

Sutton Free Public Library

Strategic Plan

FY 22 - FY 26



Table of Contents

Introduction	2
Methodology	3
Town of Sutton	4
Demographics	4
Sutton Free Public Library	6
Goals and Objectives	7
Appendix- Public Survey	10

The Board of Library Trustees of the Sutton Free Public Library is charged with the duty of overseeing library facilities and services for the residents of Sutton. It is in this spirit that the Board embarked upon a long range planning process in 2021.

Long range planning is also a requirement of the Massachusetts Board of Library Commissioners (MBLC). Submitting a long range plan is a requirement that ensures our eligibility for certification and for direct grants from the MBLC under the federally funded Library Services and Technology Act (LSTA), as well as any other state funded library grants.

This Long Range Plan is the result of the process begun several months ago. This document will serve as a custom blueprint for determining library services in Sutton for the next five years. It will guide the Trustees and the staff as they make library service and program decisions in our current facility, as well as determine service priorities at a potential new site. The long range plan will guide the Trustees and Director as they allocate resources, in the form of taxpayer dollars, for the most effective library services possible.

The Sutton Free Public Library gratefully acknowledges the efforts of the Long Range Planning Committee who developed the Goals and Objectives found in this plan. Committee members include:

Norma Baker, Friends of the Library Liaison

Ted Beauvais, Community Member

Peggy Blume, Friends of the Library Liaison

Heather Dennis, Library Trustee

Shannon Duffy, Youth Services Librarian

Joanne Geneva, Library Trustee

Aidan Heffernan, Library Trustee

Betsy Perry, Library Director

Methodology

The Strategic Plan process began with the solicitation of committee members in the spring of 2021. The first meeting was scheduled for August 11. A SOAR analysis was conducted to identify the strengths, opportunities, aspirations, and results of the library. The Library Director took the results of the SOAR analysis and began to form goals and objectives. These goals and objectives were discussed, debated, deliberated, and re-arranged at the August 26 meeting of the Strategic Plan Committee.

During August and September, a community survey was conducted. Surveys were available via the library's website, as well as in paper form at the Library and the Senior Center. Survey results indicated that patrons are most appreciative of library staff and library programming. One commenter stated "The employees are so great. They are all so nice and helpful, and will help you find anything. Even if they don't have a book they will find it and borrow it for you. I also love the events for kids, including story time and music class. And the community events like magic shows are great."

The penultimate draft of the Strategic Plan was presented to the committee for final discussion at their September 15 meeting. Small changes were recommended and the final draft was deemed complete by the committee on September 20. The Strategic Plan was accepted and voted upon by the Board of Trustees at their meeting on September 29, 2021.

Town of Sutton

The town of Sutton is a rural community located in Central Massachusetts (Worcester County) and is part of the southeast subregion consisting of Blackstone, Douglas, Grafton, Hopedale, Mendon, Millbury, Millville, Northbridge, Sutton, Upton, and Uxbridge. This classic Americana town within the Blackstone Valley is conveniently placed along thruways such as Route 146 (the Worcester-Providence Turnpike) making the Rhode Island Border only a 15 minute drive. Similarly, I-90 (Mass Pike) and I-395 are just a few minutes away, making travel to the Connecticut border and other Massachusetts regions quick and easily accessible. Although Sutton is just eight miles south of the city of Worcester, it boasts lush fields and historic structures. These historic spaces can be found scattered throughout the Town's five villages: Sutton Center, Manchaug, Wilkinsonville, West Sutton, and South Sutton. A primary example being Sutton's Municipal Complex (located in Sutton Center) which houses the library, town administrative offices and fire stations. Tidily, compacted into

one building, the complex is adjacent to a grassy town common, the Congregational Church, historic blacksmith shop and several farms. The Town's website (www.suttonma.org) describes Sutton as the "...home to Purgatory Chasm State Park, Lakes Singletary and Manchaug as well as town owned recreational areas including Marion's Camp with a lake beach and Shaw Farm that offers walking trails." Sutton has an open town meeting type government. The town is governed by a five member Select Board and a Town Manager, who carries out day to day operations.

Vision Statement from Town Master Plan

"The Town of Sutton appreciates its open space, cultural and natural assets, its village centers, its sense of community and distinct rural feel. Sutton's open space, vistas, agricultural land, forest, lakes, ponds, historic structures, places, and their ultimate protection are one of the most important aspects to the community. The Town, through this master planning effort, will foster economic growth encouraging local services, job creation and increased tax base that is in balance with the Town's rural character. The strength of the town lies in its past and future planning efforts, and its ability to challenge itself to make organized, thoughtful decisions regarding its future. Ultimately, the Town of Sutton will thrive on its unique balance of growth and rural character that has attracted generations of families. This sustainability will be a model that visitors remember."

Demographics

The Sutton Public Library provides relevant resources and entertainment to the residents of Sutton. According to the 2019 Town census that amounts to over 9,500 people. Projections by the Central Massachusetts Regional Planning Council (CMRPC) anticipate that by 2040, the population will be approximately 10,213. Currently, 23.7% of Sutton's population are children or individuals under the age of 18, 19.7% are between the ages 19-39 years and 56.6% consists of individuals aged 40 years and over. The U.S. Census Bureau states that the median household income from 2015-2019 in Sutton was \$104,911 (in 2019 dollars). The United States Department of Agriculture's National Agricultural Statistics Service (USDA/NASS) 2017 census has 45 farm operations on record in Sutton, 42 are fully owned, 2 are tenants and one is partially owned. Of the working population, 63.2% are employed by private companies, 9.2% are self employed, 5.9 %

are private not-for-profit employees, and 21.7 % work for local, state, or federal governments. The Sutton School District has a 96.2 % graduation rate and of those aged 25 and over, 51.6% attained a degree beyond High School level. 8% of Sutton's population are veterans and, as of 2019, 5% of Sutton's population is foreign born. Of those who are foreign born, 75.9% are naturalized citizens. English is the primary language spoken at home at 93.4% with Indo-European Languages following at 3.6 %, Spanish at 1.5%, Asian/Pacific Islander Languages at 1.3% and other languages at 0.2%.

The Sutton Free Public Library

The Sutton Free Public Library was originally created in 1874 when the Sutton Farmers Club started a fund to purchase reading books to be shared over the winter. At the Annual Town Meeting on March 20, 1876, the town accepted the library from the original owners, who had contributed one dollar each to establish it. In 1882 four additional branches, one in each village, were added. The last of those branches closed in 2005, leaving only the Center Library, which was moved to Sutton Town Hall in 1957, where it remained until it was relocated to the nearby General Rufus Putnam Building. In 1982 it moved into the basement of the newly constructed Town Municipal Center because the Putnam Building could no longer support the weight of books. The library space was renovated in 1993 by Larkin and Tenney Architects to enlarge its allotted space. The product of that renovation is the Library space currently in use.

Housed on the basement level of the Sutton Municipal Complex in the Sutton Center, sharing the building with Sutton's various administration offices, as well as the Fire and Emergency Services Departments. The Library's space, measuring 3,100 gross square feet and 2,000 net square feet, is in use for library activities Monday through Saturday, though access to the Emergency Services office space from the ambulance and fire garage requires parts of the library to be utilized at any time.

The Sutton Free Public Library facilitates lifelong learning by connecting people to informational, cultural, recreational and technical resources. The FY2022 (2021 data) Annual Report Information Survey (ARIS) conducted by the Massachusetts Board of Library Commissioners (MBLC) stated that there were 3,121 borrowers, all of whom are Sutton residents, with an additional 461 non-resident users. The library is a member of the CW MARS consortium and its cataloging and circulation systems are fully automated using the Evergreen system, which allows users access to the library's 30,728 tangible holdings and 171,909 electronic holdings divided across Adult, Young Adult, and Children's sections. During FY2021, tangible library items circulated 40,612 times and electronic items 12,279 times. The Sutton Free Public Library is governed by a three-member Board of Trustees, each elected for a three-year term. The Library is administered by a Director who holds a Master's Degree in Library Science (MLS).

Goals and Objectives

Goal	Objective	Action Steps	Responsibilities
The Sutton Public Library is funded at a level that reflects the needs and expectations of the community.	Town approves and supports increased staff salaries and positions.	Meet with Trustees to discuss how to accomplish this. Library develops rationale and advocates at Finance Committee meetings. Investigate the possibility of contracting a grant writer to pursue more funding for the Library.	Director Board of Trustees
	Town approves and supports our library materials budget.	Continue to grow our collections through purchasing. Increase digital collection offerings.	Director Youth Services Librarian
The Sutton Public Library's physical space is reconfigured/improved to better accommodate the future needs of its users.	Work with the boundaries of the present building to create the best space for library programs, services, and collections.	Identify areas that can be modified for alternate uses. Maintain a current collection by weeding on an on-going basis.	Library Staff
	Replace the windows with new ones that are secure and energy efficient		Director
	Install mini-split air conditioning units to replace window ac units.		Director
	Upgrade the electrical system.		Director
	Install a door to the multi-purpose room		Director
Residents are aware of the variety of collections, services, and programs that are offered by the Sutton Free Public Library.	Explore best options for adult programs, including art, music, lectures and films and consider community input on programming times and topics.	Survey adults on their interests and hobbies to determine topics where additional materials or programs would be welcomed	Director Youth Services Librarian Library Staff

		<p>Investigate alternative venues and partnerships with outside organizations to offer programs at different times or for different audiences</p> <p>Reach out to new residents of town via 'Welcome' postcards</p> <p>Include a flyer in annual town mailings such as the census or tax bills.</p>	
Programming	Continue to offer STEM programs and explore options for topics in demand by the community.	Maintain vibrant and well-attended programs for preschoolers and elementary school age children. Explore new options for children in grades K-3 and offer a library orientation for middle school students	Youth Services Librarian
	Utilize community services to communicate library programs and services.	Work with key community members (churches, schools, etc.) to expand opportunities to collaborate with the Senior Center, Local Access Cable TV, and commercial businesses to offer programs and services to the community	Director Youth Services Librarian
	Continue to increase teen and tween programming.	Work with local schools to develop programming.	Youth Services Librarian
	Continue to increase visibility of the library, its collections, programs, and services through website and social media.	<p>Continue to post on our social media pages and update website regularly.</p> <p>Increase subscribers to our e-newsletter.</p>	Library Staff
New facility	Pursue grant funding from the MBLC when the next Planning and Design and Construction Grant rounds commence.	<p>Apply for a Planning and Design Grant.</p> <p>Apply for a Construction Grant.</p>	Director Board of Trustees

		Form a capital committee	Director Board of Trustees
		Engage and inform the Select Board, Finance Committee, and Town Manager throughout the grant process.	Director Board of Trustees

Appendix- Public Survey

Sutton Public Library Community Survey

The Sutton Public Library's Long Range Plan is expiring, and it's time to see where we are going next! We need your input. Share your thoughts about Sutton (and what role the Library will play over the next 5 years) in our short Community Survey. There are no wrong answers, and we appreciate your time and thoughtfulness.

A Long Range Plan, or strategic plan, is a written document that provides goals, measurable objectives and specific activities for Library staff to carry out. Strategic planning isn't new for Sutton; it is a routine part of running a successful Library, and considered to be a standard of best practices in library management. A Long Range Plan spanning five years is required by the Massachusetts Board of Library Commissioners (MBLC) for any library that wishes to apply for—or keep—grant funding.

We invite the community to provide feedback about Sutton's needs and brainstorm about what role the library can play in meeting those needs.

Anyone can review the current Long Range Plan online at <https://bit.ly/2WztAUh>

1. Are you a resident of Sutton? If not, please use the other field to share where you live.

Mark only one oval.

- Yes
 No
 Other: _____

2. What is your age?

Mark only one oval.

- Under 13
 13-19
 20-24
 25-44
 45-64
 65 and over
 Prefer not to answer

3. How often do you visit the Sutton Public Library in person?

Mark only one oval.

- Rarely or never
 A few times a year
 Once or twice a month
 Once per week
 A few times per week/almost daily

4. What keeps you coming back to the Sutton Public Library?

5. If you use other libraries, which libraries do you visit and what draws you to them?

6. From your personal perspective please rate the importance of the current library services that are provided at the Sutton Library:

Check all that apply.

	Very Important	Somewhat Important	Neutral	Less Important	Not Important	Did not know this was available
Children's Programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Teen Programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Adult Programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Services for individuals with visual, auditory, or physical impairments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reference/information help from librarians	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Computers, Wi-Fi, printers, and other technology	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Study space, meeting room	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7. Please rate the current Library facility:

Mark only one oval per row.

	Excellent	Good	Fair	Poor	Don't know
Lighting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cleanliness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Inside condition/appearance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Signage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Seating and tables	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Layout and arrangement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Heating and cooling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Restrooms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outside condition/appearance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. Which of the following potential new or expanded services/offerings would you like to see at the Library? Please choose no more than 3.

Check all that apply.

- Wellness programs (yoga, meditation, etc)
- Homeschooling resources
- Additional parking
- More Adult performing arts (music, theater, etc)
- More seating
- Job finding/Career resources
- More quiet study spaces
- New materials for lending (tools, crafts, etc)

Other: _____

9. Library Materials

From your personal perspective please rate the importance of the current library materials that are provided:

Check all that apply.

	Very Important	Somewhat Important	Neutral	Less Important	Not Important	Did not know this was available
Books	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
DVDs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Music CDs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Books on CD	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Museum Passes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Magazines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Library of Things (click here for a list: https://bit.ly/3gX3Fx5)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
eBooks and eAudio, databases, and other online resources	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Seeds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10. Education

Which of the items listed below would be of value to you and your family in the next few years? Check all that apply.

Check all that apply.

- Reading and basic skills tutoring to help adults succeed in life and work
- Early reading programs to help young children prepare for school
- More curriculum-related resources and homework help for school age children
- STEAM (Science, Technology, Engineering, Arts, Math) programs for children and teens
- A wide range of adult learning materials
- A wide range of adult learning experiences
- Makerspace/creative space and materials for community members to create, learn, and share
- Online learning opportunities
- None or these are important to me

Other: _____

11. What would you most want to see at the Sutton Public Library in the next few years?

12. How do you see the library contributing to the future of Sutton?

13. What are the key locations in town that you feel are where people gather?

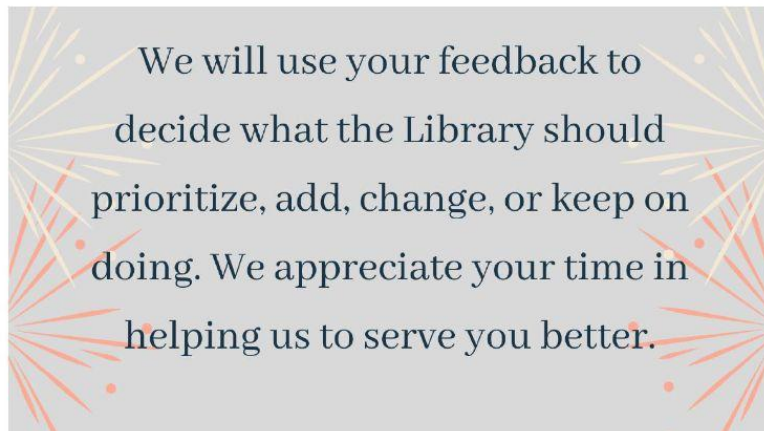
14. How do you, or would you like to, learn about Library offerings? Select all that apply.

Check all that apply.

- Library website
- Social media
- Signs or flyers in the Library
- Worcester Telegram
- Millbury-Sutton Chronicle
- Library newsletter
- Library staff
- Word of mouth
- Don't know/not applicable

Other: _____

15. Is there anything else you would like to share with us?



This content is neither created nor endorsed by Google.

Google Forms