Amesbury Public Library
Long Range Plan
FY2017-FY2021

Amesbury Public Library
149 Main Street
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www.amesburylibrary.org
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Appendix: Community Survey
Acknowledgements

We would like to thank the following people who attended and participated in the development of this Long Range Plan:

**Community Planning Committee**

Kimberly Butler
Annmary Connor
Kassandra Grove
Nicole Harry
Kristin ten Bensel
Mary Testa

We would like to thank Mary Behrle for her facilitation of our committee meetings and her guidance in the planning process.
Overview

The City of Amesbury is constantly changing and growing and the library wants to make sure that we are able to fit the needs of the community. It is time once again to take a look at our Strategic Plan and see if we are meeting those needs.

Strategic Planning (aka: Long Range Plan) is a requirement of the Massachusetts Board of Library Commissioners (MBLC). Libraries must have an approved Long-Range Plan on file with the MBLC in order to apply for grants from the state.

The process of this plan has been many months in the making. It’s goal is to bring focus to the library services over the next 5 years and to attempt to identify where the community of Amesbury has expressed a need.

Library staff will also use this as a guide for planning programs as well as help guide the Library Director and the Board of Trustees to decide where to spend funding to allow for the most effective use.

Erin Matlin
Library Director
Board of Trustees

Mary Dunford, Chair
Gail Browne, Vice Chair
Stephen Dunford, Secretary
Laura Buckley
Roger Deschenes
Rebecca Jordan
Gretchen Marinopoulos
James Sullivan
Kristin ten Bensel

Library Administration

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Kimberly Butler, Assistant Director
Library Staff

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Rachel Alexander
Suzanne Cote
Clare Dombrowski
Theo Kontos
Julie Lemieux
Polly Moulton
Michaela Pelletier
Meghan Petersen
Dorothy Purdy
Sarah Seamans
Margie Walker
Our Mission:
The Amesbury Public Library, under the authority of its Board of Trustees, strives to provide the best possible resources and services to fulfill the educational, cultural, personal development, social, and recreational needs of the community.

Our Vision:
The Amesbury Public Library will be the center of the community’s intellectual, social, and educational life, drawing together the finest resources, providing lifelong enrichment and activities, and working cooperatively with town government, cultural institutions, and social service organizations to enrich the lives of the people of Amesbury.
Amesbury Community Description

Amesbury is a city in Essex County, Massachusetts, located on the left bank of the Merrimack River near its mouth. The population was 16,283 at the 2010 census, 2013 estimate is 16,650 (an increase of 2.3% in 3 years)! A former farming and mill town, Amesbury is today largely residential. It is one of the two northernmost towns in Massachusetts.

Amesbury has deep roots in history that are honored and treasured. As the home to well-known figures like John Greenleaf Whittier and Mary Baker Eddy, and the history of being one of the most important carriage makers in the world.

Today Amesbury is a city with growth in business and people. It is a busy city that is home to many shops and restaurants. Throughout the year Amesbury has many community events that bring out the spirit that is so vibrant, these events include Amesbury Days, Relay for Life, Junior Promenade and many more.

Form of Government:
Amesbury has a Mayor/Council form of government.

Current Mayor: Ken Gray

Current Council Members: Joseph W. McMilleon: President; Eric T. Bezanson; Anne R. Ferguson; Donna M. McClure; Paul M. Sickorez, Vice President; Mary Louise Bartley; F. David Moavenzadeh; Robert W. Lavoie; and Jonathan B. Sherwood.
Snapshot of the Amesbury Public Library

The Building

The Amesbury Public Library was officially opened in 1902 in its current location at 149 Main Street.

The building is approximately 11,000 square feet.

Hours of Service

Monday—Wednesday 10-8  
Thursday—Friday 10-5  
Saturdays (Labor Day - Memorial Day) 10-5  
(Summer Saturdays 10-1)

We are part of the Merrimack Valley Library Consortium (MVLC) and are connected to 36 other libraries.

Holdings

As of June 2015 the library had approximately 12,340 card holders.

As of June 2014 we have approximately over 73,500 items that circulate to our patrons. (This includes books, magazines, ebooks, databases, dvds, music cds and so much more.)

We have an extensive digital downloadable book collection.

Services

-We have 6 Internet Computers with a black and white printer that are available to the public.
-3 Active book clubs
-A secure vault that houses an extensive local history collection which includes, paintings, manuscripts, microfilm, and local artifacts.
-Programming for all ages, ranging from storytimes, teen game clubs, author visits, outdoor concerts and so much more.

APL Friends Group

Consisting of 9 officers and over 80 members, the friends are an incredible asset to the APL. Since we do not have a program line in our budget the friends pay for all of our programming and in addition our museum pass program. Join today!

The mission of the Friends of the Amesbury Public Library, as a volunteer organization, is to support the Library and staff, to enhance the resources and services of the Library, and to enrich our community. We focus our attention on the local and extended community of library patrons and accomplish our mission through collaboration, fundraising, allocation of funds, and sponsorship of programs for the community.
Assessment of User Needs

The community vision exercise conducted by our planning committee during the second Long-Range Planning Committee meeting and the community survey helped determine the goals and objectives for the strategic plan. Both exercises provided the library with a list of needs and ideas to focus on. Specifically, we learned that we need to offer:

- new and exciting leading technology. Some suggestions from the survey included a library app, scanner, fax machine, wireless printing, streaming video/movies, more computer stations, and color printing.

  (the request for a library app was made by over 42%, the request for a scanner was made by over 39%, the request for a fax machine was made by over 35%, the request for wireless printing was made by over 29%, the request for streaming video/movies was made by over 28% of our patrons)

- provide better access and knowledge of information about the library and what we provide as services. According to the survey, some of our patrons did not know we offered certain services, for example: computer programs, local history/genealogy programs, museum passes, author talks, adult book groups, DVD collection that you can check out for free, downloadable audio books and more.

  (we learned that only a little over 31% learn about library events from emails from the library and 25% of patrons from the library website and only a little over 11% learn from the library facebook page, and Daily News)

- continued growth to our collection, this was suggested for pretty much all of our areas, fiction, non-fiction, and even adding to our Overdrive (downloadable books) collection.

  (the request for more fiction was made by over 40%, the request for more non-fiction was made by over 35%, and the request to add to our Overdrive collection was made by over 24% (this tied with the request to add to the DVD collection) of the participants.)

- more programs. Some suggestions offered were, self-help, more adult and local history programs, crafting programs, more author visits, exercise programs, and many more.

  (only a little over 39% go to children’s programs/special events, a little over 28% have attended Adult Programs and a little over 29% of our patrons have never attended programs here at the APL)

- a safer, up to date facility. There were a number of comments related to the building and the challenges related to it’s age. Some comments were related to challenges parking, accessibility to the upstairs children’s room, access to the bathrooms in the lower level, and the need for more/larger space.

  (a little over 24% of our patrons find that parking is challenging, and a little over 15% of our patrons said that they have challenges accessing areas in the building)

- a meeting space that could be used for community groups, or patrons.

  (this request was made by over 60% of the participants).
Goals and Objectives FY2017-FY2021

**Goal 1:** By the end of 2021, library patrons will have access to new technology that will provide a much needed demand. Amesbury Public Library will be on the leading edge focusing on new and innovative technology that will help improve the everyday lives of our patrons.

**FY2017: Objective for Goal 1**
*The library budget will provide a line item in it’s budget that will specifically be used for library technology.

*The library will draft a Technology Plan to inventory the library’s current technology, assess demand of technology and incorporate new technologies to the library.

*The Director and Assistant Director will explore the possibility and costs associated with implementing an online staff scheduling system (i.e. When to Work).

**FY2018: Objective for Goal 1**
*Director, with input from Technology Librarian, will develop an annual report for technology needs and upgrades and present it to the Board of Trustees annually.

*Purchase and install barcode scanners that are compatible with mobile devices.

*The library will offer a mobile app (or equal/similar technology). This should give access to the library catalog, renewals, and requests.

**FY2019: Objective for Goal 1**
*A minimum of two additional public internet stations will be added. Explore the possibility of adding public internet station to the Teen area.

*Staff technology competencies will be established. Each staff member will evaluate themselves and with the Director and Assistant Director will develop an individualized training plan to increase these competencies.

**FY2020: Objective for Goal 1**
*The library will offer color printing and wireless printing to our patrons.

*Engage a professional to redesign and facilitate new Library web site. Pursue pro-bono work through local web development companies such as iMarc.

*Improve computer services to include adaptive technology and media.

**FY2021: Objective for Goal 1**
*The library will offer streaming video/movies to our patrons.

*The library will look into offering a self-checkout station in the Children's Room.

*The library will work with the consortium and Evergreen developers to offer patrons the option of paying fines and fees online.

*The library will develop an online reader’s advisory form/option.
Goals and Objectives FY2017-FY2021

**Goal 2:** By the end of 2021 Amesbury Public Library will provide better access and knowledge of information of what services, programs, and resources the library has to offer.

**FY2017: Objective for Goal 2**
*The library will update and promote email notification service through Constant Contact (or other email notification system).

*The library will continue to participate in town wide community events (Amesbury Days, National Night Out, etc.) to promote services and programs.

**FY2018: Objective for Goal 2**
*The Library will develop a marketing plan (that will include a social media plan) to guide promotion of library materials, programs, and services.

*The library will update its website to better promote electronic resources.

**FY2019: Objective for Goal 2**
*The teen librarian will develop a newsletter with articles and photographs provided by the teens and explore various content deliver platforms for the newsletter.

*The library will establish and host an annual community open house.

**FY2020: Objective for Goal 2**
*The library will work with the Chamber of Commerce on tourism ideas, such as creating a walking tour that involves the library and other city attractions.

*The library will evaluate its use of social media to promote services and programs and add other social media outlets as the need arises.

*The children's librarian and teen librarian will work with Amesbury schools to do presentations to students and staff on the resources available to match curriculum standards.

**FY2021: Objective for Goal 2**
*The library will work with the city to install a Little Free Library in the Lower Millyard.

*Library administration and staff will attend meetings of local organizations to volunteer library services when needed as well as obtain feedback for future library services and programs.
Goals and Objectives FY2017-FY2021

Goal 3: By the end of 2021 the library will have an established plan on how to move forward toward a new/improved, ADA compliant building.

FY2017: Objective for Goal 3
*The Director, Assistant Director, and a member of the Trustees will meet with a representative from the Massachusetts Board of Library Commissioners to evaluate the process of applying for a designing and planning grant from the MBLC.

* The library Director and Assistant Director will start the process of what steps need to be taken to explore the idea of a new/improved facility.

FY2018: Objective for Goal 3
* The library will publish a survey to patrons and community members of what types of improvements the library needs to focus on.

*The Library Director, Friends Executive Board and Board of Library Trustees will develop the Amesbury Public Library Foundation to support major long term Library objectives.

*The library will establish a Disaster Plan using the Massachusetts Board of Library Commissioners D-Plan software program.

FY2019: Objective for Goal 3
* Submit a letter of intent to the Massachusetts Board of Library Commissioners to apply for a Planning and Design Grant.

*The Director and Assistant Director will attend training workshop on submitting a planning application.

FY2020: Objective for Goal 3
* The library will work with the Mayor’s office in moving forward to plan for an new/improved facility.

*The library director and trustees will begin implementation of Planning and Design grant by seeking a library consultant and an architect, beginning a feasibility study, and developing a preliminary design.

* The library will undertake a site investigation and an engineering evaluation of the current library building.

FY2021: Objective for Goal 3
* The director and trustees will prepare a preliminary budget for a renovation and/or expansion of the library.

* The director and trustees will prepare to submit a grant application to Massachusetts Board of Library Commissioners for a library construction grant.
Goals and Objectives FY2017-FY2021

**Goal 4:** By the end of 2021 the library will establish and maintain a collection of books and materials in a variety of formats to meet the information and recreational needs of the community.

**FY2017: Objective for Goal 4**
*The library will focus on adding materials both in print and electronic to our Fiction and Non-fiction collection. This will be reflected in the spending budget for those collections.*

*The library will become a member of the Massachusetts Digital Commonwealth and begin the process of digitizing specific local history collections.*

*The library will train all Reference staff on the use and implementation of the new Massachusetts Commonwealth catalog.*

*The library will look into purchasing new furniture for the newspaper area and the fiction area to make exploring the collection more comfortable for patrons.*

**FY2018: Objective for Goal 4**
*The library will devote staff time and training to focus on ways to add to the electronic collections and in addition promoting them for better usage.*

*The library will expand its Overdrive Advantage eBook offerings to meet patron demand.*

*The Assistant Director will review and revise the APL Collection Development policy which will also include updated weeding guidelines.*

*The technical services librarian will reorganize the music CD to reflect genre specifications to make browsing easier for patrons.*

**FY2019: Objective for Goal 4**
*The library will explore the feasibility of offering an online digital magazine service (i.e. Zinnio).*

**FY2020: Objective for Goal 4**
*The library will explore the possibility of offering a Learning Language collection in both physical (books on CD, Playaways) and electronic (databases, e-books) formats.*

**FY2021: Objective for Goal 4**
*The library will invest in “Experience Bags” (books, DVD’s, CD’s that relate to a theme).*

*The library will explore other “non-traditional” materials to have available to patrons. Some examples of this are: telescope, binoculars, cell phone charges, etc.*
Goals and Objectives FY2017-FY2021

**Goal 5:** By the end of 2021 the library will have continued to provide programs that enrich and entertain all members of the community.

**FY2017: Objective for Goal 5**
*The library will work with the Friends of the Amesbury Public Library to help them provide additional funds for programming needs.

*The library will continue to coordinate a city wide reading program on an annual basis in October of each year.

*The Children’s Librarian will finish LSTA STEAM grant programming and evaluate the continuing need of such programs in the community.

**FY2018: Objective for Goal 5**
*The library will explore different programs, this includes exercise, author visits, local history, and many more.

*The Assistant Director, Children’s Librarian, and Teen Librarian will establish a programming plan that will also contain a performer’s contract.

*The teen librarian will conduct a survey of teens (library users and non-users) to identify key services areas and programs that teens would like to see at the library.

**FY2019: Objective for Goal 5**
*The Director and Assistant Director will seek grant funding or local Sponsorship to establish an ongoing offering of adult education workshops and lectures.

*The Assistant Director will implement a formal volunteer program that will allow for the recruitment, screening, and training of library volunteers in all departments.

*The library will investigate presenting community wide/day long programs such as ComicCon, How-To Festival, Local Author Festival, etc.

**FY2020: Objective for Goal 5**
*The library will connect with other City organizations to create joint workshops and events.

*The library will work towards establishing intergenerational programming to connect the younger and older generations of Amesbury.

*The teen librarian, children’s librarian, and assistant director will explore the possibility of establishing a mobile makerspace in the library.

**FY2021: Objective for Goal 5**
*The library will have established tween programming plan and offer at least one tween program a month.

*Program attendance for youth, teen, and adults will increase by 25% by the end of the five-year plan.
Planning Methodology

In February 2015, the Library Director attended a Strategic Planning (aka Long Range Plan) workshop held at the Wellesley Free Library, Wellesley, MA to help prep for completing the Long Range Plan (Strategic Plan) for the Amesbury Public Library. The workshop was led by Amanda Fauver with the assistance of Deb Hoadley from Massachusetts Library System.

The Library Director met with the Amesbury Library Board of Trustees and we decided to hire a consultant, Mary Behrle to assist with leading the meetings. The first meeting was held on April 27th at the Amesbury Public Library. There were 8 members of the community and library in attendance. In the first meeting we did introductions, talked about the importance of Strategic Plan and conducted a SOAR (Strengths, Opportunities, Aspirations, and Results analysis). This same processes was repeated with the library staff. On July 21st a second meeting was held at the Amesbury Public Library, there were 8 people in attendance. That meeting was also led by Mary Behrle. During this meeting we discussed and went over the SOAR notes, and discussed the Community Vision Statement. A community survey was distributed at the end of July and into the month of August. This survey was available in paper form at city hall, the library, and the senior center. It was also available to fill out online. The deadline for completion of the survey was August 24, 2015.

The Library Director reviewed the results of the SOAR analysis and the results of the community vision statement meeting, and the results of the survey in order to put together a five year strategic plan for the Amesbury Public Library. On 2015, the Board of Library Trustees approved the Amesbury Public Library Strategic Plan for FY2017-FY2021.
Approval and Adoption

The Amebury Public Library Board of Library Trustees approved and adopted this long-range plan at their meeting on , 2015.

Mary Dunford,
President of the Board of Library Trustees
The Amesbury Public Library needs your help! We are in the process of planning for our next five years. This survey is an opportunity for you to comment on present library services and those you would like to see in the future.

Please help us out by answering the survey below. Surveys can be returned to the library through Monday, August 24, 2015.

This survey can also be completed online at www.surveymonkey.com/s/aplplan. Enter your email address and/or phone number at the end of the survey to be entered into a drawing to win a $25.00 gift certificate to the Barking Dog/Ale House!

Thank You for your time and interest in the Library!

1. Have you visited the Amesbury Public Library in the past six months?
   - [ ] Yes
   - [ ] No

2. If yes, what purpose do you use the library? Please check all that apply.
   - [ ] Place to study
   - [ ] Adult fiction books
   - [ ] Adult non-fiction books
   - [ ] Adult programs
   - [ ] Teen/Young Adult programs
   - [ ] Children’s programs
   - [ ] Magazines/Newspapers
   - [ ] Audio Books
   - [ ] Large print books
   - [ ] Wireless Internet Connection
   - [ ] Reference/Research
   - [ ] Genealogy/Local History
   - [ ] Video Games
   - [ ] DVD’s
   - [ ] Internet
   - [ ] Email
   - [ ] Word Processing
   - [ ] Microfilm
   - [ ] Museum Passes
   - [ ] Copy Machine
   - [ ] Tax Forms
   - [ ] Children’s Books
   - [ ] Teen/Young Adult Books
   - [ ] School Reading Lists
   - [ ] Friends of the Library Book Shop
   - [ ] Summer Reading Program

Other: __________________________________________
3. If you haven’t used the library in the past six months, why don’t you use the library more often? Please check all that apply.

- Frequent another library
- I/we got out of the habit
- Challenges accessing areas in the building
- Unpleasant past experience
- Hours are inconvenient
- Parking is challenging
- Other (please specify): ________________________________

4. How important is the Amesbury Public Library for the Amesbury community?

- Cannot live without it
- Extremely important
- Very important
- Kinda important
- I don’t care about the library

5. What kinds of library materials would you like to see more of?

- Fiction
- Non-Fiction
- Children’s Books
- Teen/Young Adult Books
- Magazines
- E-books
- Music CD’s
- DVD’s
- Playaways
- Audio Books/Books on CD
- Large Print Books
- Local history items
- Graphic Novels
- Video Games
- Paperbacks
- Other (please specify): ________________________________
6. What social media outlets do you use?

☐ Facebook
☐ Twitter
☐ Flickr
☐ Goodreads
☐ Instagram
☐ Pinterest
☐ I don’t use social media
☐ Other (please specify): ____________________________

7. The library is working on growing by offering a variety of technology, what kind of technology would you like to see at the Amesbury Public Library?

☐ Scanner
☐ Fax machine
☐ Circulating e-readers
☐ Wireless printing
☐ Streaming video/movies
☐ Digital magazines
☐ Digitized special collections/local history documents
☐ Library app
☐ Other (please specify): ____________________________

8. If the library had a meeting or study space that could be reserved by patrons or community groups, would you use that space?

☐ Yes
☐ No
9. How do you learn about library events and happenings?

☐ Library website
☐ Library Facebook page
☐ Newburyport Daily News
☐ Town Common Newspaper
☐ Posters/Signs in the library
☐ Emails from the library
☐ Other (please specify): ____________________________________________

________________________________________

10. What sources do you look to for community information?

☐ Facebook/Social Media
☐ Local cable TV channel
☐ City Hall website
☐ Local newspapers
☐ Schools
☐ Word of mouth
☐ Other (please specify): ____________________________________________

________________________________________

11. What programs have you or your family attended at the Amesbury Public Library?

☐ Children’s Programs/Special Events
☐ Adult Programs
☐ Tween Programs (ages 9-14)
☐ Outdoor Concerts
☐ Adult Book Groups
☐ Author Visits
☐ Teen Programs
☐ Children’s Story Times
☐ I have never attended a program at the Amesbury Public Library
☐ Other (please specify): ____________________________________________

________________________________________
12. What types of programs would you like to see at the Amesbury Public Library?

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

13. Is the Amesbury Public Library staff helpful and able to assist you in finding the information you are looking for?

☐ Yes
☐ No

14. Please share any additional comments about the Amesbury Public Library below.

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

Please enter your email address and/or phone number if you would like to be entered for the gift certificate:

Email: ________________________________________________________________

Phone Number: ______________________________________________________