

TABLE OF CONTENTS

APPROVAL OF THIS PLAN BY THE BOARD OF TRUSTEES 3

ACKNOWLEDGEMENT & PARTICIPANTS 4

INTRODUCTION 5

METHODOLOGY 6

MISSION STATEMENT 9

VISION 9

LIBRARY GOALS 9

GOALS, OBJECTIVES & ACTIONS 10

COMMUNITY PROFILE 15

CHANGING COMMUNITY DYNAMICS IMPACTING THE FUTURE NEEDS OF THE LIBRARY 16

LIBRARY OVERVIEW 18

LIBRARY SERVICE RESPONSES 20

APPENDIX A – S.O.A.R. Exercise March 26, 2013 22

APPENDIX B - FOCUS GROUP April 23, 2013 29

APPENDIX C - FOCUS GROUP April 25, 2013 37

APPROVAL OF THIS PLAN BY THE BOARD OF TRUSTEES

The Hopkinton Public Strategic Plan approved and adopted by the Library Board of Trustees

Date Approved: Sept. 19, 2013.

ACKNOWLEDGEMENT & PARTICIPANTS

Hopkinton Library Board of Trustees would like to thank town government officials, community leaders, residents, staff and library users for their participation and feedback.

Library Staff

- Rownak Hussain - Director
- Denise Kofron - Youth Services Librarian
- Susan Marshall - Adult Services Librarian
- Toni Alexander
- Linda Connelly
- Nancy Baker-Fowler
- Nia Gallagher
- Sara Hunter
- Carol LeSuer
- Jane Seaholm

Focus Group (April 23, 2013)

- Anita Boothroyd
- Michelle Glassburn
- Marie Eldridge - trustee
- Nancy Baker-Fowler - staff
- Sara Hunter - staff
- Yvette Madany
- Clare Molloy
- Susan Porter
- Jane Seaholm - staff
- Marjorie Touzjian
- Kathy Yankee

Library Trustees

- John Belger
- Marie Eldridge
- June Harris
- Mike McNamara
- Stan Pulnik (former)
- Susan Porter

Focus Group (April 25, 2013)

- Toni Alexander - staff
- John Belger - trustee
- Nancy Best
- Jenna Bogan
- Ann Click
- Linda Connelly - staff
- Scott Ellison
- Fran Evergood
- Jeannine Hagan
- Rebecca Hoffman
- Kelly Ianelli
- Carol LeSuer - staff
- Trish Perry
- Sethu Sekhar

Planning Committee

- Jane Anderson
- Jean Bertschmann
- Debbie-Hilton Creek
- Dave Daltorio
- Erick Fliegau
- John Ferrari
- Beth Mezitt
- John Mosher
- Pam Waxlax
- Ken Weismantel
- June Harris – trustee
- Stan Pulnik - former trustee

INTRODUCTION

An up-to-date strategic plan enables the Hopkinton Public Library to respond to changing community needs and to evolve its role as a 21st century organization. The plan helps explain library program to others, identifies priorities, strengths and weaknesses, creates a clear sense of purpose and provides an anchor for budget development, a basis for ongoing evaluation and a blueprint for future development and programming.



Fiscal year 2014 – Fiscal year 2018 (FY '14 – FY '18) strategic plan has great significance. Since the writing of the previous plan, the Hopkinton library staff, in cooperation with the Town, has taken a major step forward to plan for the expansion of its 1895 building which was last renovated and expanded in 1967. The current plan will help ensure that the expanded facility meets the town's library needs.

On May 3, 2011 Annual Town Meeting approved the preliminary library building design and submission of the application for a library construction grant offered by the Massachusetts Board of Library Commissioners (MBLC). The project will cost approximately \$10.2 million. Funding for the renovation and expansion of Hopkinton Public Library will come from three sources: MBLC, private fundraising, and the Town of Hopkinton.

MBLC approved Hopkinton for a library construction grant of \$4.5 million. Hopkinton was placed on a waiting list for the award. At the writing of this report, Hopkinton is 4th on the list. A provisional grant may be available to Hopkinton within the next two years.

Upon the MBLC's award of the \$4.5 million library construction grant, Hopkinton will have six months to accept the grant. Hopkinton will be required to gain approval at town meeting and secure funding for the remaining \$5.7 million.

METHODOLOGY

The process to develop the Strategic Plan for Fiscal Year 2014 through Fiscal Year 2018 (FY '14 - FY '18.) for the Hopkinton Library included many planned steps. The Director and the Board of Trustees recruited Library Consultant Barbara Friedman, (here in and after refer to as the consultant) The library followed the steps, process and procedures outlined in *Strategic Planning for Results* by Sandra Nelson. The PLA (Public Library Association) adopted these steps to develop strategic plans for public libraries.

A planning committee was formed and included 12 members (see list of participants) of various town boards and committees, community organization members, residents, trustees and library staff. The primary responsibility of this committee was to provide a direction for the planning process, identify library service needs of the community and evaluate library services. At the planning committee's first meeting on March 23, 2013, the library director presented statistics on library usages and general information about the community of Hopkinton. The committee participated in identifying strengths, opportunities, aspirations and results (S.O.A.R) for the library. The text of the S.O.A.R analysis is included in the appendix.

To gather feedback, the library conducted community outreach through two volunteer focus groups. The focus groups included a total of 25 participants comprised of residents, library staff, library trustees and town employees. Two focus groups were conducted separately on April 23rd and April 25th, 2013. All of the participants' responses were recorded by the consultant under Focus Group A and Focus Group B in the appendix.

The Planning Committee met on May 13, 2013. Feedback from the focus groups was used to summarize community needs. Mission and vision statements were also created based on the community needs. On May 20, 2013, the library staff developed goals, objectives and actions.

On Sept. 19th, 2013 Library Board of Trustees reviewed and approved the Strategic Plan FY '14 through FY '18.

COMMUNITY NEEDS

The planning group and the focus group participants categorized their library services needs into five major areas: expand the facility, maintain the high level of service, increase collection size, provide access to up-to-date technology and instruction on its use, and increase library hours and days of service.

THE FACILITY

Expansion is necessary to allow the library to:

- Be the centerpiece of downtown area, providing flexible and multi-purpose space that can be re-purposed and be adaptive to the changing needs of the community.
- Serve as a central gathering place for the community, accessible to all and create a “sense of community.”
- Make meeting rooms available for town government and other organizations.
- Provide ample parking spaces.
- Offer a separate space for young adults, children, adults, and seniors.
- Offer special space for one-on-one and small group interactions.
- Offer space for
 - reading
 - group activities
 - technology use
 - quiet study, including area with study carrels
 - soft seating for relaxation and ambiance
 - library programs, events, and show movies
- Expand its collection
- Drive up to external book/media drop off boxes
- Accommodate adequate space for library administration, staff offices and processing.

SERVICES

- Continue as a resource for the community and a repository of information.
- Provide reference services.
- Provide “readers advisory” service (assisting patrons on selecting library material).
- Offer a variety of library programs for all ages that are informational, educational and entertaining.
- Provide library materials to support homework assignments.
- Increase the quantity of current materials.
- Expand library collection for adults, children and young adults in various formats.
- Maintain staff/patron interactions that are valued by the users.
- Provide more materials in electronic format.
- Continue to have a skilled staff.
- Increase services targeted for young adults.
- Maintain local history and genealogical service

TECHNOLOGY

- Improve access to e-books.
- Provide resources in electronic format.
- Increase the number of computers available in the library.
- Assist patrons in using computers to do research and access library resources.
- Provide library application tools to access library resources effectively.
- Help enable patrons to participate effectively in the digital world.

AVAILABILITY

- Increase hours
- Increase (or hire additional) staff
- Advocate for an adequate library budget

It is important to note that the library needs that were identified by this Library Planning Committee are very similar to what the residents expressed in Fiscal 2008-Fiscal 2013 Long Range Plan with the exception of technological change such as the use of mobile devices, access to e-books and use of social media.

MISSION STATEMENT

To enhance educational, cultural, social, and intellectual opportunities for the community. As the heart of the town, it serves the needs of its diverse users by providing a high-level of personal service with contemporary technology and a variety of programs and materials in many formats.

VISION

- Serve as a social and intellectual hub of the community; a place for inspiration and civic engagement to learn, share, educate, enrich, and entertain.
- Provide excellent customer service and core library services with skilled staff.
- Provide a variety of relevant materials in multiple formats for all ages.
- Provide multiple programs and events to meet the diverse cultural needs of the community.
- Adopt new technologies and help people to learn and apply technology as learning opportunities.

LIBRARY GOALS

- By the end of 2018, the Hopkinton Public Library will be a modern facility that is welcoming and accessible to all and will provide adequate space for programming, materials and library administration.
- Serve as a center for education, information and lifelong learning for all ages.
- Continue to provide residents with well-trained personnel to meet the increasing demand for library services.
- Offer resources and programs to its diverse population to meet their social, cultural; intellectual and entertainment needs.
- Provide services on emerging technologies to promote and enhance digital literacy of town residents.

GOALS, OBJECTIVES & ACTIONS

Goal 1: By the end of 2018, the Hopkinton Public Library will be a modern facility that is welcoming and accessible to all and will provide adequate space for programming and materials.

Objective A:

Evaluate and ensure that the new library building is designed for efficiency; offers adaptable, accessible, and flexible space for future use.

ACTIONS:

- Work with the Permanent Building Committee and the Library Building Committee.

Objective B:

Educate the residents about the benefits of the library expansion project which will improve library services and will offer new opportunities for the community.

ACTIONS: *on-going in Fiscal Year 2014*

- Work with the various boards and committees, Friends of the Library and the Hopkinton Public Library Foundation (HPFL) to publicize the importance and the benefits of having a strong public library.
- Share and distribute information on how the new expanded library will offer space for public use.

Objective C:

Provide support for fundraising efforts by the HPFL and the Friends.

ACTIONS: *on-going in Fiscal Year 2014 and beyond*

- Participate in various fundraising events.
- Display appropriate information in the library on how the residents can make donations.

Objective D:

Insure that the library meet the town's parking by laws requirement by the end of 2014.

ACTIONS:

- Work with the Library Trustees, the Town Manager and the Facilities Engineer in order to achieve MBLC's parking requirement compliance by the end of June 2014.

Goal 2: The library will serve as a center for education, information and lifelong learning for all ages and build a sense of community and foster good will.

Objective A:

Expand books & materials collection for all ages

ACTIONS: *On-going in Fiscal Year 2014*

- Increase access to current materials and add multiple copies depending on demand.
- Get new items on shelves sooner to satisfy patron demand.
- Solicit suggestions from patrons of all ages.
- Set aside more staff time to read book reviews and most requested list on CW Mars (Central & Western Massachusetts Regional System) website for purchase.
- Update Standing Orders List
- Accept ideas from staff
- For children and young adults, read reviews, check Amazon, elicit suggestions from patrons, and then order.
- Pre-order when possible.

Objective B:

Expand digital book and audio book collection.

ACTION: *on-going in Fiscal Year 2014*

- Explore and evaluate alternative sources (other than Overdrive) to access a broader digital collection
- Provide e-book services that are easy to use.
- Allocate budget to purchase e-audio books from other vendors.

Objective C:

Provide access to materials for all Hopkinton children and young adult to foster life-long love of reading and learning.

ACTIONS: *On-going in Fiscal 2014*

- Identify needs and fill gaps in the collection.
- Collaborate with schools staff to improve non-fiction collection in order to support home work assignments.
- Continue to offer summer reading program and a collection books to borrow.
- Offer Story Times twice a week; Once a month singing programs and once a month “music and movement” programs
- Offer special performer events
- Offer book discussion groups.

Objective D:

Provide resources for general information, local history and genealogy, consumer and business information and other topics in a variety of formats to help answer questions on a broad array of global topics

ACTIONS: (The following actions would require additional funding and staff time. We will start exploring new sources in Fiscal Year 2014 and implement them as resources become available.)

- Provide electronic access to a broad range of topics
- Evaluate and provide access to a genealogy research database
- Provide community referral service from the Reference Desk
- Provide an on-line “ask a question” service via the library webpage
- Digitize local history information
- Provide “Find it online option.”

Goal 3: The library will serve the diverse cultural, social and recreational needs of the community.

Objective A:

Offer a variety of programs and events to Hopkinton residents of all ages.

ACTIONS: *on-going in Fiscal Year 2014*

- Coordinate programs based on current books and movies.
- Monitor other library programs suggested through listserv.
- Consult community calendar to help decide on appropriate types of programs.
- Consult with the local public schools and youth commission.
- Offer programs during non-library hours.
- Work with different ethnic groups in town to identify and plan various cultural programs.

Objective B:

Bring more people into the library, attract non-users and involve community organizations.

ACTIONS: *On-going in Fiscal Year 2014*

- Increase publicity about library services.
- Host programs that are requested (Suggestions from the public).
- Contact local talents and coordinate programs with them.
- Provide outreach program to senior citizens.

- Collaborate with community organizations to host programs in the library.

Objective C:

Create space for community events and activities by the end of Fiscal Year 2014

ACTIONS:

- Re-purpose some space in the reference collection area.
- Weed the reference collection using the core collection guidelines.
- Archive and re-distribute items in other collection areas.
- Donate items and books for book sales.

Goal 4: The library will continue to provide residents with well-trained personnel to meet the increasing demand for library services.

Objective A:

Expand staffing and library hours to meet customer demand.

ACTIONS:

- The trustees and the director will collaborate to work with the town government to increase library hours up to 50 hours per week by Fiscal Year 2015.
- The trustees and the library director will collaborate to work with the town government to hire a part-time YA librarian by Fiscal Year 2015

Objective B:

Provide ongoing opportunities for professional development for the staff.

ACTIONS: On-going Fiscal Year 2014

- The library director will include sufficient funding for staff training in the annual budget.
- The library Director will create time for staff to attend appropriate workshops, meetings and conferences.
- Staff members will share information from professional development sessions with their colleagues during staff meetings.
- Provide a back up person to fill in for regular staff.
- Train staff members on how to use new technologies.
- Investigate opportunities for online workshops.

Goal 5: Provide services on emerging technologies to promote and enhance digital literacy of town residents.

Objective A:

Acquire and learn emerging technologies.

ACTIONS:

- Keep abreast of the availability of new library applications and devices used by patrons.
- Purchase mobile devices used by patrons and learn how to use them.
- Purchase software applications useful for library transactions.

Objective B:

Create an environment that promotes digital literacy

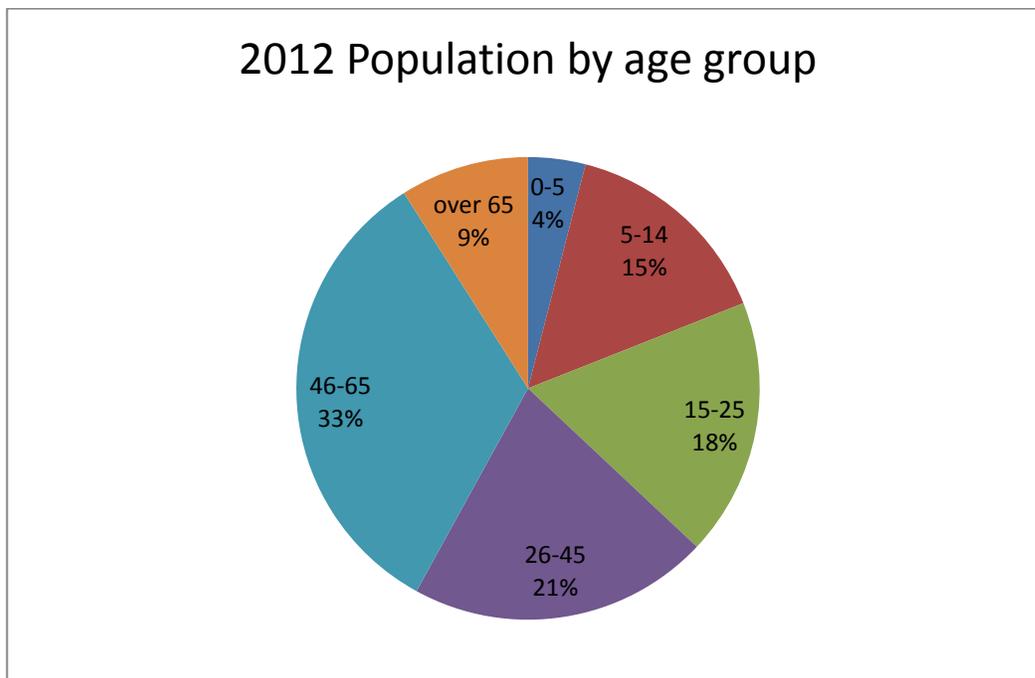
ACTIONS:

- Educate people on how to use their devices by providing tutorials or one-on-one session.
- Offer instructional videos online.
- Instruct patrons on use of digital access to the local history collection.
- Help patrons to evaluate and interpret electronic information.

COMMUNITY PROFILE

Hopkinton has experienced rapid growth, especially within the last 25 years. Here's a snapshot of Hopkinton today:

- 2012 Population – 15,812; 72% increase since 1990
- Highly educated – 68% of adults have Bachelor's degree or higher, compared to 39% for Massachusetts
- Household median income - \$120,240, compared to \$65,981 for Massachusetts
- Occupations – 61% of adults are in management, business, science and arts occupations
- Industry – 19% work in professional, scientific and management, and administrative and waste management services; 17% in educational services, health care and social assistance; 17% in the manufacturing industry
- Unemployment rate (August, 2013) – 4.7% compared to 6.8% for Massachusetts
- Race – 93.1% White, 4.4% Asian, 0.89% Black or African American, 1.2% two or more races
- Households comprised of one adult with children – 5.5% of households, compared to 8.6% for Massachusetts
- Percent of people with incomes below poverty level – 1.4% compared to 10.7% for Massachusetts
- Average household size – 2.99 people, compared to 2.48 for Massachusetts
- Average age – 40.3 compared to 39.1 for Massachusetts



Sources: U.S. Census 2010; Town Census 2012; Commonwealth of Mass.

CHANGING COMMUNITY DYNAMICS IMPACTING THE FUTURE NEEDS OF THE LIBRARY

Impact of Projected Population Increase on Library Use

Hopkinton has been one of the fastest growing communities in Massachusetts! According to the Hopkinton Planning Board, Legacy Farms is set to build 940 housing units. When completed, Legacy Farms population is projected to be 2,020 including as many as 250 children. All ages use the library, but the Hopkinton Library is especially aware of the need for early literacy and we know this will impact services, which have been outlined in the Library 's Strategic Plan for Fiscal Year 2014 – Fiscal Year 2018.

- *Population increase:* currently the library averages a circulation of nine items per capita annually. When the Legacy Farm development is completed, there will be 2,020 more people and the number of items circulating could go up as high as 18,180 (9 x 2,020) annually. The 18,180 items represents a 13% increase in our total circulation.

An additional 250 children joining the 602 children who are currently under five year old will impact services and staff needed to make the Library an integral part of their early education and readiness to enter the school system.

On the other spectrum, there are 3,987 residents between the ages of 50 – 65, an age group that within the next five to ten years will become potential “retirees”. With new leisure time, but on limited budgets, this is a population that often relies heavily on Library services.

Impact of Library Renovation/Expansion on Library Use

When the renovation and expansion goes forward, the library will also face many new users and will be expected to expand its services.

- According to MBLC (Massachusetts Board of Library Commissioners) the overall use of library services increases by 30% when a library is renovated and expanded. An increase of 30% in circulation would add 42,871 items annually.

Combined Impact on Circulation and Services

The combination of these two factors population growth and renovation and expansion of the library could increase circulation as much as 43%.

Conservatively, we should plan for, at minimum, an increase of 35% within the next five years.

Focus groups and planning group participants expressed the expectation that the following library services would be expanded when a newly renovated library is built:

- **More materials selection and processing**
 - Satisfying the need for more demands in a larger building means more staff time needed to select appropriate materials, processing and cataloging and shelf.
- **More service**
 - YA expanded service
 - Expanded Video / Audio Selection
 - More Computers
 - Expanded reference services (evening and weekend hours coverage)
- **More electronic resources**
 - Expand electronic resources
 - Self-help resources
 - Access to Software programs for personal use
- **More people in the library**
 - Increase in attendance at programs
 - More programs need to be planned and offered
 - Use of Meeting Rooms / Use of Common Areas

Impact on Staff

Currently, on average, 22,000 items are handled by each full-time equivalent (FTE) employee annually. Five employees work part-time and four employees work full-time, which equals 6.5 FTEs. According to “Basic Library Services Standard,” the current staff serving a population of over 15,000 should be closer to 15 FTEs (1 FTE per 1000 population). With less than 50% of the recommended staff, the library has been thriving and providing excellent service. To continue the quality of service for a population that should reach 18,000 in the next five years, the Library simply needs a larger staff to serve a larger population.

LIBRARY OVERVIEW

Since 1895, the library has been located at the heart of downtown, steps away from the Town Common. The library building, filled with architectural charm and character, is a community-gathering place where people and information come together. In addition to providing standard library services, the library collaborates with community groups in hosting informational, educational and entertaining programs for the community. The library has a small local history collection that the residents use for historical research. Non-traditional students use the library to take tests and the library staff provides proctoring.

As of June 2012, the library holdings include over 55,000 items consisting of a wide variety of books, DVDs, audio books, CDs, discounted museum passes, magazines and newspapers. Additionally, the library provides access to items from over 150 libraries through our catalog, as well as about 6,000 digital titles, 3,500 downloadable audio books and 2,533 movies for various mobile devices through the digital catalog. There is a history book club, knitting group and a young adult book group. There are four public access computers with free internet access and subscriptions to electronic resources such as magazine and newspaper articles for research and information. There are two Macintosh computers for school students to access their school accounts.

There have been some significant improvements in all areas of library services reflecting objectives and actions plans developed in 2008 for the FY '08 – FY '13 Long Range Plan. Since then new, improved services were developed; the library collection was analyzed, updated and replaced with appropriate formats, space constraints were addressed by constantly re-arranging furniture, book cases and work spaces.

Overall use of the library, including circulation, programs, computer use, program attendance, and use of museum passes and Wi-Fi, has been increasing steadily over the last 5 years. The popularity of E-books and the use of mobile devices have been growing. The library has been responsive in meeting technological changes with new improved services such as convenient access to borrowing electronic materials, assisting patrons with downloading material to their devices, a mobile website, and a Smartphone barcode scanner.

Library services are available 44 hours per week, Monday through Saturday. The library catalog is accessible 24/7 via the library website. The library website is vibrant (www.hopkintonlibrary.org) with program information, list of new materials, library updates, electronic newsletter and program alerts. There is Face book and Twitter (HopkintonPLMA) pages to stay connected with the user community.

Statistic	FY 2008	FY 2009	FY 2010	FY 2011	FY 2012	% change
Total Computer Use	1,796	3,126	3,831	4,398	4,765	62%
Help with Computers	N/A	284	682	1,002	1,130	75%
Total Attendance in library	60,000	61,446	58,000	61,892	62,634	4%
Number of YA programs	2	12	10	10	13	85%
Total attendance at all YA programs	30	87	80	48	141	79%
Number of ADULT programs offered	13	18	20	44	70	81%
Total attendance at all ADULT programs	620	559	800	855	1,348	54%
# of museum passes borrowed	940	1,019	996	1,015	1,055	11%
Total Registered Borrowers	7,480	7,630	7,715	8,345	8,611	13%
Total Items Circulated	107,024	112,534	116,477	130,360	144,358	26%
Total WiFi Visits	N/A	190	323	488	723	74%

LIBRARY SERVICE RESPONSES

The Public Library Association's planning process, *Planning for Results*, uses the concept of "service responses" to outline the areas of service on which a library can focus on in developing its goals. In simple terms, a service response is what a library does for its community.

Commons

The Library is a central and welcoming place that is safe, comfortable and accessible to all: a place for the community to gather, share, socialize, learn, inspire and engage in public discourse; a communal area for events and programs.

Current Topics & Titles

Provide access to a wide selection of materials in various topics reflecting popular as well as worldwide trends in various formats. Implement a variety of programs to fulfill the educational, cultural, recreational, informational and intellectual needs of the community.

Young Readers and Literacy

Provide access to a variety of materials in multiple formats for children and young adults in an environment that engages, instructs, excites, and fosters lifelong literacy. Children from birth to school age will have materials, programs, and services designed to help them prepare to enter school.

General Information Resource

Serve as a general Information resource to answer questions on a broad array of topics related to work, school and personal life including local history and genealogy and community referral. Appropriate technology will be available for patrons to access information. The staff will train patrons on the use of technology to gather, evaluate, and use information effectively.

Life-Long Learning

Provide resources and technology that reflect the needs of the community and satisfy the natural curiosity of learning throughout the natural lifespan.

Digital Literacy

Provide resources for emerging technologies and the staff to train and support the public in their use.

APPENDIX A – S.O.A.R. Exercise March 26, 2013
(Strengths, Opportunities, Aspirations, Results)

Strengths

What Are Library's Greatest Assets?

Staff

Dedicated staff

Staff make it work under hard conditions

Working toward a new building

Access to things across the state with ILL

Location (downtown) accessible, even though parking is a challenge

Director who is fabulous

Patrons who are patient who overlook some problems

Wonderful volunteers ...NO, GREATEST VOLUNTEERS!

Residents willing to give time

Teen volunteers as well

Children's section improved

Trust Fund for books and technology & programs

General community support behind the library

Open attitude

Local history room...indexed through CPC

Lucky to have a part-time archivist

Variety of programs

Strong collaboration with the schools

Strong & hard working Friends of the Library group

Wonderful children's & young adult collection

Friends provided new shelving in the children's room

What is Working Well in the Library?

Collaboration is working well with school & IT to allow students to use computers & their accounts.

Collaboration benefits the library

Strong IT support from the Town

Public access to computers & help in using them

What is Valued the Most?

System for renewals from home.

Interlibrary Loan is working well

Staff support of each other

Fun place to work

Good senses of humor abound

Staff serves patrons well to get resources

Staff never allows people to walk out without a answer

Staff is working hard, but knowledgeable and working well.

The ability to get any book, movies, audiobooks, that you want.

Staff

Volunteers (41,000 shelved books by volunteers (middle school through adults) during the summer

Patrons

Central location

Exterior of the building is architecturally interesting

Ambiance to the building (mainly the exterior)

Strong communal aspect in Hopkinton

New comers are drawn to the library

Library connects people

Children's programming...appreciated by parents, moms, and caregivers

What Good Things Do Stakeholders Say About the Library?

"Books are reserved for patrons before they ask for them"

"They've got it before you ask for it!"

"Staff is always anticipating patron need."

"What makes the library unique are the people that make it happen."

"The Library has people that serve the need of the community."

"Young adult section has grown. (When kids notice it really must be true!)"

"Relieved that the Building would get an addition instead of starting a new building."

"Great service, great consumer service. Hard to find good service in today's world."

"The Library is comforting and reassuring."

“The Library helps other town departments. There is cooperation with the town officials/ employees.”

“There is a sense of community in the library that brings it together.”

“The Library is a refuge.”

“A place to read the paper, pick out books, get away from daily life.”

“ It’s a free bookstore!”

“Visiting the Library is like shopping without money.”

“ Our library card is the best credit card in town!”

“Great institution that compliments the schools.”

“The Library offers extra services:proctoring exams; copies, scans & more.”

“The Library offers Technology to those that do not have access.”

Opportunities

What’s happening that can benefit the library?

New Technologies available

Pressure for additional parking in the downtown will benefit library that needs more parking

Increased number of students will get more young people into the library and young people “keep the library on its toes” (innovating).

Fundraising efforts are underway

A Foundation has been set-up to raise money for the library

What’s happening that helps the library benefit others?

Exchange of ideas; new friendships

Learning

Encouraging young people to read

Providing technology for people

Providing technology assistance to those who need it

Encouraging seniors/adults to keep reading, thinking, discussing, and growing Summer Reading Program.

Collection from the School Library are sent to the public library.

(Students benefit by having more materials. School benefits by having students read during the summer.)

Great adjunct to what the school is doing. Library is adding value to education.

Provides a place for tutors to tutor

Students & tutors feel comfortable

A place to knit (comradery & learning)

Work with school (English & History) to anticipate homework needs & provide the materials that they need

Varied programs are educational & informative.

What can be repurposed? What strengths can be strengthened?

Consolidation ongoing.

Repurposing materials, giving them to other schools, senior center or people

Website is very good...going forward to keep the building project out there & add Facebook "likes" (Social Media)

How can weaknesses be repurposed?

Expanded building is going to solve a lot!

Changed thinking about programming:

Programming is now being offered during non-open hours.

Moving programs to other locations.

Morph library into a temp location

Temp location might have more space.

Greater demand for online services during the renovation

How can threats be repurposed?

Use more electronics to save space

Face the reality of electronic use. It's here & it's being used by all ages.

Redefine the "sense of community"

Social connectivity where the library brings them together to experience technology

Taking time to teach & increase technology use.

While the space is moved...electronic

Readers advisory from staff (both electronic & hard copy)

Biggest threats is access today

Threat is the incompatibility of technology

Communities are online for younger people.

Library is a repository of information....

Insufficient parking is a threat currently. Large parking lot will increase use, programming, and services.

Aspirations

Considering the Strengths & Opportunities, Where Do You Want To Go?

Expansion of the library has provided for flexibility of repurposing. Physical space that can be changed, changing with needs (think of it as an art gallery)

Multi-use centered around the sense of community.

Space will offer new opportunities

Accessibility for seniors, strollers, or disabled.

Centerpiece of the downtown. A new draw to the downtown area.

Well integrated space & places to park that is easily accessible without crossing major traffic.

How Do You Envision the Library Post-Construction?

Library will have a 'Sense of Community'. New plan will provide a building that will address physical needs.

Library will still have staff that will interact with patrons.

More staff and more hours.

Place for community to gather.

Important community resource.

Skilled staff is important to be continued.

Who is going to take responsibility?

Ken... Parking

Money & Advocacy, MBLC & fundraising & keeping the present

Trustees / Rownak / Friends of the Library/ Permanent Building Committee /

The Hopkinton Library Foundation, Inc.

Building & service & decide on a space & publicity campaign./Rownak &

Trustees & Staff

John....Downtown initiative. Make it work!

Dave.... Engineering & space?

Debbie... Increasing staffing

What are your hopes for the Library?

Teens will have a place to gather.

Technology will be available to young people.

Number of seniors in the library will increase.

Number of young mothers and children will increase because they can't get into the library easily now.

More accessible building

Small meeting room place for government officials and others

The Library's proximity to other buildings that are vacant might offer more space.

Better traffic flow on Church Street. "Drive-up window"

More room needs big parking

Results

How will you know we have succeeded?

Article for expansion passes at town meeting

Ballot question passes at town election for \$2.25million

MBLC grants Hopkinton \$4.5 million

Fundraising is successful \$2.25 million

Year after the new building is opened and costs are accurate & providing services

mentioned in this exercise.

Success will be shown in increased traffic & use.

What will be different for the stakeholders?

Stakeholders will feel that they are coming into the same library with community pride and:

Accessibility

Meeting Rooms

Improved workflow

Technology

Bathrooms

Diverse Programming

Ambiance

YA Room

New Directors Office

Activity Room

Appropriate employee space

Lego Clubs

More Comfortable

What will be different for the staff?

More of them

Better working conditions

Better workflow

Be able to provide better service

APPENDIX B - FOCUS GROUP April 23, 2013



AT THE HOPKINTON SENIOR CENTER

1. Presently, what needs do you see the Hopkinton Public Library fulfilling for the town's residents?

Information hub

Programs for all ages and interests that are entertaining, educational, informational, and cultural

Materials from all over the state the universe

Technology advice

Helps build community

Supplement school materials (reports, projects)

Staff knows what you need and seeks out what you want

Provides you with Books, tapes, DVDs, current materials, passes to museums, business and historical materials

Ebooks

Computer / printer use

Fax machine

Copy machine

Computer help

Tax forms

Refuge and haven
A place to browse
Discover new books
Help with finding materials for Mystery Reader

2. What are factors that keep you coming back to the library?

Paycheck 😊
AWESOME and knowledgeable Staff
Book Return & get more materials
Variety of materials
Volunteer opportunity
Programs adult & children's
Kids to do research for school
Seeing "what's new" (Checking out the display to see what's current)
Book sale
Quiet place to relax
Read newspapers or magazines
Share recommendations from staff
Social place, you always meet someone you know
A place to share what we've read, share with staff, share with patrons
Help with Knitting (fix errors 😊)
Sandwich board with reminders of upcoming programs on common and
in front of the library
Computer use
Wi-Fi
Love the staff!
Area to meet for tutors
Information on Town History

3. What prevents you from using the library? Explain ideas and suggestions that would entice you to use the library more.

Hours
Sunday hours
YA space
Space
Parking

Lack of handicapped accessibility
Children's room upstairs

4. How far do you travel to come to the Library?

3 blocks. 1.5 miles. 3 miles. 5 miles. Great location at center of town.
Almost always on my route to or from.

5. Are library hours adequate? If no, what would you prefer?

Sunday and the same time every morning 9 AM to 9 PM
Open at the same time and at least 3 nights; open Sunday 3 hours
CONSISTENT HOURS
More weekend hours
Saturday Afternoon hours
Summer Saturday hours
Evening hours after 6, but maybe 8 would be okay

6. What do you believe are the top priorities of Hopkinton Public Library?

Serving their clientele
Customer service
Expanding space
Expanding the collection
Keeping up with technology (at least at the curve if not ahead of it)
Trying to expand hours, so they can adequately do work and still serve clientele
Enlisting volunteers
Staff to direct volunteers
Trying to meet the needs of the YA population (staff & materials)
Want to bring in more programs
Receptiveness to patron requests
Be the center of the town

7. The Hopkinton Library has prepared a Building Plan for Expansion of the Library. What additional services do you think should be offered in the expanded building?

Meeting space for other groups, clubs, etc.
A CLASSY designated Friends Area (meet, collect books, sell stuff, etc.)

More books for sale
Space for groups (knitting group & others)
More soft seating in children's and adult areas
Space where children can feel comfortable while waiting for their parents in the adult section
Toys, Blocks and trucks, etc. that can be used by children while in the library to give them a feeling that the library is a place to be
Local Artist space
Study/Quiet Room/proctor exams
Magazine swap area (Area where you can recycle things)
Drive-up drop off
Carousel for community to drop off brochures
More technology space
Charging stations to plug in computers
Bigger processing area for staff
Program space
Elevator
Café
Better bathrooms
Office space for the director
Staff room
YA space

8. When the Building Plan receives funding, the Library will be temporarily moved to a new location.

a. What materials do you feel would be essential at this interim location?

Everything
Current books, technology, DVDs, children's materials, current newspapers & magazines
Probably not move Reference, local history,
Enhance the online presence during this building process: spread the word about how to order new materials online, ways of connecting, website improvements, social media, etc.
Publicize the progress of the construction process
Enhance the partnership with schools during this time.

a. What services do you feel would be essential at this interim location?

Interlibrary loan, parking, drop off box for materials, accessibility, computer access, staff, Wi-Fi, Children's story time (craft etc...).

b. If the temporary library is not located on Main Street, would you use the library less? The same?

Same

Depends on where it is

Traffic is a problem in some locations that would prevent some visit

9. In addition to state and municipal funding, a private foundation, Hopkinton Public Library Foundation, Inc., is involved in private fund raising? What fundraising methods do you think are appropriate for a library to raise funds?

Anything is fair game.

Direct solicitation

No keg parties

Silent auctions

Special fundraising events (tea, American girl doll, truck party, etc.)

Whatever is the IN THING.

Big name author event

Events that attract

Family fun run

Evening in the stacks (wine , cheese, community bartenders)

Gala

Wall with donors names

Bricks with donor's names

Naming opportunities (chairs, rooms, etc.)

Programs that cost nothing, but you could charge (History of Bridal Gowns, Veterans display that connect them to service)

Sponsored Runners

Book Sales for all ages

10. The Hopkinton Library offers a variety of media types.

a. What type of media do you use?

Books, television, iphones, ipads, wifi, newspapers magazines, DVDs, movies, radio, e-readers, games, ipods, audiobooks, CDs, album, cassettes, VHS, roku, hulu, netflix.

b. What type of media do you pay for?

Books, television, iphones, ipads, wifi, newspapers magazines, DVDs, movies, and radio

11. The Hopkinton Library offers a variety of services.

a. What services do you use?

Information hub .
Programs for all ages and interests that are entertaining,
Educational opportunities
Informational, and cultural
Materials from all over the state the universe
Technology advice
General Advice
Interlibrary Loan
Provides a refuge
Copy Machine
Fax Machine
Web page
Online access to the catalog (C/W MARS)

b. What services do you prefer to pay for?

Internet at home
Education
Entertainment

12. The Hopkinton Library provides information?

a. What type of information do you seek from the library?

Want to know “What’s new?”
Hopkinton history
Help with children’s reports
Mystery reader recommendations
Consumer information
How to download (computer advice)
Diet (health)
Craft
Gardening
Travel
Biography
Age appropriate materials

b. What type of information do you generally find from other sources?

Google
Maps
Restaurants
Shopping
Intriguing information
Health

13. The Hopkinton Library offers many programs?

a. What types of programs do you attend at the library?

Knitting, author visits, children’s, holiday , book clubs, history, tea, musical, book sales, antiques, summer reading for all ages, genealogy, stone walls,

b. What types of programs do you prefer to attend in other locations?

Art programs, anything that attracts a large crowd, cooking, movies, theater, play, workshops, hands-on-crafts are difficult.

14. The Hopkinton Library is just one of the libraries in the Central/Western Massachusetts Automated Resource Sharing (C/W MARS) library system where you can use your library card.

a. Do you only use other libraries in the system?

No

b. What materials or services draw you to other libraries?

Yes, Westborough, Milford, Southborough, Wellesley, Natick, Newton, Boston, College Libraries, Framingham, Ashland,

c. Which Libraries do you go to and why?

Availability of materials

On the errand route

Games

More selection of ebooks

Parking

Easier Access

Elevator (accessibility)

Space

Hours

Sunday hours

Online foreign studies

Programs

Fish Tank.... (Things attractive to children)

APPENDIX C - FOCUS GROUP April 25, 2013

1. Presently, what needs do you see the Hopkinton Public Library fulfilling for the town's residents?

Getting books that we want to read

In addition to services, passes, movies, it is also great meeting place...social gathering place.

Social gathering for children and their friends

Nice place for homework while parent is doing errand

Very important in Hopkinton because no late buses (schools are in walking distance of library)

Access to high speed internet for those who don't

Good entertainment for little kids (grandparents)

Puzzles & games & books

Ability to borrow from other libraries

Socialize with staff and "get a boost"

Free therapy

More than what the school library can provide; important

For adults

Volunteer opportunities: meet people, welcome staff, makes people feel good about themselves and make people feel accepted in community

Book sales

Latest thriller on audio books

Shared access to newspapers & magazines (saves money; don't have to buy; it's there when you have time to read it.

Good selection of magazines "awesome"

How to guides for e-readers; old fashioned place with today's technology

Crossword puzzle patrons...Copied for puzzle enthusiasts

Nice to have entertainment : authors, music, movie nights, children's programming, book clubs for middle & high schoolers, story time for kids, adult book clubs, knitting,

Family history research

Local history

Writing books research

2. What are factors that keep you coming back to the library?

Friendly staff

Staff knows you...barely have to take out your library card

Quick service

Good suggestions if you don't know what you are looking for

Museum passes

Location

Children's staff is keyed into children's interest

Love the building ...ambiance...join years of people reading books

Books

Pay fines

Best sellers

Sense of community

3. What prevents you from using the library? Explain ideas and suggestions that would entice you to use the library more.

Longer hours

Nice if it was open on weekends

Sundays

Saturdays (more hours)

Parking

Lack of meeting space, study space, business space, private space,
tutoring space,

Space, space!!

Space for artists (local artists have no space to display)

Not handicapped accessible

Or stroller accessible

Children's section cramped...too small

More computers

4. How far do you travel to come to the Library?

4 blocks...7 miles

5. Are library hours adequate? If no, what would you prefer?

Upon until 8 PM Monday through Friday

Open Saturdays, even during the summer

9 to 4 PM on Saturdays

Like the way it is because it's not always open. Traditional hours.

If it was open more, would spread out your social contacts.

Okay that not open on Sundays. May take away from family time for staff.

6. What do you believe are the top priorities of the Hopkinton Public Library?

Service, staff works very hard to provide service, despite limitations of building, limitations exist, but the staff works around them.

Find funding for more hours and more space

Library tries to have a good variety of books and current materials. Feeds the needs of diverse users.

Works to create sense of community

Start young encouraging children to stay and read and do things.

7. The Hopkinton Library has prepared a Building Plan for Expansion of the Library. What additional services do you think should be offered in the expanded building?

Longer hours

Nice if it was open on weekends

Sundays

Saturdays (more hours)

Parking

Lack of meeting space, study space, business space, private space, tutoring space,

Space, space!!

Space for artists (local artists have no space to display)

Not handicapped accessible

Or stroller accessible

Children's section cramped...too small

More computers

New mothers outreach; for moms and kids

Very hard to meet people for new residents (may happen in new space)

Family

Local history; genealogy – better area to store, so more could be added

More programs on genealogy & history
More space to provide better display, better presentation,
Bulletin boards where people could put up more information (and be
neater)
Have more materials in the library
More current movies (continue getting the newer ones)
Allow space for boy scouts, girl scouts, other groups
More space for concerts and book readings (a conference room)...that
would hold 50+ people
Separate room for programs
Space for movies
Boomer generation is growing...Daytime programming

8. When the Building Plan receives funding, the Library will be temporarily moved to a new location.

a. What materials would be essential to you at this interim location?

Books
Everything
Computers
Staff
Most recent books
Parking
Children's materials
Online catalog
Ability to order books from other libraries
School resources (Biographies... school required materials)
Audiobooks

b. What services do you feel would be essential at this interim location?

Computer with Internet (online catalog, etc.)
Several computers (at least what have now)
Clear directions and resources available at other libraries that are in surrounding towns.
Both Children and Adult collection & services together

Better coordination from schools to provide services to students
Schools could store some materials

c. If the temporary library is not located on Main Street, would you use the library less? The same?

Same as long as parking is available

Depends on where it is.

If I can't walk, I wouldn't come

More important to have close to people that are city-centered

Appreciate it when it comes back!

Location where you can do other things in the area

Town-centered library is very important

d. How big should it be?

Balance of whether to put it in the center of town, but limit space

Most important to different people

Coordinate space to have programming

9. In addition to state and municipal funding, a private foundation, Hopkinton Public Library Foundation, Inc., is involved in private fund raising? What fundraising methods do you think are appropriate for a library to raise funds?

Any and all.

Book sales

Direct outreach to donors

Concerts

Do things that reach all ages; pizza & softdrinks & trivia

Involve the whole community

Amount of time and effort vs. monetary return is an issue

Buying a brick

Name a room

Buy a bench

Naming opportunities

Opportunities to donate time

Volunteer recognition

Plaques on shelves from businesses in town

Good marking as long as tastefully done

10. The Hopkinton Library offers a variety of media types.

a. What type of media do you use?

Movies
DVDs
Books
Audiobooks
Magazines
CDs
Newspapers
Museum passes
Television

b. What type of media do you prefer to pay for?

Television
Newspapers
Books
Magazines
Would only buy it (any material) if it wasn't in the library
Movies online
Recent movies from Redbox or online

11. The Hopkinton Library offers a variety of services.

a. What services do you use?

Internet access
Getting books that we want to read
In addition to services
Meeting place
Therapy (staff talk to you; social interaction with others)
Access to high speed internet
Interlibrary loan
Volunteer opportunities
Book sales

Way to save money
How to guides for e-readers
Crossword puzzle copied for puzzle enthusiasts
Entertainment : authors, music, movie nights, children's programming, book clubs for middle & "high-schoolers", story time for kids, adult book clubs, knitting
Reference service
Job searching
Copier
Fax

b. What services do you prefer to pay for?

Internet access
Therapy

12. The Hopkinton Library provides information?

a. What type of information do you seek from the library?

Reader's Advisory on entertainment in books & movies
Research help on a topic assigned
Travel information
Biography
Medical
Social Situation
Parenting (child psychology)
Home Improvement
Divorce
Pet Training
Recommendations for further reading
Investment information
Nature

b. What type of information do you generally find from other sources?

Health
Things you can easily find on the Internet
Legal information (advice)

- 13. The Hopkinton Library offers many programs?**
- a. What types of programs do you attend at the library?**
- Music
 - Book Club
 - Author Events
 - Children's story time
 - Nature (Trails)
 - History
 - Movies
- b. What types of programs do you prefer to attend in other locations?**
- Author of more popularity**
- Nature programs outside
 - Yoga & exercise
 - Movies if space was better
- 14. The Hopkinton Library is just one of the libraries in the Central/Western Massachusetts Automated Resource Sharing (C/W MARS) library system where you can use your library card.**
- a. Do you only use other libraries in the system?**
- No.
- b. What materials or services draw you to other libraries?**
- Movies
 - Minuteman...libraries... wider selection of materials (technical and academic books)
 - Concerts
 - Kindles (ereaders)
 - More ebooks
- c. Which Libraries do you go to and why?**
- Ashland-** movies; proximity to another network
To pick up books from the Minuteman system

Art display; collection display space.

Boston - Proximity to work

Framingham- Lots of concerts; lots of activities; open until 9;
Selection of books and CDs is more.

Holliston – To pick up books from Minuteman

Milford – space is large; good organization; ereader & ebooks- Great
browsing space

Westborough – Proximity ; hours especially weekends, and evenings
and weekends during summer; Study carrels; a place to plug your
computer in