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MISSION STATEMENT

It is the mission of the Lakeville Public Library to make available to the community a center which provides information, education, entertainment, and cultural enrichment. We seek to provide services to all segments of the community, and will make available, as best we can, material in many formats and reflecting many points of view. The library strives to meet these objectives with continuous sensitivity to the changing needs of the community, and adapts its services to meet these needs. The library also provides a friendly physical environment which can serve as a community meeting place and in which curiosity, free inquiry and lifelong learning, are encouraged. The library endeavors to make the community aware of its resources and services.

INTRODUCTION

This document summarizes a nine-month planning process with the purpose of assessing the needs and expectations of the Lakeville community on appropriate library services.

The Long Range Plan contains the goals and objectives for library development in the next five years that reflect this process. The Long Range Planning Committee sought to place the library in the context of cultural and educational changes in Lakeville and to recommend appropriate additions of library programs, primarily in the areas of adult and young-adult programs, public access, and collection development.

The planning process was undertaken so that we can clarify our role in the community and define the needs of our patrons.

METHODOLOGY

The plan was developed and written by the Library Director, in conjunction with the three members of the Board of Trustees and staff of the Lakeville Public Library. It was written following the steps outlined in the Strategic Planning for Results workbook. We have compiled the information that was gathered from community members at the planning meetings, survey results, current statistics, and day-to-day observations. In order to give all residents the opportunity to weigh in about library service needs, a community wide library survey was mailed to all households in town in February 2008. An online survey was also made available on the library's website for the period of 30 days. The survey responses were gratifying, with 1115 of the 2000 mailed being returned and 167 online surveys being completed.

In March 2008 the Library Board of Trustees appointed Trustee Ruth Gross to chair the Long Range Planning Committee to develop a 5 year plan. The committee was composed of library staff, and community members with a strong interest in the development of library services. The Committee met twice and followed the planning process outlined in the Strategic Planning workbook.

LONG RANGE PLANNING COMMITTEE

The ten-member Long Range Planning Committee was composed of library staff and a varied selection of community members with a strong interest in the development of library services.

Ruth Gross	Trustee
Joanne Corrieri-Upham	Arts Council Co-Chair
Barbara Rose	Friends of the Library President
Joe Simas	Retired High School Principal
Diane Barbuto	Citizen / Retired
Sarah Kulakovich	Citizen / Stay-at-home Mother
Patricia Heino	Citizen / Volunteer
Patrick Simpson	Citizen / Young Adult representative
Teresa Mirra	Youth Services Librarian
Olivia Melo	Library Director

LIBRARY SERVICE RESPONSES

- Stimulate Imagination: Reading, Viewing, and Listening for Pleasure
- Understand How to Find, Evaluate, and Use Information: Information Fluency
- Visit a Comfortable Place: Physical and Virtual Spaces
- Create Young Readers: Early Literacy
- Connect to the Online World: Public Internet Access
- Discover Your Roots: Genealogy and Local History

COMMUNITY PROFILE

Lakeville received its name from the chain of broad and beautiful lakes which occupy approximately 4,000 acres of the township. Lakeville was once part of Middleborough; it split from Middleborough and was incorporated on May 13, 1853.

Lakeville contains 36.16 square miles of area and is located in Plymouth County, with a population of 9,821 according to the 2000 Federal Census.

Population in 2005 was 10, 639. The ethnic make-up of the population is 97.3% white with 80.8% in family households with children under 18 years of age. The median age of the population is 37.8 years of age.

Transportation and access is through the principal highways of State Routes 18, 105, 79, and 140, which runs N-S between Taunton and New Bedford.

Lakeville is a member of the Lakeville-Freetown System. Schools include 1 Special Education, 6 Public Schools and 1 Private School. The public schools are made up of 1

High School, 1 Middle School, 2 Intermediate Schools, and 2 Elementary Schools. One of the elementary schools is located within ½ mile of the library.

The Town is represented by Senator Joan Menard in the 1st Bristol and Plymouth Senatorial District. The Town is split into two districts for the House: Representative John Quinn represents residents of Precinct 1 and Representative Stephen Canessa represents residents of Precinct 2 and 3.

LIBRARY PROFILE

On August 23rd of 2005, the people of Lakeville celebrated the grand opening of a new library that was the result of many years of fundraising and planning. With a grant award from the Massachusetts Board of Library Commissioners for \$1.69 million, and \$2.3 million raised by volunteers, the town now has a 16,000 sq. ft. library.

The new building allows the library to provide more programming, more computers, easier access for everyone and without doubt, the ability to grow in terms of services to the citizens of this community.

The staff has spent time getting acclimated to the much larger building as well as familiarizing themselves on where things are. The majority of the staff had spent many years working in the much smaller library across the street and an adjustment to the very different environment was necessary.

The library is governed by an elected board of three Trustees. It is directed and run by a Library Director who is appointed by the Trustees, and has a staff of 1 full-time professional Youth Services Librarian, 2 full-time and 2 part-time Circulation Assistants and a Page. The library is also fortunate to have a small but dedicated group of library volunteers who donate over 35 hours of their time per month to assist with library projects, programs, and day-to-day duties. The position of page was instituted in July 2008. The library is currently open 40 hours per week, with 2 evenings per week and 4 hours on Saturday.

The library's collection consists of fiction and non-fiction titles for children, young adults and adults. The print collection is being extensively developed as is the audio-visual collection. The library has a small but solid reference collection, a historical collection that is available to the public, and collections of large-print material, video and DVD materials, audio and CD-books, and other media.

The library is fully automated and an active participant in the SAILS network, which gives us access to the collections of many other libraries, including public, college, and school libraries. Since our collection consists of 43,000 items, access to the collection of other libraries in our network enables us to circulate over 123,000 items per year.

The library is well-utilized by all age groups, and provides many programs during the year for children of all ages, and each summer hosts a very popular Summer Reading Program. Access to free Internet access through library computers is available and a wireless connection enables patrons to use their own laptops.

We have a dedicated group of Friends of the Library group that help raise funds to help with library programs and projects, and we have a gift fund that can be utilized for specific improvements to the collection.

CURRENT LIBRARY SERVICE

The library complies with all the requirements for State Aid for a library of its size:

- Open to all Massachusetts residents
- No charge for normal library service
- Open at least 25 hours per week
- At least 16% of the budget spent on materials
- Have appropriately qualified personnel
- Municipal appropriation is at least 2.5% greater than the average appropriation of the last 3 years.

NEEDS ASSESSMENT

This assessment was developed through information gathered at the Planning meetings and surveys conducted both in-house and in a town-wide mailing. Statistical information was also gathered on collection usage and program attendance.

Survey

A total of 2,000 surveys were produced and mailed with the Town Census on February 2008.

The results were: 1,115 returned in mail / dropped off at Town Hall
 80 collected in-house
 167 completed online

Responses accumulated from the survey listed the following:

- ◆ 78% have a library card
- ◆ 50% use the library monthly or more
- ◆ 55.2% use other sources (ie: bookstores or online)
- ◆ 76.2% use the library for reading/selection of materials to check out
- ◆ 64.7% indicated library materials met their needs
- ◆ 58.1% use the library in the evening
- ◆ 42.5% of replies were in the age range of 45-64
- ◆ 94.2 % are satisfied with the building layout and accessibility
- ◆ 26.6 % indicated library hours are not convenient...need to be open on Monday

OUR GOALS & OBJECTIVES FOR THE YEARS 2008-2014

The *goals* describe the result or the outcome that the library is trying to achieve. The *objectives* are ways in which progress towards achieving those goals will be measured. Specific *activities* are tasks to be performed in pursuit of the goals and objectives. In order to ensure that the plan is a living, changing document, activities will be developed on an annual basis and will be changed and modified as needed.

SERVICES

GOAL 1: USERS WILL BE MADE AWARE OF THE SERVICES THE LIBRARY PROVIDES TO ASSIST THEM IN THEIR PERSONAL LIVES, AT WORK OR AT SCHOOL.

Objective 1: A marketing plan for all programs will be in place by FY09.

Activities:

- ◆ Monthly calendar will be available at the circulation desks.
- ◆ Create a “passport” to library services and hand out to all new registered borrowers.
- ◆ Have a brochure available at the children’s circulation desk highlighting programs offered in that department.
- ◆ Maintain online calendar monthly with upcoming events.
- ◆ Develop a press release form/template to be used by departments in promoting events.
- ◆ Establish a regular library column in the local paper to include library facts throughout the year.
- ◆ Send out regular “broadcast” emails (through the automated network) to patrons registered with emails regarding upcoming events.
- ◆ Youth Services librarian will email calendar to the staff at the schools to be included in the lunch menus.

Objective 2: Increase website use by 10% each year of this plan.

Activities:

- ◆ Promote webpage at all library events.
- ◆ Encourage renewals of materials through library’s website.
- ◆ Expand number of email subscribers by requesting email addresses.
- ◆ Make accessible databases to scholarly journals and articles through website.
- ◆ Provide online registration for programs through online calendar.
- ◆ Promote availability of downloadable material from webpage.

- ◆ Create a “what’s new” feature to library website to keep patrons informed of new and upcoming services and update monthly.
- ◆ Have online library card registration, meeting room use and art gallery application available on the website.

Objective 3: Increase registered users by 15% each year of this plan by offering more than the traditional library services.

Activities:

- ◆ Provide a varied museum pass program.
- ◆ Have tax forms and information prominently displayed and available.
- ◆ Offer fax services to the community.

Objective 4: Expand community partnerships to include civic, cultural, social and business associations & organizations throughout this plan.

Activities:

- ◆ Work with the Council on Aging in offering joint programs twice a year.
- ◆ Work with local Arts Council in providing space for their programs and events throughout the year.
- ◆ Make space available for use by the Assawompsett Elementary school to conduct Kindergarten screening yearly.
- ◆ Youth Services librarian will visit schools to discuss programs and services available to teachers and students.

PROGRAMS

GOAL 2: USERS WILL HAVE AN INVITING PLACE TO MEET AND INTERACT WITH OTHERS IN THE COMMUNITY.

Objective 1: To offer programs of high interest to adult patrons throughout this plan.

Activities:

- ◆ A monthly book club will be offered throughout the fiscal year.
- ◆ Provide space for groups with specific hobbies, ie: knitting, genealogy, to meet on a weekly basis.
- ◆ Hold basic Internet workshops weekly utilizing volunteers.
- ◆ Host 6 informational / educational programs throughout the year.

Objective 2: Work with organizations and agencies who offer educational programs free and set up informational programs, ie: Red Cross, Historical Society, Gardening Club, etc.

Activities:

- ◆ Schedule quarterly programs throughout the fiscal year.
 1. Horticultural Program
 2. Preservation Program
 3. Local History Program
 4. Archaeology Program

Objective 3: Establish a variety of programs and events for children and young adults throughout this plan.

Activities:

- ◆ Offer a reading program each summer for children and young adults.
- ◆ Provide story time programs for ages 2 – 5, October – May of each year.
- ◆ Plan to offer 6 special programs throughout the year to include holiday, school vacation weeks, Halloween, and Arts Festival events.
- ◆ Begin high interest programs targeted at young adults, ie: Guitar Hero, Anime & Manga Club, Mystery Dinner, Trivia and Bakugan Club.

Objective 4: Work with community groups to offer multi-generational programs throughout this plan.

Activities:

- ◆ Start a family movie night in FY09.
 1. Acquire license funded through Friends of the Library.
- ◆ Request funding from Friends of the Library to offer special interest programs.
- ◆ Work with local Cultural Council in offering educational and entertainment programs.

COLLECTION

GOAL 3: USERS WILL HAVE ACCESS TO A COLLECTION OF MATERIALS THAT WILL MEET THEIR NEEDS FOR RECREATIONAL AND EDUCATIONAL READING, VIEWING, AND LISTENING.

Objective 1: Acquire materials of high interest in all formats throughout each fiscal year of this plan.

Activities:

- ◆ Divide materials budget into categories of print, audio, video and subscriptions.
- ◆ Divide those categories into adult and juvenile budgets.

- ◆ Set up online accounts for more efficient ordering process.
- ◆ Establish standing order plans for audio book and large print materials.
- ◆ Use a variety of resources for selecting material, including non-traditional review sources, ie: People Magazine and Amazon.com.

Objective 2: Streamline cataloging of materials through reassignment of tasks and procedures in FY09.

Activities:

- ◆ Create a cataloging procedure to be used consistently by all staff.
- ◆ Designate a cataloging station for the entire collection, including children's materials.
- ◆ Institute uniform labeling of materials on spine and in the online catalog.
- ◆ Utilize volunteers to process materials for more efficient use of staff time.

Objective 3: Increase entire collection by 15% each year of this plan.

Activities:

- ◆ Purchase diversified DVD's, Book-on-CD's, music CD's, large print, fiction and non-fiction.
- ◆ Preview all donated materials to determine suitability for the collection.
- ◆ Offer downloadable e-book, audio-book (Overdrive) and MP3 format.
- ◆ Purchase a collection of language MP3 players.

Objective 4: Turn around time for materials in high demand will be improved in FY09.

Activities:

- ◆ Change the loan period of new materials from 4 weeks to 2 weeks.
- ◆ Complete the holds request list 3 times a day instead of once a day.
- ◆ Add multiple copies of high demand titles to the collection.
- ◆ Start adding double copies of popular author from donated materials.

Objective 5: Promote availability of Historical collection throughout this plan.

Activities:

- ◆ Begin cataloging the collection in the closed alcove room.
- ◆ Advertise all donated items to the collection through the local media.
- ◆ Create a document to be put on the website indicating its availability.
- ◆ Seek sources and materials to preserve the collection.
- ◆ Continue to expand the collection through donations.

TECHNOLOGY

GOAL 4: LIBRARY USERS WILL HAVE ACCESS TO CURRENT INFORMATION TECHNOLOGY.

Objective 1: Provide equipment to meet the technological needs of our patrons throughout this plan.

Activities:

- ◆ Have a scanner connected to a public PC to be used by patrons.
- ◆ Maintain wireless network to be used by patrons with laptops.
- ◆ Put in place an electronic reservation station to ensure more equitable use of Internet stations.
- ◆ Purchase laptop computers and make available for in-house use only.
- ◆ Add an express Internet station kiosk to be used for 15 minute intervals.
- ◆ Make available a smart board and ceiling projector to presentation groups.

Objective 2: Provide access to additional library services online in FY09.

Activities:

- ◆ Make available library card registration on the library's website.
- ◆ Have application for use of the meeting room and art gallery available online.

Objective 3: Review existing equipment to designate areas of immediate need in FY09.

Activities:

- ◆ Move Youth Services library PC to the circulation desk in the children's department to minimize waiting time at checkout.
- ◆ Relocate PC being used in children's room for games to the Youth Services librarian work station.
- ◆ Set up spare PC in workroom to be used as a PC reservation and print release terminal at the circulation desk.
- ◆ Seek out funding sources to purchase 2 additional computers for the YA room.
- ◆ Purchase and install additional circulation scanner at the children's circulation desk.

ADMINISTRATIVE

GOAL 5: LIBRARY DIRECTOR AND TRUSTEES WILL REVIEW

POLICY, BUDGET AND STAFFING NEEDS YEARLY.

Objective 1: Board and Library Director will review policies for accuracy and relevancy to the new building throughout this Long Range Plan.

Activities:

- ◆ The Board will adopt a new mission statement in FY09 that better reflects the service areas for the library.
- ◆ A meeting room policy will be developed and incorporated into the Great Ponds Art Gallery policy in FY09.
- ◆ The Board will work on updating two policies per year to make relevant to the new building.
- ◆ A Board representative will be designated to review and update the Long Range Plan each year.

Objective 2: The Board will support the Director in evaluating, assigning and hiring staff as needed throughout the plan period.

Activities:

- ◆ Director will review and update all job descriptions for library clerks.
- ◆ Director will meet with Town Administrator to have all library staff classified to the same wage classification.
- ◆ Staff will be assigned to specific departments, ie: childrens, cataloging, for a more consistent workflow.
- ◆ Create a new position of page to help with volume and allow for better use of clerical staff time.
- ◆ Seek additional funding to assign part time staff more hours on a weekly basis and/or as needed to cover for vacations, etc.
- ◆ Work with Town Administrator in hiring custodial help for the library.

Objective 3: Beginning in FY09, Director and Trustees will work on restructuring library's hours in response to overwhelming request by the public as indicated in the survey conducted in the Spring of 2008.

Activities:

- ◆ Request additional funding from the Finance Committee to allow for summer Saturday hours.
- ◆ Obtain report from network to determine which current hours are under utilized.
- ◆ Look at the possibility of opening one more evening per week by closing afternoon that is not heavily used.

Objective 4: Staff development will be on-going throughout this plan to improve on patron-staff relations, and to keep staff informed on service and technology changes.

Activities:

- ◆ Schedule staff meetings monthly to discuss issues.
- ◆ Assign staff to attend network and regional library workshops.
- ◆ Provide in-house trainings on customer service, technology and other services.

Objective 5: Keep open communication with the Friends of the Library group through this plan period.

Activities:

- ◆ One Trustee will attend Friends meetings to represent the Board.
- ◆ Library Director will report Friends activities to the Board at their monthly meeting.
- ◆ Recognition of the Friends' efforts on behalf of the library will be made yearly by the Board.
- ◆ The Board will encourage and participate in the writing of the Friends by-laws as they are updated to meet the needs of the new building.
- ◆ The Director will include all equipment and other items bought for the library through Friends' funds in the library's annual report.
- ◆ Work with the Friends on recognition of all volunteers.

Objective 6: The Board will appoint and support a sub-committee for the Great Ponds Gallery throughout this plan.

Activities:

- ◆ Trustee representative will chair the committee.
- ◆ Members from the local art community will be invited to participate in this committee.
- ◆ Committee will meet monthly to discuss and review potential exhibitors for the Gallery.
- ◆ Policy for the Gallery will be reviewed and updated by the committee.

BUILDING

GOAL 6: USERS WILL HAVE A LIBRARY FACILITY THAT IS WELCOMING, COMFORTABLE, ATTRACTIVE AND ACCESSIBLE TO ALL.

Objective 1: The Board and Library Director will work with Town Offices to complete all projects for the new building.

Activities:

- ◆ Contract with a company to install an alarm system.

- ◆ Research and contract with a landscaping company to complete the waterfall project at the front of the building.
- ◆ Create and complete the memorial herb garden to be planted in the back of the library.
- ◆ Obtain outdoor signage to indicate memorial garden, recognition of design and maintenance of gardens.
- ◆ Ask Highway department to install “No Parking” signs on the fire lane.
- ◆ Install memorial wall plaques throughout building.
- ◆ Complete and install recognition plaque in the entrance hallway listing all who contributed to the new library project.
- ◆ Purchase and install a hanging system in the meeting room and make it available to the public as the Great Ponds Art Gallery.
- ◆ Purchase and install shelving in the storage room of the meeting room for easier access to the attic.

Objective 2: Library Director will evaluate established and new maintenance programs for efficiency throughout this plan.

Activities:

- ◆ Contracts will be reviewed for efficiency yearly.
- ◆ Acquire maintenance plans for all equipment.
- ◆ Contact local companies to obtain proposals for service to replace expired or inappropriate maintenance programs.
- ◆ Keep open communication with all service providers to ensure proper working of HVAC system, landscaping, equipment and other needs.

Objective 3: Maintain library grounds through an adoptive program utilizing volunteers in FY09.

Activities:

- ◆ Develop a plan to encourage residents to “adopt-a-garden” and maintain it.
- ◆ Prepare a folder to be given to interested persons on gardens and how it is being conducted.
- ◆ Recognize efforts of volunteers through letters to the editor and with signage in the respective adopted gardens.

Objective 4: To make accessible areas to be used by patrons with specific needs throughout this plan.

Activities:

- ◆ Keep quiet rooms open to be used by tutors and/or groups requiring study areas.
- ◆ Allow patrons access to the Historical room and have photocopier available for their use in the room.

- ◆ Make meeting room available to all groups, including civic, cultural and educational groups.