

Southwick Public Library

Strategic Plan *2014 - 2018*



Southwick Public Library
95 Feeding Hills Road
Southwick, MA 01077
(413) 569-1221
www.southwickma.org/library

**Southwick Public Library
Southwick, MA**

**Strategic Plan
2014 - 2018**

*Prepared by the Strategic Planning Committee
of the
Southwick Public Library Board of Trustees and
Approved by the Southwick Public Library Trustees
on November 12, 2013*

Trustees:

*Tammy L. Ciak-Bissaillon
Suzanne Davis
Carol Geryk
Chris Grabowski
Richard R. Hauff
Michael McMahon*

Library Director, Anne Murray

Southwick, MA

Strategic Plan 2014 - 2018

*Prepared by the Strategic Planning Committee
of the
Southwick Public Library Board of Trustees*

Committee Members:

- | | | |
|--------------------------|---|--|
| <i>Jessica Baker</i> | - | 2013 Southwick - Tolland Regional High School Graduate & Library User |
| <i>Donna Colson</i> | - | Middle-School Librarian with the regional school system |
| <i>Joan Chapdelaine</i> | - | Library User |
| <i>Lynda Daniele</i> | - | Former Trustee & Library User |
| <i>Peter Heap</i> | - | Former President of the <i>Friends of the Southwick Public Library, Inc.</i> |
| <i>Tanya Kellogg</i> | - | Library staff |
| <i>Michael McMahon</i> | - | Chair, Library Board of Trustees |
| <i>Nancy Zdun</i> | - | Former Trustee & current President of the <i>Friends of the Southwick Public Library, Inc.</i> |
|
 | | |
| <i>Ex-Officio Member</i> | | |
| <i>Anne Murray</i> | - | Library Director |

October 2014

Table of Contents

1	Acknowledgements Introduction to the Committee
2	Community Vision Southwick Public Library Vision and Mission Statement
3	Executive Summary
4	Community Profile Southwick at a Glance
5	Library Overview Library by the Numbers
6	Methodology: Process, Challenges, Needs Assessment, Service Responses
7	Appendix SOAR Exercise SOAR Results
8	Survey Results Responses/Graphs
9	Annual Survey Revised Paper Survey
10	Other Southwick Data

Tab 1

Acknowledgements

- The library director - Anne Murray
- The members of the Library Board of Trustees
- The Strategic Planning Committee of the Southwick Public Library
- The library staff
- The 115 area residents that took the time to complete the library survey
- The area press that publicized the availability of the survey and all year long publish information and photographs of library related activities
- The Southwick Board of Selectpersons (BOS)
- The Chief Administrative Officer (CAO) Karl Stinehart
- The Southwick Director of Buildings and Grounds and staff John Wescott III
- Members of the Southwick Finance Board (FinCom) for their support of the library appropriation in the annual town budget
- The residents of Southwick without whose tax dollars the library could not exist in it's current form
- The area members of the Mass. State Legislature which have supported the needs of Mass libraries over the years including retiring State Senator Michael Knapik, State Representatives Nicholas Boldyga and Donald Humason.
- Mary King and the Mass. Library System (MLS)
- The *Mass Board of Library Commissioners* (MBLC) both staff and Commissioners
- A number of public library strategic plans were read in whole or part as to provide insight, ideas and formatting of this document *including* the following:
 - Hingham Public Library
 - Boxford Public Library
 - Springfield Public Library

The Strategic Planning Committee of the Southwick Public Library Board of Trustees

The Committee is made up of volunteers appointed by the Board of Trustees of the Southwick Public Library.

The Committee Members are:

- | | | |
|--------------------------|---|--|
| <i>Jessica Baker</i> | - | 2013 Southwick - Tolland Regional High School Graduate & Library User |
| <i>Donna Colson</i> | - | Middle-School Librarian with the regional school system |
| <i>Joan Chapdelaine</i> | - | Library User |
| <i>Lynda Daniele</i> | - | Former Trustee & Library User |
| <i>Peter Heap</i> | - | Former President of the <i>Friends of the Southwick Public Library, Inc.</i> |
| <i>Tanya Kellogg</i> | - | Library staff |
| <i>Michael McMahon</i> | - | Chair, Library Board of Trustees |
| <i>Nancy Zdun</i> | - | Former Trustee & current President of the <i>Friends of the Southwick Public Library, Inc.</i> |
| <i>Ex-Officio Member</i> | | |
| <i>Anne Murray</i> | - | Library Director |

The committee represents various segments of the community including *young adults*, the *education community*, the *retirement community*, *library staff*, *library trustees*, the *volunteer supporters* of the library and the *library director*. The committee was supported by library data on public use of the library, financial data, census data and a public survey. The prior strategic plan had used a similar cross-section of the community, a public forum, library data and a public survey.

Tab 2

Long-Range Planning Committee Community Vision for the Town of Southwick

Southwick is an evolving rural, agricultural, and professional community. The stable tax rate and natural loveliness of Southwick, as well as its crossroads location, will continue to bring more people and jobs to the town. It will continue to support attractive and well planned development. Town government will fully fund cultural and recreational offerings for all town residents.

All residents will have the cultural, intellectual, and recreational programs that they need to be lifelong learners and vital, contributing members of the community.

Funds will be reserved and plans will be made to upgrade, preserve and/or expand town-owned properties and structures.

[Adopted in the July 2007 - June 2012 Strategic Plan]

Long-Range Planning Committee Vision for Southwick Public Library

The Southwick Public Library will continue to grow as the nucleus of enrichment for the citizens of Southwick and all patrons of the library. We will actively offer opportunities for expanded knowledge and information, and a gathering place to the community and all patrons. The Library's programs will strive to meet the needs and interests of all.

Adult, Young Adult, and Children's collections will be copious, varied, informative, and enticing. Library materials will continue to be selected according to patron requests, library/school collaboration, early literacy appeal, and current trends. Through this, and competently utilized inter-library loan, patrons of widely diverse tastes and needs will be well served.

Library operations will continue to be well staffed by trained professionals who are compensated at the accepted rate. The staff will continue to enhance its expertise in the areas of technology, reference, circulation, and specialized services. The staff will keep abreast of cutting edge technology and will make recommendations on purchasing.

Finally, the community will perceive their library as a helpful, friendly place where they can go to get information of all kinds and interact with their neighbors at times that are convenient to them.

[Adopted in the July 2007 - June 2012 Strategic Plan]

Southwick Public Library Mission Statement

The Southwick Public Library provides:

- Business and career information services;
- An accessible, comfortable, friendly environment where people of all ages and abilities can meet and interact on a variety of levels;
- A current collection with sufficient copies of titles in high demand to fulfill patrons' appetite for information about popular, cultural, and social trends;
- Print, non-print, and electronic references resources that cover work, school, and personal life. The skilled staff will determine and fulfill users' needs;
- Resources, assistance, and tools to support educational goals. These activities and materials will address the community's desire for self-directed personal growth and development opportunities to ensure lifelong learning.

[Adopted in the July 2007 - June 2012 Strategic Plan]

Tab 3

Executive Summary

As a center of *information, knowledge, recreation and enrichment*, the Southwick Public Library is a vital part of the growing Southwick community. It has served the community since 1892. The present building has served Southwick since February 1999.

Accordingly, under guidelines of the Massachusetts Board of Library Commissioners (MBLC), a five-year plan has been developed in order to provide direction and focus for library operations and future growth. It is also required for applying for certain federal funding administrated through the MBLC.

The Board of Library Trustees appointed an eight-member committee, representing a variety of viewpoints in town. The committee developed, distributed and analyzed the results of 115 completed surveys. A copy of the survey, results and write in responses is in the Appendix. The survey provides an indication of what products, activities, etc. are important to residents of all age groups. The results also provides data for the committee, library staff and trustees on best ways to communicate to residents, what types of programs are important, etc.

This Plan serves to guide the development and delivery of services by the library to the residents of Southwick and other users of the library. It has been developed based on knowledge of the current and potential future services of library services for a community of under 10,000 residents. At the same time the fiscal capability and willingness of the residents to support the necessary funding of the library during the five year period covered by this plan is important to allow the Strategic Plan to succeed.

Challenges

Challenges to the plan include:

- Currently the library is an online affiliate member of ***C/W Mars*** the regional automated library resource sharing system. As of July 1, 2014 this category of membership will be entirely eliminated. The cost of joining full membership is anticipated to cost some \$ 20,000 in FY 2015 and an annual cost of \$ 15,000 plus each year thereafter. At this time the library has no identified source of funds to pay this cost.
- The ability and willingness of political leaders (Selectmen, Board of Finance et al) to support the municipal responsibilities of meeting the *Municipal Appropriations Requirement (MAR)* (\$ 360,000+ per year) as required under Mass. General Law (M.G.L.).

- State funding through the Mass Board of Library Commissioners (MBLC) a state agency which is dependent on annual appropriations from the Mass. State Legislature (about \$ 10,000 per year). In FY 2013 these funds were used to replace the existing computer server and several computers. In prior years it has been used to replace public access and staff computers as well purchase additional library shelving. The town provides no funds for these purchases.
- The library has also relied on the support of the *Friends of the Southwick Public Library, Inc.*; the *Southwick Cultural Council*; and area foundations and other non-profit organizations that provide funds annually to support equipment and program funding for the library (totaling about \$ 5,000 plus per year). This continued support is *critical* in order to provide funding for library programs and equipment and other resources not funded through the annual town appropriation to the library.
- The population diversity in terms of age of the patrons in the community provides a challenge in providing books, videos, audio and programs. According to Census Bureau data about 20 % of the population is under age 20 and another 20 % is over age 60. Given the diversity it requires a diversity of programs, materials and communications methods to serve the community.
- Changing technology including E-Books, social media and other upcoming technological changes including higher speed Internet (the Mass. Broadband Initiative)

This Strategic Plan is not an agreement or contract that the library will perform specific services, programs, etc. The implementation of the Plan's goals, objectives and activities is subject to funding provided by or obtained by the Town of Southwick and others as described above. Approval of this Plan does not commit the current or future Boards of Trustees of the Library to the expenditure of funds or to a requirement to follow the Plan rigidly in the event circumstances change.

The Committee recommends that the Library continue as a member of C/W Mars to maintain service to the public at either the Mininet or full operating level depending on available funding.

Tab 4

Community Profile

Southwick is a community incorporated in 1770 after having separated itself from nearby communities in two states. The town had a population of 9,502 in 2010 according to the U.S. Census Bureau. Again according to the Census Bureau some thirty percent of adults over age 25 have a bachelors degree or higher. Southwick in the 1700's and 1800's was a farming community especially tobacco and ice. Because of it's location within 12 miles of Springfield and 20 miles of Hartford (CT.) it has become a bedroom community for the greater Springfield and Hartford area. The town has more than 300 small businesses and is home to multiple small manufacturers employing several hundred people.

The town is on the Conn. border and 12 miles from *Bradley International Airport* (BDL). It is also within 20 minutes of I-90 (the Mass. Pike) and I-91 (New Haven to Canada). U.S Route 202 and 10 are the principal north-south road in town. Southwick serves the recreational needs of the area with the Congamond Lakes and three 18-hole golf courses and one par 3 facility. The town also has two seasonal campgrounds. Southwick has been home to a motocross track for several decades which brings people to the area during the summer months. In addition the town has a six mile paved rail trail connecting with Westfield to the north and more than 20 miles of rail trail to the south in Connecticut. In 2014 the town will open a new park with baseball, softball and soccer fields near the rail trail and minutes from the library.

Southwick at a Glance

Town Incorporated	1770
Population (2010 U.S. Census Bureau)	9,502
Area (Source: pvpc.org)	32 square miles
Tax Rate (FY 2013)	\$ 15.48 per thousand

Sources of Information for the community

<i>Westfield News, The Republican</i>	2 Area Daily Newspapers
<i>Southwick Suffield News, The Pennysaver</i>	Weekly newspapers
in the Springfield area	Local Radio Stations
Channel 15 on Comcast cable system	Local Community Access Cable

Other Libraries Located in the Community

Regional School System:	Elementary School Library
	Middle School Library
	High School Library

Community Organizations

- Southwick Council on Aging (Town of Southwick entity)
- Southwick Recreation Center (not a town entity)
- Friends of the Southwick Public Library, Inc. a 501(c)(3) organization
- Southwick Historical Society Inc. a 501(c)(3) organization
- American Legion Post 338
- Veterans of Foreign Wars (VFW)
- Southwick Lions
- Southwick Rotary

Tab 5

Southwick Public Library -- Overview

The Southwick Public Library boasts a 12,000 square feet building and houses an Adult Library, the William A. Laporte Art Gallery, a Children's Library, a Community Room, Restrooms and a Staff Room. Programs for Adults and Children, including YAs (Young Adults) are offered on a regular basis. The "Suntime Reading" summer reading program routinely involves over 400 area children and provides summertime activities around a central theme. Children are given the opportunity to earn prizes of all sorts based on the amount of reading they accomplish during the program. Other programming during the year involves the Southwick Public Schools and outreach efforts to the various pre-school programs in Southwick and surrounding areas, as well as programming for adults. These programs are free and open to the public. The Southwick Public Library personnel consist of a full-time Director, a full-time Assistant Director, one employee services as a Reference/Young Adult librarian and eight part-time librarians including Reference, Children and Circulation experts. All library employees are non-union and part-time employees (18 hours per week generally) are provided with no town benefits (vacation, holidays or sick time).

The library is located on a large parcel of land situated on Rte. 57 (Feeding Hills Road), a main thoroughfare and a crossroads area which leads to Agawam, Westfield, or Granby, CT. The library is also adjacent to, and within walking distance of, the town's schools including the elementary, middle, and high schools. Therefore, large numbers of school-age youngsters are attracted to the library; keeping them coming in and attracting all age groups with a wide variety of programs, services and materials the main objective of this plan for the years through 2018.

The first public library was built in 1892 and served until 1999 when the current facility was opened. The current one story handicapped accessible facility with 33 free parking spaces on Route 57 (Feeding Hills Road).

The building is open six days per week (except during July - August) with seven public access computers with Internet access and free Wi-Fi is available inside the building and in the parking lot 24/7. The library is an online affiliate member of the C/W Mars automated library system. The library has more than 50,000 holdings with a focus on a *popular collection*. The library is a municipal department of the Town of Southwick with the majority of funding coming from the town. In addition the library is supported by a local friends group. The six library trustees are elected by town voters during annual town elections. Each trustee serves for a three year term.

Southwick Public Library by the Numbers

The library building was completed in late 1998 using a combination of volunteers and professional contractors. The building was opened to the public in February 1999. The staff consists of 11 people with three of them working full-time and the balance part-time. The staff is non-union and the part-time staff generally work 18 hours per week on average with no town benefits. Six members of the staff have a college degree although no Masters in Library Science (MLS) on staff.

The State of MA Board of Library Commissioners (MBLC) the state agency overseeing public libraries requires annual data on a fiscal year basis (July 1 - June 30). The following data is from the *Annual Report Information Survey (ARIS)* as of June 30, 2013.

Holdings:

Material Type	Adult	Young Adult	Children	Total
Books	27,600	6,367	14,532	48,499
Audio	1,381	398	612	2,391
Video	1,476	116	990	2,582
Print Subscriptions				98

Circulation:

Material	Adult	Young Adult	Children	Total
Books	24,792	3,803	15,460	44,055
Print periodicals, newspapers, other	2,829	101	140	3,070
Audio	1,711	311	418	2,440
Video	4,946	69	3,394	8,409

- Interlibrary loans received from other libraries 1,253
- Total hours the library was open 2,101
- Total hours the library was open on Saturdays 123
- Total attendance in library 48,256
- Total number of reference transactions 2,835

Total children's programs 80

Total attendance at children's programs 3,352

Total YA programs 29
Total attendance of YA (young adult) programs held 660
Total number of adult programs 26
Total attendance at adult programs 428
Number of registered borrowers 9,431
Number of Southwick residents (in above) 6,044
Number of public access computers in the library 7
Number of users of public access Internet computers per week 52
Number of members of the Friends of the Southwick Public Library 110

Methodology

The *Library Board of Trustees* appointed a committee in early 2013 to develop a new Five Year Strategic Plan. The previous plan covered the period of July 2007 - June 2012. Using the approach proposed by the *Mass Library System* (MLS) using the 3 meeting process was accepted as a streamlined process versus the method using in the previous plan (*The New Planning for Results: A Streamlined Approach* 2001).

The committee is made up of trustees, a library employee, a high school senior, a senior citizen, a retired former trustee. *A detailed description is available behind Tab 2.*

Committee Process

For the first meeting of the committee (March 27, 2013) Anne Murray (the library director) and Mary King (MLS consultant/facilitator) provided the following:

- The Southwick Public Library Long Range Plan July 2007 - June 2012
- The Langley-Adams Library Strategic Plan (Groveland, MA) 2011 - 2015
- Newbury Town Library Long Range Plan 2011 - 2015
- MLS Strategic Planning materials
- Material from *The New Planning for Results: A Streamlined Approach* (2001), published by the American Library Association
- Library statistics for 2008 and 2012 regarding the number of library users, visits, program attendance, library budgets, etc.

The facilitator provided a brief overview of the streamlined Strategic Planning process currently used or recommended by the Mass. Library System. The facilitator brought the group through a SOAR exercise to determine the library strengths, opportunities attributes and results. The results of this effort can be found in the Appendix (Tab 7).

The committee at the second meeting reviewed the SOAR analysis including merging/consolidating for a narrowed result. This is included in the Appendix.

Public Survey

The public survey process:

The *strategic planning committee* began with the existing public survey used annually by the Library Director (copy in Appendix). Next it was modified to collect appropriate information from the public for purposes of strategic planning. After updating of the survey paper copies were made for distribution at the *circulation desk* at the library. In addition at the May 14 *Annual Town Meeting* copies were distributed by the Friends of the SPL. The survey was also available at the Cultural Council Annual Fine Art Show in May. It was also available for downloading and printing at <http://www.southwicklibrary.info> website. After setup on the *Survey Monkey* website the survey then became available on both the *Survey Monkey website* as well as from the <http://www.southwicklibrary.info/> website via a link.

Overall the survey was available during the month of May 2013 for completion by the public. Announcements of the information was available at the *Circulation Desk*, signs at the Annual Town Meeting as well as in the local media.

After June 1, 2013 completed surveys were collected from the library. All paper copies of the survey were input into the *Survey Monkey* software and a summary is included in the Appendix. A total of 115 surveys were completed with the following breakdown:

Surveys downloaded and printed from website	1
Surveys completed online at Survey Monkey	12
Surveys completed at <i>Annual Town Meeting</i>	27
Paper surveys	75

Survey results are available in the Appendix (Tab 9) including write in responses. The four methods of securing results survey takers were able to reach residents that don't use the library as well as high school students that might not otherwise be reached for their input. The open ended questions resulted in more than four pages of comments.

Lessons learned - when surveying the public

To the extent practical try to have patrons complete the survey online which reduces the amount of time spent on taking paper surveys and inputting the data. There are times this is not practical such as the *Annual Town* meeting. Refine the questions to allow for specific actionable items for patron response. The survey also provides areas for public information sharing with the public regarding expanding services e.g., expanded hours, or additional computers which requires more information sharing with the public regarding budgetary issues. In addition the survey can be used as marketing to the public on services available but unknown by some/many patrons.

For the third committee meeting a draft of the Strategic Plan was developed for consideration by the committee including Action Items for the first year. Based on a review of 10+ Strategic Plans developed by other Mass. public libraries is that the trend is for including *action items* for the first year only to be updated/added by the library director and trustees in subsequent years. The previous Strategic Plan developed by the Southwick Public Library included specific actions the library would do by specific dates during the five year period. As a result of changes or unknowns in technology e.g., E-Books, fiber-optics (MA Broadband Institute), the expected elimination of C/W Mars "online affiliates" and funding by the town to meet the requirements of the ***Municipal Appropriation Requirement*** (MAR) this plan includes only action items for year one.

Other input into the Planning Process

Challenges - (also listed in the Executive Summary)

- Currently the library is an online affiliate member of ***C/W Mars*** the regional automated library resource sharing system. As of July 1, 2014 this category of membership will be entirely eliminated. The cost of joining full membership is anticipated to cost some \$ 20,000 in FY 2015 and an annual cost of \$ 15,000 plus each year thereafter. At this time the library has no identified source of funds to pay this cost.
- The ability and willingness of political leaders (Selectmen, Board of Finance et al) to support the municipal responsibilities of meeting the *Municipal Appropriations Requirement* (MAR) (\$ 360,000+ per year) as required under Mass. General Law (M.G.L.).
- State funding through the Mass Board of Library Commissioners (MBLC) a state agency which is dependent on annual appropriations from the Mass. State Legislature is about \$ 10,000 per year. In FY 2013 these funds were used to

replace the existing computer server and several computers. In prior years it has been used to replace public access and staff computers as well purchase additional library shelving. The town provides no funds for these purchases.

- The library has also relied on the support of the *Friends of the Southwick Public Library, Inc.*; the *Southwick Cultural Council*; and area foundations and other non-profit organizations that provide funds annually to support equipment and program funding for the library (totaling about \$ 5,000 plus per year). This continued support is *critical* in order to provide funding for library programs and equipment and other resources not funded through the annual town appropriation to the library.
- The population diversity in terms of age of the patrons in the community provides a challenge in providing books, videos, audio and programs. According to Census Bureau data about 20 % of the population is under age 20 and another 20 % is over age 60. Given the diversity it requires a diversity of programs, materials and communications methods to serve the community.
- Changing technology including E-Books, social media and other upcoming technological changes including higher speed Internet (the Mass. Broadband Initiative)

Note: This Strategic Plan is not an agreement or contract that the library will perform specific services, programs, etc. The implementation of the Plan's goals, objectives and activities is subject to funding provided by or obtained by the Town of Southwick and others as described above. Approval of this Plan does not commit the current or future Boards of Trustees of the Library to the expenditure of funds or to a requirement to follow the Plan rigidly in the event circumstances change.

Tab 6

Needs Assessment

In order to develop appropriate service responses this Strategic Plan considered the previous Plan, the public survey results including the results from those that indicated that they would use or use the library more if we provided more programs, computers, materials, etc. (Details in the Appendix)

The *Southwick Public Library* sits at a crossroads, literally and figuratively. From the literal perspective, the physical location of the library (on the school's campus) makes it a popular research venue with the regional school systems students and staff. Because of the library's main thoroughfare location and ample parking (33 spaces), it is also routinely visited by patrons from the surrounding communities of Agawam and Westfield. Figuratively, the library is an integral part of a community whose population has grown from 8,836 in 2000 to 9,502 in 2010 according to the *U.S. Census Bureau*. Data from the Census Bureau indicates that educational attainment for adults age 25 and over (a standard used by the Bureau) is that 30 percent have a bachelor's degree or higher.

The rationale of need for the first service response, **Business and Career Information**, developed from a steady and increased number of patron requests for information regarding small business start-up and career changes. A second component of need in this area is the ability of patrons to be able to have virtual access to the libraries resources via the Internet. The library catalog and online research databases are available at the library, on a link on the town website as well as a non-town funded website southwicklibrary.info. Within the community cable, satellite and other technologies provide access to the Internet.

Typically the annual library survey the library is viewed as "very valuable". The May 2013 survey respondents rated the library as "very valuable" by 78 percent and including "valuable" it was 97 percent.

Service response 2, **Commons**, addresses the issue of use of the facility. Providing a comfortable space for computer workshops, quiet public reading areas and the continued ability to access the Internet via Wi-Fi will be a particular focus of this increased usage. Another area of focus will be to open the community room to other town government boards, community organizations and civic groups as an alternate meeting location.

Service response 3, **Current Topics and Titles**, is the main focus of this library. The goals in this area reflect the staff's commitment to continue to satisfy patrons' appetites for current popular literature and AV materials. This area will place an emphasis on staff training in the area of Reader's Advisory Services, and promote an increased variety of children's workshops and programs. This follows the interest shown in the public survey results.

The fourth area of patron service, **General Information**, reflects an expansion of services contained in the previous five-year plan. Increased staff training in the use of the Internet is one example. Another area mentioned in the survey was a need for more computers in the library, although many patrons are coming to the library with their own technology to access the Internet via the library Wi-Fi. In the development of the prior Strategic Plan this issue was raised about more computers and the library in response installed Wi-Fi.

Finally, the fifth service response, **Lifelong Learning**, recognizes the library's critical role in providing consistently updated opportunities for patrons to satisfy their interests in a variety of materials for reading and viewing, print and electronic research, and community activities.

Service Response 1

Business and Career Information

A library that offers Business and Career Information services addresses a need for information related to business, careers, work, entrepreneurship, personal finances and obtaining employment.

Goal 1:

The library will monitor the needs of the community for business and career information and become a resource providing access to this information in collaboration with interested community partners.

Objective 1:

By July 1, 2015, circulation of new business and career materials recently purchased will increase by 5 percent.

Objective 2:

Based on input from the local business community, adult patrons and residents, the library will offer appropriate career workshops per year, in collaboration with community partners or nearby libraries. These workshops will likely cover such topics as computer literacy; resume writing, interviewing, networking and job hunting.

Objective 3:

The library will continue to review information and resources available at the state level that could be provided through the local library.

Goal 2:

The library will provide expert personal assistance, specialized electronic and print resources and services of interest to the business community, to investors, to individuals seeking employment or who are dealing with a changing work environment and to individuals who are contemplating a career move or change. Library users will be able to access a significant amount of information without visiting the library by using telephone, e-mail and computer-based delivery systems.

Objective 1:

By February 1, 2014, the library will make information available in print and on the website outlining business and career materials available from the library.

Objective 2:

The library will assess staff education and training needs to support this goal, and provide opportunities and support to staff seeking continuing education and formal coursework related to these areas.

Objective 3:

The library will continue to increase the resources available to patrons on business start-up and business operations to the extent possible.

Service Response 2

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 needs.

Goal 1:

The library will continue to address the needs of town residents and all library patrons by providing public space for meeting and gathering. The library will add electronic presentation equipment to the community room to address the needs of those residents and patrons who have requested this service.

Objective 1:

The library will continue to offer the use of the community room space to local Southwick charitable organizations.

Objective 2:

By October 31, 2014, the library will hold an annual Open House in the Community Room for all patrons and residents interested in using the space for nonprofit group meetings, and invite town departments to hold meetings at the library to help promote enhanced capabilities.

Objective 3:

The library will continue to schedule computer use and internet use classes for senior citizens and others in the community room at least annually

Objective 5:

The library will continue to develop varied programs for teen patrons based on a yearly survey.

Goal 2:

The library will offer expanded programming for adults such as lectures, concerts, film screenings, and how-to workshops.

Objective 1:

Based on the annual library surveys the library will offer an additional four programs per year, varying the offerings to find the right mix of programming for patrons of all ages, as well as interested town and area residents; for example, concerts, films, craft classes, parenting seminars, and history and genealogy programs.

Service Response 3**Current Topics and Titles**

A library that provides Current Topics and Titles helps to fulfill community residents' appetite for information about popular culture and social trends and their desire for satisfying recreational experiences.

Goal 1:

All patrons will have additional Readers' Advisory services for their use, such as pathfinders like NoveList etc., or other appropriate items to help answer their requests for recommendations of current titles and materials on current topics.

Objective 1:

The Adult, Young Adult and Children's Departments will continue to create, and expand upon monthly displays of new materials of current titles, topics, items recommended by patrons, new formats or possible new genres (recommended by patrons, i.e. manga graphic novels for adults) to promote the collection.

Goal 2:

The third to sixth graders of Southwick will visit the library and find materials for their recreational needs and attend after school programs, i.e., book discussions, author visits, etc.

Objective 1:

The number of 3rd to 6th grade programs and participants will increase annually.

Service Response 4

General Information

A library that offers General Information helps meet the need for information and answers to questions on a broad array of topics related to work, school and personal life.

Goal 1:

The library will select and purchase materials, and continue to expand its collection to meet the growing needs of the community, emphasizing two key areas: 1) a popular, current, entertainment collection and 2) business and career information. The library will offer print, multi-media and electronic resources that cover a broad variety of topics.

Objective 1:

The library will continue to monitor the needs of patrons through surveys, Recommend to Purchase forms, Inter Library Loan requests, reference records, and patron suggestions and information in the media such as national best-seller lists. The Board of Trustees will conduct a comprehensive review of public service-related policies, commencing on approval of this plan.

Objective 2:

The library will continue to update and expand the collection. The library will investigate expanding the availability of materials and information available via the Internet.

Objective 3:

The library will continue to maintain and develop relationships between the public library and school libraries.

Goal 2:

The library will provide staff skillful in determining users' needs and in locating relevant information that satisfies those needs, as well as meet the requirements established by the Massachusetts Board of Library Commissioners (MBLC).

Objective 1:

The library will assess staff education and training needs to support this goal, providing opportunities and support to staff seeking continuing education and formal coursework related to these areas. The training will ensure the staff is highly skilled in database research and familiar with a variety of computer search engines. The staff will continue to provide one-on-one and other appropriate assistance to patrons on how to research via both online and print materials. This objective will continue to be measured by recording the number of research requests monthly. *As part of the municipal budget process include funding to support staff development and continuing updating of skills to meet the needs of the public.*

Objective 2:

Assure that facilities are suitable for both interaction between library staff and patrons and for quiet study. Evaluate the need for improved study carrels and small-group study facilities. By 2016 install a moveable wall in the community room (to allow the space to be two rooms).

Objective 3:

The library will increase access to information for patrons through the continued use of a wireless network or other appropriate technologies based on technology changes including higher speed access to the Internet (as appropriate).

Objective 4:

Continue the expenditures for materials based on increases in the number of library users and the increased cost of materials.

Objective 5:

The library will continue to exceed the minimum standards established by the MBLC including working toward the standards required of communities with populations exceeding 10,000 residents.

Service Response 5

Lifelong Learning

A library that provides Lifelong Learning service helps address the desire for self-directed personal growth and development opportunities.

Goal:

To address the community's desire for self-directed personal growth and development opportunities to ensure lifelong learning, the library will provide and maintain an extensive collection of circulating materials on a wide variety of topics in which the general public has a sustained interest

Objective 1:

The library will continue to fund the business and career information section at no less than FY 2012 levels.

Objective 2:

The library will continue to maintain appropriate methods to share information for the public including a Community Bulletin Board, a Teen Interest Bulletin Board and display areas for brochures for local agencies and programs. These areas will be constantly monitored and updated.

Objective 3:

The library will continue to update a library link from the Town of Southwick's website.

Objective 4:

The library will continue its popular "Artist of the Month" art gallery program for area artists to display their work for the public's enrichment and enjoyment.

Objective 5:

The library will continue to exhibit appropriate patrons' collections in the display case in the Reading Nook in the main room.

Tab 7

SOAR

SOAR Process

During the first meeting of the strategic planning committee a *MA. Library System* (MLS) staff consultant brought the group through the SOAR process. Shown below are the ideas developed during the SOAR process.

SOAR Exercise:

Strengths -

Welcoming

Part of a campus (recreation & education)

Great facility

ADA accessible

(outside) Book drop

CD collection

Staff

Later hours

Good relationships, liaisons with schools

Programs:

Summer programs
Arts & crafts

Kids programs

Adult programs

Outside sign

Online catalog

Self placement of holds

Wi-Fi

Good parking (potential building addition)

Opportunities -

Literacy needs met

Website access & promotion and general library promotion

Unserved populations (non-users)

Coffee shop?

Building expansion -- lounge area Seniors -- this group is growing

People without transportation to library outreach to American Inn

Update catalog software

Continued online, R-S presence

E-Book access (Cross-training of staff)

More hours into evening?

LSTA grants

Upgrading technology (wireless printer, "timed" software for patron use)

E-Reader circulation? (down the road)

"Other-abled patrons' helping tools (e.g., tumble books)

Meeting patrons technology needs Classes on using new technology

Future space needs -- assess

Aspirations -

More for seniors -- major user group?

Seniors will come in more

Programs on computer use - seniors

Students helping seniors learn computers -- grants, classes

Promote children's programs & resources are known about widely

Kindles & Overdrive -- training

Library and schools communicate and share information -- do referrals

CPE for teachers (on library resources)

School classes do field trips to library

Statewide e-book access!!

Generations interact at the library

Promote use of meeting room

Building is "green", energy efficient and maintained

Results -

The campus is widely known as an educational complex

Governing officials respect and appreciate the library and the campus

Technology use -- MA Broadband - is way up, as is the library's prestige

Fundraising is very successful, and tied to distinct purposes Super!

Programs -- there will be more and more attendance

More people coming in (counter)

Technology use is up

More technology literate people

Library stop on the shuttle bus (*American Inn et al* residents know and use the library)

Great services to residents of all senior housing/disabled housing

"The campus" will be connected and engaged

Tab 8

1. How often do you visit the library?

		Response Percent	Response Count
Two or more times each week	<input type="checkbox"/>	16.7%	19
Once a week	<input type="checkbox"/>	17.5%	20
Once every two or three weeks	<input type="checkbox"/>	26.3%	30
Once a month	<input type="checkbox"/>	14.9%	17
Occasionally	<input type="checkbox"/>	19.3%	22
Never/Almost never	<input type="checkbox"/>	5.3%	6
answered question			114
skipped question			1

2. Why do you use the Southwick Public Library?

		Response Percent	Response Count
To check out books		83.8%	93
To check out movies or other non-print programs		39.6%	44
To use the computers		14.4%	16
To do research		11.7%	13
To attend programs		24.3%	27
To study or read		15.3%	17
Home schooling		0.9%	1
Business Resource Center		2.7%	3
If you use inter-library loan (borrow material from other libraries) do you use: Southwick Public Library or C/W Mars (regional system)		34.2%	38
	Other (please specify)		46
answered question			111
skipped question			4

**Responses to Question 2 *Why do you use the Southwick Public Library?*
(includes responses to which ILL system is used)**

Southwick Public Library, ? C/W Mars (maybe)	Southwick Public Library
Lori Gagon & Paul McKenna are an amazing team & are very helpful	
C/W Mars	use WSU library
Southwick Public Library	Southwick Public Library
C/W Mars	Southwick Public Library
Southwick Public Library	Southwick Public Library, C/W Mars
C/W Mars	Southwick Public Library
C/W Mars	Southwick Public Library
Southwick Public Library	to visit art gallery
Southwick Public Library	Southwick Public Library
Southwick Public Library, C/W Mars	Southwick Public Library, C/W Mars
Blank	Southwick Public Library
Southwick Public Library, C/W Mars	C/W Mars
C/w Mars	Southwick Public Library
Southwick Public Library	Southwick Public Library
Southwick Public Library	C/W Mars
Southwick Public Library	Southwick Public Library
Old lectures [The Teaching Company products?]	
Southwick Public Library	Southwick Public Library
Other: sometimes tutor. C/W Mars	C/W Mars

Southwick Public Library, C/W Mars

Southwick Public Library, C/W Mars

Southwick Public Library, C/W Mars

C/W Mars

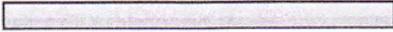
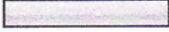
other library - Springfield

Southwick Public Library

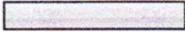
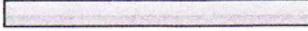
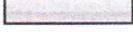
book sale, C/W Mars

ILL both systems

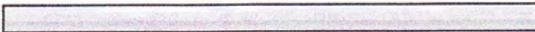
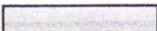
3. What do you like best about the library? (Check all that apply)

		Response Percent	Response Count
Selection of material		66.1%	72
Programming		13.8%	15
Staff responsiveness		58.7%	64
Children's Room		20.2%	22
It's a comfortable space		63.3%	69
Art Gallery		24.8%	27
Computer availability		21.1%	23
answered question			109
skipped question			6

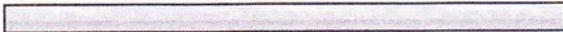
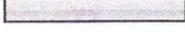
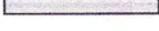
4. What specific adult library materials or services do you use? (Check all that apply)

		Response Percent	Response Count
Books		87.5%	84
CD's		27.1%	26
DVD's		45.8%	44
Adult book discussion group		6.3%	6
Programs for adults		18.8%	18
Periodicals (including back issues)		22.9%	22
Large print		14.6%	14
Wi-Fi		7.3%	7
answered question			96
skipped question			19

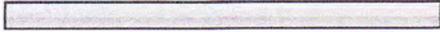
5. What specific for Young Adults (12 - 18) library materials or services do you use?

		Response Percent	Response Count
Books		80.8%	21
CD's		23.1%	6
DVD's		46.2%	12
Periodicals		11.5%	3
Programs		11.5%	3
answered question			26
skipped question			89

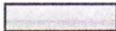
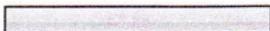
6. What specific library materials or services for children do you use?

		Response Percent	Response Count
Books		84.6%	22
CD's		26.9%	7
DVD's		38.5%	10
Periodicals		3.8%	1
StoryTimes		19.2%	5
Puppets		26.9%	7
Toys		11.5%	3
Materials on parenting		11.5%	3
Children's Reference		11.5%	3
Children's programs		23.1%	6
Baby kit for Southwick newborns		11.5%	3
		answered question	26
		skipped question	89

7. Have you ever suggested an addition to the collection?

		Response Percent	Response Count
Yes		34.3%	35
No		65.7%	67
		answered question	102
		skipped question	13

8. What would bring you to the library more frequently?

		Response Percent	Response Count
More computers or easier access		20.0%	11
More flexible card policy		16.4%	9
More flexible library hours		47.3%	26
More programs/events		40.0%	22
Friendlier staff		3.6%	2
	More materials, such as, other		27
	answered question		55
	skipped question		60

9. Participate in Suntime summer reading program:

		Response Percent	Response Count
Adults		30.3%	10
Young Adults		39.4%	13
Children		51.5%	17
Participate in the poetry contest		0.0%	0
	answered question		33
	skipped question		82

Responses to Question 8 *What would bring you to the library more frequently?*

7th grade in community room activities

video games to check out

more books on tape in children's library

more Stephen King books

earlier acquisition of new novels

more books, larger art, graphic novels section

update books and movies

more new books

MORE BOOKS! MANGA ! ART SUPPIES ! Welcoming staff

Nothing, once a week/kids afterschool event

More movies

Right now my needs are met

New release audio books

ability to volunteer

More free time on my part, when I retire

audio books

It would be nice to use restroom without a key

More kids books

The Teaching Company

General staff very friendly. Director not flexible at all

more CD books

I'm very pleased with the library

more current movies

audio business, self help motivation, etc.

CD's

Art demos or classes

Manga

10. Ask reference questions:

		Response Percent	Response Count
In person		85.9%	67
By phone		20.5%	16
By e-mail		3.8%	3
answered question			78
skipped question			37

11. Other community info/service available at the Library:

		Response Percent	Response Count
Brochures, etc.		51.6%	32
Tax forms		40.3%	25
Read notices on bulletin board		62.9%	39
answered question			62
skipped question			53

12. Community Room:

		Response Percent	Response Count
Use for my group's meetings		30.3%	10
Attend programs		81.8%	27
answered question			33
skipped question			82

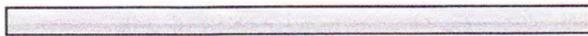
13. Visit Art Gallery:

		Response Percent	Response Count
Yes		72.6%	45
No		27.4%	17
answered question			62
skipped question			53

14. Equipment Use Computers

		Response Percent	Response Count
Job Search		11.4%	4
Computer with large keyboard and display screen magnifier		5.7%	2
For Internet access		82.9%	29
For writing papers, letters or other general purpose		37.1%	13
answered question			35
skipped question			80

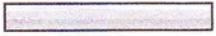
15. Equipment Online Resources

		Response Percent	Response Count
View library's collection on Southwick town website		88.5%	23
Databases		19.2%	5
answered question			26
skipped question			89

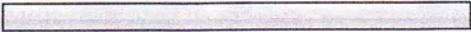
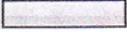
16. Other equipment:

		Response Percent	Response Count
Copier		83.3%	20
Typewriter		8.3%	2
Wheelchair		8.3%	2
Magna Reader		8.3%	2
answered question			24
skipped question			91

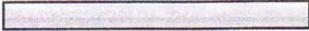
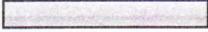
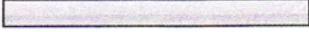
17. Out-of-town guests use the library?

		Response Percent	Response Count
Yes		30.9%	21
No		35.3%	24
Didn't know it was possible		33.8%	23
answered question			68
skipped question			47

18. Check out museum passes:

		Response Percent	Response Count
Springfield Museums		70.5%	31
Norman Rockwell Museum		27.3%	12
Eric Carle Museum		18.2%	8
Amelia Park Children's Museum		22.7%	10
Mass. State Parks Pass		27.3%	12
answered question			44
skipped question			71

19. If you do not use the Southwick Public Library, what are your reasons? (Check all that apply)

		Response Percent	Response Count
Hours are inconvenient		46.2%	6
Selection does not meet my needs		30.8%	4
Staff responsiveness		0.0%	0
Difficult to pull out onto Route 57		46.2%	6
I have late fees		7.7%	1
Other (Please explain)			7
answered question			13
skipped question			102

20. How do you hear about upcoming library programs and events? (Check all that apply)

		Response Percent	Response Count
Library website		15.1%	11
Library newsletter		37.0%	27
Flyers/Posters		38.4%	28
Channel 15		20.5%	15
Word of mouth		35.6%	26
answered question			73
skipped question			42

21. Local newspapers:

		Response Percent	Response Count
Westfield News		41.5%	22
The Republican		35.8%	19
Southwick Suffield News		69.8%	37
Other (please specify)			11
answered question			53
skipped question			62

Other responses for Question 21 *Local newspapers?*

From the librarians

don't hear about programs unless at library [lives in Huntington]

signs on the door and outdoor sign

Road Sign

PMMS librarian

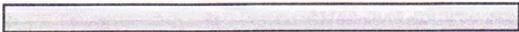
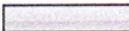
Local newspapers

School

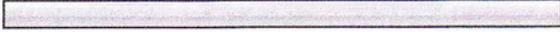
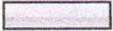
Pennysaver 2

Southwoods 2

22. How valuable is the library to the community?

		Response Percent	Response Count
Very valuable		77.9%	81
Valuable		19.2%	20
Some value		2.9%	3
Little value		0.0%	0
answered question			104
skipped question			11

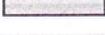
23. Are you a Southwick resident?

		Response Percent	Response Count
Yes		84.2%	80
No		15.8%	15
If not please identify your city or town			15
answered question			95
skipped question			20

Other responses for Question 23 *Are you a Southwick resident?*

Springfield	2	Huntington
Westfield	7	Chicopee
West Suffield		Granville
Agawam		Feeding Hills

24. Age:

		Response Percent	Response Count
12 - 18		7.5%	8
18 - 25		1.9%	2
26 - 40		13.2%	14
41 - 60		25.5%	27
61 - 75		36.8%	39
Over 75		15.1%	16
answered question			106
skipped question			9

25. Gender:

		Response Percent	Response Count
Male		26.7%	24
Female		73.3%	66
answered question			90
skipped question			25

26. Do you have children living with you"

		Response Percent	Response Count
Yes		35.1%	33
No		64.9%	61
	If yes, age of children		26
	answered question		94
	skipped question		21

27. Do you have any additional comments or suggestions?

	Response Count
	53
answered question	53
skipped question	62

28. Source

		Response Percent	Response Count
Annual Town Meeting		96.4%	27
Printed from website	<input type="checkbox"/>	3.6%	1
	answered question		28
	skipped question		87

Comments from question 27 (responses as written)

Reference - Great help !!

More 7th grade activities often

? Adult book discussion group. ? Programs for adults ? Tax Forms ? Springfield Museums, Norman Rockwell Museum, Eric Carle Museum, Amelia Park Children's Museum, Mass State Park Pass

11. Paper

No

Out of town guest us the library? They tried and were asked to leave. Let patrons keep a library card on file. Don't make visitors unwelcome.

How often do you visit? Once every two or three weeks between college semesters.

More ways to hear about events & programs via email newsletter? tex message

I am very impressed and grateful for, the director and library staff -- they are exemplary. There are needs and some concerns that could be addressed with additional funding from the town. The library should be one of the first budget concerns -- not the last.

The staff is always so helpful and friendly. I enjoy reading the paper and other periodicals when I am there. The speakers and entertainers you bring in are superb.

How often do you visit the library? May 1st to Oct. 15th (one every two or three weeks) Basic class in computer during winter months.

I pick up a DVD to use at my 1 night a week part time job - Security - Nice selection Thanks

None

Love the staff !

No

A larger selection of graphic novels, art books as well as cook books would be appreciated. Also lectures about gardening, cooking, music and poetry would be fun.

Would be a bit more convenient if they have more computers available

You need more new books to take out

copier - expensive. I think it'd be nice if the library carried art supplies. Students do projects here a lot. However, we weren't even allowed to borrow scissors! and the fines are too expensive. Also, in the summer, I feel like its too warm. And a couple of the librarians are intimidating and unfriendly. (not the childrens or the young adult ones) More manga or horror/scifi books would be nice. All you have are the stupid empire ones. Seriously, who wants to read about 2 different species making out all the time? And many times it was like 4:56, but the doors are locked! We pay taxes! We pay you to keep it open need later hours! until its 5:00 or 8:00, not a few min. earlier. [12-18]

Allow use of Westfield library card Allowing unlimited interlibrary loans interlibrary loans being available for people under 18 updated C/W Mars page few unfriendly/inthiocating staff have more christian books

Equipment ? databases No, the library is great. Renewal of books through website would be great

No

Very happy we are able to use the library

I wish you were part of the "Interlibrary Loan" thing.

What do you like best about the library? Convenience, state park & museum passes Our out-of-town guests tried to use the library and were turned away. Allow out-of-town guests to use computers. Keep a record of card holders so people can use the library if they do not have their card with them.

The staff are more than pleasant always & helpful. The library is a very peaceful place and for me a soothing place to spend time away from the stress of the times. ? Baby kit [signed name]

Pleasant staff -- Enjoy the comfort of the library and books & info available. [signed name]

Love my Library! Love inter-library loan!

What specific library materials ... audio books Other community info puzzle exchange I come here instead of Westfield because of the convenience of being closer to my house and also, the parking here is 100% better.

Get a better head librarian

Concerned about the fines showing up months after returning books - no proof of overdue

I love our library. I look forward to spending more time enjoy and helping when I retire. You are the best.

Need speedier jet printers for computers

AM staff seems rigid or cold.

In order to bring more people into the library you might want to consider marketing this wonderful facility using a more un-traditional method - radio, tv, and other outlets. This is fantastic collection!

Our library is an amazing source of entertainment, information, and socialization. I have been a member of the Southwick Public Library for nearly sixty years. My children were raised with weekly - if not daily - trips to the library. The resources have continued to expand. It makes our community so much richer.

Staff is always very friendly

I've grown up in libraries and love going up and down the aisles looking at the books. I know it would be so much cheaper to go to the library, but I have something about owning my own books. Just can't get rid of them, but I have brought some to the library for tag sales. The Southwick Library isn't huge, but it is laid out very nicely and I have been able to find books when looking for them. Thank you for the great job you are doing there.

I use this library because it is better than the Westfield Library

Question 4: CD books. Would like the library to be open longer, and on Saturday in summer. (Example: evenings Thursday, Morning Wednesday)

Need to have access to C/W Mars system

The desk & reference staff are very helpful and friendly!

Coffee/k-cups

too many mistakes when computers went down. I had returned 6 books that were on shelf but still on my account [non-happy face]

I love the services I need at the Southwick Library

I do not like that books over 10 years are gone there are some amazing books that were written 20 30 50 etc. years ago that are classics. I firmly believe this library should ????? Many of these books are still in print. First to come to mind would be Anthony Pabbins, Norman Vincent Peale, Napoleon Hill, Jmi Dohn Dennis Whately to mention a few. Wish the Library was opened

Saturdays in the summer. Otherwise we have always enjoyed coming here my children grew up learning to love the library with the amazing staff and programs. It's always a delight to come in and see everyone here like visiting old friends [smiley face]

Great job!

Lupa Zoo, Forest Park Zoo passes, Look Park Pass

Excellent current non-fiction & fiction collection

(checkout) Friends passes

Great place to visit and get movies and books & puzzles we love coming here.

Art demos & classes would be great. Westfield resident

Longer borrowing times for DVD's would be appreciated, to be more in line with the book schedule.

Tab 9

Southwick Pubic Library

"Snapshot Survey"

Age: Under 18 18 - 25 26 - 35 36 - 60 61 - 75 Over 75

Gender: M F

How often do you visit the library?

Two or more times each week Once a week Once every two or three weeks
 Once a month Occasionally Never/Almost never

Why do you use the Southwick Public Library? (Check all that apply.)

To check out books To check out movies or other non-print media
 To use the computers To do research
 To attend programs To study or read
 Other (Please explain) _____

What specific library materials or services do you use? (Check all that apply.)

Please enter a ? if you don't know what the item or service is, or didn't know it was available.

Materials for adults: Books CDs DVDs Periodicals (including back issues)
 Adult book discussion group Programs for adults Large print books Foreign language materials

Materials for Young Adults (12 - 18): Books CDs DVDs Periodicals Programs

Materials for children: Books CDs DVDs Periodicals StoryTimes Puppets
 Toys Materials on parenting Bibliotherapy Home Education Children's Reference
 Children's programs Baby kit for Southwick newborns

Have you ever suggested an addition to the collection? Yes No

Participate in Suntime summer reading program: Adults Young Adults Children
 Participate in the poetry contest

Ask reference questions: In person By phone By e-mail

Other community info/services

Brochures, etc. Tax forms Read notices on bulletin board

Community Room: Use for my group's meetings Attend programs

Visit Art Gallery: Yes No

Member of Friends of the Southwick Public Library (FSPL): Yes No

FSPL Book sale: Donate material Visit the sale

Equipment

Use computers: For internet access For writing papers, letters or other general purpose Copier
 Typewriter Wheelchair Magna Reader magnifier Computer with large keyboard and display screen magnifier

Online resources

View library's collection on Southwick town website NoveList InfoTrac News Bank
 Library of Congress Online Catalog Science On line

Other services/activities

Inter Library Loan (getting materials from other libraries)
 Library Legislative Breakfast Library Legislative Day in Boston
Out-of-town guests use the library? Yes No Didn't know it was possible.

Check out museum passes: Quadrangle Norman Rockwell Museum Eric Carle Museum
 Children's Museum of Holyoke Amelia Park Children's Museum 2007 Mass. State Parks Pass

If you do not use the Southwick Public Library, what are your reasons? (Check all that apply.)

- Hours are inconvenient
- Selection does not meet my needs
- Staff responsiveness
- Difficult to pull out onto Route 57
- I have outstanding book charge
- Other (Please explain) _____

How valuable is the library to the community?

Very valuable Valuable Some value Little value

What do you like best about the library? (Check all that apply.)

- Selection of material
- Staff responsiveness
- It's a comfortable space
- Computer availability
- Programming
- Children's Room
- Art Gallery

What would bring you to the library more frequently?

- Friendlier staff
- More programs events
- More flexible library hours
- More materials, such as _____
- Other (Please explain) _____
- More computers or easier access
- More flexible card policy

Do you have any additional comments or suggestions?

2013 Southwick Public Library Survey [for the 5 Year Strategic Plan]

How often do you visit the library?

- Two or more times each week Once a week Once every two or three weeks
 Once a month Occasionally Never/Almost never

Why do you use the Southwick Public Library? (Check all that apply.)

- To check out books To check out movies or other non-print media
 To use the computers To do research To attend programs
 To study or read Home Schooling Business Resource Center

If you use *Inter-library loan* (borrow material from other libraries) do you use:

- Southwick Public Library C/W Mars (regional system)
 Other (Please explain)

What do you like best about the library? (Check all that apply.)

- Selection of material Programming Staff responsiveness Children's Room
 It's a comfortable space Art Gallery Computer availability

What would bring you to the library more frequently?

- More computers or easier access More flexible card policy
 More flexible library hours More programs/ events Friendlier staff
 More materials, such as _____
 Other (Please explain)

What specific library materials or services do you use? (Check all that apply.)

Please enter a "?" if you don't know what the item or service is, or didn't know it was available.

- ✓ *Materials for adults:* Books CD's DVD's Adult book discussion group
 Programs for adults Periodicals (including back issues) Large print Wi-Fi
- ✓ *Materials for Young Adults (12 - 18):* Books CD's DVD's Periodicals
 Programs
- ✓ *Materials for children:* Books CD's DVD's Periodicals StoryTimes
 Puppets Toys Materials on parenting Children's Reference
 Children's programs Baby kit for Southwick newborns

Have you ever suggested an addition to the collection? Yes No

Participate in Suntime summer reading program:

- Adults Young Adults Children Participate in the poetry contest

Ask reference questions: In person By phone By e-mail

Other community info/services available at the Library:

- ✓ Brochures, etc. Tax forms Read notices on bulletin board
✓ *Community Room:* Use for my group's meetings Attend programs
✓ *Visit Art Gallery:* Yes No

More on other side → →

Equipment :

- ✓ Use computers:
 - For Internet access For writing papers, letters or other general purpose
 - Job Search Computer with large keyboard and display screen magnifier
- ✓ Online resources: View library's collection on Southwick town website Databases
- ✓ Other equipment: Copier Typewriter Wheelchair Magna Reader

Out-of-town guests use the library? Yes No Didn't know it was possible.

Check out museum passes:

- Springfield Museums Norman Rockwell Museum Eric Carle Museum
- Amelia Park Children's Museum Mass. State Parks Pass

If you do not use the Southwick Public Library, what are your reasons? (Check all that apply.)

- Hours are inconvenient Selection does not meet my needs Staff responsiveness
- Difficult to pull out onto Route 57 I have late fees Other (Please explain)

How do you hear about upcoming library programs and events? (Check all that apply)

- Library website Library newsletter Flyers/Posters Channel 15 Word of mouth
- Local newspapers:

Westfield News The Republican Southwick Suffield News Other _____

How valuable is the library to the community?

- Very valuable Valuable Some value Little value

Are you a Southwick resident? Yes No If not please identify your city or town _____

Age: 12- 18 18 - 25 26 - 40 41 - 60 61 - 75 Over 75

Gender: Male Female

Do you have children living with you? Yes No If yes, age of children _____

Do you have any additional comments or suggestions?

Thank you for completing this survey. Please return completed surveys to the Library at 95 Feeding Hills Road during the *month of May*. This survey is also available online at www.southwicklibrary.info

Southwick Public Library Celebrates 120th Year of Service to the Community

July 23, 2012

10:30 a.m. Welcome

Introduction of dignitaries and speakers:

- **Anne Murray**
Southwick Library Director
- State Senator **Michael R. Knapik**
2nd Hampden and Hampshire District
- Sam King for Congressman **Richard E. Neal**, MPA
2nd Congressional District
- Nick Powers for U.S. Senator **Scott Brown**
- State Representative **Nicholas Boldyga** *(Invited)*
3rd Hampden District
- Selectman **Russ Fox**
Southwick Board of Selectmen
- **Karl Stinehart**
Southwick Chief Administrative Officer
- **Peter Heap**
President, The Friends of the Southwick Public Library, Inc.
- **Michael McMahon**
Chair, Southwick Public Library Board of Trustees

Senator **John Kerry** and Congressman **John Olver** were unable to attend.

11:00 a.m. Entertainment followed by refreshments in the
Community Room

A brief history of the *Southwick Public Library*

The library was started in 1891 by a local clergyman in a residence on College Highway. According to available information the *Southwick Free Public Library* at 475 College Highway was built in 1892 by the town at a cost of about \$ 3,000. The *Free Public Library Commission* (now MA. Board of Library Commissioners) provided \$ 100 worth of books to start the library. The town in 1892 appropriated \$ 150 for library support. The facility was open on Wednesdays from 7 to 8 p.m. and on Saturdays from 3 to 5 and 7 to 9 p.m. The annual cost of administration was \$ 50. In 1895 the town population was 961 and in 1898 the library had 1,170 volumes and annual circulation of 1,300.

[Above information courtesy of the 1899 *Free Public Library Commission*, digitized by Google and the *Report of the Southwick Trustees of the Free Public Library 1892 & 1893.*]

The building remained in use as the public library until February 1999 when the current library at 95 Feeding Hills Road opened. The current library building was built in part with volunteer labor which required a special Act of the State Legislature. For more information on library services, etc. visit www.southwickma.org/library or www.southwicklibrary.info

Currently the *Southwick Cultural Council* is in the process of securing funds to restore the old library building for public use including compliance with ADA regulations. For more information www.southwickma.org/cultural.

Tab 10



[Public Library report for 2012 as reported in the 2012 Annual Town Report]

SOUTHWICK PUBLIC LIBRARY

The Library's 120th year was celebrated in grand style in July when that commemoration combined with the culmination of Suntime Reading. Seventy-four children and adults attended a dance and yo-yo program that also featured congratulatory remarks from local and state dignitaries, and a slice of anniversary cake. The Suntime Reading program boasted a total of 272 children and 59 YAs (young adults) participating representing 909 and 80 visits respectively during the six-week summer program. The high numbers are attributed to yearly visits describing the program and recruiting participants made at both the Woodland and Powder Mill Middle Schools by Librarians.

They addressed 386 and 426 youngsters at the respective locations. The children also made a craft a week during Suntime Reading totaling 95 participants, and answered a trivia question a week totaling 527 ballots. In addition to the Suntime crafts, 392 children participated in 12 craft times revolving around the holidays and the seasons and created everything from decorations for the Children's Library to a useful Back-To-School craft. Also, during July, the children and YAs were given a bonus chance toward prizes for each nonperishable item they brought in for Our Community Food Pantry. That effort, coupled with the librarians' Dress Down Day (where they pay \$1 per month to dress down and invite patrons to also donate), netted \$305 for the pantry in 2012. We recorded 56,253 Circulations in 2012 and noted 9841 patrons and 52,073 volumes.

An additional 3502 References and 3007 Computer Uses were tallied. We saw 518 people become new patrons in 2012, and noted that an astounding 45,436 persons had entered through our doors during 2012 averaging 3786 for each month of the year. These last figures truly reflect that the Library has become a Multi Resource Center for the town. Besides those borrowing materials, patrons are using the Reading Nook to catch up on their newspaper and magazine reads or simply to have a comfortable spot to read or chat in. They are bringing in their own lap top computers and using our Wi-Fi connection. They are attending various programs and consulting our information boards. They are using our health related and other Reference materials as well as our copier for their personal needs. Children up to the 6th grade, and their caregivers also showed their commitment to library programs throughout 2012. We recorded 14 programs and 876 participants during the year.

Additionally, 464 children and their caregivers attended 30 story times throughout the year including three a.m. story times and Saturday reads most months. A family read celebrating Dr. Seuss' birthday in March saw 21 listen attentively as State Rep. Nicholas Boldyga read to them. Another family program, the Family Literacy Month Challenge held in November, had 37 parents and children cooperating to complete the requirements for the

challenge. The winner received a coupon for a pizza supper. In May and July pj (pajama) bedtime reads were held with 35 taking part in those story times. There were 9 birthday pencils given out to children and 6 baby kits given to Southwick Moms of newborns during the year. The YAs were also very active in 2012. Six after school Wii sessions held in the Community Room saw 30 teens working with Wii programs, playing board games, quietly speaking on their cell phones, or socializing with friends. Twelve teens also participated in four training sessions to prepare those who wanted to volunteer their talents at the Library, and receive Community Service credit, to do so.

Also 56 YAs participated in 9 programs over the course of the year, and ten teens submitted their poetry works for the Teen Poetry Contest in April. Passive displays reinforcing the Library's contribution to the town began in February with a display here for Library Lovers' Month describing the library's resources and asking "What Do You Love About The Southwick Public Library"? Ninety -seven patrons provided answers that ranged from the library's CD collection to the friendliness of the staff. Information about the Library was in the Berkshire Bank at the Gristmill Plaza in March, and at the Business show, and Art Exhibition, both in Town Hall, in March and April respectively. We had 159 ballots cast during the adult's Suntime reading marking the 10th year of that program, and 64 adults participated in seven book discussions.

We also noted that there were eight adult programs with 287 attending those including a memorable historical program from Sean Bissaillon and a Relaxability Workshop. We have many to thank for the successes of 2012 including the Friends of the Southwick Public Library, The Southwick Cultural Council, Shurtleff Children's Services, and the Sarah Gillett Services for the Elderly for their grants which aided many programs and projects during 2012. In addition, the local supporters of our Suntime Reading program should be commended for their steadfast support as should our Trustees whose support has been invaluable to the running of this library. They are: Michael McMahan, Chair; Nancy Zdun, Secretary; and Tammy Ciak-Bissaillon, Suzanne Davis, Carol Geryk, and Richard Hauff.

Also, we would like to thank the Town of Southwick for its continued generosity and endorsement, and the Massachusetts Library System and the Massachusetts Board of Library Commissioners. Additionally, we are indebted to the teen and adult volunteers whose weekly commitment helps to make the library function smoothly.

Respectfully submitted,
Anne M. Murray, Director
120th Anniversary

--

Brett Outchunis and some 75 children and adults participated in his YoYo and Dance program that provided the entertainment for the July 120th Anniversary celebration of the library's service to Southwick.