

**Buckland Public Library**  
**LONG-RANGE PLAN 2015-2019**

**Mission Statement**

The mission of the Buckland Public Library is to serve residents of all ages, from pre-school through maturity, with a balanced collection reading, viewing and listening materials, internet access and special programming for their personal enrichment, enjoyment and edification, as well as to sustain and strengthen our rural community by providing a commerce-free and comfortable place for spontaneous and planned gatherings of neighbors.

**Assessment of User Needs**

- Patrons of this rural area, many with modest incomes, need no-cost entertainment (via the borrowing of materials,) and opportunities for social engagement (in a non-commercial setting.) The library is one of very few institutions to meet these needs.
- In an area known for its aging population, patrons are well-served by ADA compliant addition completed in 2010 which includes an accessible parking space, a ramp, automatically opening doors, two accessible bathrooms, wide doorways and open space 2 as well as pairs of non-prescription reading glasses.
- Staff and volunteers provide individuals with particularly limited mobility with additional personal service; this includes home delivery of materials, seating at the circulation desk, and using a book cart to bring sections of the collection to a seated individual for perusal.
- In an area with limited high-speed access to the internet, patrons rely on library technology. The three existing public computers are often all in use at the same time. This happens when several members of a single family that does not have internet access at home come to the library, during after-school hours when students come to the library to do research (or simply to have computer access before going home,) and during peak patronage hours.
- The community needs additional technology instruction focusing on a.) seniors and others with limited knowledge of or access to internet resources, b.) all patrons interested in accessing electronic materials available through the library system.

**Multi-Year Goals and Objectives (with action plan and specific timeframes)**

- Enhance financial health by:

Funding an increasing operating budget	ongoing
Maintaining the fledgling annual fund appeal program	ongoing
Anticipating capital expenses and designating/raising funds accordingly	ongoing
Building endowment to mitigate our dependence on town funding	2016
Consider developing a planned giving program	2016
Developing a fundraising schedule that includes events, programs and target amounts to be raised, as well as annual grant deadlines	2015
Establishing a replacement schedule of major capital expenses (roof, furniture, computers) and budget accordingly	2015
Continue exploring joint bidding with Town for ongoing services	ongoing
- Become more technologically sophisticated by

- In budget, including needs:
  - Hardware replacement (on cycle) 2016
  - Computer support 2016
  - Overhauling the web site, develop plan for keeping it current (see below) 2015
  - Adding technology-related programming, particularly as it pertains to accessing library resources 2017
  - Identify local company to provide support 2016
- Enhance stewardship of the property by:
  - Developing a maintenance schedule to include: 2015
    - Annual inspections by outside entities Spring 2015
      - (security, building, fire alarm and extinguishers)
    - Regular maintenance coordinated by Facilities Committee Fall 2015
      - Assess HVAC system, change filters, etc
      - Inspect exterior: bricks and mortar, roof, windows, etc.
      - Coordinate lawn care and plowing
      - Designate/raise capital improvement funds (see above)
  - Improve Landscaping 2016
    - Finish planting low-maintenance native species as indicated in landscape design
    - Consider removing high-maintenance non-native species
    - Develop garden maintenance plan/schedule
- Enhance access to library resources and increase patronage by:
  - Increasing hours that the library is open 2017
  - Increasing library visibility in community 2015
    - Add signs:
      - On front lawn Spring 2015
      - At either end of Upper Street (blue/white library icon) Spring 2015
      - On fence at transfer station (banner) Summer 2015
      - On fence at town pool (banner) Summer 2015
    - On-line:
      - Re-design website for: Fall 2015
        - Easier navigation
        - More prominent links to CWMARS, periodicals and databases
      - Add/improve content:
        - library history
        - genealogy resources
        - Board of Trustee meeting minutes
        - Photographs
        - Policies
      - Add links to other community organizations
    - Increase frequency of facebook posts Winter 2015
  - Increasing community outreach ongoing
    - Enhance collaborations with local non-profit organizations including:
      - Libraries in neighboring communities
      - Mary Lyon Foundation
      - Buckland Recreation Committee
      - Buckland Energy Committee
      - Buckland Public Hall
    - Initiate collaborations with local-non profit organizations including:

- Shelburne Falls Senior Center
- Buckland Historical Society
- Red Gate Farm
- The Art Garden
- The Trolley Museum
- Friends of Robert Strong Woodward
- Buckland Cemetery Association
- Focus programming on Buckland-oriented topics
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- Create rotating display of above organizations' materials 2015
- Enhance collections of specific materials as identified in 2014 survey ongoing
- Increase programming as funding allows
- Expand summer Saturday programming for children ongoing
- Add programming, for adults, related to specific books and films ongoing
- Enhance the administration of the library by:
- Developing a schedule of monthly tasks for board and director 2015
- Include schedule and LRP action items on monthly meeting agenda 2015
- Increasing administrative hours for director (from 5 to 10 hours/week) 2016
- Increasing hours for assistant (from 4 hours/month to 4 hours/week) 2018
- Developing remaining required policies 2018
- Reviewing structure of board and committees 2019
- Consider recruitment needs and methods
- Identify and address areas where board is stretched thin
- Improving documentation of director's procedures, processes and contacts 2016
- Recruiting individuals to spearhead specific annual events in order to free-up board members' for "big picture" administration ongoing
- Purchasing a people counter to track patronage beyond circulation (computer use, community room use, etc.) 2018
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- Enhance the organization of the library collection by:
- Conducting a materials inventory 2016
- Liz research methods and equipment
- Schedule weeklong closing of library
- Recruit volunteers
- Further labelling and sectioning specific collections for easier browsing ongoing
- Reviewing/pursing aspects of MA SHRAB Roving Archivist report 2019
- Developing of a local history collection policy
- Purchasing archival storage materials for very old library records
- Shifting loan rules (in Evergreen) to those recommended by CWMARS 2015
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- Coordinate a celebration of the 125<sup>th</sup> anniversary of the library's founding 2015
- Schedule series of special public events for 2015
- Create small exhibit on library history
- Encourage Donations toward specific purchases and projects
- storm windows for Griswold Room
- Re-matting and cleaning of two RSW prints
- Furnishings (café table? Wall decor?) for community room

## Brief Description of Planning Methodology

This plan was developed by members of the Board of Trustees and the Director, with input from the community, over the past several months. It reflects both significant institutional/community knowledge and fresh perspectives because a.) all eight members of the board are longstanding residents of the area, yet none were board members during the development of the previous long range plan, b.) the director participated in the development of the previous plan, but is a relative newcomer to the area, and c.) the plan is informed by the both long term and new residents and patrons.

The gathering of data used to develop this plan was done both informally over the past four years, and formally through an on-line survey initiated this past summer. Serving a part of town with fewer than 1000 residents and little turnover, the well-known board members and director hear frequently from users and non-users of the library, and bring these constituent comments to monthly board meetings for discussion. In developing the plan, the group culled the minutes of these meetings to synthesize numerous discussions into ideas now incorporated into the mission statement, multi-year goals and action items. Data gathered via the on-line survey included patrons' levels of satisfaction with library hours, staffing, service, collections, programming, availability of public computers and facilities maintenance, as well as patrons' suggestions regarding additional programming, services, and expanded hours.

### **Approval of Governing Board**

After reviewing a well-developed draft of the plan at its September meeting, the Board of Trustees agreed that the Director should submit this plan after incorporating the most recent survey findings and adding description of the planning methodology. The Board plans a formal vote to accept the Long Range Plan 2015-2019 at its October 2014 meeting.

#### Members of the Board of Trustees:

George L. Dole, Chair  
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Amy Love, Secretary  
Susan Atherton, Treasurer  
Ann Bodke  
Cindy Fisher  
Cass Russillo  
Dale Ward  
Richard Warner

#### Director:

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