

**HOLLISTON PUBLIC LIBRARY  
HOLLISTON, MASSACHUSETTS**

**LONG RANGE PLAN  
2006-2010**

**BOARD OF TRUSTEES**

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**Jim Pond**

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**Leslie McDonnell, Library Director**

## **MISSION STATEMENT**

**The Mission of the Holliston Public library is to enrich the community by connecting people to the world of ideas, information and imagination in order to support their work, education, personal growth and enjoyment.**

## **GOALS AND OBJECTIVES**

### **BUILDING UTILIZATION & ACCESS**

**GOAL:** The library will have adequate and secure space which can be used harmoniously by its many patrons.

Objective A: To make the library a safe and pleasant environment.

1. Develop a behavior policy in which guidelines and policies for behavior are outlined for staff and the public.
2. Work with the Holliston Fire Dept to train the staff in emergency fire procedures. Update the training every 2 years.
3. Hold an annual staff meeting in which the disaster plan is reviewed by the staff and emergency equipment and procedures are highlighted.
4. Investigate and evaluate possible ways to decrease noise levels between specific areas of the library and provide sections for silent study with special attention to the 3rd floor of the library.
5. Evaluate current usage of space and investigate a design plan for growth especially in the Children's Room.
6. CORI-check all our present employees and volunteers over 18 through the Holliston School Department.

Objective B: To increase the amount of parking for the public.

1. Investigate whether the town has done any parking surveys or studies recently. Use the results to brainstorm ideas and create strategies.
2. Seek parking for the staff apart from the bank lot behind the library to maximize parking for patrons.
3. Work with the Town Administrator, Police Department and surrounding businesses to increase and maximize the public spaces.

Objective C: To maintain a schedule of hours that is useful to the majority of our patrons in a time of fiscal hardship.

1. Plan for, budget and, if successful, implement Sunday afternoon hours in the FY '07 budget including a pay rate of time and a half for all employees for those hours.
2. Survey our patrons every 2 years to determine their needs for library hours.

Objective D: To increase access to the library and ease of use.

1. Create and distribute a map of the library including a directory for the elevator.
2. Investigate and implement, if appropriate, drive-through or remote pickup and return of books.
3. Investigate and implement a new phone system that would add voice mail and a phone directory.

## COLLECTION

**GOAL:** The library collection will be up to date and adequate to meet the needs of its users.

Objective A: To increase the size of the collection.

1. Seek additional sources of funding to purchase more materials each year such as gifts, grants, etc.
2. Develop a plan to use trust and gift accounts with the approval of the Library Trustees for the same purpose.

Objective B: To publicize and improve the newest portions of the non-print collection so they can be best utilized and appreciated by our patrons.

1. Maintain paper lists of new compact discs and books on CD and post them in each area.
2. Provide take-away instructions on how to search the catalog by format to make it easier for patrons to find new materials or reserve them if they are out.
3. Increase the amount of publicity new materials are given with bookmarks, news releases and lists.
4. Investigate the possibility of a “bestseller club” for non-print along the lines of the book version in which patrons may sign up to receive new works by their favorite performers and artists.
5. Begin a “staff recommends” area for DVD’s and videos.
6. Survey patrons on their needs on the individual non-print collections.
7. Solicit donations for the DVD collections that reward additions with free rental DVD coupons.
8. Implement an “adoption” program by which patrons or businesses can sponsor classic films on DVD and quality books to be added to the collection.
9. Investigate and implement ways to increase the size of the Friends rental DVD collection.
10. Alphabetize the DVD collection and make plans for increasing the storage area as the video collection is phased out.

11. Investigate and implement, if possible, downloadable audio books.
12. Create a plan to gradually phase out books on tape and VHS to make room for new media.

Objective C: To make the local history resources easier to find and use.

1. Complete cataloging of the archives materials in the Bourn Room.
2. Work with the Holliston Historical Society to develop a record of resources in both collections from which to refer the public.

### LIBRARY AS COMMUNITY CENTER

GOAL: The library will expand its role as a community center where Holliston residents come together.

Objective A: To present art and photography exhibits for public enjoyment at the library on a regular basis.

1. Establish a standing committee of individuals with experience in the arts to seek out and host appropriate art and photography exhibits.
2. Host and publicize such exhibits.

Objective B: To sponsor a community read.

1. Sponsor a community read using an LSTA grant or local funds to take place between January and June 2006. Form a committee of local readers to choose appropriate titles and invite the public to vote on the selected book.
2. If successful, sponsor this program as an annual event with funding from the Friends.

Objective C: To publicize the library's lesser-known services such as Homebound Delivery, proctoring of tests, literacy materials, etc.

1. Create a brochure outlining the services and distribute them to the public and to appropriate facilities in town.
2. Publicize these services through the newspapers and cable access.

Objective D: To begin to offer programs to seniors in cooperation with the Holliston Senior Center.

1. Contact the center and begin cooperative planning to meet the needs of this and the next generation of seniors.

Objective E: To reinforce the library's presence in the community.

1. Investigate “branding” the library with a slogan, logo, etc.
2. Investigate the library’s role as a “Third Place.”

## **TECHNOLOGY**

GOAL: The library will enhance its electronic resources and increase our patrons’ access to these resources and the Internet.

Objective A: To expand our patrons’ access to the Internet.

1. Add wireless hotspots within the library that can be used with our patrons’ laptops and schedule regular, formal training in the use of such technology.
2. Host regular training in using electronic databases and publicize the availability of them from the library and home.
3. Use the cable access station to promote and demonstrate the technology available at the library.
4. Make the library web site easier to navigate by the addition of a search engine, better layout; etc.

Objective B: To provide assistive technology to our patrons who need it.

1. Identify the need for assistive technology devices and budget for such items if appropriate.

Objective C: To use technology to improve public service and streamline internal procedures.

1. Investigate and implement, if possible, shelf-checkout.
2. Investigate and implement, if possible, email reminders.

Objective D: To provide an operating system and software that allows our patrons to use the latest technology.

1. Upgrade our Windows ‘98 computers to XP.

## **SCHOOLS/YOUNG ADULTS**

**GOAL: The library will have a young adult section that meets the needs of teens and pre-teens through relevant services and close ties to their schools.**

Objective A: To develop new services and further promote existing ones to help students and young adults.

1. Investigate and implement, if appropriate, a homework center where students can utilize the library's services after school.
2. Investigate and sponsor, if appropriate, a job fair for teens.
3. Continue to develop the adult and young adult science sections with special attention to Middle School users.
4. Continue to seek out suitable databases for Middle and High school users to complete homework and research projects.
5. Extend our YA readers' advisory to help teens and their parents use the collection. Include reading lists, bookmarks and other tools.

Objective B: To cooperate with the schools to utilize both collections for the benefit of the students.

1. Borrow books from the Middle School library for our patrons during the summer months when the schools are closed and return them when school reopens.
2. Continue close cooperation with the school librarians regarding assignment alerts, required reading, etc.

Objective C: To create library services and an environment that will be prepared to serve the current and next generation of young adult users.

1. Investigate the world of gaming as a cultural phenomenon and anticipate this group as patrons.

### **PROFESSIONAL DEVELOPMENT**

**GOAL: The library staff will be well-trained and knowledgeable about the latest developments in library science.**

Objective A: To budget for conferences so the staff can attend on a rotating basis.

1. Increase the professional development line of the library budget to cover in-state conferences and national conventions.
2. Investigate online training for staff to expand knowledge including downloadable seminars.



## **METHODOLOGY**

This planning process began in January 2005 with a committee made up of library personnel, representatives from the school district, patrons, Library Trustees and Friends of the Library. The same structure was used for the present plan as that done in 2000. A survey of patrons and non-users was central to gather information on the perceived quality of our services and new services that might be used in the future. For the first time we were able to offer a survey online using Zoomerang in May 2005. Paper surveys were put into the electronic survey as they were received to automate all the tabulations. This worked very smoothly and over 900 surveys were returned, about 10% of our registered borrowers. The Friends of the Library offered a free chance to win an Ipad for each survey returned (one per person over 12) which was surely a factor in the high return. The summaries of the survey results are attached.

### The Planning Committee

William Heuer, Committee Chairperson and Library Trustee

Leslie McDonnell, Library Director

Margaret Perkins, Reference Librarian

Chryso Lawless, Friends of the Library

Tim Comely, Holliston Schools

Kathy Dooley, Holliston School Technology Director

Pat Fuller, Patron

John Powers, Patron

Ann Adams, Patron

Jenny McGee, Patron