

Library Strategic Plan



**A 3-YEAR PLAN TO GUIDE BUDGETING AND
WORK PRIORITIES**

September 2013

Overview



The Amherst Town Library shall strive to provide all community residents with materials and services for their information, education and entertainment needs.

Historical Dashboard



The Library Trustees examine usage statistics monthly and have extensive use data for the last decade.



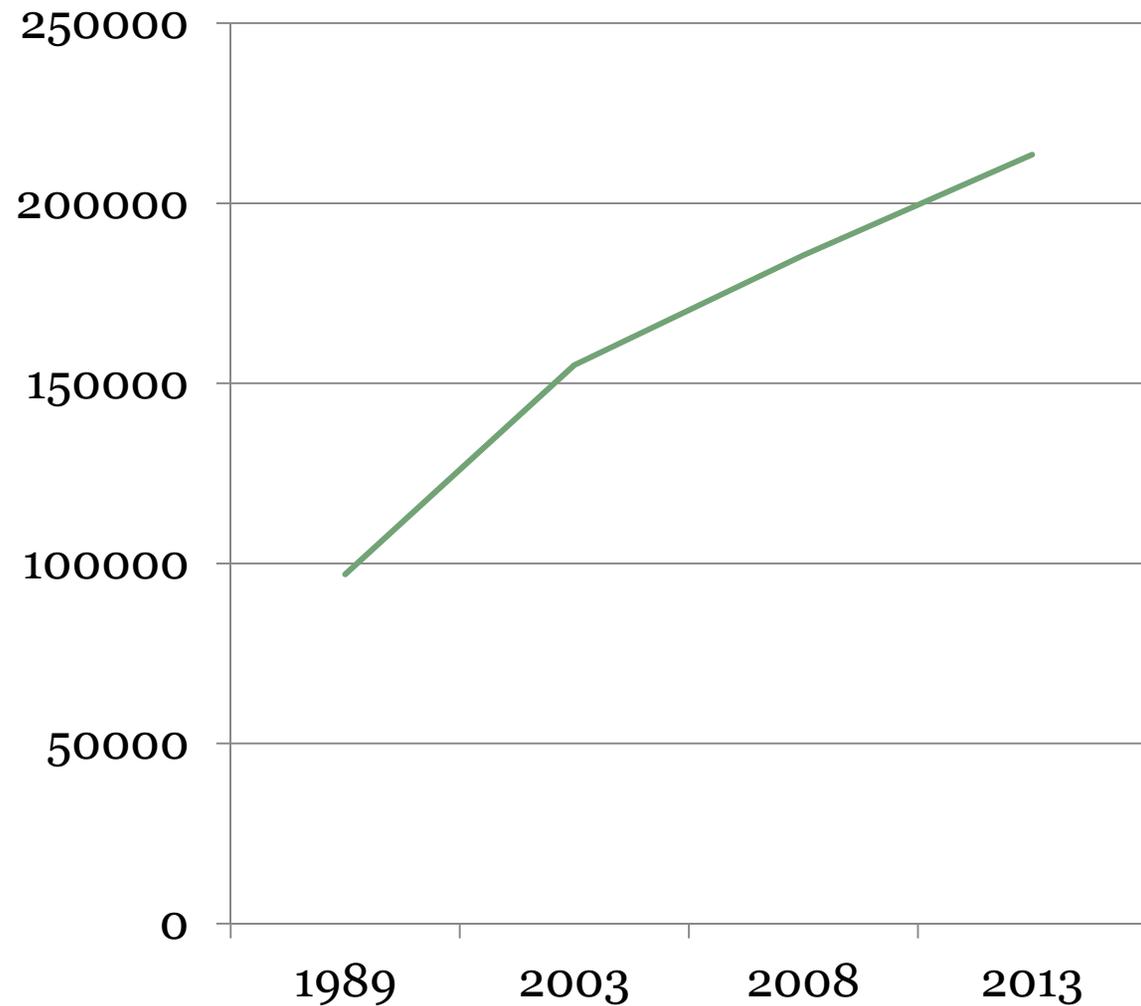
Total Circulation
has increased
dramatically.

Detailed breakdowns
show:

increase in
audiovisual
circulation

more recently:
eBook use has had a
significant increase

Total Circulation



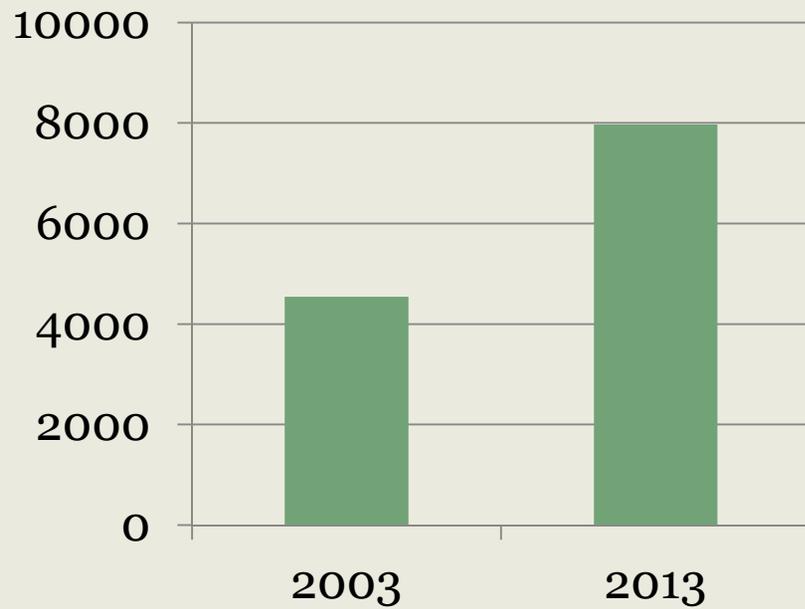
Program Attendance



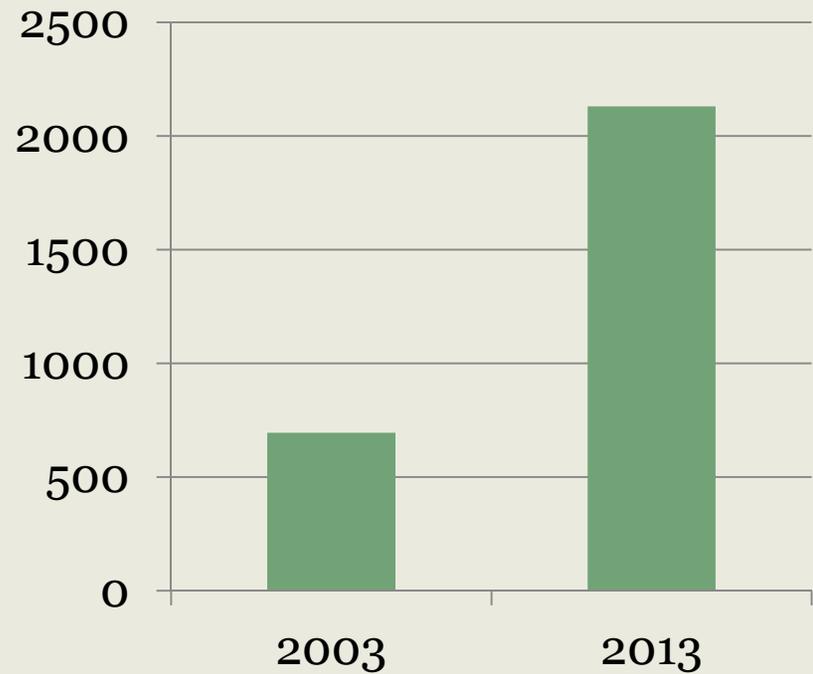
Kids + Teens

Adult

Juvenile Program Attendance



Adult attendance

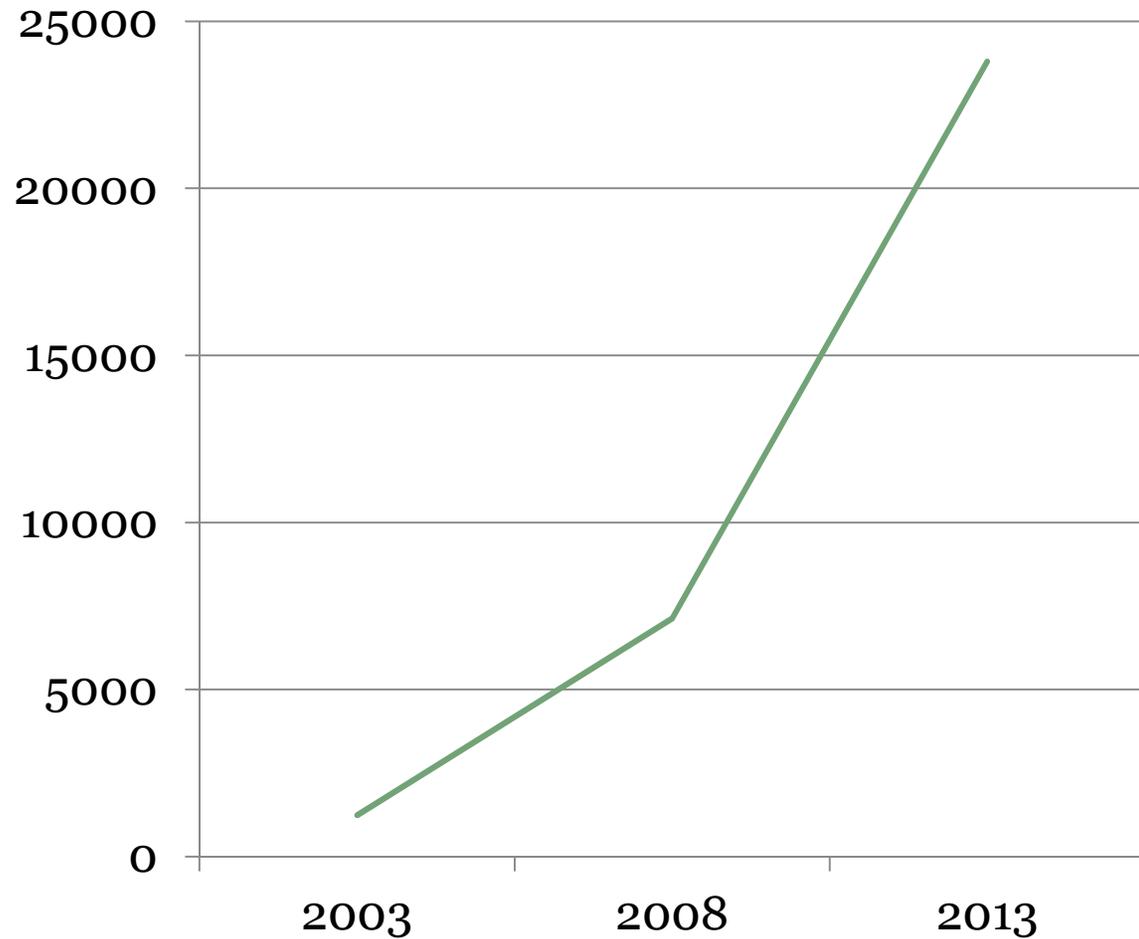




**Dramatic
growth→**

**changes in
procedure and
collection
development
policy**

Items Borrowed from Other Libraries

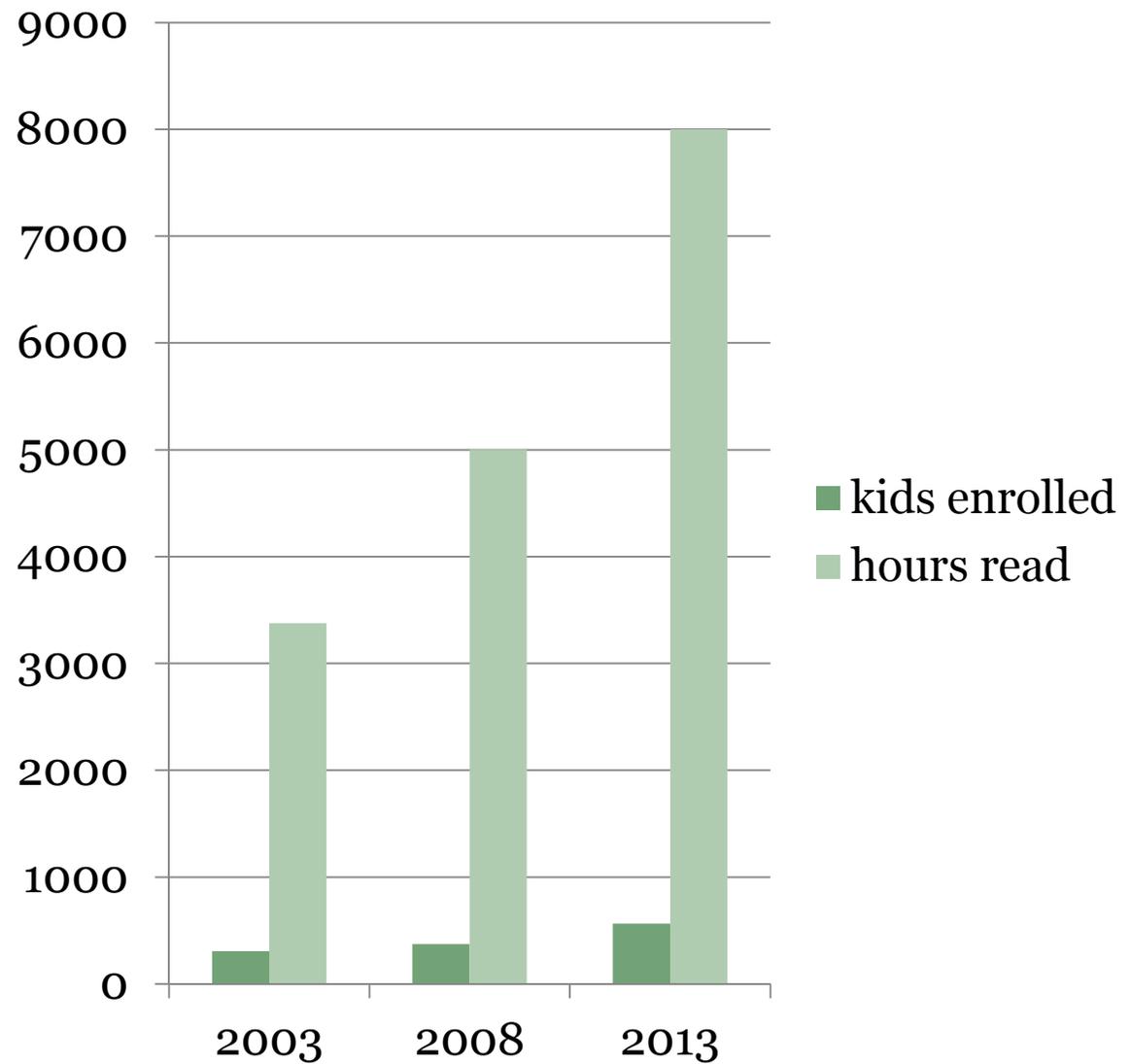




Summer Reading Program

The amount READ has increased disproportionately to the number of kids registered.

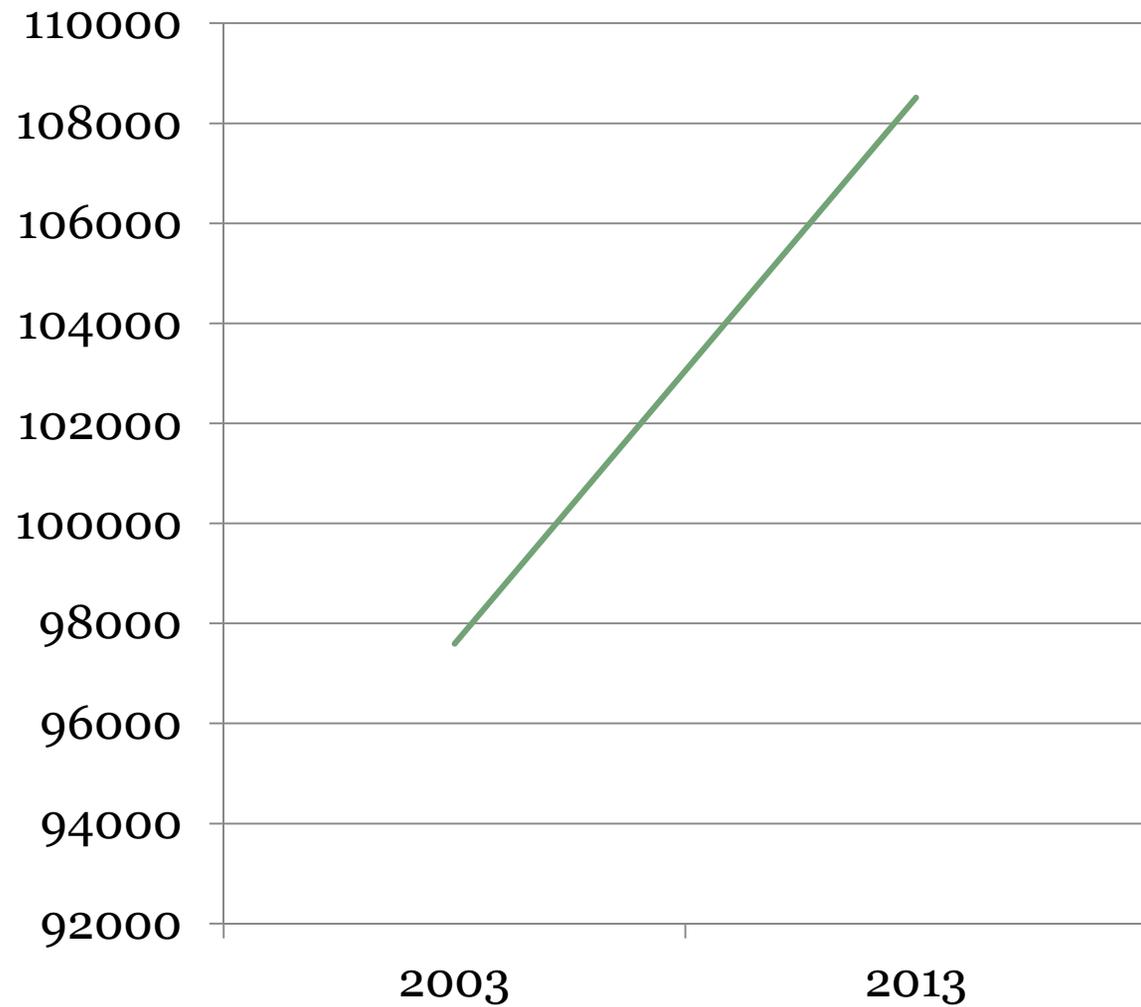
The kids in the program are reading MORE now than they did 10 years ago.





**Average of 36
people per
hour or a
person every 2
minutes**

Door Count



Environmental Scan

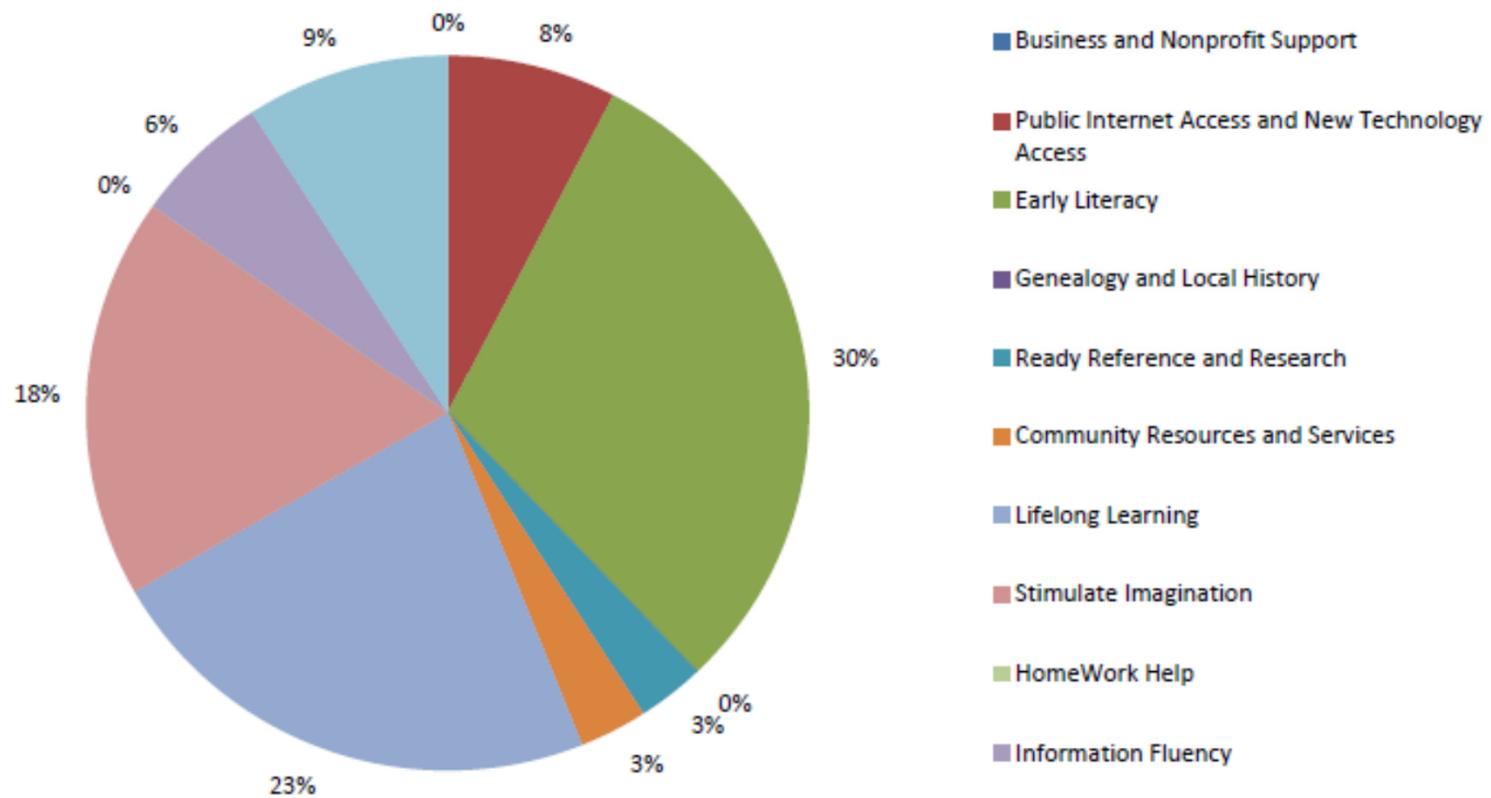


- 65+ age group expected to double in next 20 years while number of kids decreasing
- Nationally, adults are reading less, more of what they are reading is in eBook form
- Americans go to libraries more than 3 times more often than they go to movies
- Explosion of number of books published
- Increasing demand for public space

Service Priorities



What Scored Most Critical (Count of Combined Critical Votes)



SWOT Analysis



Strengths:

Children's programming
Quality of staff
Reference service
Friends of the Library
Relationship with town
Patron base
Maintenance of building
Technology
Adult programming
Professional network

Weaknesses:

Physical space configuration
Parking
Reactive advocacy
Teen services

Opportunities:

Outreach
Website/ electronic communication
GMILCS
Aging demographic
Virtual services/ social media
Town facilities

Threats:

eBooks
Decline in print reading by adults
Commercial competition
Budget/ politics

Goals 1



Create young readers
and support early
literacy.

Goal 2



Provide a collection that supports library patrons in their information, education and recreational needs, particularly in their pursuit of lifelong learning and stimulating imagination.

Goal 3



Provide educational, informational and recreational programming that meets the needs and interests of the community.

Goal 4



Ensure that the facility is configured to support the community in their individual and collective use.

Goal 5



Improve communication with our patrons to ensure that our citizens are aware of the services and materials available to them through the library.

Summary of Financial Impact



It is the expectation of the Library Board of Trustees that the implementation of this 3-year Strategic Plan will have little tax impact, but will be very instrumental in guiding the allocation of the budget and the work priorities of the staff.



Budget Forecast

Looking forward:

- 1) standard budget assumptions (for personnel costs, heat, and telephone)
- 2) 2-3% increases for library materials and supplies (including technology)

FY14	FY15	FY16
\$820,338	\$847,543	\$875,930
default	3.3% increase	3.4% increase



Contact Information

Amherst Town Library

14 Main Street

673.2288

www.amherstlibrary.org

- Amy Lapointe, Library Director
- Nancy Baker, Vice Chairman
- Kathy Brundage
- Bill Cassidy, Treasurer
- Don Holden, Chairman
- Robin Julian
- Ted Krantz
- Helen Rowe, Secretary
- Alternates:
 - Nancy Head
 - Dick Martini
 - Ed Obermiller



Amherst Town Library

Professional service with a personal touch