

Jonathan Bourne Public Library
Bourne, Ma
2016 – 2021
Five Year Plan



“Your library – When you want it, where you want it”

Table of Contents

| | |
|-------------------------------|----|
| Mission Statement | 3 |
| Assessment of User Needs..... | 4 |
| Goals and Objectives..... | 6 |
| Action Plan..... | 8 |
| Planning Methodology..... | 11 |
| Board Approval date..... | 12 |

Mission Statement

The Jonathan Bourne Public Library stimulates people's imaginations, supports parents who want their children to become readers and provides access to the online world for everyone.

Your library – when you want, where you want it. The library of today is a complex and integral part of the community for which it serves. Technology and busy lifestyles have completely changed how citizens expect library services to be provided. The core tenets of what a library does though have not changed. More than ever library users need access to information and an understanding of the technology to access it. Children are required to learn new skills at an earlier age while older users continue to require printed materials and one on one assistance. Libraries are also becoming community innovation centers where ideas are exchanged and new skills may be learned. All of this has a huge demand for continuously shrinking resources.

The Jonathan Bourne Public Library is a central part of the Bourne community. Circulation continues to be strong with numbers in electronic content increasing at a rapid rate. Children and teens make up nearly 20% of the population of the town and, as future library users, it is important to encourage their use of the resources provided.

Finally, residents today rely on library services 24/7. Library staff must continuously work to bring resources to their users and not expect them to come to the physical location. It is important that library staff and Trustees be able to meet these demanding expectations over the next five years and beyond. It is a challenge but one that is expected by residents for the department to reach. Library services must truly be provided to residents when they want it and where they want it. The days of services being provided only within the four walls of the building are long over and, if the library is to remain a center of the community, services need to reflect this change.

Assessment of User Needs

Bourne is a medium sized town in Southeastern Massachusetts with great ocean views and waterfront properties. Just under half of the 26,200 acreage of the Town is owned by the Federal government and the State of Massachusetts for use as a military base and area bordering the Cape Cod Canal. The Canal cuts through the town splitting it into two parts. The military base occupies most of the land on the eastern side of town. As a result of this geographic make up of town, many residents feel isolated from other parts of town either having to drive over the bridges to cross the canal or travel great distances to skirt around the military base.

Based on the 2012 Town Census, the population of Bourne is 20,430 year round and estimated at 40,000 in the summer. Within this figure the age ranges are very much spread out. Those over the age of 65 make up 20% of the population and is expected to increase over the next few years. As mentioned earlier, those under the age of 18 account for almost another 20%. These diverse age groups are a challenge for staff that must stretch the budget and resources to serve the particular needs of each group. The older population requires an expanded large print collection, more assistive devices and homebound services. Juvenile groups necessitate additional story hours, and programs, more materials for recreational reading and homework assignments, family book clubs and resources for parents. The middle age population expects current high interest materials in many formats, increased internet access, programming of interest to their work and leisure lifestyle, and a range of information resources to support independent and formal learning for work and personal growth.

The library is housed in an old school built in 1924. The building was renovated into the current library in 1987 and has 16,000 square feet. It is fully wireless and partially handicapped accessible. The library is a member of the CLAMS library network as well as the Massachusetts Library System (MLS). The library is a participant in the Massachusetts Commonwealth Catalog providing residents access to holdings in the majority of Massachusetts Libraries.

The library currently has four full-time employees and four part-time employees working a total of 244 hours per week. This is down from 281 hours in FY 15. The building is open five days a week for 45 hours each week throughout the year. Because of the reduced staffing, this number is down from the required 50 hours set forth by Massachusetts General Laws (M.G.L. Chapter 78) and Code of Massachusetts Regulations (605 CMR 4.00).

The library provides services based on the minimum standards set forth by the Massachusetts Board of Library Commissioners and the ALA's Bill of Rights. It is important to note that by the end of this plan, the population of Bourne is expected to pass the 25,000 mark which will put the community into a new minimum standards bracket. The library will then be required to be open a minimum of 59 hours a week spread out over 6 days.

Since the implementation of the last long range plan, the library has worked hard to increase and improve services to the Bourne Community. In the area of technology, the biggest development was the hiring of the library's first Information and Technology Librarian. This

person has allowed for a number of workshops to be conducted in house and in other locations around Bourne. Partnerships were also established with the Council on Aging and the Bourne Middle School allowing library staff and members of those organizations to work together. Finally, library customers have been able to have one on one sessions with the Technology Librarian for assistance on a multitude of subjects.

The Children's Department continues to work on improving access to resources which will provide opportunities for development of a love of reading. In an effort to reach more isolated populations, story hour and programs have been implemented in various locations around Bourne. These include a low income housing development, the Community Building and at Joint Base Cape Cod. An exploration station was added to the Children's Room providing for a rotating STEM display. Finally, access to ABC Mouse provides families the opportunity to play educational games online which would normally be a fee based service for families at home.

Despite all the positive things happening, the library faces many strong challenges over the next five years. The budget is the greatest challenge. Stagnating and/or deeply declining funding has led to cuts in staffing and programs at the library. The staffing hours mentioned earlier is half the average found at libraries in communities of a similar size to Bourne. Over the next year or two, staffing is expected to decrease further as funding is scheduled to be reduced. Many programs and activities have been outsourced in an effort to retain services but, even this is proving difficult.

For all of the great comments mentioned by the community forums and survey, the library still lags in other areas. Many want to see improvement in the physical structure itself, including parking, repairs, and the overall look of the building. There is also a need to get out into the community more with drop boxes located in some villages, increased hours and better publicizing of library resources. Services requested included more popular materials in all formats, interactive gaming facilities, and an increase in the use of electronic delivery of information. It is through these requests that library staff and trustees are focusing this long range plan.

With regard to the Americans with Disabilities Act (ADA), the Jonathan Bourne Public Library is seriously lacking access. All functions are located on the first floor of the library as no elevator access is provided to the mezzanine. Work has been completed to make the side door entrance handicapped accessible but once in the library, a wheelchair bound individual has limited access to the majority of the library as aisles and furniture placement do not provide enough space for wheelchairs or individuals using walkers to maneuver safely and easily.

JBPL 5 Year Plan Goals & Objectives

I. Connect to the Online World: Public Internet Access

A. Goal – JBPL users will have access to training and assistance in using new and emerging technologies to connect to the online world.

1. Objective 1 - The JBPL will offer at least 5 sessions per quarter for new and existing technology by FY17.

2. Objective 2 - JBPL staff will develop three instruments to promote computer literacy for the public in varied formats yearly by FY18.

3. Objective 3 – JBPL staff will conduct at least 2 training sessions around the Bourne community by FY 17.

B. Goal - Library staff will provide ways to assist patrons and visitors with their immediate technology problems and issues.

1. Objective 1- Library staff will attend 2 sessions a year on new technology by FY17.

2. Objective 2- Library staff will develop one online and one non-virtual means for patrons to submit their technology problems and issues for assistance by FY19.

C. Goal – Online access for patrons will be expanded, both inside and outside the physical library building, as changes and new technologies develop.

1. Objective 1- Increase the JBPL bandwidth and electric outlets to include exterior of building by FY 21.

2. Objective 2- Promote the Wi-Fi and computer friendly spaces within the building that we currently have by FY 17.

II. Create Young Readers – Early Literacy

A. Goal – The JBPL will provide access to a variety of materials that will promote a lifelong love of learning and literature.

1. Objective 1 – The library will increase the number of resources for early readers by 30% in FY 21.

2. Objective 2 – The library will offer an online pre-school learning station by FY 20

B. Goal – The JBPL will provide appropriate programming that promotes a lifelong love of learning and literature.

1. Objective 1 – The library will provide a minimum of 40 programs per season for children in FY 16.

2. Objective 2 - The library will provide 2 self-guided ongoing family activities by FY18.

III. Stimulate Imagination: Reading, Viewing and Listening For Pleasure.

A. Goal – Citizens of Bourne will have access to an up-to-date, diverse collection that includes materials of interest for library users.

Objective 1 – Prioritize collection development by formats in response to public demand by FY 20.

Objective 2 – The library will consider additional purchases when an item’s reserve list reaches seven by FY17

B. Goal – Library users will understand how to use and access the materials provided by the JBPL.

Objective 1– J BPL staff will offer three programs each year about the breadth and depth of the library’s collections by FY19.

Objective 2 – The library staff will create two written educational items each year to promote the library’s collections by FY 20.

JBPL Long Range Plan Action Plan

I. Goal – JBPL users will have access to training and assistance in using new and emerging technologies to connect to the online world.

Objective 1- The JBPL will offer at least 5 sessions per quarter for new and existing technology by FY17

Activity 1 - Create a training area for group training sessions.

Activity 2 - Run online/print surveys to gauge patron interest in subjects for technology training.

Activity 3 - For a two week period each season keep track of technology questions asked in person or on the phone to determine need for training.

Objective 2 - JBPL staff will develop three instruments to promote computer literacy for the public in varied formats yearly by FY18.

Activity 1 - Reinstate and advertise one-on-one appointments for learning.

Activity 2 - Print for distribution and promote printable pamphlets and videos on the CLAMS website.

Activity 3 - Add educational resources like gcflearnfree.com on website.

Objective 3 – JBPL staff will conduct at least 2 training sessions around the Bourne community by FY 17.

Activity 1 – Develop partnerships with other community groups and agencies in Bourne that can assist with training.

Activity 2 – Develop a mobile program/workshop that can be presented from different locations within the community.

II. Goal -Library staff will provide ways to assist patrons and visitors with their immediate technology problems and issues.

Objective 1 - Library staff will attend 2 sessions a year on new technology by FY17.

Activity 1 - Offer in house sessions/classes for staff.

Activity 2 - Sign up or request an MLS workshop.

Activity 3 - Promote online learning resources through MLS webinars and Lynda.com.

Activity 4 - Staff encouraged to visit other libraries to see how they are integrating technology.

Objective 2 - Library staff will develop one online and one non-virtual means for patrons to submit their technology problems and issues for assistance by FY19.

Activity 1 - Create page with hotlinks on website for technology help.

Activity 2 - Text a librarian service.

Activity 3 - Promote ask for tech staff in library and provide follow-up form for assistance.

III. Goal – Online access for patrons will be expanded, both inside and outside the physical library building, as changes and new technologies develop.

Objective 1 - Increase the JBPL bandwidth and electric outlets to include exterior of building by FY 21.

Activity 1 - Develop charging stations in the center of the library where outlets aren't accessible.

Activity 2 - Outdoor seating with outlets available for Wi-Fi users.

Activity 3 - Research expanded public seating options for inside building.

Objective 2 - Promote the Wi-Fi and computer friendly spaces within the building that we currently have by FY 17.

Activity 1 - Promote Library's Wi-Fi access on front page of website.

Activity 2 - Advertise Wi-Fi in library with signs in various areas of the library.

IV. Goal – The JBPL will provide access to a variety of materials that will promote a lifelong love of learning and literature.

Objective 1 – The library will increase the number of resources for early readers by 30% in FY 21.

Activity 1 - Weed every other week to create space.

Activity 2 - Pursue grants to supplement budget.

Activity 3 - Continue to purchase quality children's materials.

Objective 2 – The library will offer an online pre-school learning station by FY 20

Activity 1 - Add Learning Links to new computers in children's room

Activity 2 - Develop page with helpful links for parents.

V. Goal – The JBPL will provide appropriate programming that promotes a lifelong love of learning and literature.

Objective 1 – The library will provide a minimum of 40 programs per season for children in FY 16.

Activity 1 - Continue to collaborate with Early Childhood Council, Recreation Department, schools scout troops on grants and programming.

Activity 2 - outreach programs offered in areas identified as in need i.e. Canalside and ASCC.

Objective 2- The library will provide 2 self-guided ongoing family activities by FY18.

Activity 1 - Continue to keep exploration station fresh and include handout for parents about skills development.

Activity 2 - Install mounted Lego board

Activity 3 - Install mounted flannel board in non-fiction area.

VI. Goal – Citizens of Bourne will have access to an up-to-date, diverse collection that includes materials of interest for library users.

Objective 1 – Prioritize collection development by formats in response to public demand by FY 20.

Activity 1- Survey patrons for format preferences

Activity 2 - Weed collection to reflect use patterns and preferences

Activity 3 - Staff will learn how to create circulation reports by format.

Activity 4 - Signage and displays to highlight most requested collections

Activity 5 - Publicize our most recent purchases

Activity 6 - Purchase in areas prioritized in survey.

Objective 2 – The library will consider additional purchases when an item’s reserve list reaches seven by FY17

Activity 1 - Review hold list weekly for high demand items

Activity 2 - Solicit donations from patrons who routinely purchase best sellers

Activity 3 - Request help from Friends in purchasing extra copies of high demand titles

VII. Goal – Library users will understand how to use and access the materials provided by the JBPL.

Objective 1 – JBPL staff will offer three programs each year about the breadth and depth of the library’s collections by FY19.

Activity 1- Offer reader’s advisory sessions with library tours in specific subject areas.

Activity 2 - Staff will be trained in reader’s advisory skills.

Activity 3 - Survey public to determine which areas they would like to learn about in the library.

Objective 2 – The library staff will create two written educational items each year to promote the library’s collections by FY 20.

Activity 1 - Create readers advisory page highlighting specific collection areas on web page.

Activity 2 - Develop bibliographies to compliment the sessions from Objective 1

Planning Methodology

Working with library consultant Cheryl Bryan, the Jonathan Bourne Public Library Board of Trustees followed the model set forth in *Strategic Planning For Results* by Sandra Nelson. The process began in November 2014 when Cheryl attended the monthly board meeting, explaining how the process would work and what actions needed to be taken.

A two part community meeting was planned with the first one held on February 11, 2015. Attendees included church members, school and town officials, regular library users and some non-library users. In all, roughly 30 people braved the snows of February and took part in the discussion giving their thoughts and ideas as to what type of community they wanted Bourne to be. Some ideas that came up included:

- Promotion of walkable village
- Welcoming community – accessible to all and with services for all ages
- Venues for experienced citizens to share their knowledge
- Strong school system
- Information on town happenings provided in multi-formats

The meeting ended with discussion about the positive and negative aspects of the library. In all, the JBPL rated very highly with those in attendance but some areas were still viewed as needing improvement. They included:

- More space needed for program expansion
- Repairs to current building
- Better education for the public as to why the library is important to the community.
- Expansion of homebound services
- Maintaining and increasing materials collection.

Thanks to the heavy snows of 2015, the second part of this meeting was difficult to schedule. Around 15 people returned on April 22nd to come up with the service priorities they felt were important for the library to focus. The top three chosen were Create Young Readers, connect to the Online World and Stimulate Imagination.

Another community forum was held on May 20, 2015 in which an abbreviated version of the process was conducted. This forum consisted of a dozen people, most connected with the library either as members of the Friends of JBPL, volunteers or trustees. The resulting service priorities chosen were the same as those chosen by earlier sessions.

The Trustees met in July with Cheryl and worked on the Goals and Objectives for the long range plan. Discussion centered on the service areas chosen by the community. Goals included training sessions for new technology each year, training for library staff, provision of materials in various formats and a goal for citizens to understand library resources and how to use them. Trustees noted the difficulty with budgets and limited staffing which the library faces in the

short term. Library staff then met in October to develop the activities for achieving the goals and objectives.

A community survey was conducted in late August through September with 123 respondents. There were not many surprises with the results. Residents rated providing books, audios, DVD's and CD's as well as Promoting childhood literacy as the most important services the library provides. When it came to potential new services, most responded that they would like online continuing education opportunities as well as staff led trainings. Opening on Mondays was also rated highly.

Plan Approval

The final plan was approved by the Jonathan Bourne Public Library Board of Trustees at their February 9, 2016 meeting.