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METHODOLOGY

The following Plan of Service was developed and written by the Library Director, in conjunction with the six members of the Board of Trustees and staff of the Joseph H. Plumb Memorial Library. It is a revision of our previous Plan of Service, which covered the years 1997-2000 and updates for the years 2000-2004.

This plan was written following the steps outlined in the New Planning for Results workbook. We have compiled information that was gathered from community members at a forum held on March 17, 2005, survey results, current statistics, and day-to-day observations. In order to give all residents the opportunity to weigh in about library service needs, a community wide library survey was mailed to all households in town in April 2005.

The planning process was and continues to be undertaken so that we can clarify our role in the community and define the needs of our patrons. We have accomplished all of the goals set forth in previous Plans, including:

- Additional staffing for Children's Services
- Expansion of programs for adults, teens and children
- Staff compensation plan in line with Town employees
- Trustees attended regional meetings geared to the interests of Trustees
- Apply and be awarded the MBLC Construction Grant
- Writing of a Long Range Plan of Service 2006-2010

Due to the Town rejecting plans for a new library at a Special Election in October 2002 & a revised plan in October 2003, the goal set by the two previous plans regarding the need for a new library building has been re-worked to incorporate a renovation of the existing building.

In addition, we have completed the following activities during FY05:

- Designated areas for the children's materials and adult work areas.
- Created an office for the Director in a former utility closet.
- Short term creative space solutions were implemented.
- Added several new shelving units for better accessibility to the adult fiction, large print, magazines, newspapers, non-print materials and paperbacks.
- Upgraded all existing (3) staff computers to Dell 17" Flat Panels with Windows XP, and purchased an additional two; one for Circulation and one for staff use.
- Upgraded OPAC station to Dell 17" Flat Panel with Windows XP.
- Made available wireless access throughout the building and parking lot.
- Renovated and made bathrooms handicap accessible, complete with infant changing tables.
- Coordinated several building improvement projects, including roof and gutter replacement and complete upgrade of HVAC system.
- Obtained approval to increase Library Assistant for Children's Services hours from 15 to 19 in FY05.
- Established the new position of Library Page for the library.
- Provided four new ongoing programs for Children, Young Adults and Adults.

LONG RANGE PLANNING COMMITTEE

The nine member Long Range Planning Committee included a broad representation of community stakeholders.

Deborah Briggs	Library Trustee
Pamela Robinson	Local Historian
Rosalind Braza	Cultural Council Member
Tina Rood	Parent/Teacher Organization
Deborah Davis	Friend of the Library, Vice-President
Robin Rounseville	Friend of the Library, President
Rudy Riefstahl	Patron
Pamela Hiralall	Patron / Trustee Elect
Olivia Melo	Library Director

SERVICE RESPONSES

- Commons
- Current Topics & Titles
- General Information
- Lifelong Learning

MISSION STATEMENT

It is the mission of the Joseph H. Plumb Memorial Library to make available to the people of the town of Rochester a center which provides information, entertainment, education, and enrichment. We seek to provide these services to all segments of the community, and to all age groups. Our collection will reflect the wants and needs of the whole community, and we will make available, as best we can, material in many formats and reflecting many points of view. The Trustees and staff are committed to intellectual freedom, and support the Library Bill of Rights.

VISION STATEMENTS

- Rochester will be a town that provides something for everyone.
- Rochester will have inviting, well-lit and well-maintained public spaces.
- Rochester will be a town that values education, and its' historical heritage.
- Rochester will remain a family oriented community where residents have the opportunity to interact and build relationships through an array of social events.
- Plumb Memorial library will be a focal point of community life that connects and unites the people in town.

THE TOWN

Rochester is a small, rural community located in Southeastern Massachusetts. The current population has approached 5,000 and is expected to keep growing over the next 20 years. The town, being rural in nature, does not have much of an industrial influence; its main industry is cranberry production. An established Land Trust hopes to help the community preserve its rural character.

The town has an excellent elementary school and is home to Old Colony Regional Vocational Technical School. Students in junior high and high school attend regional schools. Preschool-aged children are fortunate to have several quality private preschools in the area to choose from.

THE LIBRARY

The library has always played a small but important role in the town. That role has gotten bigger as the library increased its hours, expanded its services, and improved its collection over the past years. Formerly located at the Town Hall, the current library building (along with the land it is built on), was donated in 1976 by Dorothy Plumb, in memory of her late husband Joseph.

The library is governed by an elected board of six Trustees. It is directed and run by a Library Director who is appointed by the Trustees, and has a small staff of one full-time Library Assistant for Circulation Services, one part-time Library Assistant for Children's Services and a Page. The library is also fortunate to have a small but dedicated group of library volunteers who donate over 35 hours of their time per month to assist with library projects, programs, and day-to-day duties. Until recently, the Library consisted of only the Library Director, a full-time Library Assistant (37.5hrs) and a part-time Library Assistant (15hrs). An additional 4 hours for the part-time Library Assistant for Children's Services and the position of a Page was instituted in January 2004. The library is currently open 41 hours a week, with 2 evenings per week and 4 hours on Saturday.

The library's collection consists of fiction and non-fiction titles for children, young adults and adults. The print collection is continually weeded in order to make room for newer titles. The library also has a small but solid reference collection, a historical collection that has been restored, and collections of large-print material, video and DVD materials, audio and CD-books, computer software and periodicals.

The library was fully automated in 1995, and now is an active participant in the SAILS network, which gives us access to the collections of many other libraries, including public, college, and school libraries. Since our collection consists of 20,000 items, access to the collection of other libraries in our network enables us to circulate over 55,000 books per year.

The library building is a one-room, open-plan, Cape-style structure. Lack of space has been an ongoing concern, and one which was addressed and attempted under the previous Plan. There are no quiet study or staff areas, and there is no public meeting area or place to hold programs. The library has an intimate, warm & friendly atmosphere that at busy times of day can turn chaotic and claustrophobic.

The library is well-utilized by all age groups, and provides many programs during the year for children of all ages, and each summer hosts a very popular Summer Reading Program. Access to free Internet access through library computers is available and in order to meet the demand for more computers, a wireless connection was established during FY05. We have always had a solid base of adult patrons who read for pleasure and this trend will continue as the Town of Rochester is in the process of establishing 3 separate 55+ housing communities.

The library currently operates on a small budget. We have had strong support of the community in our efforts to increase the materials and personnel budget during FY04 and FY05. We receive a small amount of LIG/MEG money each year, and have been fortunate to be awarded LSTA grants in the past. We have a small Friends of the Library group that raises funds to help with library programs and projects, and we have some library trust funds that can be utilized for specific improvements in the collection.

The library was awarded a Planning and Design Grant from the MBLC in 2000, and in 2002 was awarded a State Grant for the expansion and renovation of the existing building. Unfortunately, the voters rejected the plan at a Special election in October of 2002 and a revised plan in October 2003.

In light of the rejection of the MBLC Construction Grant, the Town has set in place a plan to award the library with \$150,000 over a three year period to conduct much needed improvements and renovation. During FY05, the Capital award of \$50,000 was spent on a new roof, gutters, heating and air conditioning, additional wiring and total renovation of the restrooms. The allocation of \$50,000 for FY06 will be utilized to renovate and expand the entrance into the library.

CURRENT LIBRARY SERVICE

The library complies with all the requirements for State Aid for a library of its size:

- Open to all Massachusetts residents
- No charge for normal library service
- Open at *least* 15 hours per week
- At *least* 20% of budget spent on materials
- Have appropriately qualified personnel
- Municipal appropriation is at *least* 2.5% greater than the average appropriation of the last 3 years.

OUR GOALS & OBJECTIVES FOR THE YEARS 2006-2010

The **goals** describe the result or the outcome that the library is trying to achieve. The **objectives** are ways in which progress towards achieving those goals will be measured. Specific **activities** are tasks to be performed in pursuit of the goals and objectives. In order to ensure that the plan is a living, changing document, activities will be developed on an annual basis and will be changed and modified as needed.

BUILDING

GOAL 1: RESIDENTS WILL HAVE A LIBRARY FACILITY THAT IS WELCOMING AND ACCESSIBLE TO ALL CITIZENS.

Objective 1: Make the current library more attractive and user friendly by the end of FY06.

Activities:

- Establish separate computer work and study areas through the purchase of appropriate furnishings.
- Create reading areas in the stacks by placing benches in front of the windows.
- Investigate uniform and height appropriate shelving for the children's collection.

Objective 2: Renovate and increase the size of the vestibule entrance by the end of FY06.

Activities:

- Seek architectural drawings with the Town Facilities Manager.
- Review plans with Trustees and Town Planner.
- Obtain bids and select contractor to perform the job.
- File the appropriate documents with the Rochester Historical Commission.

Objective 3: A plan to reconfigure and expand the parking areas at the library will be in place by the end of FY07.

Activities:

- Request funding from the Finance Committee for the project.
- Review plans with Town Facilities Manager, Trustees and Town Planner.
- Obtain bids and select contractor to perform the job.
- File the appropriate documents with the Rochester Historical Commission.

Objective 4: Install new flooring throughout the building in FY07.

Activities:

- Review plans with Town Facilities Manager and Trustees.
- Obtain bids and select contractor to perform the job.
- Establish a plan of temporary storage for the collection.
- Close the building while flooring is being done.
- Move collection back into the building once flooring is complete.

SERVICES

GOAL 2: RESIDENTS WILL BE MADE AWARE OF THE SERVICES THE LIBRARY PROVIDES TO ASSIST THEM IN THEIR PERSONAL LIVES, AT WORK OR AT SCHOOL.

Objective 1: The library's website will have increased usage by 10% each fiscal year.

Activities:

- Promote webpage at all library events and in fliers.
- Encourage renewals of materials through the library's webpage.
- Keep webpage calendar up-to-date to ensure relevancy.

Objective 2: An email newsletter will be implemented by the end of FY07.

Activities:

- Promote this service at all library events, fliers and webpage.
- Invite interested users to sign-up for the service.
- Incorporate fliers, calendars and any other pertinent information into newsletter.
- Have print copies available on hand for patrons without email.

Objective 3: A marketing plan for all programs will be in place by FY07.

Activities:

- Create informational brochures of programs and mail to all residents.
- Meet with the various community groups to discuss the programs.
- Participate in community events throughout the year.
- Publicize all events in the local media.

PROGRAMS

GOAL 3: ALL RESIDENTS WILL HAVE AN INVITING PLACE TO MEET AND INTERACT WITH OTHERS IN THE COMMUNITY

Objective 1: Adult special interest groups will meet weekly in the library.

Activities:

- Provide an area for the groups to meet.
- Obtain feedback from the groups on possible future programs.
- Utilize these groups to promote library services to the rest of the community.

Objective 2: Provide high-interest programs for adults throughout the fiscal year.

Activities:

- Seek input from current program participants on possible programs.
- Offer at least 4 adult oriented, educational programs each year.
- Continue to offer adult book discussion meetings each month.
- Encourage adult participation in the summer reading program.
- Seek funding from Friends and other sources to cover project costs.
- Evaluate programs and seek feedback.

Objective 3: Attendance at adult programs will increase by 20% each year.

Activities:

- Maintain attendance records and use them to re-invite people to programs.
- Conduct survey with program participants to seek input for future programs.
- Seek funding from Friends and other sources to offer a variety of programs.

Objective 4: Offer a variety of programs for children of all ages throughout the year.

Activities:

- Offer pre-school story hours from October to May of every year.
- Offer toddler playtime all year round.
- During the school year, offer a variety of programs for ages 7-14.
- Create library programs for teens through the use of technology.
- Present a summer reading program that is community oriented.
- Advertise all programs community wide and in the local media.

COLLECTION

GOAL 4: RESIDENTS WILL HAVE ACCESS TO A COLLECTION OF MATERIALS THAT WILL MEET THEIR NEEDS FOR RECREATIONAL READING, VIEWING AND LISTENING.

Objective 1: A yearly survey will be conducted to obtain information from users.

Activities:

- Compile a survey with the target responses being about the collection.
- Make the survey available at the library.
- Mail the survey to all Town residents.
- Publish the results of the survey with feedback in the newsletter.

Objective 2: Circulation of the collection will increase by 25% by the end of FY10.

Activities:

- The purchase of current print and non-print materials will be conducted monthly.
- Topical displays will be available monthly.
- When possible, materials will be shelved in book store format.
- Weeding of non-circulating material will be conducted yearly to allow space for newer materials.
- Include a list of new titles acquired to the newsletter.

Objective 3: Increase budget of the non-print materials, including the music and video collections by 10% each year.

Activities:

- Utilize a variety of resources to purchase current music and video titles.
- Continue adding to the audio book collection monthly.
- Weed the collection yearly to make room for newer material.
- Maintain a portion of the materials budget for downloadable materials.

TECHNOLOGY

GOAL 5: LIBRARY USERS WILL HAVE ACCESS TO CURRENT INFORMATION TECHNOLOGY

Objective 1: All public computer workstations will be upgraded by the end of FY06.

Activities:

- Seek quote from the network on cost to update current equipment.
- Order the equipment and install.
- Establish a plan for replacements and timeline for future upgrades.

Objective 2: Maintain and promote wireless access throughout the fiscal year.

Activities:

- Work with network system administrator on maintenance of wireless service.
- Market this service through the webpage, signage and fliers.

Objective 3: Offer residents access to non-traditional library materials in FY06.

Activities:

- Contribute 10% of non-print budget to the SAILS network downloadable collection.
- Make recommendations to the selection committee on possible purchases.
- Promote digital collection through brochure and webpage.

Objective 4: Purchase two laptop computers in FY08.

Activities:

- Seek quote from network systems administrator.
- Secure funding from the Finance Committee.
- Order and install.

STAFFING

GOAL 6: IMPROVE LEVEL OF STAFFING

Objective: Increase number of hours worked by the part-time library staff in FY06.

Activities:

- Compile a comparison of local area library's staffing.
- Make presentation to the Finance Committee
- Request funding for additional hours.

Objective: Provide opportunities for staff to continue with their training.

Activities:

- Schedule staff to attend network and regional library workshops.
- Add line item in budget for staff conferences.
- Keep staff informed at all times of technology and service changes.