Plainville Public Library

Long Range Plan

2013-2018

By the
Trustees of the Plainville Public Library
and Library Director, Melissa Campbell

Table of Contents

Introduction

In the spring of 2012, the Library Director and Trustees of the Plainville Public Library began planning the process for the development of a new long range plan. The planning process is part of our ongoing commitment of service to the community. Our aim is to identify and review community needs for library services, to evaluate present services and facilities in relation to these needs, and to identify improvements and new services that will fill those community needs. We seek to produce a working document of well-defined goals and objectives that will guide the library through the next five years.

Methodology

The Board of Library Trustees and the Library Director met to start the planning process in March of 2012. The Library director took on the responsibility of creating the Community Description and the Library Description, and creating a Library Survey. The Trustees completed a SWOT analysis. The Survey was approved the Library Trustees in September 2012 and was posted to the town for three weeks through the website and in paper form at the library and Town Hall. Information was collected and analyzed as seen in the Appendices. The group moved forward with identifying the Library Service Roles and modifying our current (2011) Goals and Objectives to the analysis of the surveys in order to best meet the needs of our town within our limited budget and staffing levels.

Vision Statement

The Plainville Public Library will be an essential public asset for the informational and recreational needs for the townspeople of Plainville, which will exceed their expectations in every way. The library will enrich, empower, and educate our community in varied and suitable formats in an environment that is welcoming, clean, safe, comfortable and user-friendly.

Mission Statement

To provide the greatest possible access to the widest range of resources for all the residents of Plainville; to satisfy the diverse reading needs and interests of the community; to promote reading and literacy; to foster learning and lifelong education; to encourage the natural inquisitiveness of each individual; and to treat each person with dignity and respect.

Community Description

Plainville is a characteristically rural community though it has been part of a steadily expanding suburban growth between Boston and Providence for many years. Plainville is situated 14 miles from Providence and 30 miles from Boston, and forms the southwest border of Norfolk County. Plainville is bordered by Foxboro to the east, North Attleboro to the south, Cumberland, Rhode Island to the west and Wrentham to the north. Plainville is 11.1 square miles or woodlands and commercial area with .5 square miles of water with three major river basins, two lakes and many ponds and streams, which contribute to scattered wetland areas.

Plainville's population according to the 2010 census is 8264; a 7.56% increase in ten years. Plainville was one of the 5 highest growth towns in Norfolk County in the last ten years. The current population is 94% White (down from 96% in 2000), 3% Asian (inc. Asian Indian), 1.9% Latino, and 1% Black. Twenty five percent of the population is under age 25. Twelve percent of the population is over the age of 65. There are 3,296 households in Plainville, of which 76% own their homes and 24% rent. Fifty One percent of the population stays in Plainville for over 5 years. There is about 12% turnover each year. The median household income in Plainville is $81,955

Well over half of the population over the age of 25 has a college degree or at least some college. Over 94% of those who commute to work drive alone with an average commute time of 24 minutes. The unemployment rate is 8%. Nearly 4% of the population lives below the poverty line.

The town of Plainville is served by two elementary schools: the Anna Ware Jackson for grades K – 3 and the Beatrice H. Wood for grades 4-6. The King Philip Regional school system houses grades 7-12 at two schools located in Norfolk and Wrentham. There are a total of 829 local students; 69 in preschool, 121 in kindergarten, 639 in grades 1-6. Then the students move on to the Regional School District, where there are a total of 877 in grades 7 and 8, and 1,254 in High School. All of the schools have had recent upgrades to their facilities in the last 8 years. Students also attend Norfolk Aggie, Tri County Regional Vocational Technical, Foxboro Charter, Benjamin Franklin Charter, Bishop Feehan and St. Mary's Sacred Heart.

The town has a very vibrant and recently built Senior Center with many programs and events for seniors. The other town facilities are getting on in years, specifically town hall and the police and fire station. The town does have a website for town information but the town is perceived as not being on the cutting edge of technology.

There is a newer retail area at the junction of routes 495 and 1, along with the horse racetrack. There has been considerable build up in recent years along routes 106 and 152 featuring many small businesses and retail operations. But the town is still haunted by the possibility of toxic materials from the landfill and old Engelhard plant. Sources of water and pump stations continue to be a source of worry as well, as the quantity does not allow for maximum build out at this time. There may be opportunities in the town with the possibility of a Racino at the racetrack, the revitalization of the

downtown area with the removal of the old Falk's Market building, and tournament use of the Field of Dreams.

Plainville Public Library
History

In late 1906 the Plainville Public Library was established is an unoccupied room in the new school building. Early records indicate that the library began with 500 volumes and 100 borrowers with an annual circulation of 4,000. In 1920 the library was moved to the "Brick House" as 199 South Street due to the growth of both the school and the library. The Plainville Public Library remained in this building until 1930 when it was moved to the town owned 800 square foot building then known as the "Slack House", formally a home built in 1730.

It became clear by the 1970's that the library was not large enough to adequately serve the growing population of Plainville. After several attempts to build a new library failed, a Library Building Committee was established in April of 1986. On April 16,1987 residents voted unanimously to build a new library, to be funded by a bond issue. In July of 1987 the contract for a 7,200 square foot building was awarded to Richard Schoenhardt of Connecticut. The site chosen for the new library was located on the front lawn of the Wood School, approximately 1 mile from the center of town. Due to skyrocketing costs of construction, the original library design was revised several times and additional money was sought. One of these changes was the elimination of a 730 square foot all purpose meeting room.

Ground was broken for the new library in May 1988 and the exterior of the building was completed in March of 1989. On November 19, 1989 the new Plainville Public Library opened its doors to the public. The new building is a one-story brick structure with three wings. The adult wing houses the adult and young adult collections. The central part of the building includes a reading area, periodicals, and circulation desk. The Children's wing is separated from the other areas by acoustical windows and doors lending to an airy and open atmosphere. The staff area includes a work room, service area, a small conference room and the director's office.

The final 6,650 square foot handicapped accessible building was projected to accommodate the library through the year 2000 allowing for a collection of approximately 28,000 books and audio-visual materials. Our current collection exceeds that amount. New furniture and electric connections to house computers for public internet access was added in 1999. New shelving was added to house the growing collection of video and audio materials in 2004. We added free wireless access to the library in 2007. The site does allow for a future addition of a 730 square foot all- purpose room and a 3,000 square foot room attached to the adult wing.

Library Description

Trustees

The library is a department of town government governed by an elected three member Board of Library Trustees. The Board authority is derived from Chapter 78, Section 10 and 11 of the Massachusetts General Laws. Section 10 states in part that: "The board shall have the custody and management of the library … and all property owned by the town relating thereto. All money raised or appropriated by the town for its support and maintenance shall be expended by the board, and all money or property which the town may receive by gift or bequest ... Shall be administered by the board …" Responsibility for the library management, collection development, and provision of library services to the public is delegated by the Board of Library Trustees to the library director. The Director is appointed and directly responsible to the Board, and is an employee of the Town of Plainville.

Staffing

The Plainville Public Library is staffed by 1 full time Director and 6 part time positions, one of which is currently vacant. The staff is a total of 3.5 Full Time Equivalents, based on a 35-hour work week. The professional library director plans, organizes and manages all aspects of library services in conformity with policies established by the Board of Library Trustees, regulations of the Massachusetts Board of Library Commissioners, and the laws of the Commonwealth of Massachusetts. Other positions are the Associate Librarian, in charge of all technical services; Children's Librarian; Library Technician II, in charge of all aspects of circulation and interlibrary loan, and 2 Library Technician I positions, which serve the circulation desk. The Page position is currently vacant. All staff is encouraged to attend workshops offered by MRLS or SAILS as they feel fit into their schedule and needs. There shall never be a time when less than 2 people are in the building at any given open time. Volunteers are used occasionally to perform non-professional tasks.

Hours

The library is currently open 35 hours per week year-round. The hours are Monday 10-8pm, Tuesday 10-5pm, Wednesday 10-8pm, Thursday 10-2pm and Saturday 10-2pm. We are closed Saturdays in the summer and move the hours to Friday.

Collection and Usage

The collection as of June 2012 consists of 53,012 items (see chart 1). We have continued to add new formats as technology changes. Our customers have access to downloadable e-books and e-audio through our membership in the SAILS Library Network. There is also access to the statewide databases and online periodicals. The Virtual Catalog allows us to search the

Chart 1			
	Adult	Juvenile	Total
Books	20,584	17,041	37,625
Periodicals	103	27	130
Audio	2,204	513	2,717
Video	2,665	1,065	3,730
E-book	4,769	407	5,176
E-audio	2,963		2,963
E-format	165	81	246
Puppet/kits/etc	3	422	425
TOTAL	**33,456**	**19,556**	**53,012**

majority of libraries in Massachusetts to find items for our customers. The library collection is up-to-date and actively used by our customers. Weeding does take place on a regular basis and severe weeding took place in 2011 on both the children's and adults' non-fiction areas. Orders are placed on a regular basis under the Massachusetts Regional Library Systems Materials Purchasing Cooperative. Our collection includes books, DVDs, video games, music cds, books on cd and tape, cd-roms and magazines for adults and children. Specialty Kits are available in the children's room. We are full participants in the SAILS Library Network and recognize that sometimes our needs can be met from other libraries. The library currently has 3 public catalog computers and 5 internet access computers. The library offers at home access for hundreds of Eaudiobooks and Ebooks and access to the statewide and regional databases of periodicals and reference information through the SAILS catalog for easy access.

Our Fiscal Year 2012 circulation was 83,738. We have a circulation per capita of 10.1 items. Thirty two percent of our Onsite circulation was to residents of other towns in Massachusetts, the majority of those from North Attleboro and Wrentham. Interlibrary loan continues to meet the needs and demands of our customers as we see over 12,000 items coming in for our customers and we loan out 15,000 to other libraries. The Plainville Public Library has 5,279 library card holders, of which 4,423 live in Plainville, which means 53% of the Plainville population have library cards. We average 26 new library cards a month.

Policies
The library has a set of policies in our Staff Manual. Policies include Public Service Policy, Donation of Materials on Permanent Loan Status, Use of Building and Conference Room, Computer User Agreement and Internet Use Policy, Behavior Policy, Unattended Children Policy, Privacy Policy, Selection Policy, Donation of Materials, Fax Machine Policy

Funding
The Plainville Public Library has been static funded for the last three years. Fiscal Year 13 was our first increase in three years at just 2%. The library has a revolving account in the amount of $6000 per Fiscal Year from fine money collected. Lost or damaged items paid for are deposited in a special line item with the Friends of the Library and are used to purchase replacements or new books. We also collect money for faxing and printing which is used to purchase paper, toner, ink and other items.

Publicity
The Plainville Public Library has a very active website and online calendar and fully takes advantage of SAILS offerings for emailing customers notices of coming due books, and holds. We have a monthly email newsletter, Facebook page, send regular press releases to local papers, and local cable. We have multiple bulletin boards in the building to advertise local events, library events, museum passes, and other information.

Programming
The library has a very active children's room with multiple storytimes a week for ages 0-2 and one a week for ages 3-6. Additional monthly programs include Lego Club, Chapter

Cubs, Science After School, Tina the Therapy Dog, Donuts with Dad, and Crafternoon. Our summer reading program offers a minimum of three programs a week with differing age groups. We do not currently offer many adult programs due to the limited space of the conference room.

Compliance with State Minimum Standards

The Commonwealth of Massachusetts provides annual State Aid Grants to public libraries, which meet minimum standards and funding requirements. This program is administered by the MBLC. (www.mlin.org) Full regulations can be seen at http://mblc.state.ma.us/mblc/laws/code/605cmr4.php

The Plainville Public Library is open more than 25 hours including some evening hours, spends more than 19% of its budget on materials and employs trained personnel.

Plainville Public Library Service Roles

The Plainville Library is seen as a place for townspeople to take pride in. The Library has a good reputation for programming for children as we do have people who come from out of town for our programs. We may want to investigate the possibility of children's programming in the evening, so those with working parents can attend. We may also want to evaluate programming for older children. The children's collection should be kept strong as the library does focus on early literacy and helping children with school or homeschooling materials.

People do love that they have access to the SAILS Library network so that they can order any items they desire. But some mentioned there is a wait for newer items. The library should continue to focus on obtaining new and popular items to satisfy the recreational needs of our customers. We feel that many users are savvy to use the library catalog from home to request items and come into the library to pick them up. As 93% of those surveyed said they have internet access at home, the library should continue with a strong online presence and catalog, pushing the 24/7 capability of the system and return boxes as many mentioned that the open hours of the library were not satisfying.

The survey respondents were interested in getting to know their community and their personal history. These are two areas the Library might be able to grow with information on genealogy and by collecting community data. We may also want to look at joint programming/access with the Historical Commission.

Based on the Customer Survey and SWOT Analysis, the Trustees and Director of the Plainville Public Library have decided upon the following four service roles into which the top 8 possible service areas presented on the customer survey were placed.

Current Topics and Titles: *A library that provides Current Topics and Titles helps to fulfill community resident's appetite for information about popular cultural and social trends and their desire for satisfying recreational experiences.*
  Stimulate Imagination: reading, viewing, listening for fun

Library as Commons: *A library that provides a Commons environment helps address the need of people to meet and interact with others in their community and to participate in public discourse about community issues*
  Know Your Community: community resources and services
  Comfortable Place: Physical and Virtual

Formal Learning Support: *A library that offers Formal Learning Support helps students who are enrolled in a formal learning program of education or who are pursuing their life education through a program of home schooling to attain their educational goals.*
  Success in School: homework help
  Create Young Readers: early literacy

General Information: *A library that offers General Information service helps satisfy the need for information and answers to question an a broad array of topics related to work, school and personal life.*

Make Career Choices: job and career development
Satisfy Curiosity: lifelong learning
Discover Your Roots: genealogy and local history

Plainville Public Library, Plainville, MA Melissa Campbell, Director, mcampbell@sailsinc.org	YEAR 2013-2018

Service Priority 1: Create Young Readers: early literacy

Goal

The library will maintain and strengthen our commitment to families with young children in the areas of literacy, programming and family time together.

Objectives (if included in current Long-Range Plan)	Actions	Timeframe for Activity	By Whom (optional)
Provide Weekend/evening children's programming	Continue Donuts with Dad Get reading dog on Saturdays Special Event one Saturday/evening a month	Ongoing Fall – Spring Year round	Judith Winnie Staff
Continue Mother Goose on the Loose	Continue promotion	Ongoing	Judith
Expand Science After School to older age group	Investigate Science is Everywhere Grant Seek out ideas for programs for grades 3-6 Seek joint programs with Destination Imagination groups	Fall 2012 Winter 2013 Fall 2014	Melissa

Service Priority 2: Comfortable Place: Physical and Virtual

Goal

The Library will be a facility that is welcoming to all and will be a hub for the community utilizing current technologies

Objectives (if included in current Long-Range Plan)	Actions	Timeframe for Activity	By Whom (optional)
Maintain the physical condition of the library	Create Maintenance Plan Exterior door replacement Exterior Painting Improve Outdoor lighting	2013 2015 2014 2013	Melissa

Ensure Policies of the library are up to date	Review one policy at each trustees meeting	Ongoing	Trustees and Melissa
Promote Ebooks	Investigate onsite ereaders Investigate library purchased materials separate from Overdrive	2014 2016	Melissa
Maintain online and social presence	Update webpage each week Post on Facebook at least 4 times a week Investigate twitter	Ongoing Ongoing 2013	Melissa
Offer wireless printing	Read up on manual of new printer Router information	2014	Melissa
Utilize digital images	Purchase digital camera with rechargeable battery Investigate Instagram	2015	Melissa

Goal
To establish the library as a community center for the purpose of supporting the town's social, cultural, educational and recreational activities.

Objectives (if included in current Long-Range Plan)	Actions	Timeframe for Activity	By Whom (optional)
To create a Town information Bulletin board	Gather information Find a place to post the board Update Local Links on website	2013 2013-14 ongoing	Staff Melissa
Provide a centralized place for non-profits to collect items	Advertise the ability for groups to put collection boxes here Ensure groups pick up items at the end of drop off period	ongoing	Melissa

Service Priority 3: Success in School

Goal (from library's current Long-Range Plan)

To strengthen cooperation between the public library and the school system and ensure we are meeting the needs of all students, including homeschoolers, in our community

Objectives (if included in current Long-Range Plan)	Actions	Timeframe for Activity	By Whom (optional)

Establish a yearly meeting with Principals and/or Superintendents	Arrange meeting and Investigate topics to discuss	2014	Melissa
Publish a newsletter for teachers 3 times a year	Create and distribute newsletter Use Bookletters software	2013-2018	Judith
Maintain an up to date collection and ensure it meets the needs of the curriculum	Try to get input from teachers Make list of projects students come in to work on	2013-2018	Judith and staff

Service Priority 4: Satisfy Curiosity: lifelong learning

Goal
The library will provide programs and resources for enrichment, education and exploration of ideas for users of all ages.

Objectives (if included in current Long-Range Plan)	Actions	Timeframe for Activity	By Whom (optional)
Provide at least 2 programs for adults each year	Research topics and presenters Ask for funding from Friends	2013-2018	Friends and Melissa
Grow resources on Genealogy	Research online databases Purchase database Create a web page with links to resources	2013 2014 2013-2018	Melissa
Grow and maintain resources on careers and lifelong learning	Weed collection as needed Investigate online database for lifelong learning Investigate Resume/career sources online	Ongoing 2015 2014	Melissa

Service Priority 5: Stimulate Imagination: reading, viewing, listening for fun

Goal
The library will provide a strong and current collection of materials and resources to meet the need and interests of the customers

Objectives (if included in current Long-Range Plan)	Actions	Timeframe for Activity	By Whom (optional)

Better the ability to Recommend titles and read alikes	Place favorites on staff computers to good sites	2013	Staff
	Promote Bookletters	2013-2018	Staff
	Investigate Outreach module for RA	2015	Melissa
Improve wait time for popular items	Purchase multiple copies of titles if there are more than 100 holds	Ongoing	Melissa

Service Priority 6: The library will provide the residents with a well trained staff, trustees and library personnel with enough funds to provide the needed services.

Goal
To secure sufficient funding to meet library goals

Objectives (if included in current Long-Range Plan)	Actions	Timeframe for Activity	By Whom (optional)
Increase participation in Library events by Selectmen and other visible persons	Have 25th anniversary of building Create invitations to programs	2014	Melissa and Trustees
Open a dialog for upcoming building repairs with Town Administrator	Speak with insurance inspector regarding upcoming building repairs needed Town meeting articles for capital improvements	At inspection each year Spring	Melissa

Goal
To develop the most effective Trustees, director and staff in order to meet the need of the community.

Objectives (if included in current Long-Range Plan)	Actions	Timeframe for Activity	By Whom (optional)
Complete annual written performance evaluation for staff and director	Self evaluation Meet with each staff individually to discuss goal and objectives	Spring	Melissa and Trustees
Increase use of volunteers	Create list of special projects they can work on Create schedule to accommodate Tri County students	ongoing	Melissa

Appendix I
Community Survey Analysis

Over a period of three weeks of the surveys being available in the library and online through links on our website and Facebook, we received 66 responses. The responders were from a wide range of ages, but the majorities were from families with children at home. Ninety-seven percent of those said they have internet access at home. Most homes also had 1-3 library cards between all household members. 60% of people say they use the library, online or in person, at least once a week. Another 24% say they use the library once a month. The main reason for not using the Plainville Library is our hours with 68% using that as something that prevents them from using the library.

The most popular things to use at the library in order are:

	Response Percent	Response Count
Books	**89.2%**	**58**
Movies	64.6%	42
Museum Passes	50.8%	33
Friends Book Sale	35.4%	23
Children's Programs	30.8%	20
Audio Books	24.6%	16
Video Games	23.1%	15
Music	21.5%	14
School/Education	18.5%	12
Download Ebooks	15.4%	10
Photocopier/Fax	7.7%	5
Online Databases	7.7%	5
Studying/Tutoring	6.2%	4

Newspapers	4.6%	3
Computers/WiFi	3.1%	2

96% of respondents said the library building was either Good or Excellent in the condition. The 2 people who wrote Fair did not provide further explanation

In answer to the question regarding what other programs you would like to see at the library, there were three replies for more adult/senior programming, like book club or speakers. Two calls for more preschooler programming, after work hours for working parents to bring their children. And one for reading programs for older kids.

Most people hear about library happenings through our website, although the responses were really across the board for Facebook, library newsletters, Friends newsletters, and newspapers, flyers in the library and word of mouth.

The survey respondents also wanted more hours, and specifically mentioned early morning, longer hours, open on Fridays, longer hours on Saturdays. Two wanted us to redesign the website, and wanted faster Wifi and for us to buy more books because she has to wait.

The survey also asked what we were doing well and the people love the access to SAILS and the ability to place items on hold and the amount of different items they can get from other libraries. They like our children's programs and said the staff was friendly and helpful. Three mentioned it was place for the community to take pride in. "A place of not only library materials, but also a place to connect to the community. And simply a place to be proud of in town. The library looks beautiful inside and out. Keep up the good work!"

In regards to the service roles, the 7 most popular were:
Create Young Readers: early literacy - 27
Know Your Community: community resources and services -26
Success in School: homework help – 22
Satisfy Curiosity: lifelong learning – 21
Stimulate Imagination: reading, viewing, listening for fun – 19
Discover Your Roots: genealogy and local history – 16
Make Career Choices: job and career development – 15

Appendix II
SWOT Analysis

Library staff, Friends of the Library and Trustees were asked to complete a SWOT Analysis of the library. A compiled list is below.

Library Strengths:
Programming
Staff
Collections (DVD)
Library Network
Parking
Supportive Friends Group

Library Weaknesses:
Limited Budget
Limited Hours
Outdoor lighting
No large Meeting Room
Space concerns for collections
Lack of Young Adult programming
Limited staffing
Inter office communication is weak

Opportunities:
Raise awareness of Library
Continued expansion of collection
Technology/teach patrons technology
Wireless Printing
More adult programs
Grants
Social Presence online

Threats:
Budget/hours
Space
Economy/less donations
Internet
E-readers
No Meeting room
How to keep up with technology
Redbox