



*Langley-Adams Library...Something for everyone*

## Langley-Adams Library Strategic Plan Groveland, MA

2011-2015

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We would like to thank the community members who participated in the Community Survey which helped us create our mission and vision statements.

A special thanks to Beth Lewandowski for the many hours she spent working on the goals, objectives and action plans with the Library Director.

We would also like to thank Mary Behrle and Scott Kehoe from the Northeast Massachusetts Regional Library System for their facilitation and guidance throughout the planning process.

## **Approval of the Board of Library Trustees**

The Langley-Adams Board of Library Trustees accepted and adopted this Strategic Plan 2011-2015 on Wednesday, September 9, 2009.

## Overview

The Langley-Adams Library began the Long-Range Process in May 2007. A committee was formed, including library staff, Board of Library Trustees and interested community members. There were two meetings facilitated by NMRLS (Northeast Massachusetts Regional Library System) where the committee performed a SWOT analysis on May 10, 2007. On June 26, 2007, the committee drafted some goals and did a vision exercise. Following this meeting, a survey was created to assess user needs. This survey was handed out to patrons in the library, and was available online. The online version was created by the Friends of the Library using Survey Monkey.

The planning committee did not hold their third and final meeting to finalize a Long-Range Plan. There were many factors why a final plan was not submitted to MBLC (Massachusetts Board of Library Commissioners) in October 2007. One of these contributing factors was that the Library Director retired in October 2007. Another factor was the method in which the survey was conducted. A final factor was the differing opinions in how the library was going to position itself for the future, and no final conclusions were reached.

As the new director, hired in January 2008, I reviewed the results of the SWOT and the survey, and implemented changes that I felt were necessary to make the library a vital part of the community.

I felt that it was important to start the long-range planning from the very beginning and not continue with the input and results that were gathered in 2007. As a new director, I wanted to reach out into the community and learn first-hand what the Groveland community wanted from their public library. I also saw this as an opportunity to promote the changes that had already occurred based on the previous information.

While working with the subsequent Long-Range Plan Committee, in conjunction with the library staff and Board of Library Trustees, I developed a four-prong approach to library service that would shape the way we delivered our programs and services to the community. These four points will be discussed in the Methodology & Assessment of User Needs Section.

In conclusion, our focus has become more strategic in nature, and our goal is that we will have a sustainable, innovative plan of service for the next five years.

Respectfully submitted,

Deborah Hoadley  
Library Director

## Methodology

The Board of Library Trustees and the Library Director started the search for people interested in serving on the Long-Range Planning Committee in late August- early September 2008. NMRLS was contacted by the Library Director to set up the first meeting on October 2, 2008. There were twelve people that attended. We followed the three-meeting outline provided by NMRLS. At the first meeting, the Library Director gave an overview of the community and what had been happening at the library. We then had a brainstorming session for the SWOT exercise. The SWOT results were compiled by NMRLS and were shared with all Trustees and library staff members.

The second meeting was held on October 14, 2008. This meeting involved reaction and review of the SWOT results and another brainstorming session was held to come up with some community vision statements. This session was much harder than the SWOT, as people were unsure how their visions for the entire community would translate into how the library could position themselves to fit with these vision statements. However, during a voting procedure where participants were allowed to vote on where they thought the library could have the greatest impact, it became clearer as to where the exercise was heading. This led to the development of eight categories, and were placed in a hierarchy, with the most votes first. From these categories, eight draft goals were created. These results were compiled by NRMLS and shared with the committee, Trustees and staff members.

During November, a Community Survey was created and distributed. It was available at the library, with drop off locations at the library and the Town Hall. It was also available online through the library's website. The online version was hosted and maintained by NMRLS. Paper copies of the survey were loaded onto the online version by library staff. The survey deadline was December 20, 2008. Results were provided by NMRLS on January 6, 2009.

On March 11, 2009 the Board of Library Trustees reviewed and approved with minor changes the library's mission and vision statements. The Library Director worked with a Library Trustee to develop the goals, objectives and actions for the long-range plan. From May to July, these plans were brought before the Library Trustees for review.

On July 13, 2009, we had our third and final meeting with Mary Behrle from NMRLS. This meeting was to review the survey results, the community vision statements and draft goals from the prior meetings. The Library Director gave a report on the progress of the long-range plan, and reviewed the major goals. The rest of the meeting was to discuss the various grant opportunities from MBLC. We reviewed how the grant applications and the long-range plan go together.

On September 9, 2009, the Board of Library Trustees approved the Langley-Adams Library Strategic Plan, 2011-2015.

## **Assessment of User Needs**

Results from the 2007 and the 2008 surveys, as well as the data gathered from our long-range planning meetings, indicate that Groveland residents would like the library to be a community place where people can gather. They would like to see a variety of events, meetings and forums for all ages to be happening at the library. Currently, we do not have space to hold medium to large audiences, and seek alternative places to hold library-sponsored programs. Our building is also not ADA compliant, and we strive to accommodate handicapped individuals. This is another reason we seek alternative places to hold events.

People need more quiet space within the library to work. There are no comfortable seating areas, except in the teen room. People responded that they would like to see computers and kid-friendly furniture in the children's area. In order to accommodate these needs, we will have to evaluate the current library's space and design.

The youth of Groveland are very important to the town. People value the children and teen programs highly, and state that it is a safe place for their children. We responded to our users' needs by creating a separate Youth Mission Statement.

There is a very diverse age population present in Groveland. Intergenerational programs, which promote younger generations learning about the history of Groveland, as well as other knowledge that seniors have is very important to families. We have started to build relationships with the Groveland Council on Aging to reach out to the seniors and find ways for the generations to come together.

There is also a great need to find ways to involve more men at the library. We need to look at our material collections, as well as our programs to reach out to them. We have had some dad programs that have been successful, and will continue to do that.

The majority (92.7%) of the survey participants said they had access to the internet at home. We need to respond to their need for remote access and their informational needs through the internet. We have created a website and use social networking tools like Facebook and Twitter to reach those people who are online. We have also purchased Library Insight online systems for signing up online for programs, viewing the online calendar, reserving museum passes online and this year we used the programs for our Summer Reading Program for all ages. People have responded very positively to being able to sign-up and access this information 24/7.

The number of hits on our website has increased over 500% this past year. The percentage of people who get their library information is 32.7%. This number will increase as the website is better maintained, and the online services are promoted.

In terms of materials, people are still checking out books (96.4%) with movies a close second (43.6%). We are collecting data on what types of books our patrons want and need and will continue to evaluate this to better serve them. This year we began circulating DVDs for adults and musical CDs for all ages. This has been very successful, and we will continue to purchase these materials for circulation.

When planning what we will do for the next five years, there are four areas that really stood out regarding how we should shape and deliver our programs and services. They are: Partnerships; Collaborations; Networking; and Marketing. We want to focus on being a community library through a variety of ways, including place/space, programs, building relationships within the community, awareness of resources and technology.

We need to respond to our users by providing them excellent customer service; recognizing the importance of every library user; a staff that has a thorough knowledge of professional library principles, methods, practices and programs; and having a strong commitment to public service.

## **Library Mission Statement**

The Langley-Adams Library provides a wide range of information and materials, using traditional and innovative methods, for all ages to promote, encourage and support the diverse needs within the community. The Library also provides a friendly space for the community which will encourage curiosity, free inquiry and lifelong learning. The Library Staff and Trustees are dedicated to providing the best service to all patrons.

## **Youth Services Mission Statement**

The Langley-Adams Library provides a safe and welcoming environment for children and teens to develop a lifelong interest in and appreciation for reading and learning.

The Library provides a variety of programs and services that bring families in the community together and foster a love of reading. The Library also provides a relevant collection of print and non-print materials that meet the developmental needs of the young people of Groveland.

## **Vision Statements**

The Langley-Adams Library provides a community place for the Town of Groveland by maintaining an inviting, modern facility where people want to gather.

The Langley-Adams Library anticipates and responds to the needs of our community by providing relevant programs for all ages, other in-library activities, and outreach programs.

The Langley-Adams Library supports diversity within the community by offering relevant materials, resources and learning opportunities.

The Langley-Adams Library builds relationships with the Town of Groveland, businesses, non-profits and other organizations to enhance activities and communications.

The Langley-Adams Library promotes the resources and services available to the community through effective marketing and branding campaigns.

The Langley-Adams Library adopts new technologies to enhance timely access to quality information and create patron independence.

The Langley-Adams Library provides excellent customer service and core library services by strengthening staff development & training.

# Library Goals

## Community Goals

**Goal 1. The Langley-Adams Library will be a modern facility that is welcoming and accessible to all, and will provide adequate space for programming.**

**Goal 2. The Langley-Adams Library will be an information center for the community.**

**Goal 3. The Langley-Adams Library will provide programs for all ages and promote diversity.**



## Service Goals

**Goal 1. The Langley-Adams Library will provide a variety of resources for every library user.**

**Goal 2. The Langley-Adams Library will provide quality customer service.**



**Goal 3. The Langley-Adams Library will provide volunteer opportunities.**

**Goal 4. The Langley-Adams Library will provide outreach services to the community.**

**Goal 5. The Langley-Adams Library will provide reference services.**

## Technology Goals

**Goal 1. The Langley-Adams Library will be an information hub for the community, utilizing current technologies and high speed Internet access to improve library services for the community including links to schools, Town agencies, businesses and organizations.**

**Goal 2. The Langley-Adams Library will improve and maintain network services, including wireless and telecommunication services.**

**Goal 3. The Langley-Adams Library will promote, maintain and improve the library's website for patrons to retrieve library information, as well as relevant links for school, town, etc.**



# Goals, Objectives & Actions

## FY2011-FY2015

### Community Goals

**Goal 1. By the end of FY2015, the Langley-Adams Library will be a modern facility that is welcoming and accessible to all, and will provide adequate space for programming.**

*Objective 1.1.* By the end of FY2011, a five year building maintenance plan will be created in conjunction with the town.

Action 1. By the end of FY2012, a needs assessment will be conducted with municipal partner and the ADA (American Disability Association).

Action 2. By the end of FY2015, recommendations will be implemented.

*Objective 1.2* By the end of FY2011, a Disaster Plan for the library will be created.

Action 1. By the end of FY2011, the library will be registered online for D-Plan (Online Disaster-Planning Tool) through MBLC

Action 2. By the end of FY2011, library staff will have attended workshops and trainings related to Disaster Plan Process and Documentation

Action 3. By the end of FY2011, a completed D-Plan template will be presented, approved and adopted by the Library Board of Trustees.

*Objective 1.3.* By the end of FY2013, the existing layout of the library will be redesigned.

Action 1. By the end of FY2011, there will be an investigation for alternative classification systems for adult print collection.

Action 2. By the end of FY2012, there will be visits to other libraries for ideas on layouts and designs of various spaces within the library.

Action 3. By the end of FY2012, there will be meetings with library consultant(s) [such as Tucker Associates] to get recommendations on better use of space.

*Objective 1.4.* By the end of FY2015, the current library will be expanded.

Action 1. By the end of FY2012, community input and other data will be gathered to develop plan for expansion.

Action 2. By the end of FY2013, the library will secure funding through Capital Improvement Committee, Library Board of Trustees, grants, etc.

Action 3. By the end of FY2015, the building plans developed from community input and other data collected from Action 1 will be executed.

**Goal 2. By the end of FY2015, the Langley-Adams Library will be an information center for the community.**

Objective 2.1. By the end of FY2011, remote patron access will be expanded and strengthened through library website.

Action 1. By the end of FY2011, the website will be redesigned to include community links and information.

Action 2. By the end of FY2011, public orientation assistance will be provided for the library website.

Objective 2.2. By the end of FY2013, there will be increased awareness of available resources through the consortium (MVLC) and Statewide Databases (MBLC).

Action 1. By the end of FY2011, resources will be publicized through promotional materials.

Action 2. By the end of FY2012, public assistance will be provided for all databases and informational resources

Objective 2.3. By the end of FY2015, partnerships will be explored to strengthen community information services.

Action 1. By the end of FY2013, there will be collaboration with schools, town departments and other local agencies and businesses to gather information.

Action 2. By the end of FY2013, ways to utilize community cable access channel information will be investigated.

Action 3. By the end of FY2014, a community directory will be created.

Action 4. By the end of FY2015, programs and services will be promoted through available space at the library.

Action 5. By the end of FY2015, collaborated programs will be encouraged.

**Goal 3. By the end of FY2015, the Langley-Adams Library will provide programs for all ages and promote diversity.**

Objective 3.1. By the end of FY2014, the library will anticipate and respond to the literacy needs of the community.

Action 1. By the end of FY2014, ongoing reader's advisory will be conducted by staff members.

Action 2. By the end of FY2014, schools will be surveyed about the literacy needs for families (such as ESL, disability, parenting, etc.)

Objective 3.2. By the end of FY2014, there will be an expansion of programs for all ages.

Action 1. By the end of FY2011, the library will maintain and evaluate current children and teen programs.

Action 2. By the end of FY2012, programs will be improved and expanded for adults.

Action 3. By the end of FY2013, programs will be created that include various generations and cultures.

Action 4. By the end of FY2013, opportunities will be provided for community members to gather.

Action 5. By the end of FY2014, input from all ages about programs and activities they would like to engage in will be collected and evaluated.

## **Service Goals**

**Goal 1. By the end of FY2015, the Langley-Adams Library will provide a variety of resources for every library user.**

*Objective 1.1* By the end of FY2011, the library will maintain and grow a collection of print and non-print materials based on patron's needs and interests.

Action 1. By the end of FY2011, collection and weeding policies will be revised to reflect current recommendations by ALA (American Library Association) and CREW methodology.

Action 2. By the end of FY2012, a patron request form will be created to use in-library, as well as online.

Action 3. By the end of FY2013, the library will have continued to utilize NMRLS Supplementary Collections for both adults and youth.

Action 4. By the end of FY2014, books will be purchased to meet the demands of patron's request (such as best-selling titles).

*Objective 1.2* By the end of FY2011, a materials budget will be evaluated and established to ensure meeting State Aid for the Municipal Appropriation Requirement (MAR).

Action 1. By the end of FY2011, adult, youth and media line item budgets will be evaluated.

Action 2. By the end of FY2012, alternative funding sources (Trust funds, Friends, Annual Appeal, grants, etc.) will be investigated.

**Goal 2. By the end of FY2015, the Langley-Adams Library will provide quality customer service.**

*Objective 2.1* By the end of FY2011 training and professional development opportunities will be provided for the staff, including volunteers.

Action 1. By the end of FY2015, there will be continued use of MVLC and NMRLS classes, workshops and in-house training programs.

Action 2. By the end of FY2013, opportunities will be found to attend through various webinars and online trainings.

*Objective 2.2* By the end of FY2015, an informal and formal patron evaluation will be developed to evaluate the library's customer service.

Action 1. By the end of FY2011, there will be a patron suggestion box and online "recommendations" form.

Action 2. By the end of FY2012, feedback from day-to-day interactions with patrons will be gathered.

Action 3. By the end of FY2015, a formal survey tool to use on an annual basis will be created and utilized.

**Goal 3. By the end of FY2012, the Langley-Adams Library will provide volunteer opportunities.**

Objective 3.1 By the end of FY2011, a formal Adult Volunteer Program will be established.

Action 1. By the end of FY2011, procedures and guidelines will be investigated for recruiting volunteers.

Action 2. By the end of FY2011, orientation and training programs will be created and implemented.

Action 3. By the end of FY2012, volunteer opportunities (such as homebound service delivery, clerical duties, Adopt-A-Shelf, etc.) will be promoted.

Action 4. By the end of FY2012, the library will collaborate with local partners, such as COA, local senior communities, and other organizations to recruit and promote volunteerism in the community.

Objective 3.2 By the end of FY2011, the Teen Volunteer Program will be improved and enhanced.

Action 1. By the end of FY2012, the existing program will be expanded.

Action 2. By the end of FY2012, volunteer opportunities will be promoted through various venues, such as schools, recreation, and sports programs.

Action 3. By the end of FY2012, there will be recruitment efforts for future Student Page applicants.

Action 4. By the end of FY2011, training and orientation procedures currently in place will be evaluated.

**Goal 4. By the end of FY2015, the Langley-Adams Library will provide outreach services to the community.**

Objective 4.1 By the end of FY2011, a home-bound delivery service program will be implemented.

Action 1. By the end of FY2011, the library will collaborate with the COA, schools, churches and other entities to learn more about the needs of home-bound community members.

Action 2. By the end of FY2012, a reader's advisory questionnaire will be developed.

Action 3. By the end of FY2013, individualized programs based on data collected will be planned and executed.

Action 4. By the end of FY2014, we will investigate grant and other funding sources to provide transportation options

Objective 4.2 By the end of FY2014, we will explore the information resource needs for the municipal/business community.

Action 1. By the end of FY2013, we will conduct a survey and evaluate information and data collected.

Action 2. By the end of FY2014, we will initiate programs and develop resources based on needs and interests of local municipality and businesses.

Action 3. By the end of FY2014, we will publicize and market resources through direct mailings, website, Greater Haverhill Chamber of Commerce, etc.

**Goal 5. By the end of FY2012, the Langley-Adams Library will provide reference services.**

Objective 5.1 By the end of FY2011, we will increase awareness of reference services available in the library and through remote access.

Action 1. By the end of FY2011, we will publicize and promote MassAnswers, a 24/7 reference center open to all NMRLS libraries.

Action 2. By the end of FY2012, we will create fact sheets related to frequently asked questions, and certain topics of interests to community members.

Action 3. By the end of FY2012, reference strategies will be created for staff members to assist in reference questions.

Objective 5.2 By the end of FY2014, a plan will be created on the preservation of historical documents, books and sources of information.

Action 1. By the end of FY2012, historical materials will be assessed and re-evaluated based on current and past recommendations.

Action 2. By the end of FY2013, we will explore digitization and preservation methods with Northeast Document Conservation Center (NDCC).

Action 3. By the end of FY2014, we will create a partnership with NDCC, the Groveland Historical Society and other preservation institutions.

Action 4. By the end of FY2014, grants and other funding sources for this type of project will be researched and submitted for approval.

## **Technology Goals**

**Goal 1. By the end of FY2013, Langley-Adams Library will be an information hub for the community, utilizing current technologies and high speed Internet access to improve library services for the community including links to schools, Town agencies, businesses and organizations.**

*Objective 1.1.* By the end of FY2011, we will expand and enhance public access through technology.

Action 1. By the end of FY2011, an annual replacement schedule will be created for the upgrade of public and staff computers and printers.

Action 2. By the end of FY2012, we will increase access to subscription online databases, providing access within the library, as well as from home.

Action 3. By the end of FY2012, a complete and comprehensive technology equipment inventory will be done.

*Objective 1.2.* By the end of FY2011, we will provide staff with hardware, software and training required to provide excellent service.

Action 1. By the end of FY2011, we will utilize trainings provided by MVLC, NMRLS and other continuing educational opportunities to help keep staff up-to-date on new and updated technological advances.

Action 2. By the end of FY2012, we will participate in Groveland's Community Cable Committee in some capacity.

Action 3. By the end of FY2012, all new staff hires must be computer literate.

Action 4. By the end of FY2013, all staff will be required to attend at least one computer workshop per year.

**Goal 2. By the end of FY2013, the Langley-Adams Library will improve and maintain network services, including wireless and telecommunication services.**

*Objective 2.1* By the end of FY2012, we will provide the fastest Internet connection as delivery of information formats requires.

Action 1. By the end of FY2012, we will work with MVLC on upgrades of integrated library automated systems.

Action 2. By the end of FY2013, annual assessments will be conducted of telecommunications, hardware and software needed for providing optimal service.

Action 3. By the end of FY2013, a budget will be developed for purchase and maintenance of hardware, UPS equipment (uninterrupted power supply), upgrades to software programs, and telecommunications cabling and equipment.

Objective 2.2. By the end of FY2015, the wireless network will be maintained on an annual basis throughout the library.

Action 1. By the end of FY2015, all wireless access points will be maintained.

Action 2. By the end of FY2013, printing options from laptops and other mobile devices for patrons and staff will be investigated.

Objective 2.3 By the end of FY2015, we will provide high speed telecommunications connections that will allow the library to provide excellent service for staff and patrons.

Action 1. By the end of FY2011, a second phone line off of main library line will be installed.

Action 2. By the end of FY2012, upgrades for phone equipment will be made as necessary.

Action 3. By the end of FY2012, cost feasibility to use fax machine for patron use will be investigated.

**Goal 3. By the end of FY2013, the Langley-Adams Library will promote, maintain and improve the library's website for patrons to retrieve library information, as well as relevant links for school, town, etc.**

Objective 3.1 By the end of FY2012, we will expand usefulness, functionality and access to current information.

Action 1. By the end of FY2012, we will evaluate the current website design and its functionality and ease of use by patrons.

Action 2. By the end of FY2012, we will promote the Library website through such places like news releases, school newsletters, and online sources like Facebook.

Action 3. By the end of FY2013, all staff will be trained on web software.

Action 4. By the end of FY2013, we will fund and upgrade website software, such as Dreamweaver to keep website current.

Action 5. By the end of FY2013, we will be using social networking tools and other software to keep up-to-date and timely information on the website.

Objective 3.2 By the end of FY2013, we will provide information and links related to schools, town, e-government, etc. through the Library's website.

Action 1. By the end of FY2012, we will investigate school and town links to put on website.

Action 2. By the end of FY2012, we will research e-government sites for relevant links and information.

Action 3. By the end of FY2013, functionality of website using relevant links will be evaluated.

Action 4. By the end of FY2013, schools and town websites will be encouraged to include the Library's website link to their websites.

## Community Overview

Groveland is a town in Essex County, located on the Merrimack River. Groveland was incorporated in 1850. Groveland has an open town meeting each year, and most officials are elected to their positions.

Groveland's population at the time of the 2000 census was 6,038, and the average age was 36 years old. There were 2,096 households and the median income was \$69,167. Thirty-four percent of people over the age of 25 have their Bachelor's degrees or higher. (Based on the U.S. Census Bureau, 2000)

Groveland is primarily made up of family households and there is a very low residential turnover. Its population is also continuing to grow. Its location north of Boston, and its accessibility to major highways makes it attractive for people working near or around the city. There is one elementary school, and the middle and high schools are part of the Pentucket Regional School District, with the towns of West Newbury and Merrimac.

People of Groveland are most proud of the schools, the friendliness of the town and the recreational facilities along the river. There is a strong sense of community involvement in this town.

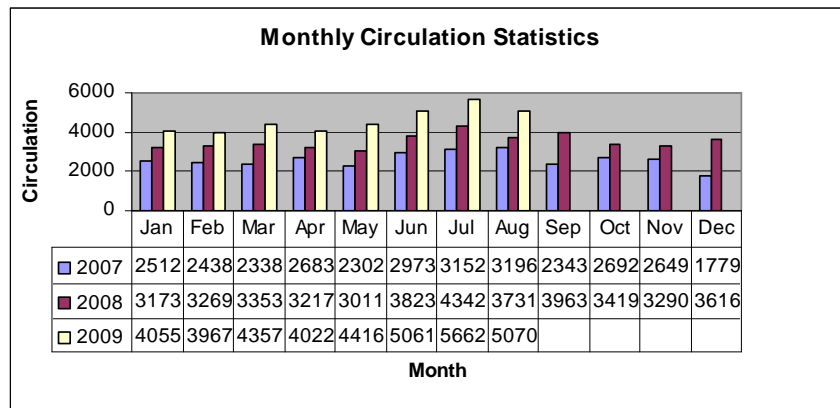
# Library Overview

The current library building was built in 1976, and is part of the municipal complex in the center of town. It is part of the Merrimack Valley Library Consortium, and is part of the Northeast Massachusetts Regional Library.

Based on the FY2010, Annual Report Information Survey (ARIS) the library has:

- Holdings: Books – 30,352
- Audio - 1,241
- Video - 1,000
- Serial Subscriptions – 49
- Annual circulation: 48,042
- Books loaned to other libraries: 4,357
- Books provided by other libraries: 6,675

The library has experienced a 35% increase in circulation this past year. The Merrimack Valley Library Consortium had over a 7% increase in circulation for all libraries from FY2008 to FY2009. The Langley-Adams Library had the second highest percentage increase of the 35 libraries in the consortium. The library also increased Interlibrary Loan circulation to other libraries by 70% and loans provided by other libraries to Groveland increased 46%.



**This graph shows the upward pattern of circulation for the past three years.**

The following changes have occurred in the last twelve months:

- Open on Saturdays and earlier hours on Friday
- Eight new public access computers
- Library has been rearranged with a more open floor plan which allows patrons to see and access the collections easier. This also allowed more formats (such as DVDs) to be part of the library’s collection.
- Adult programming
- Teen Room was created and materials bought to support young adult literacy.
- Partnership with Groveland’s Council on Aging for daytime book group and other activities
- Creation of a website and use of social media tools, such as Facebook
- Promotional materials: calendars, brochures, newsletters, both printed and online
- Online registration for programs and museum pass reservations
- Updated policies, including Child Safety and Internet Guidelines
- Revised and new job descriptions created
- New collection formats purchased (DVDs for adults, musical CDs, and Playaways)

# Community Survey 2008

## Langley-Adams Library Services and Program Survey 2008

In an effort to provide outstanding library service for the Town of Groveland, the Langley-Adams Library is collecting feedback from community members about current services and programs. Please take a few minutes to complete this survey. Your feedback is essential and we welcome your views regardless of whether you currently use the library's services. The results of this survey will help us develop the Long-Range Library Plan of Service for the next five years.

**Please return this form to boxes at the Library or Town Hall in Groveland by December 20, 2008.** You may also complete the survey online by going to our website, [www.langleyadamslib.org](http://www.langleyadamslib.org) and clicking on the link to the survey.

Please help us analyze your responses by supplying the following:

1. Gender:    Female            Male
2. Age:    Under 12    13-18    19-30    31-39    40-54    55-64    65+
3. Do you have a library card?    Yes            No
4. Do you have internet access at home?    Yes    No
5. How often do you use the library? (Check one)  
Once a week    Once a month    3-6 times a year    I do not use the library
6. What prevents you from using the library? (Check all that apply)  
Doesn't have what I need/want            Library is too noisy/crowded            Buy my materials  
Can't get to the library            Library hours are inconvenient            Other \_\_\_\_\_  
Use another library            Use the internet to get what I need  
Unpleasant past experience
7. If you do not visit the library often or at all, what could we do to bring you back?
8. How often do you find what you need at the library-either in the library or through interlibrary loan (requesting something from another library)?  
 Always    Frequently    Sometimes     Never
9. Are you satisfied with the facility (space, clean, safe, etc)?  
Excellent    Good             Fair             Poor
10. If you checked "Fair" or "Poor", please explain. \_\_\_\_\_

**11.** How would you rate service from our staff?

- |                   |                                    |                               |                               |                               |
|-------------------|------------------------------------|-------------------------------|-------------------------------|-------------------------------|
| Staff helpfulness | <input type="checkbox"/> Excellent | <input type="checkbox"/> Good | <input type="checkbox"/> Fair | <input type="checkbox"/> Poor |
| Staff knowledge   | <input type="checkbox"/> Excellent | <input type="checkbox"/> Good | <input type="checkbox"/> Fair | <input type="checkbox"/> Poor |
| Staff courtesy    | <input type="checkbox"/> Excellent | <input type="checkbox"/> Good | <input type="checkbox"/> Fair | <input type="checkbox"/> Poor |

**12.** For what purposes do you use the library? (check all that apply)

- |                                      |  |   |
|--------------------------------------|--|---|
| <input type="checkbox"/> Books       | <input type="checkbox"/> Information/Reference | <input type="checkbox"/> School/education   |
| <input type="checkbox"/> Audio Books | <input type="checkbox"/> Computers/internet    | <input type="checkbox"/> Studying/tutoring  |
| <input type="checkbox"/> Movies      | <input type="checkbox"/> Children's programs   | <input type="checkbox"/> Attending meetings |
| <input type="checkbox"/> Music       | <input type="checkbox"/> Adult programs        | <input type="checkbox"/> Photocopier        |
| <input type="checkbox"/> Newspapers  | <input type="checkbox"/> Interlibrary loan     |   |
| <input type="checkbox"/> Magazines   | <input type="checkbox"/> Museum passes         |   |

**13.** What types of programs and/or materials would you like the library to offer that it currently does not?

**14.** Do you use the library's website?  Yes  No  Didn't know it existed

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

- Library's website
- Library newsletter/brochures
- Flyers and posters
- Cable television
- Notices sent home with child from school
- Word of mouth
- Local Newspapers

16. What could we do to make your Langley-Adams Library experience better?

17. What does the Langley-Adams Library offer that you value the most?

18. Are there other comments or suggestions you have that have not been addressed in the above questions?

***Thank you for taking the time to complete this survey. Look for survey results in late January and for the Long-Range Plan in late February.***

# Community Survey Results

- Analyzing 55 responses.
- Generated on January 6, 2009 by Scott Kehoe, NMRLS.

## Q.1 Gender:

	Count	Percentage of Total Sample
Female	46	83.6%
Male	9	16.4%

## Q.2 Age:

	Count	Percentage of Total Sample
Under 12	0	0.0%
13-18	5	9.1%
19-30	1	1.8%
31-39	11	20.0%
40-54	23	41.8%
55-64	7	12.7%
65+	8	14.5%

## Q.3 Do you have a library card?

	Count	Percentage of Total Sample
Yes	53	96.4%
No	0	0.0%

## Q.4 Do you have internet access at home?

	Count	Percentage of Total Sample
Yes	51	92.7%
No	4	7.3%

## Q.5 How often do you use the library? (Check one)

	Count	Percentage of Total Sample
Once a week	36	65.5%
Once a month	15	27.3%
3-6 times a year	4	7.3%
I do not use the library	0	0.0%

## Q.6 What prevents you from using the library? (Check all that apply)

	Count	Percent of Total Sample
Doesn't have what I need/want	3	5.5%
Can't get to the library	2	3.6%
Use another library	6	10.9%
Unpleasant past experience	1	1.8%
Library is too noisy/crowded	0	0.0%
Library hours are inconvenient	6	10.9%
Use the internet to get what I need	1	1.8%
Buy my materials	1	1.8%
Other	10	18.2%

**Q.6 - Other**

- I use the library as needed -- nothing prevents me
- Busy schedule
- Have always used Haverhill Public Library as
- Have always used Haverhill Public Library as
- I tend to like to read the current bestsellers but seem to have a hard time finding them at the library. It would be great if there was a table with the current NYT Bestseller list and any selection that the library has on display.
- busy
- There are none. I love it. 0 complaints
- At LangleyAdams recently on several visits, children were very noisy at computers....library staff did not intervene...I asked the children to settle down.....would suggest parental supervision of certain aged children at computers as there is limited nu
- Library staff needs to intervene with children more who are noisy
- Nothing, I LOVE THE LIBRARY!

Sample Answering: 10 responses

**Q.7 If you do not visit the library often or at all, what could we do to bring you back?**

- Extend hours and events that better suit parents that work 8-5.
- More current books...new releases
- I LOVE THE LIBRARY!!! The new teen room is great!!!
- You are already bringing me back. An active, vital Friends of the Library would be wonderful, but doesn't seem to be happening right now.
- I volunteer, and the activities are excellent!
- I am planning to start utilizing the Llibrary now with all the improvements..always went to Haverhill Library because it met my needs/kids needs betterat the time.
- Would advise better supervision of children at computers i.e.,speaking to children about sharing computer space with others.Parental supervision of children while at library needs to be assessed...Thank you!
- I usually have to do an interlibrary loan to get what I am looking for. I also find the computer card catalog difficult to use.
- n/a
- expand magazine subscription offerings, such as Fortune, Inc., wired, MS, Forbes, Vanity Fair... Also DVD's

Sample Answering: 10 responses

**Q.8 How often do you find what you need at the library-either in the library or through interlibrary loan (requesting something from another library)?**

	Count	Percentage of Total Sample
Always	26	47.3%
Frequently	20	36.4%
Sometimes	5	9.1%
Never	1	1.8%

**Q.9 Are you satisfied with the facility (space, clean, safe, etc)?**

	Count	Percentage of Total Sample
Excellent	28	50.9%
Good	21	38.2%
Fair	4	7.3%
Poor	0	0.0%

**Q.10 If you checked "Fair" or "Poor", please explain.**

- with the recent explosion in services and programs the library needs more space!
- Much more open and fun than previously!
- I wish it were larger so that there could be smaller reading areas. Other than the knitting club I hardly ever see people reading or studying at the large tables. Maybe it is the hours, but I have never spent time at the library. I have on occasion spent hours at Haverhill or Andover.
- space to expand collection and conduct special programs is limited

- I do not like the "office" set up in the children's section. It is in poor taste to utilize the space in such a way... especially since it's the first thing you see when entering. USE THE SPACE FOR THE CHILDREN.

- larger space for sitting and reading. I would like comfortable chairs and a larger library.

Sample Answering: 6 responses

**Q.Q11 How would you rate service from our staff? - A**

Topic	Excellent	Good	Fair	Poor
Staff helpfulness	44	9	0	0
Staff knowledge	42	10	1	0
Staff courtesy	43	9	1	0

**Q.12 For what purposes do you use the library? (check all that apply)**

	Count	Percent of Total Sample
Books	53	96.4%
Audio Books	12	21.8%
Movies	24	43.6%
Music	14	25.5%
Newspapers	2	3.6%
Magazines	20	36.4%
Information/Reference	11	20.0%
Computers/internet	9	16.4%
Children's programs	20	36.4%
Adult programs	12	21.8%
Interlibrary loan	28	50.9%
Museum passes	16	29.1%
School/education	8	14.5%
Studying/tutoring	2	3.6%
Attending meetings	12	21.8%
Photocopier	5	9.1%

**Q.13 What types of programs and/or materials would you like the library to offer that it currently does not?**

- childrens activities after 5 or on the weekends
- I would enjoy more author visits.
- Better copy machine for public use, greater connection between school district/teachers/assignments,
- A lively and interesting book club would be wonderful. Several of my friends, as well as myself have dropped out over the years as the formula never seemed to change. Perhaps a variation in the facilitator?
- maybe something more for adult MEN! Seems there are many opportunities for women, young adults and children - or do men not get involved? (unless there is a family-oriented program going on - then you see dads)
- More audio books and DVDs
- Maybe have the astronomy club from Veasey come and visit at night. Along the same lines have theme weeks or months when the library presents a speaker etc and then has additional material available. Sponsor a read-a-thon overnight as a fundraiser. I think kids would think it fun to stay up late reading to raise money.
- more book groups. adult education
- More preschool/Children's programs on Saturdays or later in the day.
- Jewelry magazine, maybe more dvds & magazines
- adult poetry section, more updated children's nonfiction books, more first readers, speakers for 30-50 yr olds, parenting programs/speakers, writing/grammar lessons, hold programs that teach "everyday math" to parents
- other museum passes

Sample Answering: 12 responses

**Q.14 Do you use the library's website?**

	Count	Percentage of Total Sample
Yes	30	54.5%
No	12	21.8%
Didn't know it existed	9	16.4%

**Q.15 How do you hear about upcoming library programs and events? (Check all that apply)**

	Count	Percent of Total Sample
Library's website	18	32.7%
Library newsletter/brochures	28	50.9%
Flyers and posters	20	36.4%
Cable television	5	9.1%
Notices sent home with child from school	6	10.9%
Word of mouth	22	40.0%
Local Newspapers	14	25.5%

**Q.16 What could we do to make your Langley-Adams Library experience better?**

- Continue to increase public awareness of the changes, additional hours, programming etc, so that funding can be increased in the future.
- Expanded hours
- The Library seems to be filling a great need as a place for teens to enjoy. The services to seniors are wonderful. Perhaps more comfortable and inviting seating areas?
- A bigger budget for more books, staff, programs - more of what you are beginning to do now - in these times that's a dream, but who knows in the future? I'd be interested in volunteering to read to someone who would need/like that service - and maybe to post/organize it. I'll ask at the library later to see if there might be a need.
- I think the Library is already a great place.
- expansion would be wonderful
- Open until 6 PM on Tuesday, Thursday and Friday so that we could get our material after work. Opening Saturday is great, but other times we are not able to get to the library before closing.
- n/a
- good experience/for children & online books
- I am very happy with the way things are.
- Improve the children's area. It's not vibrant.
- Expand your hours and better heating.Thanks!
- Keeping new releases (books) at eye level, rather than having to "bend" down to see the titles !  
Now that I am older, it's not easy to bend as much!
- keep Saturdays open year round
- The web site is a great idea. I'm glad to be able to find out about upcoming events, but the graphics are sort-of lame. The clip art seems to be from Windows 3.11 and the colors are harsh rather than soothing.
- more later evenings (open til 8pm), library drive up bookdrop box. Coordinate with other libraries to avoid having summer events on same nights
- It's just fine
- quiet study room
- ask town for more money for an updated library.
- have registration signup on internet for children's programs
- nicer staff. there's only two women that are friendly.

*Sample Answering: 21 responses*

**Q.17 What does the Langley-Adams Library offer that you value the most?**

- Friendliness and assistance
- I enjoy the Book Club.
- The strong community connection and program offerings are crucial to the small town feel of Groveland.
- bring in books that they don't have
- childrens programs, summer programs
- willingness to locate books not found thru MVLC and friendly staff.
- Teen Room, great staff!
- WONDERFUL youth program - love that Ms. Lipkin is engaging young adults! Inter-library loan is wonderful; no need to travel to other libraries. Every community needs a library!
- location and convenience of having a library in our own town, the accesability for my child to walk/ride bike to library, safe location.
- As a lifelong Groveland resident who traveled out of town to enjoy professional library services for over 25 years it is indeed a pleasure to finally have a library we, as a town can be proud to frequent. The Langley-Adams Library, at long last, has a professional Director and a well-trained staff and is no longer run as a private enclave.
- I feel that the Langley-Adams Library is a community-based library and that there are opportunities for me to gather at the Library with Groveland residents.
- Friendly people who love books, can recommend books - you have nice staff!
- I like all the vounteering opputunities and the Teen programs.
- inter-library loan ; teen programs
- Extended hours and new teen focus
- Interlibrary loan, helpful staff. The past year has been the best out of the 20 years I have visited, it is actually inviting now. I have noticed that few people realize they have the interlibrary loan program available (30-60 year old friends in town).
- ethusiastic, helpful staff New director has brought an exciting range of programs outreach and services to the community along with her new team
- Summer reading program is fantastic, for all ages.
- Children's Room and programs
- sense of community
- information, books, exciting programs
- great hours, childrens programs, friendly staff
- its small town atmosphere
- childrens programs
- Friendliness of staff, helpful, Gina is fabulous. Great children's programs!
- Children's programs, children's selection & inter-library.
- Easy parking...good selection of books.
- Selection of books!
- friendly staff, interlibrary exchange
- I like the helpful, knowledgeable and courteous staff, Gail in particular. She has my books ready before I even enter the building and she's always treated us like family.
- interlibrary loan, computerized access
- helpfulness & friendliness
- Convenient location, excellent service, wonderful staff. Convenient hours, especially Saturdays.
- books/meetings/clubs
- interlibrary loans
- Local, pleasant helpful staff.
- story time, mixed ages
- Great selection of new books & interlibrary loan system.

*Sample Answering: 38 responses*

**Q.18 Are there other comments or suggestions you have that have not been addressed in the above questions?**

- The changes that have occurred since I filled out the last long range planning survey are amazing. Many of my past concerns, complaints and observations have already been addressed or are in the works. The atmosphere and professionalism are much more vibrant and positive. I can come with my husband and children (Bagnall, MS & HS) and everyone can find a resource or program that is of interest to them. THANK YOU!
- You really did a good job with the teen room!
- I believe the staff and trustees have made great improvements in the past year, keep up the good work!
- A Library that is opened more evenings would allow more time for additional programs as well as computer and teen access.
- I'm not sure the kids would participate, but if the library were open until 9 PM a few weeknights they may be able to do projects with other school kids at the library instead of at home where there aren't as many resources.
- no
- None. Thank you. Keep up the great work.
- Since the website is under construction (I just tried several links & they do not work yet) take a cue from the West Newbury website-- it's much more attractive (nice on the eyes) & easy to maneuver through. Children's is super.
- Would be great if funding were available to add more computers to create a children's computer area similar to other local library set ups for the future. thank you!
- I find the library personnel exceptionally friendly and helpful.
- offering a opt in email mailing list for current/upcoming events at the library.
- My only suggestions would be with the lay-out of the library: •I dislike seeing a librarian's desk in the children's room; It looks cluttered and a children's room is for children so they should be able to use everything in that room. "Now don't touch the computer, dear, get your hands out of those drawers"! I'd like to see a comfortable sitting area for the moms and dads and grandparents to share with their kids or to simply keep an eye on the little ones. • I don't have a need for the computers, but I would think a more private area would be nice; I'd find it extremely distracting to sit there while all the people checking out books looked over my shoulder. • The teen room is a great idea; keep up the good work there! It looks so cozy, I almost expected to find an espresso machine! • The couch area is nice (away from the front door traffic) but I wish there were more comfy chairs scattered elsewhere in the library so a person could sit somewhere when the knitters or other groups occupying that space. OK, after you buy 45-50 soft chairs, hire a team of movers to rearrange the place, you'll never get us rid of us! Thanks for considering all our input.
- I would suggest holding the book sale for an entire week independent of Groveland Day; later in the fall; have it open all day; (West Newbury does this and earns \$1000's and pays for all their museum passes.)
- no
- thank you, we have a wonderful time every time we visit this library
- This library makes me proud to be a Groveland resident. I LOVE LANGLEY ADAMS LIBRARY.

*Sample Answering: 16 responses*