

**Hamilton-Wenham Public Library Long-Range Plan of Service  
2020-2024  
March 15, 2019**

## **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***

|                                      |                          |
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| Julie Clay, Chair                    | Nichole Gray, Vice-Chair |
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### ***Planning Committee Members***

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Stacey Verge  
Jim Purdy  
Lily Knudsen  
Matt Pitkin  
Natalie Bowers  
Christine Hribar  
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Jan Dempsey, Library Director  
Rob Pondelli, Assistant Director  
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### ***Consultants from Massachusetts Library System***

Michelle Eberle

### ***Town Governance***

Joseph Domelowicz, Hamilton Town Manager  
Peter Lombardi, Wenham Town Administrator

***The Staff of the Hamilton-Wenham Public Library***

Elizabeth Bellucci, Librarian 1  
Christine Burns, Library Assistant I  
Kim Claire, Young Adult Librarian  
Jeannine Curtis, Library Assistant II  
Karen D'Ambrosio, General Services Librarian  
Jan Dempsey, Library Director  
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Josh Lear, Library Assistant I  
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Charlotte, Minasian, Library Assistant I  
Julie Niemann, Children's Library Assistant II  
Lewis Parsons, Head of Technical Services  
Linda Platt, Library Page  
Rob Pondelli, Assistant Director  
Rebecca Shea, Adult Services Librarian  
Kate Shelton, Library Page  
Christina Trudel, Library Page

***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 2018 long-range planning committee represented a broad spectrum of the community and included members of both towns, former members of the friends of the library and school committee, trustees, library staff, two high-school students, parents, retirees and members of both towns' finance committees. The planning committee members enjoyed working with one another and their synergy resulted in a wealth of excellent ideas.

The committee met once on October 11, 2018 for a three-hour meeting and SOAR exercise facilitated by Michelle Eberle of the Massachusetts Library System. Participants were very supportive of their library and enthusiastic about both the library and their communities. The library staff participated in a SOAR analysis with Jan Dempsey, Library Director on November 2, 2018. The director facilitated the discussion and laid the ground rules for brainstorming. Hamilton-Wenham Library staff members are known to be positive and enthusiastic about new ideas and always eager to improve their library. Unlike previous planning processes, staff members were able to focus on issues besides low pay as this problem was addressed in June 2015 with the creation of a Staffing-Wage Matrix approved by both towns. However, staff members did vocalize the continued need for a full-time assistant position in the Children's room. Some suggestions to change the library's physical plant included reconfiguring the position of the reference desk and adding on to the young adult area by building over the children's department. Huge structural projects that will incur substantial capital costs are not addressed in this plan. Finally, staff members were encouraged to read the final survey results and contribute more ideas about library improvements.

We drafted a survey and had it available online at [www.hwlibrary.org](http://www.hwlibrary.org) and in paper format. The survey ran from November 19 to December 31, 2018. Some of the questions had an educational component as we were hoping to also advertise library offerings through the survey. For this planning purpose we felt that having open-ended questions was very important. We also wanted to gather real data on potential library hour expansion. We purchased a two-month subscription to SurveyMonkey to take advantage of the reporting function and the online input form. We advertised the survey's availability in the Hamilton-Wenham Chronicle and we were pleased to get 400 responses. The Friends of the Library supported the survey process by providing a gift certificate to award one survey respondent in a random drawing. The final survey results were shared with the board of trustees and library staff members who were encouraged to use the results to suggest library improvements. Goals formulated during the 2018 personnel review process were also incorporated in this final document.

A special word of thanks is due to all participants. I am especially appreciative of those who retain a passion for library services, 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 iles 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 19<sup>th</sup> 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 piecemeal work 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 19<sup>th</sup> 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. Some 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. The 50 acre estate of Ruby Boyd Miller in Wenham is now home to the all-girls Academy at Penguin Hall. 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 22 computers for public use and four meeting rooms (the large meeting room can be divided to create a fifth meeting room when need warrants). 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.

# Community and Library Background Information

## Profiles of Massachusetts 2015 Data

### Population

|          |        |
|----------|--------|
| Hamilton | 7,764  |
| Wenham   | 4,875  |
| Total    | 12,639 |

### Median Age

|          | 2000 | 2015 |
|----------|------|------|
| Hamilton | 36.5 | 40.8 |
| Wenham   | 33.6 | 26.8 |

(The enrollment shift to more school-age children in Wenham has affected Wenham’s annual budget.)

### Ethnic Groups Represented in Hamilton and Wenham

|          | White  | Asian | Black/African American | American Indian + Alaskan Native | Two or more races | Hispanic Origin | Hawaiian Native/Pacific Islander |
|----------|--------|-------|------------------------|----------------------------------|-------------------|-----------------|----------------------------------|
| Hamilton | 92.4 % | 5.4%  | .6%                    | .2%                              | 1.1%              | 1.6%            | 0%                               |
| Wenham   | 95.8%  | 1.7%  | .6%                    | .1%                              | .9%               | 1.9%            | .1%                              |

(In 2019 approximately 14 percent of Hamilton’s Gordon-Conwell Theological Seminary’s enrolled students are international students.)

### Educational Attainment

|          | Bachelor’s Degree or Higher | Graduate Degree or Higher |
|----------|-----------------------------|---------------------------|
| Hamilton | 71.8%                       | 30.1%                     |
| Wenham   | 63.1%                       | 24.3%                     |

### Income

|          | Per capita income | Median Household Income | Average Household Income |
|----------|-------------------|-------------------------|--------------------------|
| Hamilton | \$44,500          | \$105,865               | \$124,786                |
| Wenham   | \$46,255          | \$127,606               | \$164,766                |

## Types of Occupations

|          |   |  |  |                             |         |                        |
|----------|---|--|--|-----------------------------|---------|------------------------|
|          | Management<br>business and<br>financial | Computer<br>Engineering<br>and science | Education<br>Legal<br>community<br>service arts<br>and media | Healthcare<br>practitioners | Service | Sales<br>and<br>office |
| Hamilton | 24%                                     | 9.2%                                   | 22%  | 7%                          | 7.7%    | 22.8%                  |
| Wenham   | 17.6%                                   | 8%                                     | 11.2%  | 4.6%                        | 17.8%   | 32.9%                  |

|          |  |   |
|----------|--|---|
|          | Natural<br>Resources<br>Construction<br>and<br>Maintenance | Production<br>Transportation<br>and Materials<br>Moving |
| Hamilton | 3.6%   | 3.7%  |
| Wenham   | 4.9%   | 3%  |

## Information, Media and Education

Newspapers: *Hamilton-Wenham Chronicle*

*Salem News*

Comcast Cable

Bookstores:

Gordon College Bookstore (Follett)

Other Libraries in Hamilton and Wenham:

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

## Library Comparison Data 2017

<https://mblc.state.ma.us>

| Hamilton-Wenham Public Library            | Median State Data                                   |
|---|---|
| Total Annual Hours<br>2,576               | Median Total Annual Hours<br>2,214                  |
| Full-Time Equivalencies<br>13             | Median FTE's<br>7.2                                 |
| Total Reference Questions<br>17,390       | Median Total Reference Questions<br>14,466          |
| Total Direct Circulation<br>236,965       | Median Total Direct Circulation<br>77,426           |
| Interlibrary loans received<br>20,832     | Median Interlibrary Loans Received<br>11,262        |
| Interlibrary loans provided<br>37,963     | Median Interlibrary Loans Provided<br>13,474        |
| Total Non-resident Circulations<br>55,358 | Median Total Non-resident<br>Circulations<br>14,044 |
| Total Visitors<br>118,447                 | Median Total Visitor –State Median<br>114,169       |
| Total Registered Users<br>14,831          | Median Total Registered Users<br>6,217              |

### Open Hours

The Hamilton-Wenham Public Library 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 any 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.

## Library Usage Trends

### Monthly Hamilton-Wenham Library Circulation Figures

|        | 2002    | 2004    | 2005    | 2009    | 2011    | 2013    | 2015    | 2018    |
|--------|---------|---------|---------|---------|---------|---------|---------|---------|
| Jan    | 18,219  | 15,524  | 15,989  | 21,551  | 20,866  | 21,043  | 18,821  | 18,197  |
| Feb    | 15,901  | 16,055  | 15,956  | 21,327  | 20,165  | 20,492  | 18,365  | 17,334  |
| March  | 17,541  | 18,697  | 17,808  | 21,421  | 23,555  | 21,029  | 20,873  | 20,554  |
| April  | 15,998  | 15,413  | 15,517  | 20,874  | 21,054  | 20,257  | 19,264  | 18,865  |
| May    | 15,283  | 14,913  | 16,272  | 19,246  | 20,657  | 19,423  | 18,231  | 17,200  |
| June   | 15,283  | 16,600  | 16,847  | 23,389  | 22,956  | 22,160  | 21,221  | 18,159  |
| July   | 16,916  | 17,321  | 16,847  | 23,272  | 22,792  | 24,400  | 22,502  | 20,120  |
| August | 18,387  | 16,490  | 18,273  | 21,527  | 24,887  | 21,980  | 20,704  | 20,615  |
| Sept   | 15,015  | 15,112  | 15,121  | 17,967  | 20,699  | 19,485  | 17,968  | 16,598  |
| Oct    | 16,476  | 15,545  | 16,983  | 20,541  | 20,738  | 20,845  | 18,449  | 18,346  |
| Nov    | 15,608  | 14,886  | 17,067  | 19,706  | 20,640  | 20,525  | 17,793  | 17,808  |
| Dec    | 12,930  | 12,618  | 14,716  | 18,920  | 19,396  | 18,724  | 17,310  | 15,349  |
| TOTAL  | 193,557 | 189,174 | 197,396 | 249,741 | 258,405 | 250,363 | 231,501 | 219,145 |

(Accurate 2017 data not available due to the transition from Evergreen to SirsiDynix Symphony)

### Merrimack Valley Library Consortium Circulation Figures by Fiscal Year

| FY11      | FY12      | FY13      | FY14      | FY15      | FY16      | FY18      |
|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| 6,435,892 | 6,252,897 | 5,980,492 | 5,937,962 | 5,698,242 | 5,540,660 | 4,961,928 |

### Hamilton-Wenham Public Library Overdrive Circulation

| 2010 | 2013  | 2015  | 2017  | 2018   |
|------|-------|-------|-------|--------|
| 985  | 4,582 | 6,695 | 8,843 | 11,717 |

### Hamilton-Wenham Public Library Meeting Room Use

| 2008 | 2011  | 2014  | 2015  | 2018  |
|------|-------|-------|-------|-------|
| 877  | 1,057 | 1,361 | 1,393 | 1,636 |

### Hamilton-Wenham Public Library Programs

|             | 2008 | 2011 | 2014 | 2015 | 2018 |
|-------------|------|------|------|------|------|
| Adult       | 192  | 406  | 396  | 399  | 378  |
| Children's  | 240  | 275  | 400  | 365  | 367  |
| Young Adult | 115  | 105  | 99   | 103  | 50   |

### Hamilton-Wenham Public Library Usage of Electronic Collections

| FY2016  | FY 2017 | FY2018 |
|---------|---------|--------|
| 307,968 | 439,149 | 97,779 |

(These numbers are slightly misleading. The biggest reason for the large decrease in FY18 is the discontinuation of MVLC's subscription to Novelist Select.)

### Hamilton-Wenham Public Library Reference Questions

|           | 2007   | 2009   | 2011   | 2013   | 2015   | 2017   | 2018   |
|-----------|--------|--------|--------|--------|--------|--------|--------|
| January   | 1138   | 1329   | 1380   | 1506   | 1588   | 1679   | 1340   |
| February  | 1489   | 1382   | 1490   | 1311   | 1265   | 1538   | 1545   |
| March     | 1390   | 1457   | 1667   | 1603   | 1652   | 1695   | 1923   |
| April     | 1460   | 1350   | 1314   | 1111   | 1446   | 1526   | 1449   |
| May       | 918    | 1074   | 1336   | 1161   | 1241   | 1495   | 1160   |
| June      | 1147   | 1646   | 1527   | 1170   | 1777   | 1741   | 1185   |
| July      | 1530   | 1545   | 1382   | 1536   | 1716   | 1572   | 1362   |
| August    | 1382   | 1555   | 1544   | 1482   | 1605   | 1787   | 1621   |
| September | 1302   | 1598   | 1064   | 1278   | 1343   | 1393   | 1173   |
| October   | 1545   | 1675   | 1076   | 1184   | 1435   | 1268   | 1201   |
| November  | 1303   | 1445   | 1213   | 1088   | 1388   | 1226   | 1308   |
| December  | 1097   | 1200   | 1184   | 1336   | 1308   | 1180   | 1218   |
| Total     | 15,701 | 17,256 | 16,177 | 15,766 | 17,764 | 18,100 | 16,485 |

## Hamilton-Wenham Public Library Study Room Usage

|           | 2007  | 2009  | 2011  | 2013  | 2015  | 2017  | 2018  |
|-----------|-------|-------|-------|-------|-------|-------|-------|
| January   | 126   | 137   | 118   | 165   | 146   | 197   | 201   |
| February  | 101   | 115   | 111   | 142   | 122   | 149   | 182   |
| March     | 141   | 130   | 147   | 170   | 198   | 195   | 243   |
| April     | 139   | 155   | 138   | 161   | 174   | 168   | 194   |
| May       | 148   | 123   | 124   | 173   | 158   | 224   | 224   |
| June      | 115   | 143   | 128   | 188   | 159   | 180   | 194   |
| July      | 158   | 159   | 127   | 178   | 150   | 196   | 169   |
| August    | 130   | 172   | 172   | 180   | 147   | 240   | 248   |
| September | 155   | 148   | 137   | 147   | 158   | 205   | 183   |
| October   | 156   | 131   | 115   | 195   | 170   | 219   | 226   |
| November  | 160   | 115   | 148   | 147   | 171   | 210   | 218   |
| December  | 99    | 98    | 130   | 137   | 155   | 193   | 209   |
|           | 1,628 | 1,626 | 1,595 | 1,983 | 1,908 | 2,376 | 2,491 |

## Hamilton-Wenham Public Library Museum Pass Usage

| 2005  | 2007  | 2009  | 2011  | 2013  | 2015  | 2017  | 2018  |
|-------|-------|-------|-------|-------|-------|-------|-------|
| 1,083 | 1,439 | 1,638 | 1,761 | 1,573 | 1,597 | 1,558 | 1,564 |

## Assessment of User Need

As the only regional library in Massachusetts, the Hamilton-Wenham Library has a unique governance. The Joint Board of Library Trustees is a six-member board. Two members must be from Hamilton, two from Wenham and two at-large members can be from either town. Because the library is physically located in Hamilton, the town of Hamilton is responsible for emergency response. Hamilton also provides grounds maintenance in the summer and Wenham plows the parking lot during the winter. The Town of Wenham is the lead town in charge of personnel issues, administering the bi-weekly payroll, and paying library invoices. Hamilton reimburses Wenham for the cost of administering the library. 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 second floor where nonfiction, reference services, young adult area, local history room, closed stacks and upstairs study rooms are located. The library has a total of four meeting rooms, two public access photocopiers, a public access fax machine, a 3-D printer, two scanners and a microfilm reader. Handicapped restrooms are available on both floors.

The citizens of both towns are predominantly white and highly educated. The poverty rate is under 4 percent. Support for library services and literacy remain strong, but the towns have lost a true partner in literacy, Banbury Cross Children's Bookstore, since the last long-range plan was written.

Four hundred people completed the survey with the largest demographic block being people between the ages of 36 and 49. The next largest group comprised patrons over 65. This demonstrated a slight shift to more middle age clientele from our previous survey of 2010. The responses comprised 83.72 percent of respondents from Hamilton and Wenham citizens and 16.28 percent from neighboring communities which mirrored the survey results from 2010.

The 2018 survey showed an 8 percent increase in use of children's services and a 6 percent decrease in use of teen services than the 2010 survey. Patrons again cited books as the greatest reason they visit the library. In 2018 there was a six percent increase in patrons citing meeting room use and an 11 percent increase in people attending programs, lectures and movies. In 2018 there was an 8 percent increase in respondents using the museum passes. CD and DVD usage showed almost a 20 percent decrease while approximately 11 percent of respondents have started using our Library of Things collection. Only 8 percent of respondents acknowledged using the library's databases.

92 percent of patrons can visit the library during open hours. If library hours were to be expanded, most patrons favored Sunday afternoons during winter months. Only 27 respondents said that they were unable to access the library during open hours. Despite being asked to respond only if unable to access the library during open hours, 169 people responded with their preference for additional hours. Sunday hours was the clear winner with 9-10AM being the second choice. Most survey respondents answered the question about funding support for more library hours. Less than half (43 percent) of respondents indicated strong support for a funding increase at town meetings for more open hours.

The planning committee and survey respondents shared great pride in their library and overall satisfaction with services. There were many comments such as: "Truly believe you have one of the finest libraries on the North Shore. Would also add, your staff are always extremely welcoming to questions/requests and are extremely helpful," "Everything is great. Pleasant help and lovely atmosphere."

The Hamilton-Wenham Public Library's services exceed the state-wide median. Circulation peaked in 2011 and showed a 15 percent decrease in 2018. Consortium-wide, circulation decreased 22 percent during that same period. Circulation of the Overdrive collection continues to rise each year. There needs to be greater emphasis for and usage of electronic collections. The reference desk and museum pass usage is relatively stable while the demand for study rooms, meeting rooms and quiet areas has increased.

Patrons take great pride in their library and want it to be clean and well-maintained. Patrons expressed a desire for more outdoor reading spaces, and improvement to the library grounds. Many wanted the adjoining Hamilton-Wenham Recreation Center to improve the playing field, bicycle racks and playground. Many respondents also expressed frustration with the crowded parking lot on busy sports activity days.

Many respondents were unaware of all that the library offered. It was apparent that more outreach is needed to promote the many library services that we already provide. The website is well-utilized as well as the library newsletter. More outreach, classes and library marketing are addressed in our goals.

## **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

## Hamilton-Wenham Public Library – Long-Range Plan History

The following list shows accomplishments made during the last thirteen years as direct results of the previous two Long-Range Plans of the Hamilton-Wenham Library. These accomplishments indicate there was focused attention to the library's mission, vision, goals, objectives and action items.

### ***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

Customer Experience in a Digital Age \$7,500

Science is Everywhere: It's Hands on at Your Library \$7,500

Other Grants included:

Skin Deep Grant \$500

Verizon Grant \$5,000

### ***LRP Goal: Comfortable and welcoming atmosphere***

Created the Bibliotech Café with addition of a Keurig Machine for patron use

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

Decorated the Young Adult area walls with literary quotes chosen by the Teen Think Tank.

Painted and repaired the study rooms (Eagle Scout Project)

Added a picnic table area in the yard (Eagle Scout Project)

Improved the periodicals area with better signage

Added cushions to hard chairs

Created an expanded new book section where books can be displayed with covers facing out

Created a permanent art gallery of prints by children's book illustrators in the children's programming room

### ***LRP Goal: Staffing***

Reinstated the Assistant Director Position in 2012

Hired 2 part-time children's library assistants

Achieved a staffing wage matrix approved by both towns in 2015

Created a fund to offer tuition assistance to those attending library school and an MLS incentive stipend

Updated staff job descriptions and created a staff handbook which was last updated in 2018

Added Clifton StrengthsFinder tools as part of the Personnel Review Process

ALICE Training

### ***LRP Goal: Technology***

Added wireless Internet

Added free Comcast internet connection for patrons, a static IP address for database connectivity and restored the Comcast TV Connection

Purchased new PCs on a rotating basis

Purchased two iMacs

Purchased two new photocopiers, headsets for patrons and wireless microphone for programs

Added Plymouth Rocket's TixKeeper and EventKeeper software for Museum Passes and Programs Calendar

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  
Rebuilt website using WordPress  
Added receipt printers to facilitate service to patrons.  
Purchased two CD buffers to extend the life of CDs and DVDs  
Installed a Patron Counter to track foot traffic in the library  
Added an Intranet for staff use

***LRP Goal: Maintenance of the Building***

Continue to rectify 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 four staff parking signs to ease parking issues  
Stained the exterior of the building  
Repaired and cleaned carpet in entire building  
Performed energy innovations through ESCO

***LRP Goal: Collection Development***

Implemented a Library of Things  
Expanded shelving for the large print section  
Expanded picture book shelving in the children's room  
Added databases including Ancestry.com Library Edition, Hoopla, Freegal, Flipster and Universal Class etc.  
Added periodicals  
Integrated YA nonfiction with Adult nonfiction  
Used grant money to supplement collection development for all ages  
Added Playaways for all ages and LaunchPads for the children  
Purchased a Nook, iPad and Nexus for patron use.  
Moved Local History Collection to the closed stacks for improved staff oversight

***LRP Goal: Program Improvement***

Hosted eight community reads  
Offered ESL classes  
Expanded Baby Bookworms  
Expanded book clubs  
Added film matinees  
Offered four field trips to augment adult summer reading programs  
Hosted fairs including Energy Efficiency Fair and Green Living Fair  
Continued patron driven programming (cribbage group, lectures etc.)  
Offered a Read the Play: See the Play event (*Much Ado About Nothing*)  
Hosted NANOWRIMO (National Novel Writing Month) events for 10 years

***LRP Goal: Marketing of the Library***

Created Hamilton-Wenham Public Library logo  
Printed business cards and stationery using the logo  
Maintain a current Events email list with Constant Contact and send out a monthly newsletter  
Wrote the first radio ad for the Merrimack Valley Library Consortium  
Used Facebook and Twitter to promote library events

# Goals, Objectives and Activities

Short-term Activities encompass FY20 and FY21 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

Ensure that the current Library Wage Matrix is reviewed with the Wenham Town Administrator and Wenham Board of Selectmen every three years (due to be done in FY20) to determine COLA increases for future fiscal years and/or grade/ step adjustments that are merited

### Objective 2

An IT company will replace the IT volunteer and will be fully funded in the library budget

Short-term activities

#### Activity 1

Monitor the service of Equitous in FY19 and obtain three quotes for purposes of engaging a company for an entire fiscal year contract for FY20

#### Activity 2

Continue to incrementally increase the library budget so that the entire cost of the IT company's services is funded through the library budget

### Objective 3

The survey indicates that over 90 percent of survey respondents can visit the library during open hours. However, because many patrons expressed a desire for more open hours, the Trustees and director will reexamine funding for additional open hours in FY 2021

Medium to long term activities

#### Activity 1

Examine the fiscal impact and feasibility of opening one day a week from 9-9 and/or, if funding allows, try a pilot Sunday opening during the winter months. (Perhaps the first Sunday of the month from 1-4 PM: November – March)

## ***Goal 2***

***The Library will have current 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 for computer replacement:

- Replace the library server
- Replace 11 staff computers: Young Adult Librarian, Reference Staff, Upstairs Administration Billing, Assistant Director, Head of Technical Services, Head of Circulation and Reader Services, Children's Librarian, Children's Library Assistant, and Circulation Workstations #2, #3, and #4
- Replace six patron computers in the Reference area at the top of the stairs.

### Objective 2

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

Short-term activities

#### Activity 1

Work with the towns and Comcast to negotiate a better Internet speed for the library's patron Comcast service. (Goal to be 75 Mbps download and 15 Mbps upload speed)

#### Activity 2

Work with CopyData Inc. or another company to replace downstairs photocopier with a networked photocopier that can also scan and print

#### Activity 3

Reduce confusion by removing inadequate wireless access points and leaving the Apple Wireless and HWLib 2 in place

#### Activity 4

Create a solution for barcode duplication that results in permanent barcodes

#### Activity 5

Check all batteries for UPS units on equipment and replace as necessary

#### Long-term activities

##### Activity 1

When replacing barcode readers look for ones that read barcodes stored on phones

#### Objective 2

The library staff and patrons will be better prepared for temporary Comcast outages

##### Short-term activities

##### Activity 1

Director and Head of Technical Services will research T-Mobile Hot-Spot technology with MVLC

#### Objective 3

Improve access and increase use of databases and downloadable media

##### Short-term activities

##### Activity 1

Purchase a subscription to Kanopy

##### Activity 2

Update the Electronic Resources page at hwlibrary.org for easier access and to reduce the need for scrolling

##### Activity 3

Simplify printed explanatory material concerning the electronic resources and hand the flier out with each new library card as part of a welcome packet

##### Activity 4

Advertise electronic resources during National Library Card Month and in the newsletter

##### Activity 5

Head of Reference and Head of Technical Services will offer monthly workshops/classes on how to use the library's electronic resources

### **Goal 3**

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

#### Objective 1

Information about library resources will be expanded into more places

##### Short-term Activities

#### Activity 1

Add a *Did you Know Your Library Had.....?* column in the monthly newsletter and the local paper

#### Activity 2

Add program information to the bottom of checkout receipts

#### Activity 3

Place a *What's Happening This Week* sign on the main floor of the library

#### Activity 4

Offer monthly drop-ins to learn about library resources and include library tours

#### Activity 5

Utilize the Wowbrary Newsletter to advertise library services such as Overdrive

#### Activity 6

Expand Social Media presence when feasible and work with the Town of Wenham to institute a Social Media Policy

#### Activity 7

Create a welcome packet to give to all new library card applicants

#### Medium and Long-Term Activities

##### Activity 1

Reevaluate current library logo and emphasize branding of colors, fonts, formatting and logo to print/web materials for a consistent visible connection to library services

#### Objective 2

The library will have a more streamlined and efficient procedure to book meeting rooms and maintain a community calendar

##### Short-term activities

##### Activity 1

Schedule a demo with Assabet and compare functionality, service and pricing with current vendor (Plymouth Rocket)

##### Activity 2

Connect with Plymouth Rocket to ascertain new functions to the product.

##### Activity 3

Make an informed decision on the best product for patron use and staff efficiency

#### Objective 3:

Increase the library's visibility in the community

##### Short-term activities

##### Activity 1

Continue to support staff visits to HWRS Classrooms

##### Activity 2

Prioritize staff involvement with other town groups by scheduling time for community involvement

##### Activity 3

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

#### **Goal 4**

***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 the opportunity for fifth grade classes to tour the library and learn how to use their library card online and find things in the library

## Short-term activities

### Activity 1

The YA and Children's librarian will continue to host fifth grade field trips, school tours and instruct youth to use the catalog and databases

### Activity 2

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

## **Goal 5**

***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

Contract with Duraclean or similar company to clean all the carpets in FY20

#### Long-term activities

Replace carpet in entire building

### Objective 2

The library furniture will be cleaned

##### Activity 1

Contract with Duraclean or similar company to clean all upholstered furniture

### Objective 3

The parking lot will be safe and attractive with adequate space for library patrons

##### Activity 1

Work with the Director of the Hamilton-Wenham Recreation Center and the DPWs of both towns to resolve the safety issue concerning the two gates that connect to Linden Street

##### Activity 2

Plant a replacement tree (to replace the weeping cherry) at the entrance to the parking lot

##### Activity 3

Work with the DPW to replace the parking signs that have been knocked over by the plows (four *Staff Only* parking signs, one *Handicap Parking* sign) and add four or six *Library Patron Only* signs

#### Medium and Long-Term Activities

##### Activity 1

Monitor with Trustees and Hamilton Police the need for parking assistance or closure on local, state and national elections held in the Recreation Center

##### Activity 2

Improve communication with Head of Hamilton-Wenham Recreation Center to reduce parking bottlenecks during Saturday field usage

##### Activity 3

Work with the Hamilton DPW to clean up all the islands in the parking lot and repair granite curbing

##### Activity 4

Work with the Wenham DPW to improve winter snow and ice removal particularly on the sidewalks and in the handicap parking spaces

#### Objective 4

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:

Work with the Hamilton DPW to ensure that mulch is added, hedges trimmed and grass maintained

###### Activity 2:

Work with the Friends of the Library or other civic group to maintain the pollinator garden and to add one or two benches for additional outdoor seating particularly in the shade

#### Objective 5

The library will be a safe building for patrons and staff

##### Short-term Activities

###### Activity 1

Work with Building Supervisor to check batteries on emergency lights and replace as necessary

###### Activity 2

Work with the Hamilton Fire Department to schedule a fire drill

###### Activity 3

Add a panic button to the Children's Programming Room

##### Medium and Long-Term Activities

Activity 1: Contract with PhoneTech or other company to upgrade the Avaya phone system

Activity 2: Update Library Disaster Plan

Activity 3: Research the possibility of adding an Exit door to the Children's Programming Room

Activity 4: Offer a repeat of ALICE training for new staff

### **Goal 6**

***All youth in Hamilton and Wenham are inspired by the library 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

Replace programs offered by Lisa Cheney with similar daytime children's programs

###### Activity 3

Work with volunteers and staff to expand after school activities such as a chess club, spelling bees, craft drop-ins and reading clubs

###### Activity 4

Continue summer reading incentive program but reduce use of plastic prizes

##### Medium and Long-term activities

###### Activity 1

Increase hours of Children's Library Assistant position

###### Activity 2

Expand check-out services in the children's room when staffing is sufficient

#### Objective 2

Increase teen programs and teen attendance

#### Activity 1

The Teen Librarian and the Teen Think Tank will explore popular patron-driven programs (such as the former popular Minecraft Group) to attract more teens to the library and increase programming attendance

#### Activity 2

Plan activities for early release days and coordinate activities with the Hamilton-Wenham Recreation Center

### ***Goal 7***

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

#### Objective 1:

Increase quiet areas for patrons to use

##### Short-term activities

##### Activity 1

Implement signage for quiet study rooms to remind patrons that the study rooms are not soundproof and encourage patrons to respect their own and others' privacy

##### Activity 2

Work with The Tucker Company to explore possible soundproofing improvements from [Speechprivacysystems.org](http://Speechprivacysystems.org) for the study rooms and panels to add to the computer area upstairs

##### Activity 3

Designate some tables in the reference area as quiet study tables and place lamps with soft lighting on those tables to help designate the area

##### Activity 4

Optimize use of the Local History Room, Phoenix Room, downstairs Meeting room and Café for individual and group use when study rooms are filled.

##### Medium and Long-Term Activity

##### Activity 1

Research the best bulbs to reduce the “institutional feel” of current lighting while still emphasizing energy efficiency

#### Objective 2:

Improve visibility for staff into meeting rooms

##### Short-term activities

##### Activity 1

Swap windowed door in Administration with the Phoenix Room door to create more visibility

##### Medium and Long-term activities

##### Activity 1

Explore cost and feasibility of adding a window to the Local History Room door and to the Large Meeting Room doors.

### ***Goal 8***

***The library will have a current up-to-date collection of materials to meet all the needs of a diverse population of users while encouraging literacy for all***

#### Objective 1:

The library will allocate more resources to patron requested materials.

## Short-term activities

### Activity 1

Work with the Friends to continue to offer book clubs, author lectures, and literary programming

### Activity 2

Shift a larger portion of budget money to e-books and e-audio books and multiple copies of popular DVD to reduce waiting lists

### Activity 3

Continue to build the Library of Things Collection in accordance with patron demand

### Activity 4

Due to the cancelation of many print periodicals, remove the faces from the six periodical shelves to create more space for The Library of Things

### Activity 5

Allocate more budget money to best sellers in order to reduce patron waiting lists

## Objective 2:

### Increase electronic resource usage

#### Short-term activities

##### Activity 1

Redesign website for better access to electronic resources by selectively grouping the databases

##### Activity 2

Transform cumbersome four-fold brochure into an 8x5 takeaway that highlights electronic resources

##### Activity 3

Have library staff demonstrate database usage to small groups

##### Activity 4

Advertise databases in the monthly newsletter

## Objective 3

### Increase availability of Local History Materials

#### Activity 1

Create a plan to scan historic documents and make them available on the website, the digital commonwealth or archive.org

#### Activity 2

Work with the Wenham 375<sup>th</sup> Anniversary committee to add MP3 interview files for the website.

## **Goal 9**

***The library staff will be known for their knowledge, expertise and helpfulness.***

### Objective 1

The staff will be able to name and recognize members of the board of trustees

#### Activity 1

Purchase trustee identification tags for current board who will also prioritize reaching out to library staff on a regular basis

#### Activity 2

Schedule up to four staff development workshops for staff each year

#### Activity 3

Using the current application system, encourage staff to attend workshops, user group meetings and conferences when feasible and applicable.

#### Activity 4

Restore Staff Intranet using Office 365 SharePoint through MVLC

#### Activity 5

Institute an amnesty period for lost library cards and lift the \$1.00 fee to replace cards for that period

## Community Survey 2018-2019

The Hamilton-Wenham Library invites you to contribute to our Five Year Strategic Plan. Please take a few moments to complete this brief survey. Thank you.

1. Age

- Under 12
- 13-18
- 19-35
- 36-49
- 50-64
- 65+

2. Zip Code

- 01936
- 01982
- 01984
- Other (please specify)\_\_\_\_\_

3. What library resources do you use? *Check all that apply.*

- Magazines and Newspapers
- Books
- Audiobooks
- Study rooms
- Meeting rooms
- Library catalog to order materials and place requests
- Interlibrary Lending
- Computers
- Community meeting place
- WiFi
- Hoopla (for movies, audiobooks and ebooks)
- Freegal (for streaming and downloading music)
- Online New York Times
- 3 - D Printing
- Databases such as Safari Books, Ancestry.com, Universal Class etc.
- Tax Assistance from Senior Care
- Overdrive or Libby for e-books and e-audiobooks
- Library's Newsletter
- Programs, Lectures and Movies
- Children's Services and Summer Reading Program
- DVDs and CDs
- Wowbrary
- Teen Area and Services
- Museum Passes
- Library website at hwlibrary.org
- Library of Things (Board Games, Telescope etc.)
- Fax machine, copier or scanner
- Other \_\_\_\_\_

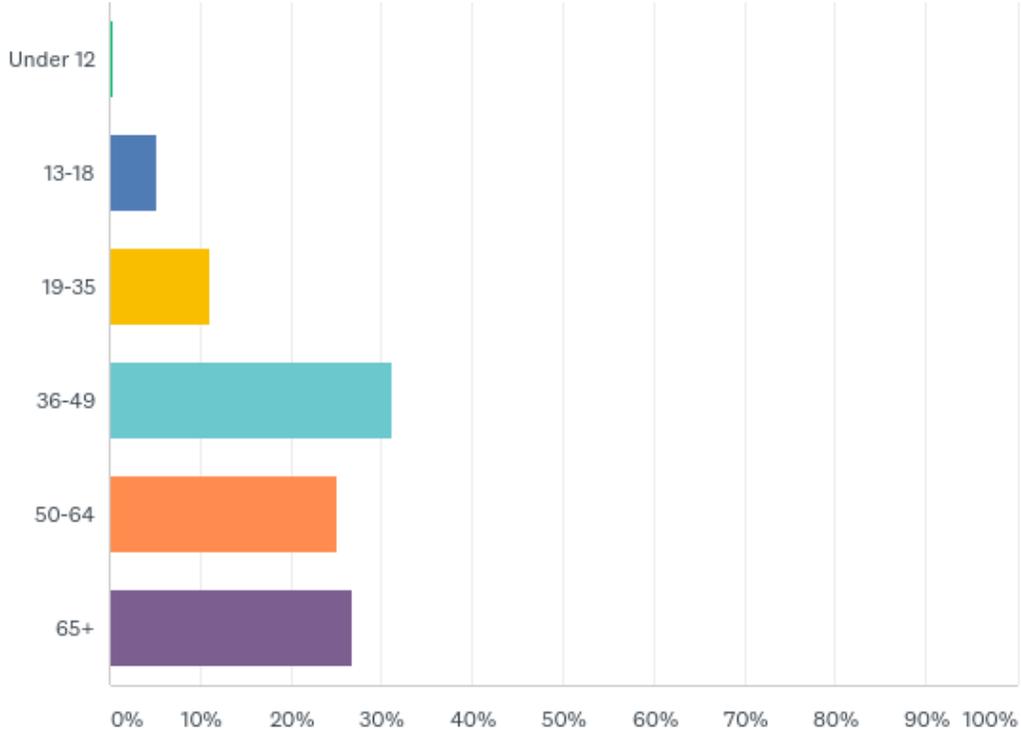
4. Any suggestions for improvements to the library's building and grounds?
5. Please describe what services, programs or collection additions you would like the library to focus on in the next five years?
6. How do you hear about library resources and programs? (Check all that apply)
  - Website at [hwlibrary.org](http://hwlibrary.org)
  - Hamilton Wenham Chronicle
  - Salem News
  - Posters
  - Facebook
  - Twitter
  - Word of Mouth
  - Library Newsletter
  - Wowbrary
  - Other \_\_\_\_\_
7. Do you have suggestions of other effective ways to promote library services and programs?
8. The library is open 53 hours per week. Are you able to visit the library during these hours?
  - Yes
  - No
  - Not applicable – I only use library online resources.
9. If you answered “No” to question eight, what additional hours would be most helpful to you?  
Check one
  - 9-10 AM
  - 8-9 PM
  - Sunday afternoons during winter months
10. Would you support funding the cost of more open hours at Annual Town Meeting?
  - Yes
  - No
  - Not sure
  - NA I cannot vote in Hamilton or Wenham
11. What do you use on the library's website at [www.hwlibrary.org](http://www.hwlibrary.org)?  
Optional: Please provide your contact information if you want to be entered in a drawing to win a gift certificate courtesy of the Friends of the Hamilton-Wenham Public Library. Thank you for participating in the 2018 Hamilton-Wenham Library's Strategic Planning Survey.

# Hamilton-Wenham Community Survey 2019

• Analyzing 400 responses. • Presentation generated on January 16, 2019. Following is summary data with pages of comments removed.

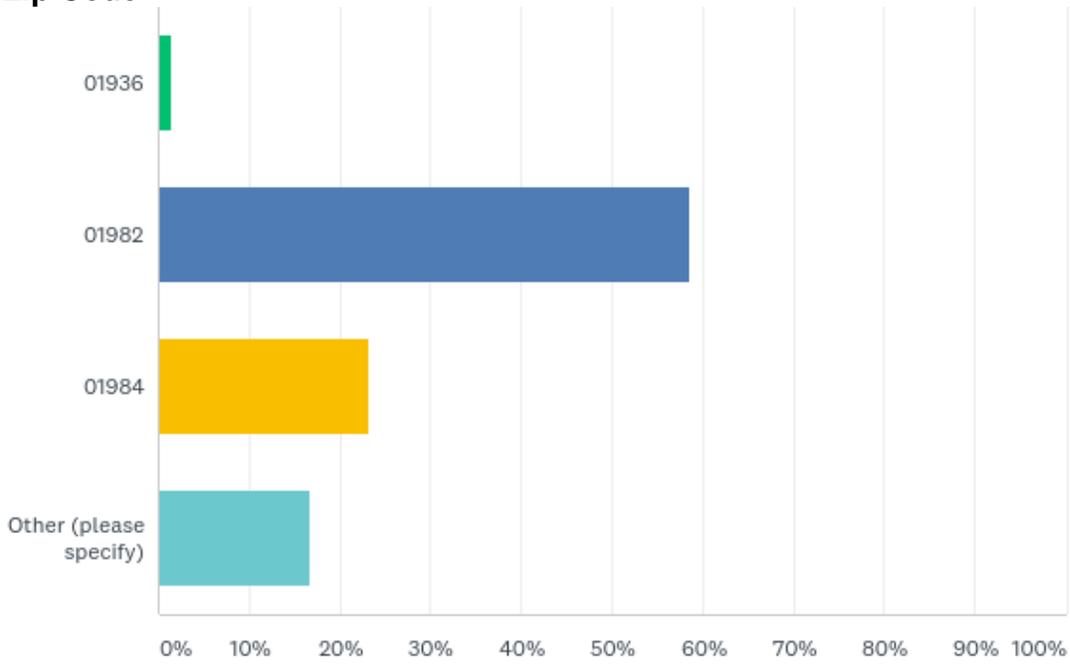
Q1 Age Answered: 394 Skipped: 3

TOTAL 394



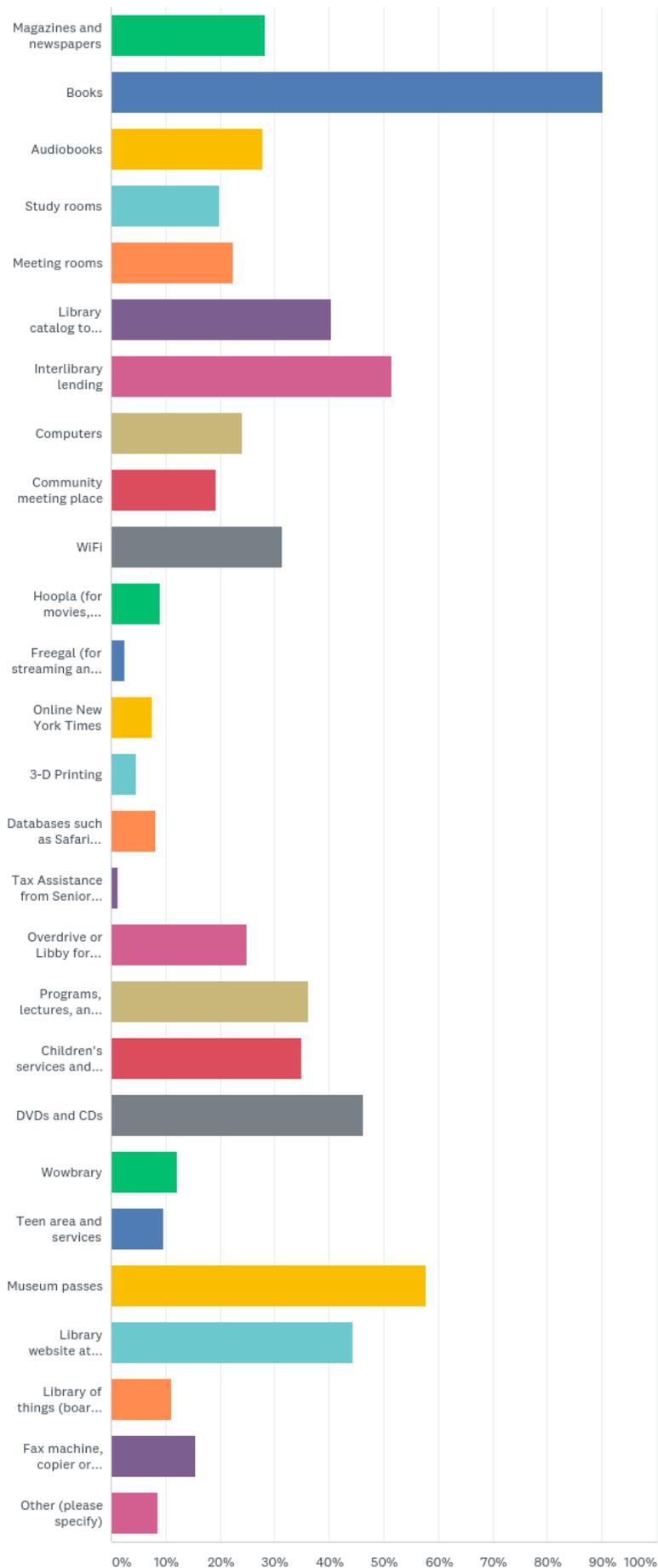
| ANSWER CHOICES | RESPONSES |            |
|----------------|-----------|------------|
| Under 12       | 0.50%     | 2          |
| 13-18          | 5.29%     | 21         |
| 19-35          | 11.08%    | 44         |
| 36-49          | 31.23%    | 124        |
| 50-64          | 25.19%    | 100        |
| 65+            | 26.70%    | 106        |
| <b>TOTAL</b>   |           | <b>397</b> |

## Q.2 Zip Code



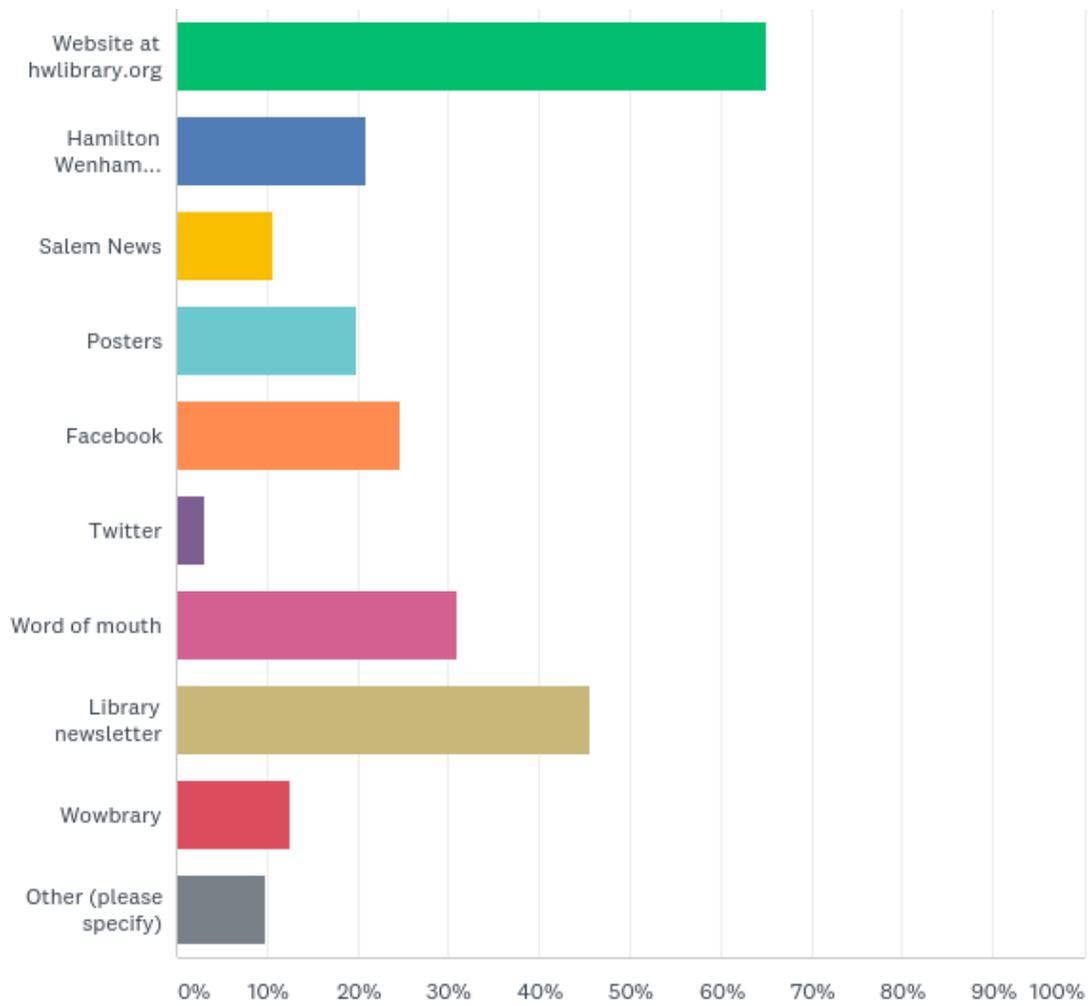
| ANSWER CHOICES         | RESPONSES  |
|------------------------|------------|
| 01936                  | 1.52% 6    |
| 01982                  | 58.59% 232 |
| 01984                  | 23.23% 92  |
| Other (please specify) | 16.67% 66  |
| <b>TOTAL</b>           | <b>396</b> |

Q3 What library resources do you use? (Check all that apply).



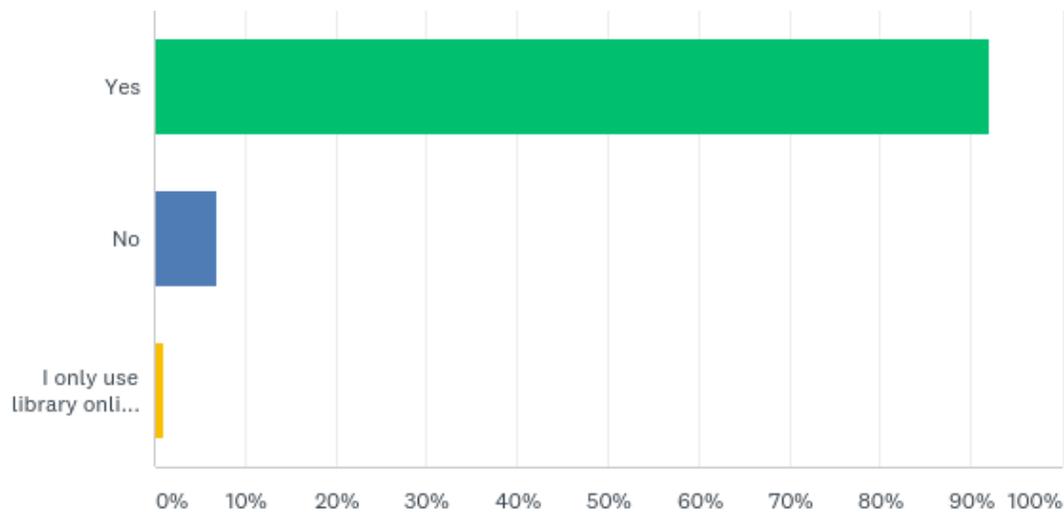
| ANSWER CHOICES  | RESPONSES |     |
|---|-----------|-----|
| Magazines and newspapers  | 28.28%    | 112 |
| Books   | 90.15%    | 357 |
| Audiobooks  | 27.78%    | 110 |
| Study rooms   | 19.95%    | 79  |
| Meeting rooms   | 22.47%    | 89  |
| Library catalog to order materials and place requests               | 40.40%    | 160 |
| Interlibrary lending  | 51.52%    | 204 |
| Computers   | 23.99%    | 95  |
| Community meeting place   | 19.19%    | 76  |
| WiFi  | 31.31%    | 124 |
| Hoopla (for movies, audiobooks, and ebooks)                         | 9.09%     | 36  |
| Freegal (for streaming and downloading music)                       | 2.53%     | 10  |
| Online New York Times   | 7.58%     | 30  |
| 3-D Printing  | 4.55%     | 18  |
| Databases such as Safari Books, Ancestry.com, Universal Class, etc. | 8.08%     | 32  |
| Tax Assistance from Senior Care                                     | 1.26%     | 5   |
| Overdrive or Libby for e-books and audiobooks                       | 25.00%    | 99  |
| Programs, lectures, and movies                                      | 36.11%    | 143 |
| Children's services and Summer Reading Program                      | 34.85%    | 138 |
| DVDs and CDs  | 46.21%    | 183 |
| Wowbrary  | 12.12%    | 48  |
| Teen area and services  | 9.60%     | 38  |
| Museum passes   | 57.83%    | 229 |
| Library website at hwlibrary.org                                    | 44.44%    | 176 |
| Library of things (board games, telescope, etc.)                    | 11.11%    | 44  |
| Fax machine, copier or scanner                                      | 15.40%    | 61  |
| Other (please specify)  | 8.59%     | 34  |
| <b>Total Respondents: 396</b>                                       |           |     |

## Q.6 How Do You Hear About Library Resources and Programs



| ANSWER CHOICES            | RESPONSES |     |
|---------------------------|-----------|-----|
| Website at hwlibrary.org  | 65.14%    | 256 |
| Hamilton Wenham Chronicle | 20.87%    | 82  |
| Salem News                | 10.69%    | 42  |
| Posters                   | 19.85%    | 78  |
| Facebook                  | 24.68%    | 97  |
| Twitter                   | 3.05%     | 12  |
| Word of mouth             | 31.04%    | 122 |
| Library newsletter        | 45.55%    | 179 |
| Wowbrary                  | 12.47%    | 49  |
| Other (please specify)    | 9.92%     | 39  |
| Total Respondents: 393    |           |     |

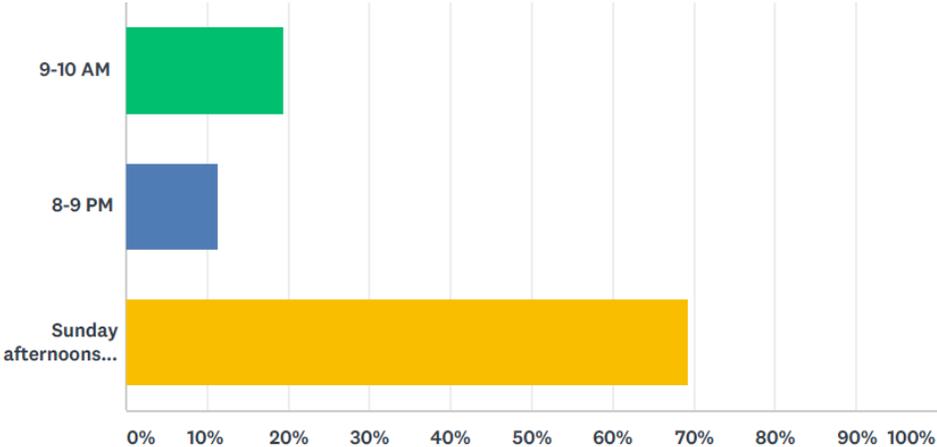
Q.8 The library is open 53 hours per week. Are you able to visit the library during these hours?



| ANSWER CHOICES                      | RESPONSES |     |
|-------------------------------------|-----------|-----|
| Yes                                 | 92.13%    | 363 |
| No                                  | 6.85%     | 27  |
| I only use library online resources | 1.02%     | 4   |
| TOTAL                               |           | 394 |

# Q9 If you checked 'No' to question eight, what additional hours would be most helpful to you? Check one

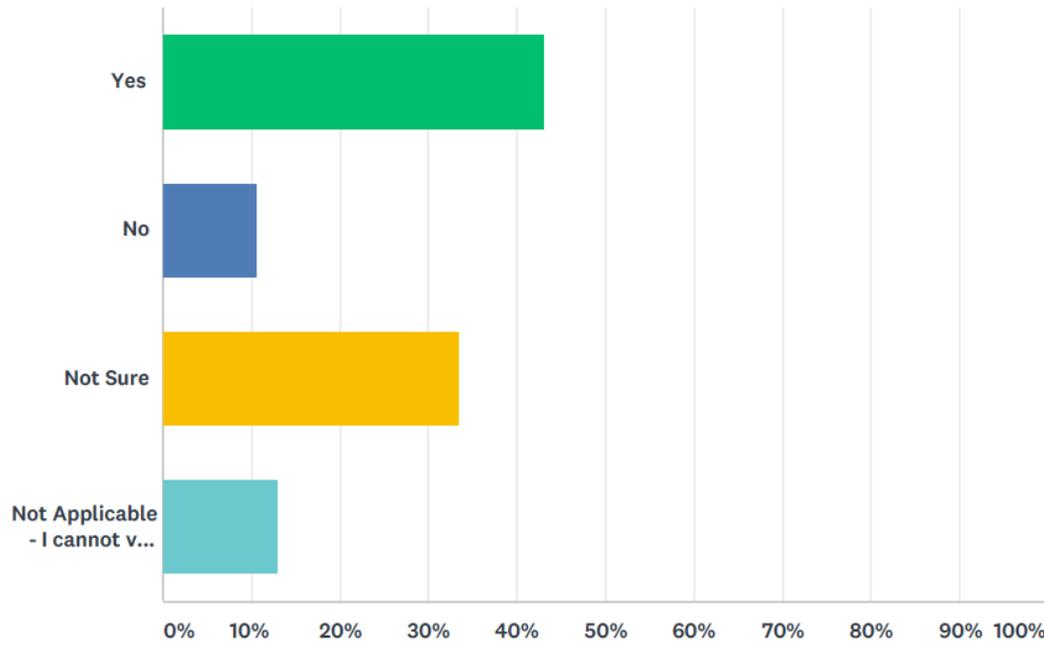
Answered: 169 Skipped: 228



| ANSWER CHOICES                         | RESPONSES |            |
|--|-----------|------------|
| 9-10 AM                                | 19.53%    | 33         |
| 8-9 PM                                 | 11.24%    | 19         |
| Sunday afternoons during winter months | 69.23%    | 117        |
| <b>TOTAL</b>                           |           | <b>169</b> |

# Q10 Would you support funding the cost of more open hours at Annual Town Meeting?

Answered: 386 Skipped: 11



| ANSWER CHOICES                                       | RESPONSES |            |
|--|-----------|------------|
| Yes  | 43.01%    | 166        |
| No   | 10.62%    | 41         |
| Not Sure   | 33.42%    | 129        |
| Not Applicable - I cannot vote in Hamilton or Wenham | 12.95%    | 50         |
| <b>TOTAL</b>   |           | <b>386</b> |