



PROVINCETOWN PUBLIC LIBRARY LONG-RANGE PLAN FY2010-2014

Adopted by the Board of Library Trustees on September 18, 2008

Committee Members, Trustees and Staff

Planning Committee Members

Joan Barron	Sheila McGuinness
Debra DeJonker-Berry, Library Director	Arthur Pike
Michelle DeMarco	Carol Pugliese
Angie Galiano	Edward "Mick" Rudd, Trustee Chair
Laurel Guadazno	Wayne Ryerson
Jackie Kelly	Bill Schneider, Facilitator
Lorraine Kujawa	Laura Thornton
Karen MacDonald, Assistant Director	Tracy Trehwalla
Peter McDonough	Heather Wishik

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Library Staff

Debra DeJonker-Berry, Library Director	Mary Nicolini, Assistant Director /Resource Development
Renee Gibbs-Brady, Children's Librarian Assistant	Jackie Kelly, Resource Development
Jean Jarrett, Trustees' Secretary	Brian Cowing, Custodian
Andrew Aull, On-Call Staff	Ann Cartwright, On-Call Staff
Diana Maher, On-Call Staff	Susan Packard, On-Call Staff
Jim Parker, On-Call Staff	Eric Peters, On-Call Staff
Mary Smith, On-Call Staff	Mary Alice Wells, On-Call Staff

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PREFACE

The Provincetown Public Library has evolved since its last Long-Range Plan. It has moved to a wonderful new building that is part public library, part community center, part visitors' center, and part museum and in that evolution has become one of the most vibrant year-round public institutions on the Lower Cape.

The challenges of operating a 7-day per week facility such as this one are enormous and fulfilling. The Library Staff is highly trained, versatile, professional, and enthusiastically offer varied services equally to residents and visitors.

Our community takes pride in the library and is generous both of its time and its monetary investment in support of the library's programs and services.

While working to fulfill the roles chosen by the Planning Committee, the Library Staff and Trustees must work to complete the historical renovation and remodeling of this majestic 1860 National Register Building. Funds still need to be raised both to complete the restoration, for ongoing operating expenses and to re-pay a substantial long-term reconstruction debt.

This new Long-Range Plan is ambitious and will need the support of this community if it is to succeed.

ACKNOWLEDGEMENTS

The Library Director and Trustees would like to thank the members of the Planning Committee for their hard work and for their enthusiastic and thoughtful approach to analyzing their community and Library. In addition, facilitator Bill Schneider brought humor, a sympathetic ear, organization and efficiency to the Planning Committee meetings. Finally, Cheryl Bryan, Assistant Administrator for Continuing Education of the Southeastern Massachusetts Regional Library System made a new planning process clear and gave us confidence to be one of the first to work with the new model.

METHODOLOGY

This plan closely follows the outline as presented by Cheryl Bryan, Assistant Administrator for Continuing Education and Consulting at the Southeastern Regional Library System workshops which Library Director Debra DeJonker-Berry, Trustee Chair Edward "Mick" Rudd and Facilitator Bill Schneider attended during the winter and spring 2008. The Community Planning Committee was chosen from a diverse group of library patrons-each of whom represented multiple facets of our community.

Two meetings were held with the Planning Committee members who, based on the new 2008 planning process manual written by Sandra Nelson, Strategic Planning for Results, chose the Library's new Service Roles. The Board of Trustees monitored and approved each step of the Planning Committee's work. The work of the Planning Committee is attached in the Appendices.

The Library Director and Staff held a full Staff Meeting on March 20, 2008 to discuss the work of the Planning Committee and then the Library Director prepared the Mission Statement, Goals and Objectives and Action Plan which was approved by the Board of Trustees on September 18, 2008.

The FY2010 Action Plan addresses several of the activities that are presently in the approved plan for FY2009 as well. Because the new plan is ambitious, the goal of our first year operating under this new plan is to spend this winter, spring and summer months conducting surveys and assessments which will produce a detailed action plan for FY2011.

MISSION STATEMENT

The Provincetown Public Library provides a comfortable, safe and friendly physical environment that offers virtual spaces supporting technological needs; offers programs and has a collection that stimulates the imagination, supports learning for all ages and informs them about the rich heritage of the community they live in.

NEEDS ASESMENT

The Provincetown Public Library serves a year-round population of 3,111 (2008 Town Census) which swells to more than 40,000 in the summer. Affordable year-round housing is very scarce; the school-age population has been in a steady decline for more than a decade; the economy is tourism based, with a high seasonal unemployment rate; the Town is geographically isolated; and many resources, such as water, parking and well-paved streets, which are taken for granted elsewhere by citizens of the Commonwealth, are scarce or need improvements.

With a full time staff of three and nine On-Call part-time Staff members, the Library struggles to provide services 7 days a week, open to the public for a total of 48 hours weekly. The Library has a collection of approximately 30,000 and circulates 60,000 items a year. The Library has a strong collection, a sound materials budget and is a net lender. There are a dozen public computers, all with internet access and Microsoft Office. Each computer is managed by a pc reservation station which controls public access and printing costs. In addition, the library has a wireless network operating 24/7.

Through a Public Library Construction Grant, Town Meeting support, and an active fundraising campaign, the Library moved to its current location in 2005 and is now housed in a National Registered, remodeled, former Methodist Church that was originally built in 1860. As part of the conversion, the Library is fully accessible with a full-sized elevator reaching all floors; automatic door openers on both exterior doors; accessible rest rooms; and accessible public service desk, public computers and furnishings. In spring 2009, the Library hopes to complete the front landscaping and is working with a landscape architect, the local historic commission and the Town Disability Commission to develop a plan that accommodates the library and its historic and accessibility interests.

SERVICE ROLES, GOALS, OBJECTIVES AND ACTIVITIES

SERVICE ROLE

>#1 Visit a comfortable Place: Physical and Virtual Places:
Residents will have safe and welcoming physical places to meet and interact with others or to sit quietly and read and will have open and accessible virtual spaces which support networking

Goal I. Library patrons will enjoy a facility that offers varied comfortable spaces ranging from a community living room to one which offers tranquility for study and reflections.

Objective 1. In an on-going survey of library patrons, an increasing number of patrons will respond each year that the library offers a comfortable place for their use

Activity 1-Write survey
Activity 2-Develop survey station
Activity 3-Compile results monthly
Activity 4-Develop a short-term and long-term response plan to address patron's concerns

Goal II. Library patrons will enjoy a positive virtual experience. Patrons will have access to high-speed internet computers with minimal wait time and wireless networking with print capabilities.

Objective 1. In an on-going survey of library patrons, an increasing number of patrons will respond each year that the library's virtual spaces meet their needs.

Activity 1-Write survey
Activity 2-Develop survey station
Activity 3-Compile results monthly
Activity 4-Develop a short-term and long-term response plan to address patron's concerns
Activity 5-Install wireless printing
Activity 6-Implement express service in lobby
Activity 7-Improve OPAC assess and OPAC print capability

Goal III. Library patrons will enjoy a comfortable physical environment both inside and outside the Library (number of seats, adequate climate control, completed exterior landscaping)

Objective 1. In an on-going survey of library patrons, an increasing number of patrons will respond each year that the Library is a comfortable place

Activity 1-Write survey
Activity 2-Develop survey station
Activity 3-Compile results monthly
Activity 4-Develop a short-term and long-term response plan to address patron's concerns
Activity 5-Library and Town Staff will inventory and assess the furnishings and climate control system

SERVICE ROLE

>#2 Stimulate Imagination: Reading, Viewing and Listening for Pleasure: Residents who want materials to enhance their leisure time will find what they want when and where they want them and will have the help they need to make choices from among the options. Residents will have high-speed access to the digital world with no unnecessary restrictions or fees to ensure that everyone can take advantage of the ever-growing resources and services available through the internet.

Goal I. Borrowers have access to an up-to-date collection, with a sufficient number of high demand materials in all formats.

Objective 1. The length of wait lists will decrease annually by at least 20%.

Activity 1-Library Staff will monitor waiting lists each week and add copies when there are three patrons in a queue

Activity 2-Library Staff will train patrons in the use of the CLAMS Reader's Advisory lists

Activity 3-Library Staff will add a Reader's Advisory page to the web-site

Objective 2. The average age of health, medical, legal and travel titles will decrease to five years by 2010. Circulation in these areas will increase by 5% per year.

Activity 1-Library staff will weed the non-fiction collection annually in the targeted areas

Activity 2-Library staff will update the targeted collections increasing purchases in these areas by 10% each year

Goal II. Library Patrons enjoy browsing a collection that is attractively displayed, well described and well-organized.

Objective 1. In an ongoing survey of library patrons, the approval rating of the display of materials will improve by 10% each year

Activity 1-Write survey

Activity 2-Develop survey station

Activity 3-Compile results monthly

Activity 4-Develop a short-term and long-term response plan to address patron's concerns

Activity 5-Library Staff will inventory and assess library signage and shelving and update as needed

Goal III. Borrowers enjoy access to material 24/7 through digital collections

Objective 1. Library patron's usage of web-based services will increase by 10% annually

Activity 1-Launch new web-site

Activity 2-Install and monitor statistical tracking of site

Activity 3-Promote online services on web-site, via press releases and email distribution lists (email blasts)

Activity 4-Write instructional and advisory web-pages

Activity 5-Promote Overdrive Collection. Train Staff and patrons in its use

Activity 6-Hold monthly staff meetings at which a segment features staff training on online collections used by the public.

SERVICE ROLE

> #3 Satisfy Curiosity: Lifelong learning:

Residents will have the resources they need to explore topics of personal interest and continue to learn throughout their lives. (Combined with Create Young Readers: Early Literacy: Children from birth to age five will have programs and services designed to ensure that they will enter school ready to learn to read, write and listen.)

Goal I. Library Patrons have access to a large, well-organized collection that is available in traditional and new digital formats that helps enrich their lives.

Objective 1. In an ongoing survey of library patrons, the number of positive assessments about the quality of the collection will increase by 10% annually

- Activity 1-Write survey
- Activity 2-Develop survey station
- Activity 3-Compile results monthly
- Activity 4-Make purchases based on survey results
- Activity 5- Hold monthly staff meetings at which a segment features staff training on online collections used by the public.
- Activity 6-Promote online databases. Train library staff and patrons in its use.

Goal II. Residents enjoy informative, fulfilling and enriching programming that not only broaden their horizons but enables them to enrich the experiences of others.

Objective 1. The Library will partner with at least two community groups to offer two new programming series for adults in the winter and spring of each year. At least 12 individuals will attend each series.

- Activity 1-Form a focus group to develop a list of potential partners and programs
- Activity 2-Choose two and hold series

Objective 2. To offer at least two children's programs each week, and enroll at least five children and their caregivers for each program.

- Activity 1. To increase cooperation with the Public School System through School and Library visits
- Activity 2. To hold at least two Toddler Story hours per week on-site
- Activity 3. To participate in the State-wide Summer Reading Program

Goal III Library Patrons enjoy Library spaces suitable for their particular learning style.

Objective 1. In an ongoing survey of library patrons, the number of positive assessments of their use of Library space for study and independent educational purposes increases by 10% each year

- Activity 1-Write survey
- Activity 2-Develop survey station
- Activity 3-Compile results monthly
- Activity 4-Develop a short-term and long-term response plan to develop and/or improve the appropriate spaces
- Activity 5-Library staff will inventory furnishings and update as necessary

SERVICE ROLE

>#4 Know Your Community: Community Resources and Services: Residents will have a central source for information about the wide variety of programs, services and activities provided by community agencies and organizations

Goal I. Library Patrons use the Library web-site as a "one-stop" venue for information about Provincetown's events and organizations

Objective 1. In an ongoing survey of library patrons, those responding that the Library's web-site is one of their primary sources of community information will increase by 10% each year.

Activity 1. Partner with the Tourism Office to develop an interactive web-site in which authorized users can post information about their events and organizations

Activity 2. Write a policy for authorized users

Activity 3. Assign monitoring responsibilities

Activity 4. Publicize site to users and organizations by hosting at least two informational meetings and press releases

Activity 5. Staff will develop and distribute Provincetown FAQs and publish them online

Goal II. Library Patrons will come to the Library for information about programs, resources and events available in the community

Objective 1. In an ongoing survey of library patrons, those responding that they go to the library for information about community events and resources will increase by 10% annually.

Activity 1. Host a YearRounders event at the Library

Activity 2. Work with the community to improve the resources available in the community information alcove

Activity 3. Staff will develop and distribute Provincetown FAQs and publish them online

Goal III. Community Service groups will utilize the Library to better inform their constituent groups about Provincetown events, programs and services

Objective 1. In an email survey to library users and distributed via community email blasts, at least 80% of the respondents indicated that they use the Library web-site and will make referrals to it

Activity 1. Publicize web-site to groups and users by attending at least one organization's board meeting per month and by hosting at least one after hours event annually

Activity 2. Prepare, distribute, compile and evaluate survey

SERVICE ROLE

>#5 Celebrate Diversity: Cultural Awareness

Residents will have programs and services that promote appreciation and understanding of their personal heritage and the heritage of others in the community

Goal I. Library Patrons will enjoy a collection, archives and programming which interpret Provincetown's broad cultural heritage

Objective 1. In a survey emailed to all community groups, at least 80% of the respondents will indicate that they have used the Library web-site and collections at least once in the past year to learn about Provincetown's history and culture.

Activity 1. Hold at least two events annually targeting Provincetown's cultural heritage and history

Activity 2. Promote the heritage pages on the Library's web-site

Activity 3. Work with the Provincetown History Preservation Project Team to promote the use of the web-sites and the archive

Activity 4. Prepare, email, compile and evaluate survey

Goal II. Library Patrons will help build the Library's depository of information about Provincetown's cultural heritage and in doing so will learn more about that community

Objective 1. In a survey mailed to all community groups, at least 80% of the respondents will indicate that they have used the Library web-site, programming and collections at least once in the past year to learn about Provincetown's history and culture.

Activity 1. Work with the Provincetown History Preservation Project Team and other entities to add at least 200 objects to the History Project web-site from the Del Deo Archives.

Activity 2. Library Staff will describe the Library portions of the archive, selectively add portions to the History Preservation Project site and link those collections to CLAMS bibliographic records about each collection

Goal III. Through storytelling and other means, Library patrons will view the Library as one in which they can participate in educating others about their cultural heritage.

Objective 1. At least five docents will be trained to provide tours of the library's art, historic collections and the Town history by the end of the year

Activity 1. Advertise for volunteer docents

Activity 2. Hold training sessions

Activity 3. Set up a schedule of monthly tours