

**Hamilton-Wenham Public Library Long-Range Plan of Service
2011-2016
September 9, 2010**

Introduction and Acknowledgements

The Hamilton-Wenham Public Library is a cherished institution and a source of great pride to the community. This long-range plan continues the efforts of the many people who sacrificed for and worked at both the former Hamilton Public Library and the former Wenham Public Library and those who had the vision and dedication to plan and complete the Hamilton-Wenham Public Library. The Hamilton-Wenham Public Library continues to be supported by many knowledgeable and forward-thinking people. Therefore, this plan reflects a collaborative effort and is a product of combined wisdom and energy. It is because of the dedication of the following people and their commitment to the public good that this plan has been created; we look forward with enthusiasm to five years of improving library services.

We thank the following people for their support:

Trustees of the Hamilton-Wenham Public Library

| | |
|---------------------|-----------------|
| Wendy Daynes, Chair | Annette Janes |
| Jean Buckley | Madelyn Liberti |
| Doris Gallant | Janice Pappas |

Planning Committee Members

| | |
|-----------------|-----------------|
| Jan Dempsey | Annette Janes |
| Vicky Steeves | Madelyn Liberti |
| Amy Job | Josh Hunt |
| Stephen Leonard | Dean Baumeister |
| Maryellen Duffy | Barbara Broff |
| Doris Gallant | Nathan Redinbo |
| Trudy Reid | |

Consultants for the Northeast Massachusetts Regional Library System (NMRLS)

Susan Babb Mary Berhle

Town Administrators

Jeff Chelgren, Wenham Candace Wheeler, Hamilton

The Staff of the Hamilton-Wenham Public Library

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| Jan Dempsey | Julie Preston |
| Lorraine Der | Rebecca Shea |
| Cindy Grove | Vicky Steeves |
| Josh Hunt | |

The Friends of the Hamilton-Wenham Public Library

Our patrons, and especially our survey respondents.

Background and Methodology

The trustees and director are convinced that planning is an investment in the future and that time spent in forethought is time well spent. The 2010 long-range planning committee represented a broad spectrum of the community and included members of both towns, members of the friends of the library and trustees, library volunteers, three high-school students, parents, a fellow librarian currently working at Memorial Hall Library in Andover, the current Head of the Council on Aging, and the Curriculum Coordinator at the Hamilton-Wenham Regional School District.

The committee met once in March and once in April. Unfortunately, due to the massive flooding and disruption in March we needed to reschedule meetings. Susan Babb and Mary Behrle of the Northeast Massachusetts Regional Library System (NMRLS) facilitated the meetings. Loosely based on the American Library Association's *Planning for Results: a Public Library Transformation Process* (Chicago: ALA, 1998), the planning process was streamlined into two meetings. During the first meeting, the committee participated in a "Strengths, Weaknesses, Opportunity, Threats" (SWOT) analysis with NMRLS. The staff participated in a SWOT analysis with Jan Dempsey on April 16, 2010. The staff was able to compare the two SWOT analyses and submitted planning sheets as a result of this process. The individual planning sheets gave the staff an opportunity to express ways they would like to see the library and their working environment improved.

The planning committee met for a second time on April 5, 2010 to conduct a community vision analysis and create draft library goals as service responses. Using the draft goals and survey responses, the director submitted a draft set of goals and objectives to the library trustees on June 13 for their approval. The planning committee members enjoyed working with one another and their synergy resulted in a wealth of excellent ideas.

During April and May, a survey was conducted for seven weeks. The survey was available on the library's website (hwlibrary.org) and in paper format, available at the library and also passed out at various town functions. Approximately 300 people responded to the survey, and a few more copies trickled in after the deadline. We incorporated many ideas from the survey results into our plan, and the board approved the final draft on September 9, 2010.

A special word of thanks is due to all participants in the process. I am especially appreciative of those who retain a passion for library services and freely offer suggestions for improvements and are instrumental in making them happen.

Jan Dempsey, Director
Hamilton-Wenham Public Library

A Brief History of Hamilton and Wenham

When the doors of the Hamilton-Wenham Public Library first opened to the public on December 17, 2001, it was a celebration of imagination and civic initiative. After years of planning, the two towns had successfully created the first regional library in the Commonwealth of Massachusetts. Located on the site of the old Hamilton High School (later the Hamilton Junior High School), the library's boundaries touch the town lines of both Hamilton and Wenham. This remarkable collaboration is a continuation of a partnership that began in May 1959 with the regionalization of the public school systems and the construction of the Hamilton-Wenham Regional High School. The wisdom that strength is gained by combining resources has ensured the stability and excellence of the public educational and cultural institutions of Hamilton and Wenham for present and future generations.

Located 25 miles north of Boston in Essex County, these communities share a rich colonial heritage dating from the earliest years of English colonization. In his 1614 *Description of New England*, Captain John Smith wrote enthusiastically of New England's "Many isles all planted with corne; groves, mulberries, salvage gardens and good harbours". In their desire for religious freedom, and encouraged by Captain Smith's account, the Pilgrims set off for New England in 1620. Despite severe hardships, their colony at Plymouth survived and more emigrants soon followed creating settlements that spread rapidly along the coast and inland.

Tragically, the smallpox epidemics of 1616 and 1617 had devastated the native populations by as much as 90 percent. The fields of corn that had amazed Captain Smith in 1614 were virtually gone. When the Pilgrims arrived in 1620 they found many areas abandoned. In 1638, John Winthrop, Jr., the son of the Governor of the Massachusetts Bay Colony, purchased the land of present day Essex County from the tribal Agawam leader, Sachem Masconomo for a sum of twenty pounds. This tract included the original settlements of Cape Ann and most of Danvers and Middleton ending at the Merrimack River. By the time Masconomo died in 1658, his tribe had been overwhelmed by war and disease. A monument dedicated in 1910 on Sagamore Hill in the northeast corner of Hamilton marks his gravesite.

In 1638, Hugh Peters, the Puritan minister of the First Church of Salem, delivered a sermon to a small group of colonists on the banks of the now named Wenham Lake. His text referred to "Enon, near Salem, because there was much water there," a biblical reference to [John 3:23](#). This small outlying community became the first to break away from Salem and establish its own township. In 1643, the General Court of Massachusetts declared "Enon shall be called Wenham and be granted to be a Town and hath liberty to send a deputy." It is assumed that the name "Wenham" was chosen because many of the early settlers had emigrated from the areas of Great and Little Wenham in Suffolk County, England. Encompassing seven square miles of land, Wenham has never changed its boundaries from the date of its founding.

The town of Ipswich, founded in 1633, originally included the Ipswich Hamlet in its southern parish. In 1793, restless and protesting the high taxes levied by Ipswich, the citizens of the Hamlet petitioned for autonomy. They were successfully represented in the Ipswich Court by

their pastor, Manasseh Cutler, D.D. Later that year, the Massachusetts Legislature incorporated the Hamlet as a town and invested it "with all the powers, privileges and immunities which towns in this Commonwealth by law are entitled to enjoy." Dr. Cutler renamed the town "Hamilton" in honor of the first Secretary of the United States Treasury, Alexander Hamilton.

For both communities, small-scale farming was the primary occupation until the late 19th century. Early industry was limited to a few mills clustered on the Ipswich River. For the residents of both towns, the long New England winters afforded time to develop small cottage industries. Farmers learned the trade of shoemaking and, by the mid-eighteenth century, little ten-foot square shoe shops called ten-footers dotted the landscape. By the mid-nineteenth century, the local shoe trade provided piecework for the shoe factories in Danvers and Lynn. Although the General Court established Bay Road in 1644, Hamilton and Wenham remained relatively isolated until the arrival of the Boston and Maine Railroad in 1839. This helped to spur the development of commercial activities.

In Hamilton, the establishment of the Myopia Hunt Club in 1876 and the development of large estates changed the image of Hamilton from a farming town to a rural retreat. Chebacco Lake became a resort area in the late 19th century with hotels built to accommodate visitors. Hamilton gained summer residents when the Methodist Camp Meeting Ground at Asbury Grove opened in 1859. In Wenham, the ice cut from Wenham Lake became a coveted luxury item, reaching the height of its fame by the mid-nineteenth century when it was shipped to hotels in London.

Hamilton and Wenham became increasingly suburban after World War II. The construction of nearby Route 128 in the mid-1950's spurred rapid housing development. Despite this growth, both communities have preserved their distinctive historical characteristics and charm. Today both towns retain their rural sensibility with residential neighborhoods, protected open spaces and small farms. Many of the large estates still remain, some in private ownership and others permanently protected such as Appleton Farms. The Gordon-Conwell Theological Seminary sits on the site of the former Mandell estate in Hamilton and Gordon College is built on the Prince estate in Wenham. Together, Hamilton and Wenham take pride in their shared heritage and the uniqueness of their institutions.

Hamilton-Wenham Public Library History

The town of Hamilton had a social library in 1817 called the Second Social Library. This was a fee-based library and was active until 1853. In 1891 the Free Library of Hamilton, later called the Hamilton Public Library was established. The library moved many times before its final destination at 299 Bay Road. Wenham also had a fee-based library. In 1857 members paid a fee of one dollar to join the Wenham Library Association. The town voted to make the library a public library in 1885. By the 1990's both libraries needed room for expansion.

In March of 1994, concerned residents from both towns formed a committee to investigate how a joint library could be formed. In May of 1995, after another committee had been formed in December, each town voted the appropriate funds to research the feasibility of a joint library. Through the efforts of many citizens, the Hamilton-Wenham Public Library became the first

regional library in the state of Massachusetts. It is a magnificent building created through the diligent efforts of visionaries, planners and laborers. The library was opened in December of 2001 with a consolidated collection comprising the collections of the Wenham Town Library (located at 138 Main St., Wenham) and the Hamilton Public Library (formerly of 299 Bay Rd., Hamilton). The result was a 29,000 square foot, full-service facility with twenty computers for public use and four meeting rooms. The former high school gymnasium is attached to the library and serves as the Hamilton-Wenham Recreation Center. The adjoining ball field is used by both towns and is extremely popular especially in the spring and fall months. The Hamilton-Wenham Public Library is always filled with activity; it is a welcoming destination to the residents of Hamilton and Wenham and surrounding communities.

Assessment of User Need

The library is located in the town of Hamilton. Because the library is physically located in Hamilton, the town of Hamilton is responsible for emergency response. The town of Wenham is the lead town in charge of personnel issues, administering the weekly payroll, and paying library invoices. The library is ADA compliant. The library parking lot has four handicapped parking spaces. There is one automatic handicapped door. An elevator is available providing access to the reference section, young adult area, local history room, closed stacks and upstairs study rooms. The library has a total of four meeting rooms, two public access photocopiers, a public access fax machine and a microfilm reader. Handicapped restrooms are available on both floors.

Staff and Planning Committee:

The Staff SWOT (Strengths, Weakness, Opportunities, Threat Analysis) was very informative. The NMRLS Staff was not able to mediate the SWOT due to staff cutbacks. In their place, the director facilitated the discussion. Overall, staff members are very positive, enthusiastic about new ideas and always eager to improve their library. The biggest concerns (which were also expressed by the planning committee) were low staff wages, and the need for more staff hours throughout the library but especially in the Children's Room and Administrative office. Some interesting suggestions were that "Staff picks" should be displayed right at the circulation desk and home delivery and more outreach marketing should be implemented. The need for cleaner and clearer signage, more information and training for patrons on services including databases and more sheet music was also expressed. Lockers were requested as well as laptops for patron use in the library. When polled, only four staff members expressed a desire to work on Sundays. The planning committee's main concerns for the future of the library were to keep staff well-paid, increase staffing, and keep the building in pristine condition.

Survey:

Virtually all survey respondents visited the library at least once in the past six months. The most prominent reason for their visits was to borrow reading materials and materials for viewing. Fifty percent of all respondents use museum passes, thirty-three percent consider the library as a place for solitude and peace, twenty-five percent use the computers, Internet and attend programs.

Sixty-three respondents reported that they owned or planned to own an ebook reading device while 231 respondents do not own or plan to own one at this time. The Kindle, Ipad and Nook were mentioned in this order of preference. Of the three hundred respondents, 21.5 percent are not availing themselves of library services through the library's website. The bulk of website use (64.2 percent) is to use the IPAC, approximately fifty percent of users are reserving museum passes and less than twenty percent are using the databases.

Seventy-five percent found the website easy to navigate. Seventy-nine percent felt that the Library's importance would increase or stay the same over the next five years. Forty-two percent of the respondents were between 35 and 59 years old and seventy-seven percent were female.

The survey was designed in such a way that patrons were encouraged to brainstorm and offer suggestions. We saw trends which helped us form our goals and objectives. Some of our patrons' ideas for improvements we instituted immediately.

Vision Statement

Our patrons are inspired about the Hamilton-Wenham Public Library because they know that it is a dynamic and welcoming destination, and a portal to a commonwealth of information, creative programs, leading-edge technology, and materials to satisfy every curiosity.

We believe all questions and requests are important and we strive for excellence in the quality of answers we offer. We listen to our patrons, surprise them with superior service, and embrace change when it will improve our library.

We develop community partnerships that minimize duplication of efforts and strengthen our library as a valuable resource to every member of our two towns.

We promote the joy of reading and the value of lifelong learning to all.

Mission Statement

The Hamilton-Wenham Public Library is a publicly-funded institution dedicated to the common good by serving the informational, educational, cultural, and recreational needs of the community and encouraging its patrons in the lifelong pursuit of learning and personal growth. The library will be responsive to the needs of its diverse users, advocate and support the use of appropriate technology, build an excellent collection, commit itself to the highest ideals of library service and the principles of intellectual freedom, and provide a welcoming meeting place for the community.

Approved by the Hamilton-Wenham Public Library Board of Trustees
June 9, 2005

Community and Library Background Information

Total Population Trends

| | 2000 Census Figures | 2007 | Projected 2010 MISER | Projected 2020 MISER |
|----------|---------------------|--------|----------------------|----------------------|
| Hamilton | 8,315 | 8,188 | 8,209 | 8,001 |
| Wenham | 4,440 | 4,615 | 4,586 | 4,561 |
| Total | 12,755 | 12,803 | 12,795 | 12,562 |

Median Age

| | |
|----------|------|
| Hamilton | 36.5 |
| Wenham | 33.6 |

Ethnic Groups Represented in Hamilton and Wenham according to 2000 U.S. Census Figures

| | White | Asian | African American | American Indian + Alaskan Native | Other Race | Two or more | Hispanic Origin | Hawaiian Native/Pacific Islander |
|----------|-------|-------|------------------|----------------------------------|------------|-------------|-----------------|----------------------------------|
| Hamilton | 7832 | 354 | 39 | 14 | 28 | 44 | 82 | 4 |
| Wenham | 4344 | 60 | 19 | 1 | 3 | 13 | 26 | 0 |

Approximately 16 percent of Hamilton's Gordon-Conwell Theological Seminary's enrolled students are international students. (150 out of the total enrollment of 926) Five years ago, ten percent of the total enrollment was international students.

Labor and Employment Data

Types of Occupations – Data Source: *Massachusetts Municipal Profiles*

| | Managers and Professionals | Service Occupations | Sales and Office | Farming, Fishing and Forestry | Construction and Maintenance | Production and Transportation | Self-employed |
|----------|----------------------------|---------------------|------------------|-------------------------------|------------------------------|-------------------------------|---------------|
| Hamilton | 2,047 | 455 | 905 | 24 | 165 | 199 | 342 |
| Wenham | 942 | 108 | 401 | 0 | 115 | 64 | 182 |

Economic Data

Income 1999- Data Source: *Massachusetts Municipal Profiles*

| | Per capita income | Median Household Income | Median Family Income |
|----------------------|-------------------|-------------------------|----------------------|
| Hamilton | \$33,222 | \$72,000 | \$79,886 |
| Wenham | \$36,812 | \$90,524 | \$98,004 |
| Essex County Average | \$26,358 | \$51,576 | \$63,746 |

FY 2009 Taxation – Data Source: *Massachusetts Municipal Profiles*

| | Average Single Family Home Value | Average Single Family Tax Bill | Hi-Lo Rank |
|----------|----------------------------------|--------------------------------|------------|
| Hamilton | \$515,841 | \$7,856 | 24/319 |
| Wenham | \$648,610 | \$8,892 | 13/319 |

Information, Media and Education

Newspapers: *Hamilton Wenham Chronicle*

Salem News

Cable TV is available

Bookstores:

Banbury Cross Children’s Bookshop
 Gordon College Bookstore (Follett)
 The Exchange at the Wenham Tea House

Other Libraries in Hamilton and Wenham

| Private Schools | Public Schools | College or University |
|-----------------|--|---|
| Pingree School | Bessie Buker Elementary School Library | Gordon College Jenks Learning Center |
| | Winthrop School | Gordon-Conwell Theological Seminary Goddard Library |
| | Cutler School | |
| | Hamilton-Wenham Regional High School Patricia Alger Library (middle and high school shared library) | |

Educational Attainment *Massachusetts Municipal Profiles*

| | High School Graduates or Higher | Bachelor's Degree or Higher |
|--------------|---------------------------------|-----------------------------|
| Hamilton | 94% | 52.5% |
| Wenham | 94.3% | 50.6% |
| Essex County | 84.4% | 31.3% |

Hamilton-Wenham Public Library – Long Range Plan History

Following is a progress report of accomplishments made during the last five years as a direct result of our first long range plan. These accomplishments are a direct result of focused attention to the library's mission, vision, goals and objectives.

LRP Goal: Eligibility for Library Service and Technology Act Grants

Wrote and received the following LSTA grants:

On the Same Page \$7,500

Tweens and Teens \$20,000

EqualAccess \$5,000

Reader's Advisory \$10,000

Mother Goose on the Loose \$7,500

Other Grants included:

Skin Deep \$500

Verizon \$5,000

LRP Goal: Comfortable and welcoming atmosphere

Created the Bibliotech Café

Upgraded and improved the Young Adult area with comfortable chairs, couch, new painted walls etc.

Painted and repaired the study rooms (Eagle Scout Project)

Added a Picnic table area in yard (Eagle Scout Project)

Improved the periodicals area with better signage

LRP Goal: Staffing

Attempts to reinstate the Assistant Director Position that was lost in 2001 have not succeeded.

Received approval to hire a part-time children's library assistant

Made progress in efforts to improve salaries in FY09 but have been level funded ever since due to economic times

Created a fund to give small tuition assistance to those attending library school and an MLS incentive program

Updated staff job descriptions and created a staff handbook

LRP Goal: Technology

Added wireless Internet

Added free Comcast internet connection and restored Comcast TV Connection
Purchased new PCs on a rotating basis
Purchased one new photocopier, headsets for patrons, wireless microphone for programs
Added TixKeeper software for Museum Passes
Taught computer classes to patrons and hosted genealogy lock-ins
Added Local Cable connection for filming of meeting room programs which can be aired in real-time
Maintain website at hwlibrary.org with DreamWeaver
Added receipt printers to facilitate service to patrons.
Purchased a CD buffer to extend life of CDs and DVDs
Installed a Patron Counter to track foot traffic in the library

LRP Goal: Maintenance of the Building

Rectified many HVAC issues
Completed roof repairs
Repaired and activated Security System
Built a kiosk to supplement bulletin board space
Added two 15 minute parking signs and (4) staff parking signs to ease parking issues
Stained the exterior of the building

LRP Goal: Collection Development

Purchased encyclopedias in print and online
Added databases including Ancestry.com Library Edition
Added periodicals and improved signage
Integrated YA and Adult nonfiction
Used grant money to supplement collection development for all ages
Added Playaways for all ages
Purchased a Nook
Moved Local History Collection to the closed stacks for protection and increased use

LRP Goal: Program Improvement

Hosted four community reads
Expanded Baby Bookworms
Expanded book clubs
Added film matinees
Instituted field trips to augment adult summer reading program
Offered fairs including Energy Efficiency Fair and Green Living Fair
Continued patron driven programming (cribbage group, lectures etc.)

LRP Goal: Marketing of the Library

Created Hamilton-Wenham Public Library logo
Printed business cards and stationery
Advertise events on Cable TV
Maintain a current Events email list
Promote YA events on Facebook

Library Comparison Data

The data from the H-W Library is ranked by the Board of Library Commissioners within Population Group 4 (10,000-14,999 people). There are currently 53 Massachusetts Libraries in that group. There are currently 370 libraries in the state. The following chart shows how H-W compared with both groups.

| FY 2004 This column was presented to the 2005 LRP Committee | FY 2008 |
|--|--|
| Total Appropriated Municipal Income \$45.42 per capita 9/55 Libraries in Population Group 52/370 libraries in the State | Total Appropriated Municipal Income \$50.71 per capita 13/53 61/370 |
| Salary Expenditures \$26.31 per capita 15/55 libraries in population group 86/370 libraries state-wide | Salary Expenditures \$32.73 25/53 81/370 |
| Holdings 7.35 items per capita 7/55 libraries in population group 97/379 libraries in the state | Holdings 8.72 3/53 86/370 |
| Total Circulation 15.78 items per capita 10/55 libraries in population group 60/370 libraries state-wide | Total Circulation 20.03 items per capita 5/53 36/370 |
| FTEs (Full-Time Equivalencies) per 10,000 8.70 12/55 libraries in population group 93/379 libraries state-wide | FTEs 10.15 9/53 66/370 |
| MLS (Master in Library Science) FTE .78 48/55 libraries in population group 240/370 | MLS (Master in Library Science) FTE 1.70 31/53 164/370 |
| | Meeting Rooms were used 858 times 299 Adult Programs 305 Children's Programs |

Open Hours

H-W is opened 53 hours per week all year excepting Memorial Day weekend and Labor Day weekend when the library is closed for the three days. Depending on how holidays fall in a

given year, the library could be closed for a long weekend at Christmas or July 4. We have NOT cut hours at all during the recent economic downturn.

Normal Hours:

M-Th 10-8

Fri 10-5

Sat 10-4

Total evening hours (after six p.m.) – 8

Total weekend hours- 6

No Sunday hours

The Hamilton-Wenham Library is consistently opened on Saturday year-round.

Monthly Circulation Figures

| | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 |
|--------|---------|---------|---------|---------|---------|---------|---------|---------|--------|
| Jan | 18,219 | 17,079 | 15,524 | 15,989 | 18,262 | 20,641 | 19,989 | 21,551 | 20,570 |
| Feb | 15,901 | 15,986 | 16,055 | 15,956 | 17,458 | 18,396 | 19,986 | 21,327 | 19,016 |
| March | 17,541 | 17,660 | 18,697 | 17,808 | 19,934 | 20,918 | 21,672 | 21,421 | 22,192 |
| April | 15,998 | 15,819 | 15,413 | 15,517 | 17,194 | 19,125 | 19,727 | 20,874 | 19,081 |
| May | 15,283 | 16,466 | 14,913 | 16,272 | 19,025 | 17,277 | 18,344 | 19,246 | 18,365 |
| June | 15,283 | 14,328 | 16,600 | 16,847 | 20,712 | 19,942 | 18,980 | 23,389 | 21,702 |
| July | 16,916 | 16,626 | 17,321 | 16,847 | 19,698 | 20,719 | 22,891 | 23,272 | 20,738 |
| August | 18,387 | 16,292 | 16,490 | 18,273 | 21,143 | 20,401 | 19,756 | 21,527 | 22,562 |
| Sept | 15,015 | 15,236 | 15,112 | 15,121 | 16,926 | 16,901 | 19,613 | 17,967 | |
| Oct | 16,476 | 16,109 | 15,545 | 16,983 | 18,805 | 19,525 | 20,584 | 20541 | |
| Nov | 15,608 | 14,826 | 14,886 | 17,067 | 18,368 | 19,838 | 19,748 | 19,706 | |
| Dec | 12,930 | 12,131 | 12,618 | 14,716 | 16,454 | 15,704 | 18,638 | 18,920 | |
| TOTAL | 193,557 | 188,558 | 189,174 | 197,396 | 223,979 | 229,387 | 239,928 | 249,741 | |

Reference Activity Statistics

FY 2008

Reference Questions

1.32 questions per capita

5/53

49/370

| | Reference Questions per month | | | | |
|-----------|-------------------------------|-------------|-------------|-------------|-------------|
| | 2006 | 2007 | 2008 | 2009 | 2010 |
| January | 401 | 1138 | 1682 | 1329 | 2335 |
| February | 831 | 1489 | 1529 | 1382 | 2029 |
| March | 1047 | 1390 | 1654 | 1457 | 1605 |
| April | 1437 | 1460 | 1336 | 1350 | 1334 |
| May | 1340 | 918 | 1032 | 1074 | 1090 |
| June | 1945 | 1147 | 1098 | 1646 | 1322 |
| July | 2215 | 1530 | 1374 | 1545 | 1477 |
| August | 2142 | 1382 | 1206 | 1555 | 1507 |
| September | 1368 | 1302 | 1229 | 1598 | |
| October | 1211 | 1545 | 1068 | 1675 | |
| November | 1299 | 1303 | 1486 | 1445 | |
| December | 1294 | 1097 | 1081 | 1200 | |
| Total | 16530 | 15701 | 15775 | 17256 | |

Monthly Study Room Usage Figures

| | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 |
|-----------|------|------|------|------|------|------|
| January | | 91 | 126 | 133 | 137 | 130 |
| February | | 83 | 101 | 108 | 115 | 126 |
| March | 110 | 81 | 141 | 193 | 130 | 156 |
| April | 73 | 136 | 139 | 145 | 155 | 121 |
| May | 99 | 119 | 148 | 122 | 123 | 110 |
| June | 70 | 83 | 115 | 117 | 143 | 144 |
| July | 157 | 135 | 158 | 146 | 159 | 135 |
| August | 84 | 125 | 130 | 129 | 172 | 144 |
| September | 122 | 101 | 155 | 120 | 148 | |
| October | 127 | 150 | 156 | 142 | 131 | |
| November | 120 | 113 | 160 | 157 | 115 | |
| December | 52 | 103 | 99 | 119 | 98 | |

1014 1320 1628 1631 1626

Monthly Museum Pass Usage

| | 2007 | 2008 | 2009 | 2010 |
|-----------|------|------|------|------|
| January | 117 | 134 | 141 | 147 |
| February | 117 | 135 | 150 | 135 |
| March | 118 | 140 | 157 | 130 |
| April | 131 | 153 | 139 | 132 |
| May | 105 | 137 | 109 | 112 |
| June | 137 | 121 | 161 | 117 |
| July | 162 | 159 | 184 | |
| August | 162 | 159 | 184 | |
| September | 89 | 76 | 104 | |
| October | 76 | 97 | 109 | |
| November | 114 | 109 | 119 | |
| December | 99 | 106 | 97 | |

Population Trends in the Communities

The current population of Wenham is 5178

The current population of Hamilton is 8315

The largest population group appears to continue to be 50-65 for the next five years

Political and Economic Trends

Factors to consider include:

Reduced state support for libraries.

Library Regions cut from six to one.

Continued stress on municipal budgets and local taxpayers.

All surrounding libraries struggling to continue services due to the economic downturn.

Many personnel changes: A new Police Chief in Hamilton, Hamilton's shift from three to five selectmen, and a new Hamilton Town Manager and three leaders positions in the H-W regional school district: superintendent, assistant superintendent for finance and administration, and associate principle for the high school.

Other Factors to consider

The future of publishing: print and electronic (staying current)

The future of downloadable media

The consortium will be using a new Integrated Library System (ILS) by April 2011

Diminished funding sources

Aging of the facility

The Hamilton-Wenham Public Library Planning Survey

Please help us by completing this survey. We need all completed surveys by *May 14, 2010*.

Thank you for helping us in our second five-year planning process!

Survey respondents will be eligible for a gift certificate for local restaurants at the end of the survey process. If you would like to be included in the drawing, please print your contact information at the end of the survey.

1. Have you visited the library in the past six months?

- Yes
- No

2. If yes, for what purpose do you use the library? *Check all that apply.*

- | | |
|--|--|
| <input type="radio"/> Borrowing materials for recreational reading | <input type="radio"/> Magazines and newspapers |
| <input type="radio"/> Borrowing materials for recreational listening/viewing | <input type="radio"/> Friends' book sale |
| <input type="radio"/> Research/information | <input type="radio"/> Volunteer Opportunity |
| <input type="radio"/> Homework/Tutoring | <input type="radio"/> Museum Passes |
| <input type="radio"/> Computers/Internet access/wireless | <input type="radio"/> Art exhibits |
| <input type="radio"/> Job/career/business | <input type="radio"/> Local history/genealogy |
| <input type="radio"/> Programs for adults | <input type="radio"/> Interlibrary loan |
| <input type="radio"/> Programs for children | <input type="radio"/> Photocopier/ Fax machine |
| <input type="radio"/> Programs for teens | <input type="radio"/> Restroom/Water |
| <input type="radio"/> Meeting space | <input type="radio"/> Comfort: Warm in winter/cool in summer |
| <input type="radio"/> Social gathering/See neighbors/staff interaction | <input type="radio"/> Solitude: Quiet reading or browsing time |

3. If no, how could we encourage you to use the library more? _____

4. If you could add one service or resource to the Hamilton-Wenham Public Library, what would it be?

5. Do you own or plan to own an ebook reading device?

- Yes
- No

5a. If yes what type? _____
(Downloadable ebooks will be available shortly on our website for the Nook and the Sony ereaders)

6. Do you access library services through www.hwlibrary.org?

- Yes
- No

6 a. If yes, for what purpose? *Check all that apply.*

- Downloading ebooks and audiobooks
- Searching for library materials with the online card catalog
- Reserving materials and museum passes
- Checking your library account
- Using the databases
- Finding out what programs are planned
- Communicating with library staff via email
- Researching with internet links from the website
- Other _____

7. Do you find our website easy to navigate?

- Yes
- No

8. How can we improve our website to make it more useful?

9. What service do you find most valuable at the public library?

10. What would you like to see changed/improved at the library?

11. Some of the events the library offers are story hours, author evenings, workshops and lectures. What program(s) would you like to see offered at the library?

12. How do you see the importance of libraries changing in the upcoming five years?

- Libraries will be more important
- Importance will remain the same
- Libraries will be less important
- Not sure

12a. Why do you feel this way? _____

13. Do you have a suggestion for our next Community Read?

Please help us analyze your responses by supplying the following:

14. Your gender

- Male
- Female

15. Your age

- 12-18
- 19-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65 or older

16. Are you a Hamilton/Wenham resident?

- Yes
- No

Name _____ Phone Number _____

Hamilton-Wenham 2010

• Analyzing 302 responses. • Presentation generated on May 19, 2010. Following is summary data with pages of comments removed.

Q.1 Have you visited the library in the past six months?

| Choice | Count | Percentage of Total Sample |
|--------|-------|----------------------------|
| Yes | 300 | 99.3% |
| No | 2 | 0.7% |

Q.2 If yes, for what purpose do you use the library? Check all that apply.

| Choice | Count | Percent of Total Sample |
|--|-------|-------------------------|
| Borrowing materials for recreational reading | 267 | 88.4% |
| Borrowing materials for recreational listening/viewing | 200 | 66.2% |
| Research/information | 141 | 46.7% |
| Homework/Tutoring | 42 | 13.9% |
| Computers/Internet access/wireless | 69 | 22.8% |
| Job/career/business | 39 | 12.9% |
| Programs for adults | 76 | 25.2% |
| Programs for children | 83 | 27.5% |
| Programs for teens | 11 | 3.6% |
| Meeting space | 51 | 16.9% |
| Social gathering/See neighbors/staff interaction | 49 | 16.2% |
| Magazines and newspapers | 97 | 32.1% |
| Friends' book sale | 136 | 45.0% |
| Volunteer Opportunity | 25 | 8.3% |
| Museum Passes | 150 | 49.7% |
| Art exhibits | 36 | 11.9% |
| Local history/genealogy | 27 | 8.9% |
| Interlibrary loan | 148 | 49.0% |
| Photocopier/ Fax machine | 53 | 17.5% |
| Restroom/Water | 96 | 31.8% |
| Comfort: Warm in winter/cool in summer | 60 | 19.9% |
| Solitude: Quiet reading or browsing time | 91 | 30.1% |

Q.5 Do you own or plan to own an Ebook reading device?

| Choice | Count | Percentage of Total Sample |
|--------|-------|----------------------------|
| Yes | 63 | 20.9% |
| No | 231 | 76.5% |

Q.6 Do you access library services through www.hwlibrary.org?

| Choice | Count | Percentage of Total Sample |
|--------|-------|----------------------------|
| Yes | 233 | 77.2% |
| No | 65 | 21.5% |

Q.6a If yes, for what purpose? Check all that apply.

| Choice | Count | Percent of Total Sample |
|--|-------|-------------------------|
| Downloading ebooks and audiobooks | 24 | 7.9% |
| Searching for library materials with the online card catalog | 194 | 64.2% |
| Reserving materials and museum passes | 163 | 54.0% |
| Checking your library account | 133 | 44.0% |
| Using the databases | 56 | 18.5% |
| Finding out what programs are planned | 102 | 33.8% |
| Communicating with library staff via email | 30 | 9.9% |
| Researching with internet links from the website | 19 | 6.3% |
| Other | 13 | 4.3% |

Q.7 Do you find our website easy to navigate?

| Choice | Count | Percentage of Total Sample |
|--------|-------|----------------------------|
| Yes | 229 | 75.8% |
| No | 11 | 3.6% |

Q.12 How do you see the importance of libraries changing in the upcoming five years?

| Choice | Count | Percentage of Total Sample |
|----------------------------------|-------|----------------------------|
| Libraries will be more important | 135 | 44.7% |
| Importance will remain the same | 104 | 34.4% |
| Libraries will be less important | 11 | 3.6% |
| Not sure | 34 | 11.3% |

Q. 13 Do you have a suggestion for our next community read?

Many great suggestions. **Tinkers** by Paul Harding was mentioned five times.

Q.14 Your gender

| Choice | Count | Percentage of Total Sample |
|--------|-------|----------------------------|
| Male | 62 | 20.5% |
| Female | 235 | 77.8% |

Q.15 Your age

| Choice | Count | Percentage of Total Sample |
|-------------|-------|----------------------------|
| 12-18 | 4 | 1.3% |
| 19-24 | 13 | 4.3% |
| 25-34 | 34 | 11.3% |
| 35-44 | 70 | 23.2% |
| 45-54 | 59 | 19.5% |
| 55-64 | 54 | 17.9% |
| 65 or older | 62 | 20.5% |

Q.16 Are you a Hamilton/Wenham resident?

| Choice | Count | Percentage of Total Sample |
|--------|-------|----------------------------|
| Yes | 240 | 79.5% |
| No | 53 | 17.5% |

Goals, Objectives and Activities

Short-term Activities encompass FY11 and FY12 Action Plan

Goal 1

The Library will be funded at the best possible level to meet the needs of the communities

Objective 1

The library staff positions will be compensated fairly and remain competitive with other libraries.

Short term activities

Activity 1

The library will work with the finance committee, trustees, and boards of selectmen to reinstitute COLA increases after a two year wage freeze

Activity 2

The director will present a salary survey to the Finance Committee to support the need for base salary increases for all staff

Objective 2

The library will seek support for increased staff positions

Short term activities

Activity 1

The library will increase the part-time children's assistant's hours from 19 to 35 per week. If a full-time position is denied, another part-time children's library assistant will be added using State Aid funds

Activity 2

The library will hire a full-time library generalist with an MLS degree to restore the assistant director position that was cut in 2001

Objective 3

The Library will increase its hours due to patron demand (if funding allows).

Short-term activities

Activity 1

The director will ascertain the reasons why patrons want Sunday hours by calling survey respondents and getting more information.

Medium to long term activities

Activity 1

Open one day per week from 9-9 if funding allows

Activity 2

If funding allows try a pilot Sunday opening during the winter months. Perhaps the first Sunday of the month from 1-4 PM: Nov - March

Goal 2

The Library will have up-to-date technology to meet the needs of patrons of all ages

Objective 1

Continue to replace computers on a rotating basis to keep technology current

Short-term activities

Activity 1

Continue with the following technology plan:

- Add memory to 10 staff computers
- Replace two oldest staff computers (circulation and technical services)
- Replace six year old staff computers
- Repurpose older staff computers to replace computers in the children's room

Activity 2

Give former Head of Reference weekend hours to do computer updates during closed hours. This will ensure they get done monthly and will alleviate workload pressure on current Head of Reference.

Objective 2

Improve technology for patron use to decrease patron frustration and save staff time and energy

Short-term activities

Activity 1

Move staff flatbed scanner to an upstairs public PC (patron request)

Activity 2

Work with CopyData, Inc. to replace outdated photocopiers with digital machines. Integrate public printing with public photocopiers; bypass printing to staff printer behind the circulation desk

Activity 3

Load Nook with more books and lend to patrons

Activity 4

Have computer technician thoroughly examine the wireless technology to make sure all aspects are working correctly.

Long-term activities

Activity 1

Seek grant money to cover technology for the young adult area possibly in the form of laptops

Objective 2

The library staff and patrons will be well prepared for the new Integrated Library System (ILS) due to launch in 2011

Short-term activities

Activity 1

Encourage Director, Head of Reference and Head of Circulation to attend MVLC meetings and stay informed about the new ILS

Activity 2

Send staff to Consortium ILS trainings or have trainings in-house.

Activity 3

Hold patron trainings

Objective 3

Library guest speakers will have necessary equipment to present their programs

Short-term activities

Activity 1

Ask the Friends to purchase a lapel microphone to improve the audio quality and to enable speakers to move freely during presentations

Medium and Long-Term Activities

Activity 1

Get quotes for permanent projector to be installed in ceiling of meeting room

Objective 4

Improve access to requested databases and Overdrive for ebooks and downloadable audio

Short-term activities

Activity 1

Purchase New England Ancestors.org per patron request

Activity 2

Purchase NovelList Plus and Novelist Select from Ebsco

Activity 3

Advertise and promote all databases through the website, printed matter, and emphasize databases during National Library Card Month

Medium and Long-term activities

Activity 1

Plan more database trainings for staff and patrons

Goal 3

The library will lead the community in collaborations and resource sharing

Objective 1

Increase author visits by including authors on their book-signing tours

Short-term activities

Activity 1

Partner with Banbury Cross Children's Bookstore in Wenham to host authors on tour at the library: the bookstore to provide books for sale

Objective 2

Increase joint programming with community liaisons

Short-term activities

Activity 1

Continue to partner with Gordon College for our 2010 community read inviting Paul Harding /*Tinkers* in November 2010 and continue to host at least one community read each year

Activity 2

Pursue possible partnership with Brookwood School to have Kathryn Stockett author of *The Help* come in the spring of 2011.

Activity 3

Continue to work with Hamilton-Wenham Green to offer film and speaker series

Activity 4

Contact new superintendent of H-W Schools to improve communication and resource sharing with the schools including, but not limited to, an intergenerational bookgroup.

Goal 4

The Library will be well-known and well-advertised to the community

Objective 1

Increase participation in the events email list by 50 percent

Short-term Activities

Activity 1

Plan outreach campaign for library card sign-up month. Hand outs at the desk to ask patrons if they want to join the group. Take promotional materials to key locations in town such the school, train station and Asbury Grove. Involve the Friends as much as possible in promoting the library throughout the community

Activity 2

Use *Building a Buzz: Libraries and Word-of-Mouth Marketing* and workshops etc. to garner fresh ideas for marketing the library

Objective 2

The library will have a more streamlined and efficient procedure to advertising programs.

Short-term activities

Activity 1

Create a Tic-Sheet to use for every program insuring that all events have posters, get sent to the newspapers, are put on Twitter, Facebook etc.

Activity 2

Explore the feasibility of using Constant Contact or a 24/7 blog site

Activity 3

Director will meet with town officials to create better networking strategies

Objective 3:

Increase the library's visibility in the community

Short-term activities

Activity 1

The Library Friends will have a table at the Two Town Fourth of July event

Activity 2

Ask the Friends to supply one or two Sandwich Boards to use outside to advertise events

Activity 3

The Director will try to call survey respondents who completed a paper survey to thank him or her for participating and to get follow-up information

Activity 4

The Director will send a monthly column to the Hamilton-Wenham Chronicle making sure to highlight progress made on the long-range plan activities

Activity 5

The director and trustees will create a committee to plan a 10 year anniversary celebration of the library's opening for December 2011

Goal 5

All youth in Hamilton-Wenham will understand how to use the ILS, databases and have a library card before they reach middle school

Objective 1:

Provide an opportunity for fifth grade classes to tour the library and learn how to use their library card online

Short-term activities

Activity 1

Contact the principal to arrange field trips to the library from the Buker School in fall 2010 to give a tour and instruction on how to use the catalog and databases

Activity 2

Find a volunteer who can staff a homework club for fifth graders once a week

Activity 3

Apply for the LSTA Homework Center Grant

Activity 4

Continue to send Children's Librarian and Youth Adult Librarian on school visits to meet and read to children

Goal 6

The library building and grounds will be clean and well-maintained and treated with pride and respect

Objective 1

The rugs will be cleaned on a regular basis

Short-term activities

Activity 1

Repair carpet machine and contract with cleaning company to maintain a carpet cleaning schedule

Objective 2

Utilize the Eagle Scout program and possibly inmates from the Middleton House of Corrections to target areas of concern

Short-term activities

Activity 1

Work with David Bird to create projects feasible for Eagle Scout projects including but not limited to:

- Painting the large meeting room and creating an accent wall behind the statue on the second floor
- Optimizing storage space by building shelving in the Children's room closet, administrative closet, coat closet area behind the circulation desk, and retrofitting an unused spinner into a needed media rack in the Children's Room.

Objective 3

Create a capital nest-egg to help provide money for maintenance and repair projects not provided for in the general budget

Short-term Activities

Activity 1

Use the trustees' fundraiser to specifically ask for donations for this purpose

Activity 2

Work with Dave Pereen to create a five-year maintenance plan

Objective 4

The Hamilton-Wenham Library becomes a leader as a greener building in a two-town designated green community and serves as an educational center for green topics

Short-term activities

Activity 1:

Partner with Sue Patrolia to brainstorm grant and project possibilities

Activity 2:

Partner with Dave Pereen to increase use of green products in day-to-day library operations

Activity 3:

Write reviews to showcase appropriate library materials in the Hamilton-Wenham Green Newsletter

Activity 4:

Use ESCo (Energy Service Company) money to swap out HVAC Controls and Lighting to maximize energy efficiency

Medium to Long-Term activities

Activity 1:

Apply for grants under the Green Communities Designation for solar panels, and any other energy saving measures and projects

Objective 5

The library grounds will be weeded, trimmed and mulched properly and be a source of pride to all citizens and library patrons

Short-term Activities

Activity 1:

Find a temporary solution for grounds maintenance in 2010

Activity 2:

Keep the children's garden well maintained, usable and safe

Medium and Long-Term Activities

Activity 1:

Work with new Hamilton Town Manager Michael Lombardo and Wenham Town Administrator Jeff Chelgren to work out a permanent solution of yard care

Activity 2:

Incorporate Zero-Scaping into maintenance plan of parking lot islands with a possible Eagle Scout Project

Objective 6

Storage areas are well-defined and clearly designated for efficient access

Short-term activities

Activity 1:

Director and staff will map out the most efficient closet storage areas

Activity 2:

Work with friends group to redefine their use areas

Activity 3:

Create a solution to booksale donations.

Objective 7

Work areas are well-lit and ergonomically correct

Short-term activities

Activity 1

Install more lighting at the circulation desk

Medium and Long Term Activities

Activity 1

Improve the lighting in the Children's Room

Activity 2

Improve all workstation's ergonomics as much as possible and schedule cleanings behind workstations

Objective 8

Records will be well-maintained and accessible

Short-term activities

Activity 1

Director and staff will clean office filing cabinets and closets and archive necessary materials

Activity 2

Trustees will assist in archiving materials related to the building of the library

Goal 7

All youth in Hamilton and Wenham are inspired by the library to want to read and learn

Objective 1

Increase circulation of children's library materials to FY 09 peak circulation

Short-Term activities

Activity 1

Increased reader's advisory in person, with staff picks, in the form of printed materials and on the Children's Facebook Page

Activity 2

Increase hours of Children's Library Assistant position

Activity 3

Offer daytime story hour for 3-5 year olds during the day at an optimal time for parents' convenience

Activity 4

Work with volunteers and staff to expand after school activities such as a chess club, spelling bee and reading club and reading incentive program

Goal 8

The Hamilton-Wenham Library will lead the two towns in being a creative and pleasant work environment for patrons and staff

Objective 1:

Increase comfortable seating for patrons

Short-term activities

Activity 1

Swap padded chairs from the Local History Room to more used public areas and purchase extra chair pads for the wooden chairs now in the local history room.

Activity 2

Keep a padded cushion behind the circ desk and the reference desk for patrons to request when needed

Objective 2:

Reduce noise level in the library

Short-term activities

Activity 1

Continue to monitor staff to be conscious of not adding to the noise level and modeling consistent quiet behavior

Objective 3

The café space will be a pleasant and clean space that also advertises the Friends and their work

Short-term activities

Activity 1

Ask a member of the Friends' Group to monitor and maintain the café cleanliness and inventory and use it more effectively to advertise Friends programs and activities

Medium and Long Term activities

Activity 1

Paint café, and use white board and bulletin board for advertising Friends' sponsored programs.

Objective 4

The staff will be well-informed about library policies and procedures

Short-term Activities

Activity 1

Update 2007 Edition of the staff handbook

Activity 2

Maintain a staff meeting schedule of two meetings per month from Sept-May

Objective 5

The staff will have increased opportunity to share tasks, learn new skills and have periodic breaks from tedious duties to maintain job enthusiasm

Short-term Activities

Activity 1

Institute in-house periodic "working sabbaticals" for Full-time circulation staff from calling overdues to allow time for more creative pursuits and allow a temporary, refreshing change of pace

Medium to Long-term Activities

Activity 1

Plan periodic "working sabbaticals" for other library departments

Goal 9

The library will have a current up-to-date collection of materials to meet all the needs of a diverse population of users.

Objective 1:

The library will allocate more resources to patron requested materials.

Short-term activities

Activity 1

Allocate an additional \$50 more per month for YA purchasing

Activity 2

Allocate an additional \$75 per month for Audio Books

Activity 3

Purchase a subscription to Ebsco's Novelist Plus and Novelist Select so patrons will have more Reader's Advisory Tools at their disposal.

Activity 4

Continue to attend the Collection Development Committee meetings to stay abreast of trends and group consortium purchases.

Medium to Long-term activities

Activity 1

Director will work with the consortium to pursue more shared resources for downloadable ebooks, movies and music and databases.

Objective 2: The library will stay clutter-free due to a plan of well-executed and systematic weeding.

Short-term activities

Activity 1

Director will attend a refresher weeding class and share tips with staff

Activity 2

Create a weeding plan for a more effective and systematic weeding of adult nonfiction

Activity 3

Create a weeding plan for a more effective and systematic weeding of children's nonfiction

Activity 4

A staff member will be assigned to check for lost items, determine if replacement is necessary, and delete lost item records in an effort to clear up library records of missing items