower stress level for staff
    - Library will maintain its' present welcoming staff atmosphere and collection
    - Library is a happy place
    - Develop a statement or signal on Confidentiality and privacy that can be shared at desk with those who say too much or overstep verbally- both staff and volunteers
    - Staff will have more opportunities for professional development

- SCHOOL
    - The school knows the real cost of an in-house library and values the Meekins
    - The school contributes to the cost of databases that serve the children such as language databases, periodicals, reference
    - The school understands the value of the library and supports and articulates this verbally and in writing to town voters, parents and government
- BUILDING
    - That the library has front doors that can be opened with the puch of a button
    - That the library has complete and easily read signage
    - The library offers particular places that are quiet and places that are social
- COLLECTION

    - That the library's collections are physically accessible by size of collection or staff to assist
    - That the library develops an info bank of people who know
- PROGRAMS
    - That the library develops and teaches/holds workshops in how to use electronic devices and how to utilize social media

- VOLUNTEERS
    - Library is able to continue to attract committed volunteers and to have the ability to supervise them
    - Volunteers will receive training in privacy, confidentiality, library practices and who they must ask before answering a question
    - CORI volunteers- especially Community Service People
    - Develop a statement or signal on Confidentiality and privacy that can be shared at desk with those who say too much or overstep verbally- both staff and volunteers
- Governance
    - Policy statements on web page
    - The Library board will play an active role in building bridges and acting as ambassadors for the library its staff and services
- ✓ Community
    - Library will continue to build bridges, keep relationships strong across all communities in town and wider community

- The library will find a way to educate out-of-town-users in the costs of providing services to them
- Advertise the library as a cooling and warming place
- Promote the idea that library's and communities prosper together
- Library will utilize the fact that we are a 3-4 star library, connections to National organizations and honors, top circ library

TEACHERS: Amelia Wright, Nancy Millette, John Heffernan, Katie Joyce
Facilitator: Jim Ayres

Meekins Library SOAR Report 6.17.13
Strengths:
- ❖ Curriculum Kits 5th grades
- ❖ Staff
    - ○ Resourceful
    - ○ Knowledgeable
    - ○ Know primary collection well
    - ○ Picks up on what is happening in class
    - ○ Challenges and encourages kids
    - ○ Gets kids to talk about reading
    - ○ Staff knows and takes an interest in kids
    - ○ Storytelling
- ❖ Deliver Books
- ❖ Inter-Library Loan
- ❖ Connection with the community- artists etc.
- ❖ Using References workshops in school
- ❖ Library Skills curriculum
- ❖ Strong Collection
- ❖ Good Hours
- ❖ Multi-cultural dimensional
- ❖ Space
    - ○ Flexibility
    - ○ Over flow for school
- ❖ Picture Book Collection
    - ○ Strong
    - ○ Enhances curriculum for older grades (Staff familiarity)
    - ○ Poetry Month
    - ○ Black History Month

Opportunities:
- ❖ Book Displays in community room of school "nook" permanent community area
    - ○ A place to sit & read with kids
    - ○ Library to have ongoing changing displays in nook
    - ○ Themes holidays- new books –
- ❖ Family Literacy night at school-Library
    - ○ School library would coordinate together
    - ○ At school
- ❖ Bring reference education to early grades
    - ○ Doing what is done now but for early grades-
    - ○ How to find books
    - ○ How to put books away
    - ○ How to search for books
- ❖ Integrate library reference education to school technical education

- o Work with John Heffernan
- ❖ Joint planning**
- ❖ More time at library- especially 4th – 6th
  - o Both frequency and length of time
- ❖ Catalog websites and resources through collaboration
- ❖ Build capacity for instantaneous research
  - o Students will have ipads
    - ▪ Work with school to make reference readily available on library web page or school web page with library input
    - ▪ How to quickly instantaneously bring up information
    - ▪ Make sure both sites have strong internet streaming capability so multiple ipads operate easily
- ❖ Digital media acquisition and collection (e-books, I pads, licensing issues, streaming video)
- ❖ Organization system by level or grade level (i.e. corresponds to reading rainbow)
  - o Organize non-fiction teaching based on reading rainbow model
- ❖ Have kids share and report back about projects etc.
- ❖ STEM (space/marketing organization)
- ❖ Training (card, **can't read**, etc.)

Aspirations:
- ❖ Have a library in the school
- ❖ Be as much of a school library as it can possibly be**
  - o Access-- communication
  - o Coordination—deliberate time and structure on reading and reference
  - o Planning (time)
- ❖ Funding
- ❖ Fully integrated with accessible digital media
- ❖ Accessible, catalogued

Results:

✓ **Will see and feel more of a library presence in school and vice-versa**

✓ **Expanded reference courses for grades 4-6 (2-3 per class per year)**

✓ **Planning and coordination happens regularly and as scheduled**

✓ **Guests present to kids while at library**

Appendix B
Survey Results

Survey

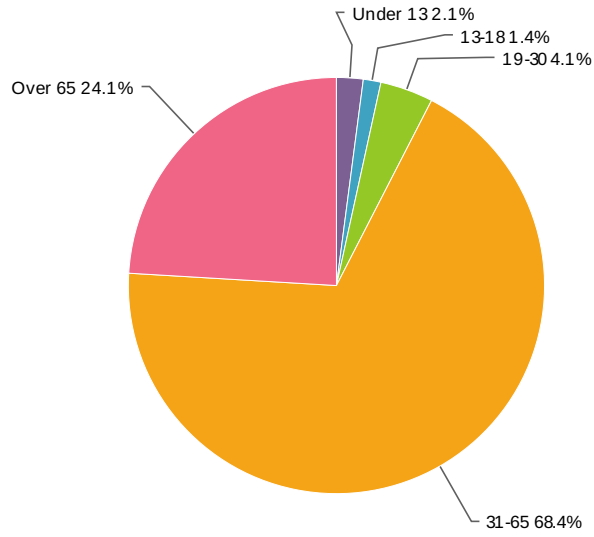In May of 2014 the library wrote and published an online survey with Surveygizmo. We reached 321 respondents.

A summary of the results follows.

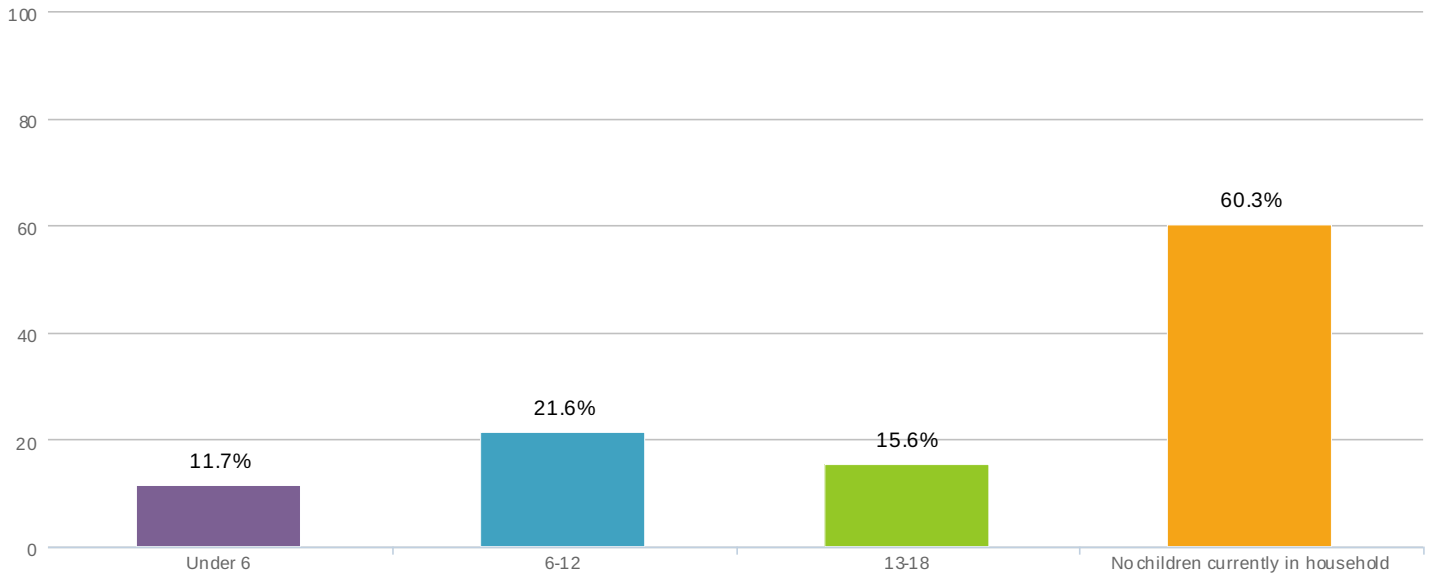Survey: Williamsburg Libraries (Live Version)

1. My age is

Under 13 2.1%
13-18 1.4%
19-30 4.1%
Over 65 24.1%
31-65 68.4%

Under 13	2.1%			6
13-18	1.4%			4
19-30	4.1%			12
31-65	68.4%			199
Over 65	24.1%			70
		Total		291

Statistics

Total Responses	291
Sum	6,449.0
Average	30.0
StdDev	3.6
Max	31.0

2. If there are children living in your household indicate their age group. Check all that apply.
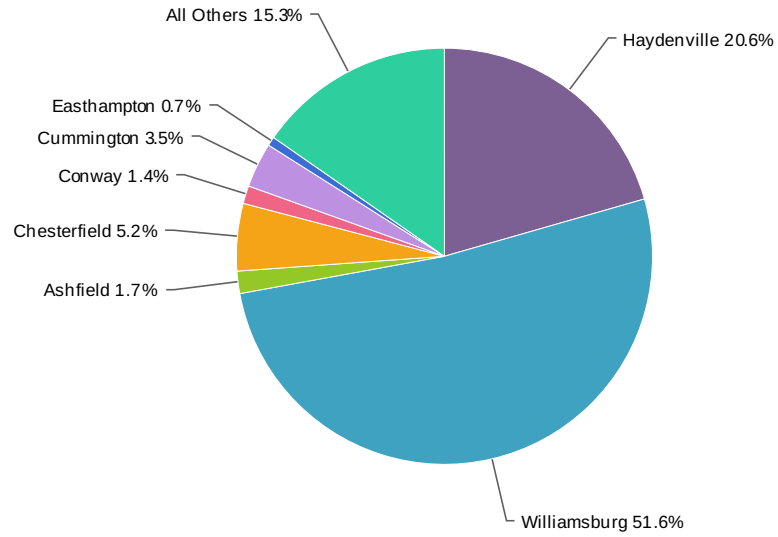

Under 6	11.7%			33
6-12	21.6%			61
13-18	15.6%			44
No children currently in household	60.3%			170
		Total		282

Statistics

Total Responses	282
Sum	938.0
Average	3.3
StdDev	3.5
Max	13.0

3. I live in

Haydenville	20.6%		59	
Williamsburg	51.6%		148	
Ashfield	1.7%		5	
Buckland	0.0%		0	
Chesterfield	5.2%		15	
Conway	1.4%		4	
Cummington	3.5%		10	
Easthampton	0.7%		2	
Goshen	8.4%		24	
Hatfield	0.0%		0	
Leeds	0.4%		1	
Northampton	1.7%		5	
Plainfield	0.7%		2	
Westhampton	0.0%		0	
Whately	0.0%		0	
Windsor	0.0%		0	
Worthington	2.1%		6	
Other	2.1%		6	
	Total		287	

Statistics

Total Responses	287

3

5. My Zip Code is

All Others 10%

01053 0.4%

01032 6.2%

01027 0.7%

01026 3.1%

01012 3.8%
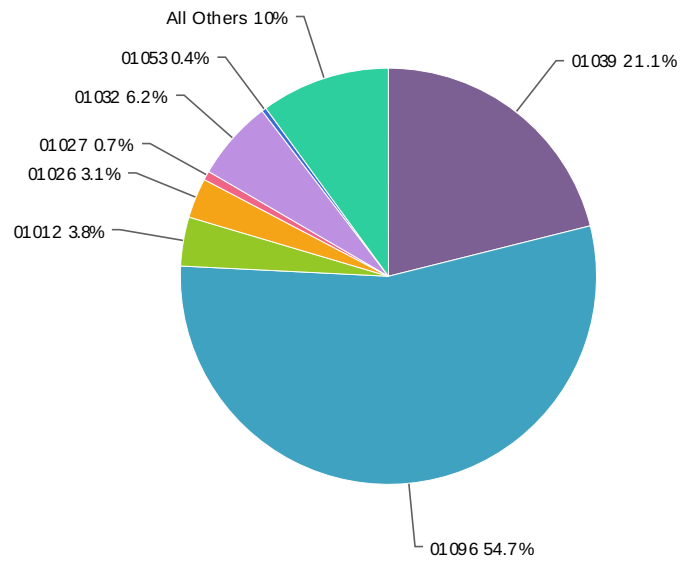
01039 21.1%

01096 54.7%

01039	21.1%		61
01096	54.7%		158
01012	3.8%		11
01026	3.1%		9
01027	0.7%		2
01032	6.2%		18
01038	0.0%		0
01053	0.4%		1
01060	1.4%		4
01066	0.0%		0
01070	1.0%		3
01084	1.0%		3
01088	0.0%		0
01093	0.0%		0
01270	0.0%		0
01330	1.0%		3
01338	0.0%		0
01341	0.0%		0
Other	5.5%		16

Statistics

Total Responses	289

7. I am
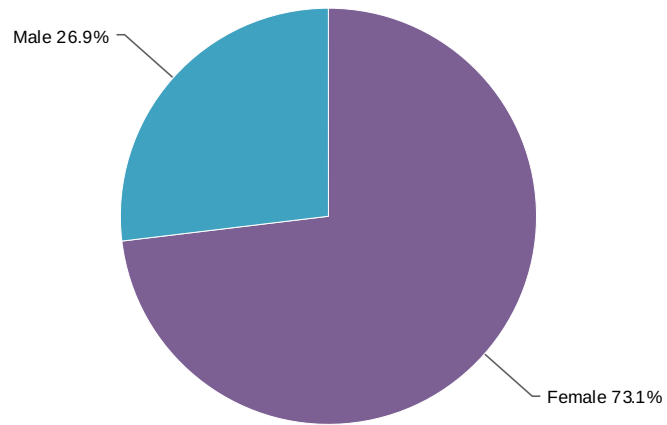
Female	73.1%			212
Male	26.9%			78
		Total		290

Statistics

Total Responses	290

8. Are you a library Friends member, staffer, volunteer or trustee?
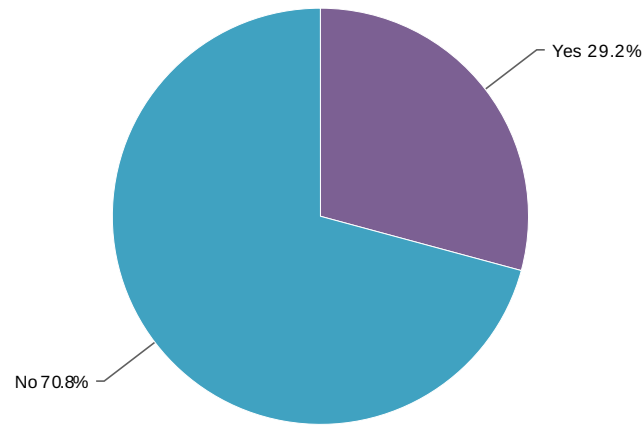
Yes 29.2%

No 70.8%

Yes	29.2%		85
No	70.8%		206
		Total	291

Statistics

Total Responses	291

9. A member of my household or I visit Meekins or Haydenville library

No member uses either library 4.8%
Yearly 3.8%
Quarterly 9.6%
Weekly 55.1%
Monthly 26.7%
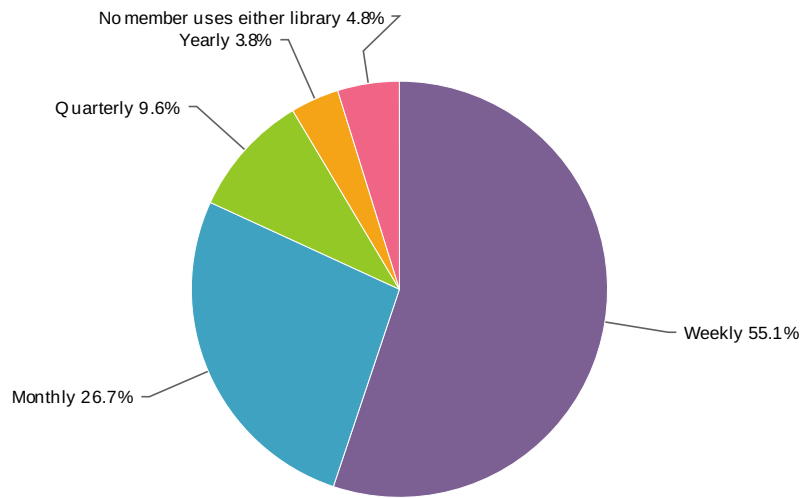
Weekly	55.1%		161
Monthly	26.7%		78
Quarterly	9.6%		28
Yearly	3.8%		11
No member uses either library	4.8%		14
		Total	292

Statistics

Total Responses	292

10. The reason(s) no one in the household uses the library is/are
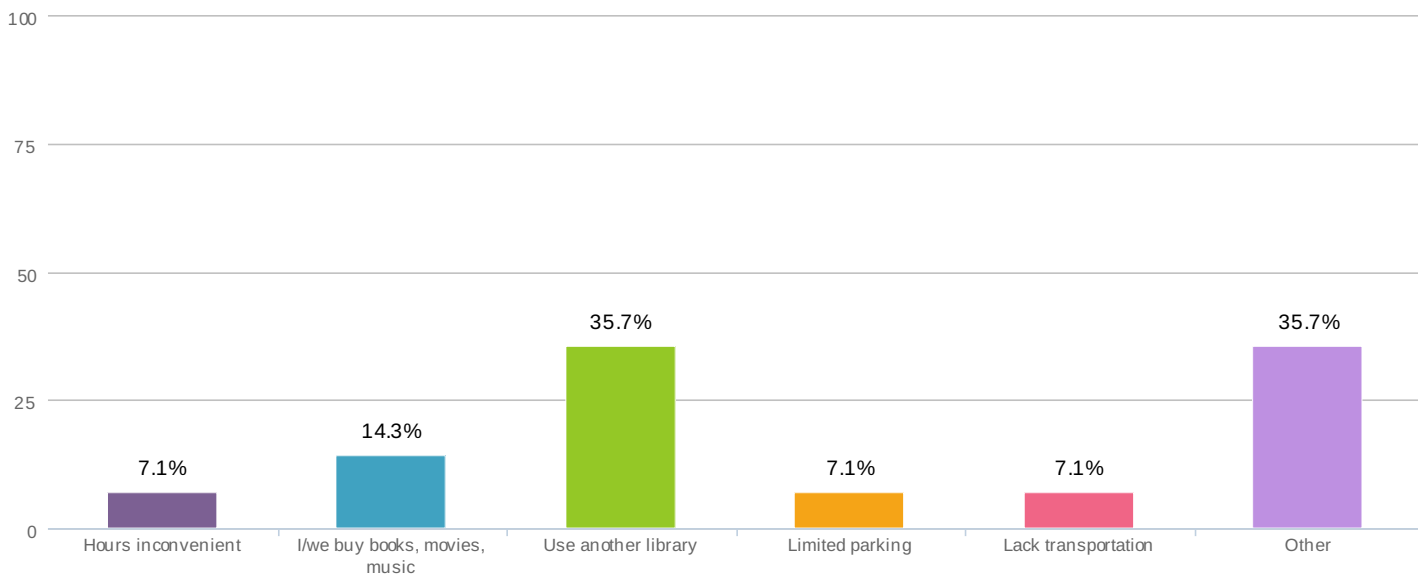
Hours inconvenient	7.1%		1
Doesn't have what I/we want	0.0%		0
I/we buy books, movies, music	14.3%		2
Use another library	35.7%		5
Too noisy or crowded	0.0%		0
Limited parking	7.1%		1
Lack transportation	7.1%		1
Other	35.7%		5
		Total	14

Statistics

Total Responses	14

19. When you go to the library do you find the materials you are looking for?

Seldom 0.4%

Sometimes 8.3%

Always 24.8%
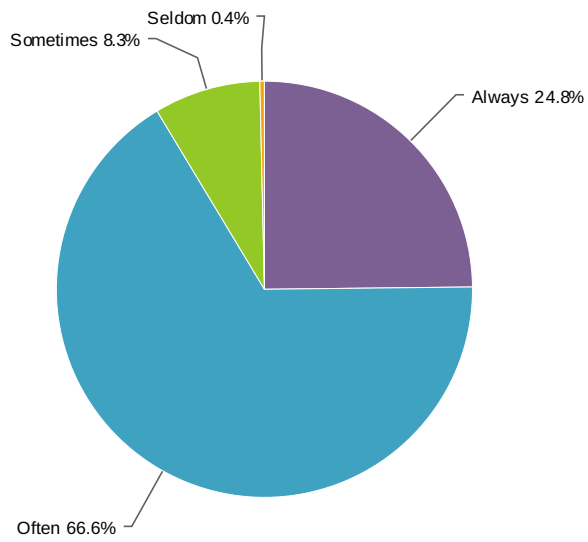
Often 66.6%

Always	24.8%			69
Often	66.6%			185
Sometimes	8.3%			23
Seldom	0.4%			1
Never	0.0%			0
			Total	278

Statistics

Total Responses	278

20. When you go to the library is the staff helpful?

Sometimes 0.7%
Often 10%
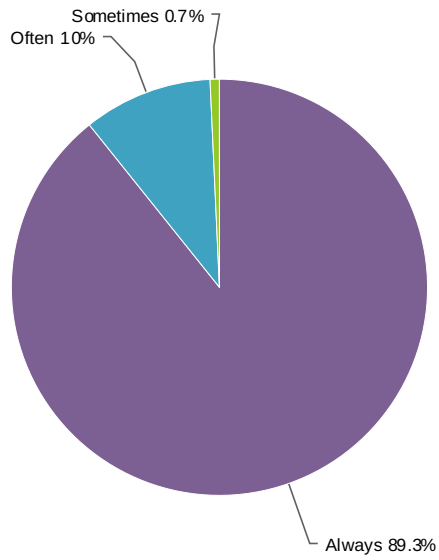
Always 89.3%

Always	89.3%		249
Often	10.0%		28
Sometimes	0.7%		2
Seldom	0.0%		0
Never	0.0%		0
		Total	279

Statistics

Total Responses	279

21. Do the programs and events at the library sound interesting to you, even if you can't attend?

Seldom 2.6%

Sometimes 18.6%

Always 16.7%
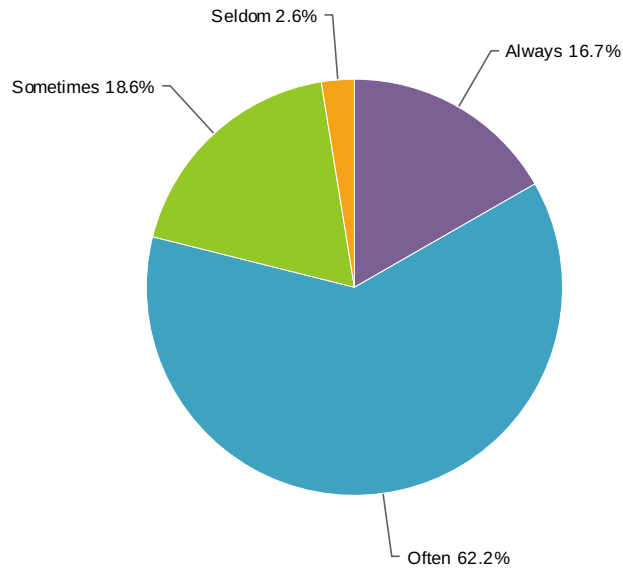
Often 62.2%

Always	16.7%		46
Often	62.2%		171
Sometimes	18.6%		51
Seldom	2.6%		7
Never	0.0%		0
		Total	275

Statistics

Total Responses	275

22. How important do you consider the library as an educational, cultural and social institution?

Very unimportant 0.4%
Neither important nor unimportant 1.4%
Somewhat important 6.8%

Very important 91.4%
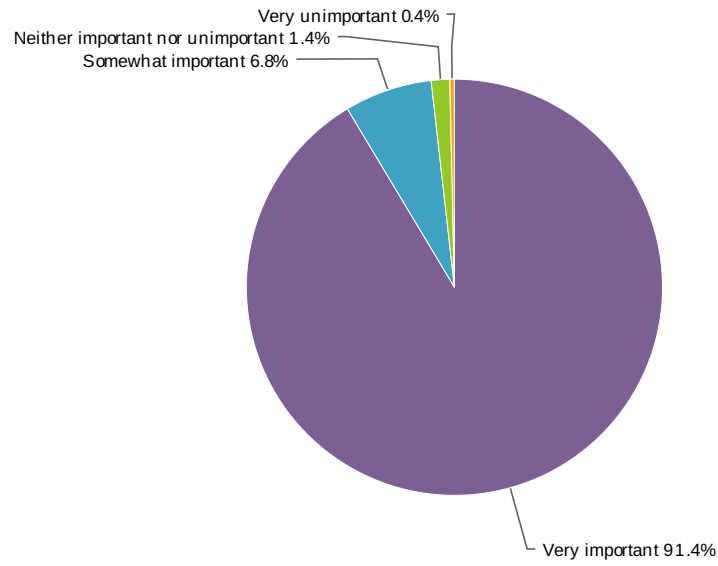
Statistics

Very important	91.4%		255
Somewhat important	6.8%		19
Neither important nor unimportant	1.4%		4
Somewhat unimportant	0.0%		0
Very unimportant	0.4%		1
		Total	279

Total Responses	279

23. Adult Programs and Services. Here are the EXISTING library programs for adults…Community discussions on works of literature Summer reading for adults Local history and archives programs Art exhibits and talks in Hawks-Hayden Room Classes and workshops of all kinds Lectures, presentations and films Music concerts and programs Drop-in Tech Night every third Thursday Collaborative programmming with other groups Tell us how important you consider the following suggested programs for adults.

	Very important	Important	Slightly important	Not important	Uncertain / Don't know	Responses
After-hours study and work space	60 21.5%	100 35.8%	49 17.6%	48 17.2%	22 7.9%	279
Movie screenings	19 6.9%	80 28.9%	109 39.4%	60 21.7%	9 3.2%	277
Adult education classes, including GED preparation, ESOL and job searching skills	100 36.2%	106 38.4%	34 12.3%	23 8.3%	13 4.7%	276
Informal poetry recitation events and reading aloud of literature	52 19.0%	112 41.0%	73 26.7%	29 10.6%	7 2.6%	273
Exercise, as in yoga and tai chi	41 14.7%	83 29.7%	80 28.7%	65 23.3%	10 3.6%	279
Book groups	77 27.5%	134 47.9%	49 17.5%	15 5.4%	5 1.8%	280

25. Children's and Young Adult Programming. Here are the EXISTING library programs for children and young adults…Story and song times for preschoolersAfter-school and evening programming for adolescents Annual summer reading Hampshire Regional School District Monday pre-school story and craft program Cultural Council programs for kids Dunphy School-Meekins program Storytellers Tell us how important you consider the following suggested programs for children and young adults.

	Very important	Important	Slightly important	Not important	Uncertain / Don't know	Responses
After-hours study space	**127** 48.3%	**80** 30.4%	**28** 10.6%	**8** 3.0%	**20** 7.6%	263
Scheduled homework help	**102** 38.9%	**103** 39.3%	**33** 12.6%	**7** 2.7%	**17** 6.5%	262
Library music programs for babies and toddlers	**66** 25.2%	**103** 39.3%	**52** 19.8%	**23** 8.8%	**18** 6.9%	262
Arts and crafts activities for children	**58** 22.1%	**114** 43.3%	**61** 23.2%	**14** 5.3%	**16** 6.1%	263
Reading to Dogs program for early readers	**81** 30.9%	**91** 34.7%	**45** 17.2%	**21** 8.0%	**24** 9.2%	262
Library group for reluctant readers	**112** 42.7%	**102** 38.9%	**27** 10.3%	**7** 2.7%	**14** 5.3%	262
Makerspace program: Makerspaces offer opportunities to tinker, invent, repair, create and make connections with others	**73** 27.9%	**97** 37.0%	**51** 19.5%	**19** 7.3%	**22** 8.4%	262
Book groups	**91** 34.9%	**121** 46.4%	**29** 11.1%	**5** 1.9%	**15** 5.7%	261
Sleepovers at library	**36** 13.8%	**33** 12.7%	**66** 25.4%	**86** 33.1%	**39** 15.0%	260
Game nights and other evening events at library	**65** 24.6%	**86** 32.6%	**80** 30.3%	**18** 6.8%	**15** 5.7%	264

27. Library Collection. Here is the EXISTING collection…Print books Electronic books Audio books Magazine both print and digital Database subscriptions DVDs Large-print books Free and reduced passes for area cultural attractions and museums Assistive technology for deafness and visual impairment Discovery Curriculum Kits for classes, homeschoolers and others 16-mm films How important do you think these additions would be for the library's collection?

	Very important	Important	Slightly important	Not important	Uncertain / Don't know	Responses
Loaning of electronic devices, including laptop computers, Kindles and Nooks	40 14.2%	88 31.3%	80 28.5%	56 19.9%	17 6.0%	281
Genealogy software	33 11.8%	92 32.9%	106 37.9%	32 11.4%	17 6.1%	280
Language-learning software	77 27.5%	127 45.4%	57 20.4%	13 4.6%	6 2.1%	280
Expanded digital book and magazine offerings	75 26.9%	99 35.5%	65 23.3%	23 8.2%	17 6.1%	279
Expanded best-seller collection in print and digital formats	66 23.7%	101 36.3%	77 27.7%	16 5.8%	18 6.5%	278
Loaning of tools, canning equipment and sports equipment	20 7.1%	46 16.4%	64 22.8%	123 43.8%	28 10.0%	281

29. Library-Dunphy Collaboration. The elementary school CURRENTLY has grade-by-grade visits to Meekins each week. How important do you think the following suggestions are?

	Very important	Important	Slightly important	Not important	Uncertain / Don't know	Responses
Greater collaboration between Dunphy School and Meekins library	**108** 40.4%	**88** 33.0%	**20** 7.5%	**6** 2.2%	**45** 16.9%	267
Meekins Library kiosk at new Dunphy School	**91** 34.1%	**77** 28.8%	**36** 13.5%	**18** 6.7%	**45** 16.9%	267
Open the library extra hours on Dunphy School half days	**86** 32.1%	**108** 40.3%	**28** 10.4%	**13** 4.9%	**33** 12.3%	268
Literacy events sponsored by Dunphy School and the library	**102** 38.5%	**107** 40.4%	**21** 7.9%	**4** 1.5%	**31** 11.7%	265

31. Community Engagement. Here are EXISTING ways the library seeks to build connections in the community…Elementary school-library programCommunity meeting space and 24/7 Wi-Fi available at Haydenville and Meekins libraries Hosting of Farmers' Market on Meekins' lawn Cooperative programming with Council On Aging, Historical Society and school gardening program Bulletin boards for town, schools, non-profits and other organizations Tell us how important you consider the following suggested ways for the library to build community.

|	Very important	Important	Slightly important	Not important	Uncertain / Don't know	Responses
Information about Williamsburg businesses online or in print	52 18.9%	96 34.9%	81 29.5%	30 10.9%	16 5.8%	275
Self-service snacks and drinks	12 4.4%	20 7.3%	76 27.7%	158 57.7%	8 2.9%	274
Job board of paid and volunteer positions for teens and adults	61 21.9%	137 49.3%	60 21.6%	9 3.2%	11 4.0%	278
Online calendar of all community events	97 34.4%	137 48.6%	33 11.7%	6 2.1%	9 3.2%	282
Listing of skills and knowledge of area residents willing to serve as resources for school, library or community	86 30.7%	136 48.6%	37 13.2%	8 2.9%	13 4.6%	280
Increased collaboration with other Williamsburg municipal departments community organizations and businesses	63 22.7%	117 42.2%	55 19.9%	10 3.6%	32 11.6%	277

33. Technology. Here are the EXISTING technologies used or made available by the library…Complete library catalog available online for ordering books and other materials OneClick website for downloading audiobooks Indieflix service for watching independent films with Meekins Library card Zinio: access to 20 digital magazines with Meekins Library card WOWBRARY: weekly email notifications of new library materials Meekins archival and manuscript digital collection access through library website Library events calendar on library website Library social media: Facebook, Instagram, Google+ and webpage Drop-In Tech Nights every third Thursday for patrons to learn how to download ebooks, use Kindles and other devices and more A/V equipment: projector, screen, sound dome, laptop and DVD player Fax, printer and copier Public computers, Wi-Fi and scanner Tell us how important you consider the following suggested technology improvements.

	Very important	Important	Slightly important	Not important	Uncertain / Don't know	Responses
Email notification of library programs	83 29.6%	115 41.1%	65 23.2%	10 3.6%	7 2.5%	280
Up-to-date computer equipment for searching the internet, video conferencing, streaming and use of tablets	108 38.7%	108 38.7%	38 13.6%	9 3.2%	16 5.7%	279
Higher speed fiber optic connection to internet, when it becomes available	132 47.0%	98 34.9%	27 9.6%	10 3.6%	14 5.0%	281
Increased library presence on social media sites	32 11.6%	64 23.1%	89 32.1%	59 21.3%	33 11.9%	277
Short instructional videos that could be viewed on the internet about using various library services	51 18.4%	91 32.9%	91 32.9%	29 10.5%	15 5.4%	277
Self-checkout of books and other library materials	27 9.7%	61 22.0%	73 26.4%	78 28.2%	38 13.7%	277

35. Accessibilty. Here are the EXISTING ways the library makes its collection and all the library offers accessible…Online Library catalogs: Meekins, CW/MARS, CW/Mars Digital and statewide Virtual Twice-a-year printed newsletter Home deliveries of books and other library materials by driver for homebound or disabled Accessible building and parking Wi-Fi 24/7 inside and out Tell us how important you think the following suggestions are for making the library more accessible.

	Very important	Important	Slightly important	Not important	Uncertain / Don't know	Responses
Improved library website	58 21.2%	96 35.0%	64 23.4%	19 6.9%	37 13.5%	274
Improved Meekins parking	97 34.6%	78 27.9%	68 24.3%	27 9.6%	10 3.6%	280
Drop-box in Haydenville	34 12.8%	61 22.9%	56 21.1%	51 19.2%	64 24.1%	266
After-hours pick-up of books and other library materials	32 11.8%	49 18.0%	96 35.3%	59 21.7%	36 13.2%	272
Assistance using library's electronic resources and services	76 27.4%	108 39.0%	61 22.0%	15 5.4%	17 6.1%	277

38. Meekins is currently open…Tuesday 12 p.m. to 5 p.m. Wednesday 10 a.m. to 8 p.m. Thursday 3 p.m. to 8 p.m. Saturday 9 a.m. to 3 p.m. Are you in favor of expanding the number of hours Meekins is open, knowing this would require added funding?
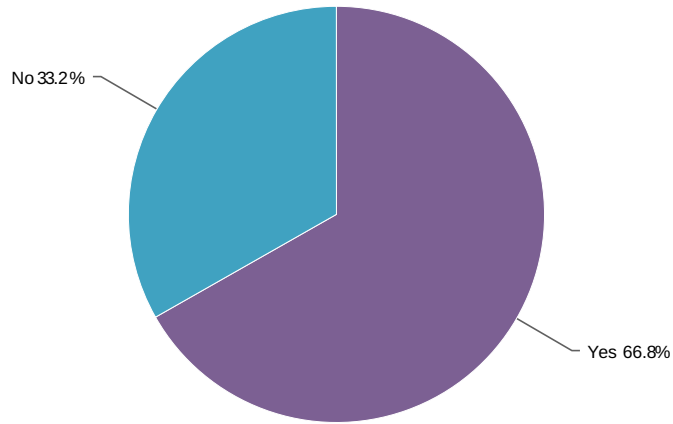
No 33.2%

Yes 66.8%

Yes	66.8%		191
No	33.2%		95
		Total	286

Statistics

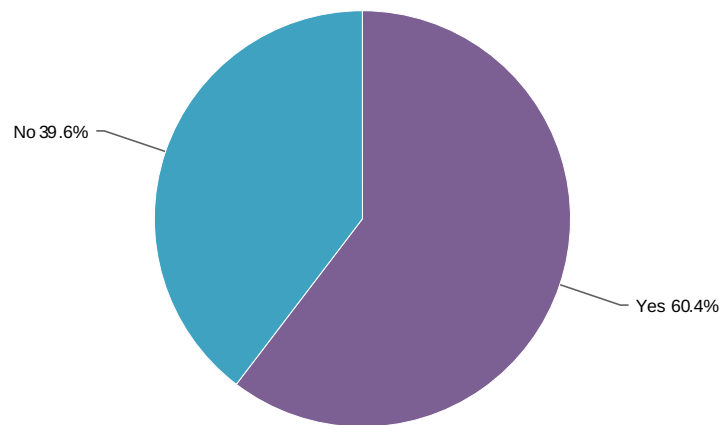| Total Responses	286

39. Which time would you most like to see added to the Meekins schedule? Choose your top three with 1 being the most preferred.

	Score*	Overall Rank
Sunday daytime	234	1
Friday afternoon	221	2
Monday evening	190	3
Friday evening	124	4
Friday morning	111	5
Tuesday evening	111	6
Thursday morning	65	7

Total Respondents 188

*Score is a weighted calculation. Items ranked first are valued higher than the following ranks, the score is the sum of all weighted rank counts.

42. Would you like to be entered into a drawing for a $50 gift certificate to any Williamsburg business? A few smaller prizes will be given out too. One entry per person.

No 39.6%
Yes 60.4%

Statistics

Yes	60.4%			166
No	39.6%			109
		Total		275

Total Responses	275