



AMHERST TOWN LIBRARY



Amherst Town Library

Professional service with a personal touch

2019
Strategic Plan

MISSION STATEMENT

**Connecting
People,
Stories,
and Ideas**

VISION STATEMENT

The Amherst Town Library is an essential, innovative community service and an accessible resource for people of all ages and backgrounds, enhancing our quality of life and affirming our sense of community.

As Trustees and Staff we strive to accomplish the library's mission and commit ourselves to the following:

- **Caring**

Library services will be guided by a sense of caring with consideration to the needs of the individual and the community at large.

- **Innovation**

Technology will maximize access to information resources. The staff will respond enthusiastically to changing community needs and demands.

- **Quality**

The Library will contribute to the overall quality of community life by its commitment to quality in the development, selection and delivery of materials and services to library users. A wide variety of educational and leisure resources in accessible formats will meet diverse community needs.

- **Professionalism**

The staff will conduct themselves in a manner that creates confidence among library users and the community.

STAFFING

- Governed by a 7-member elected board of trustees, plus alternates
- 7 full-time, 8 part-time, 7 pages
- About half of regular staff are “professional” positions (requiring an M.L.S. or related degree)
- **Wages + benefits is 80% of our operating budget**

GENERAL OVERVIEW

OPEN 7 days a week (63 hours) during the school year, 6 days (54.5 hours) during the summer

COLLECTION of about 60,000 items including bestselling books and magazines for all ages, latest DVDs and CDs, ebooks, audiobooks, newspapers + access to thousands of digital items

CIRCULATE about 180,000 items/ year and welcome over 80,000 visits

PROGRAMS: concerts, lectures, demonstrations for adults, storytimes for children, craft and language programs, STEM

SERVICES: information and research assistance, printing (including wireless)/ copying, meeting room space, notary service, discount coupons to local and Boston area museums

TECHNOLOGY: 30 computers comprising a staff and public network, wifi, laptops to checkout, wireless printing

BUILDING is 13,000+ square feet, built in 1892, renovated in 1911, 1971 and 1987

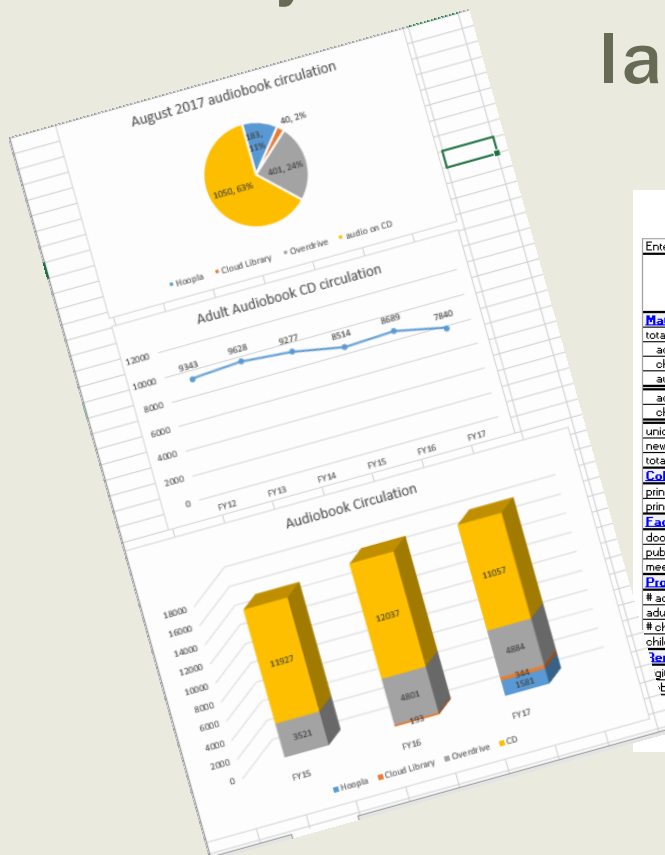
MATERIALS AND SERVICES FOR ALL AGES.

ENVIRONMENTAL SCAN

- Over next 20 years, age 70+ cohort expected to double, while school age population increase less than 2% (*per NH Dept of Strategic Initiatives, but really???*)
- Nationally, adults are reading less, more of what they are reading is in eBook form (though print still dominates)
- Millennials are the generation most likely to have used the library in the past year
- 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

HISTORICAL DASHBOARD

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

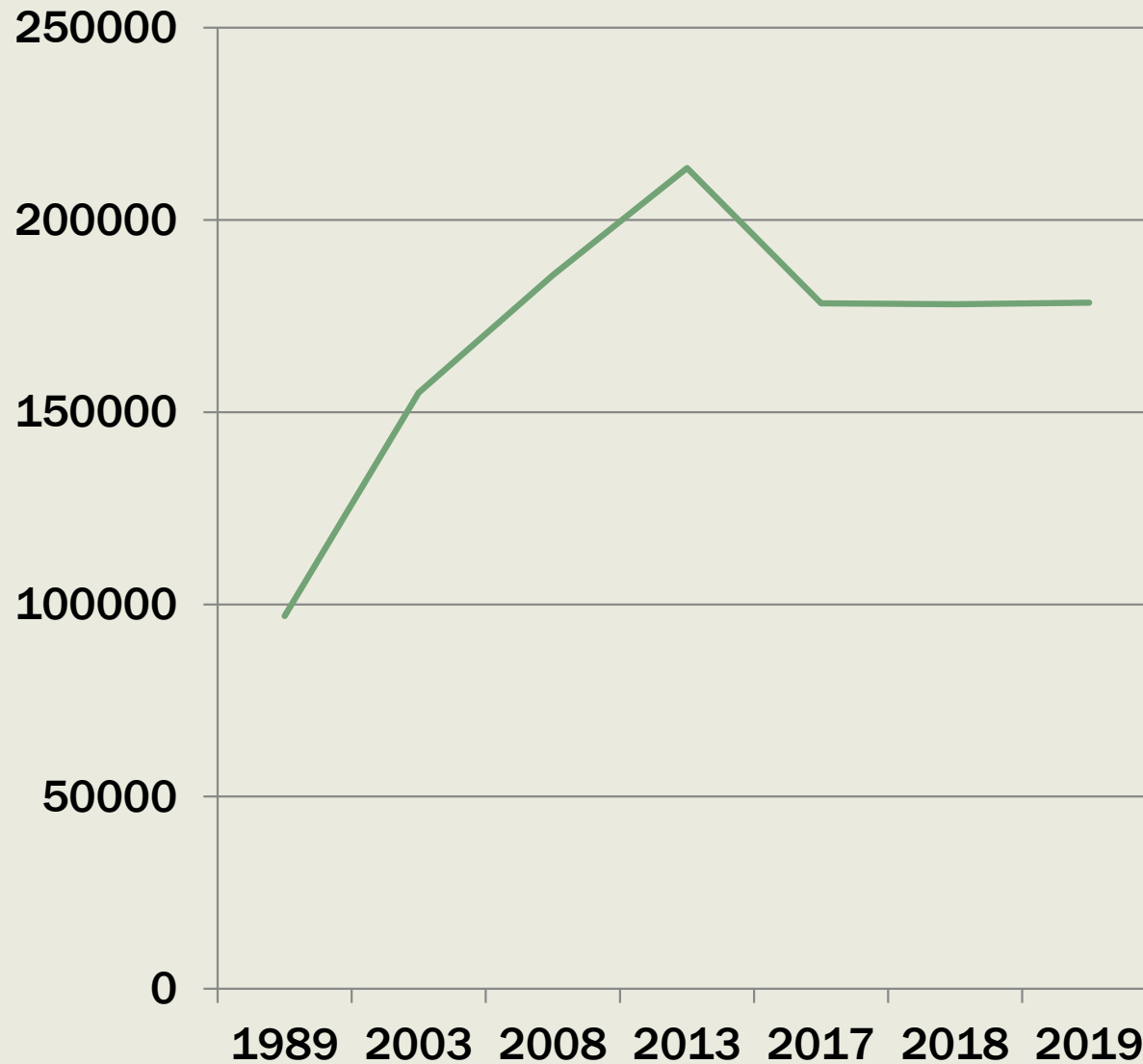


Amherst Town Library 2017
Monthly Statistics

Enter Current Month and Year: **June**

	Jul-16	Aug-16	Sep-16	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	YTD total	% Change Over Last Year	% Change YTD
Materials Use															
total circulation	17,835	17,835	17,835	17,835	17,835	17,835	17,835	17,835	17,835	17,835	17,835	17,835	178,358	-3.31%	#####
adult print	5,597	5,453	4,621	4,435	4,165	4,053	4,472	4,142	5,043	4,581	4,424	4,647	55,639	-8.50%	#####
children's print	6,387	6,140	4,440	4,491	4,681	3,779	4,447	4,550	5,393	5,156	5,402	6,753	62,219	0.06%	#####
audiovisual/ digital	5,851	5,543	4,340	4,430	4,372	4,343	4,654	4,379	5,082	4,344	4,423	4,856	56,617	-10.44%	#####
adult materials	9,905	9,946	8,597	8,451	8,007	8,042	8,636	7,955	9,379	8,394	8,256	8,608	104,176	-5.75%	-2.16%
children's materials	7,930	7,523	5,171	5,243	5,569	4,461	5,239	5,469	7,170	6,042	6,363	7,397	74,183	-0.68%	#####
unique borrowers	1,737	1,739	1,547	1,520	1,445	1,388	1,455	1,433	1,541	1,443	1,441	1,609	14,166	-6.36%	#####
new patrons	61	86	95	50	41	29	33	32	50	49	37	78	641	8.97%	7.80%
total active patrons	-	5,930	5,953	5,972	-	5,965	5,954	5,950	5,945	5,912	5,896	5,487	54,887	-7.63%	#####
Collection															
print items added to collection	427	645	553	223	681	262	572	505	578	652	747	751	6,596	7.06%	1.49%
print items withdrawn from collection	208	336	1,176	328	718	456	681	281	490	428	178	367	5,647	-14.71%	#####
Facility/ Equipment Use															
door count	9,302	9,186	7,735	9,435	9,706	8,067	9,543	8,575	11,405	9,483	10,861	9,655	112,953	3.46%	0.03%
public computer use (sessions)	307	407	369	301	298	241	315	202	281	287	307	321	3,636	1.25%	#####
meeting room use total	59	31	43	60	62	37	57	50	73	60	84	50	672	8.00%	#####
Programming															
# adult programs	4	1	5	4	3	2	10	2	8	5	1	3	48	33.33%	6.25%
adult program attendance	157	61	122	165	122	128	439	29	349	180	8	86	1,906	13.77%	#####
# child/teen programs	30	14	18	37	45	25	34	30	43	40	46	26	388	38.46%	-4.12%
child/teen program attendance	948	493	432	763	850	543	553	564	744	733	951	722	8,368	18.84%	3.50%
Remote Services															
digital media circulation	1,309	1,520	1,453	1,478	1,402	1,368	1,525	1,409	1,643	1,460	1,441	1,439	17,453	38.71%	#####
website visits	6,123	5,396	5,781	5,420	5,117	4,938	5,741	5,244	5,397	5,312	5,223	5,680	66,578	-5.85%	#####

Total Circulation



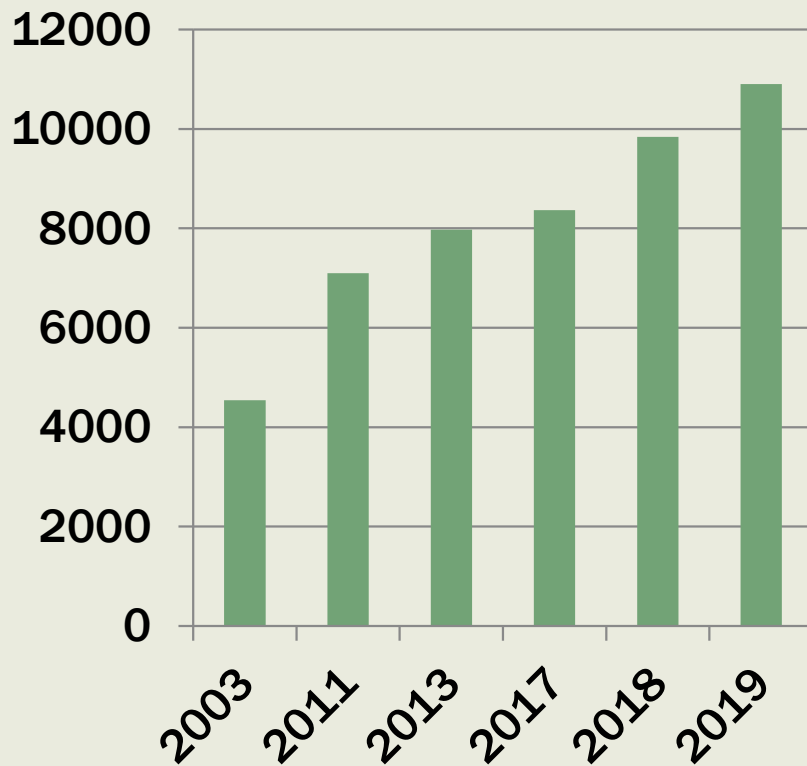
**TOTAL
CIRCULATION
PEAKED IN
2013.**

Detailed
breakdowns
show:

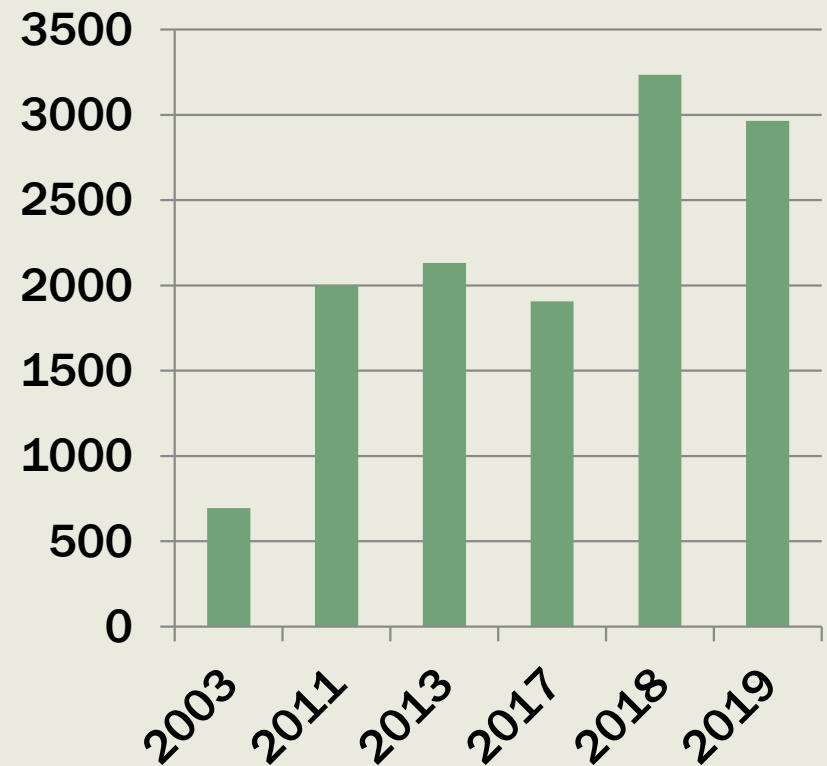
- Increase in
e-materials
- Decrease in
audiovisual
(DVD, CD)
- Steady
overall

PROGRAM ATTENDANCE

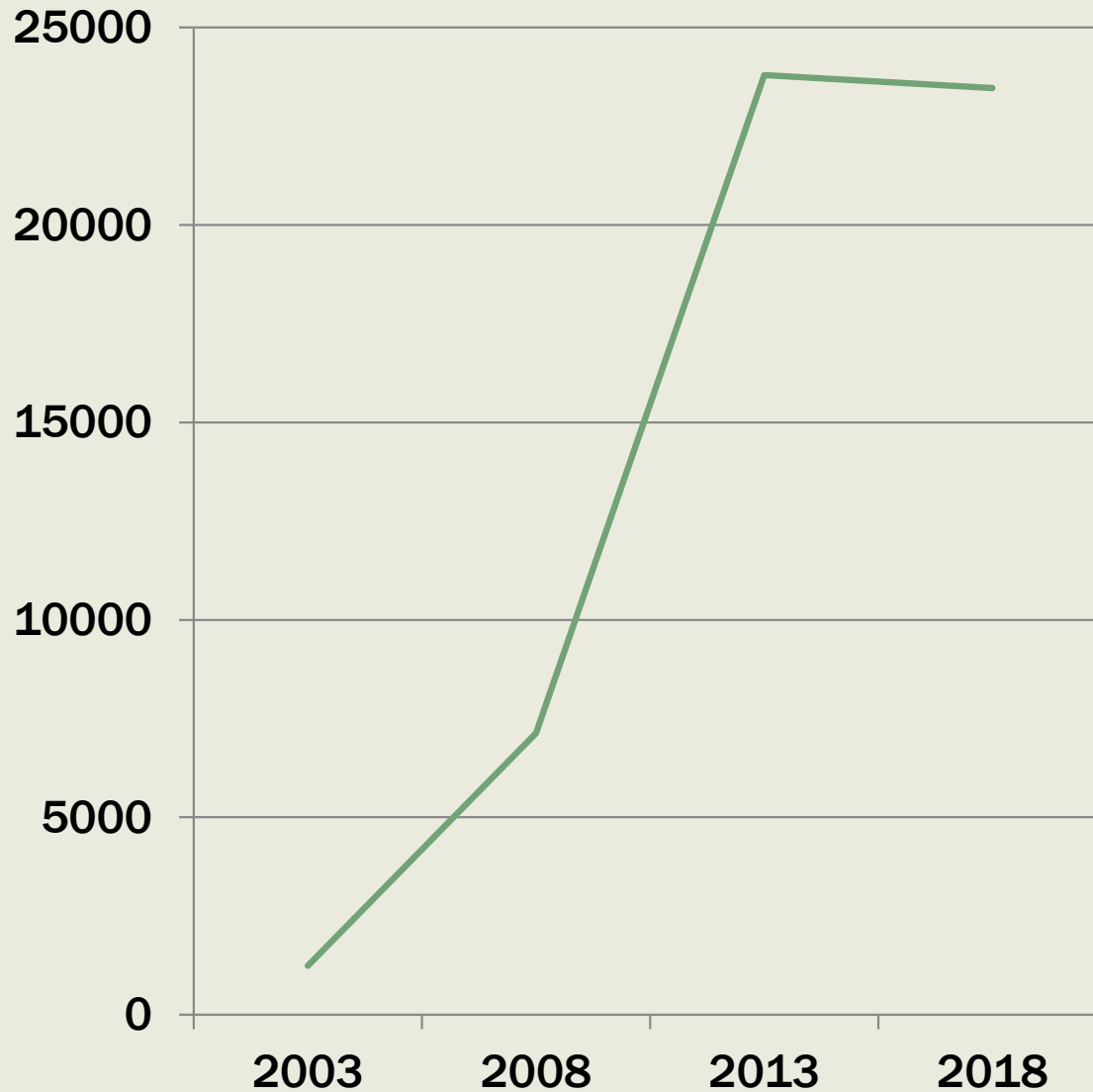
Kids & Teens



Adult



Items Borrowed from Other Libraries



**DRAMATIC
GROWTH→**

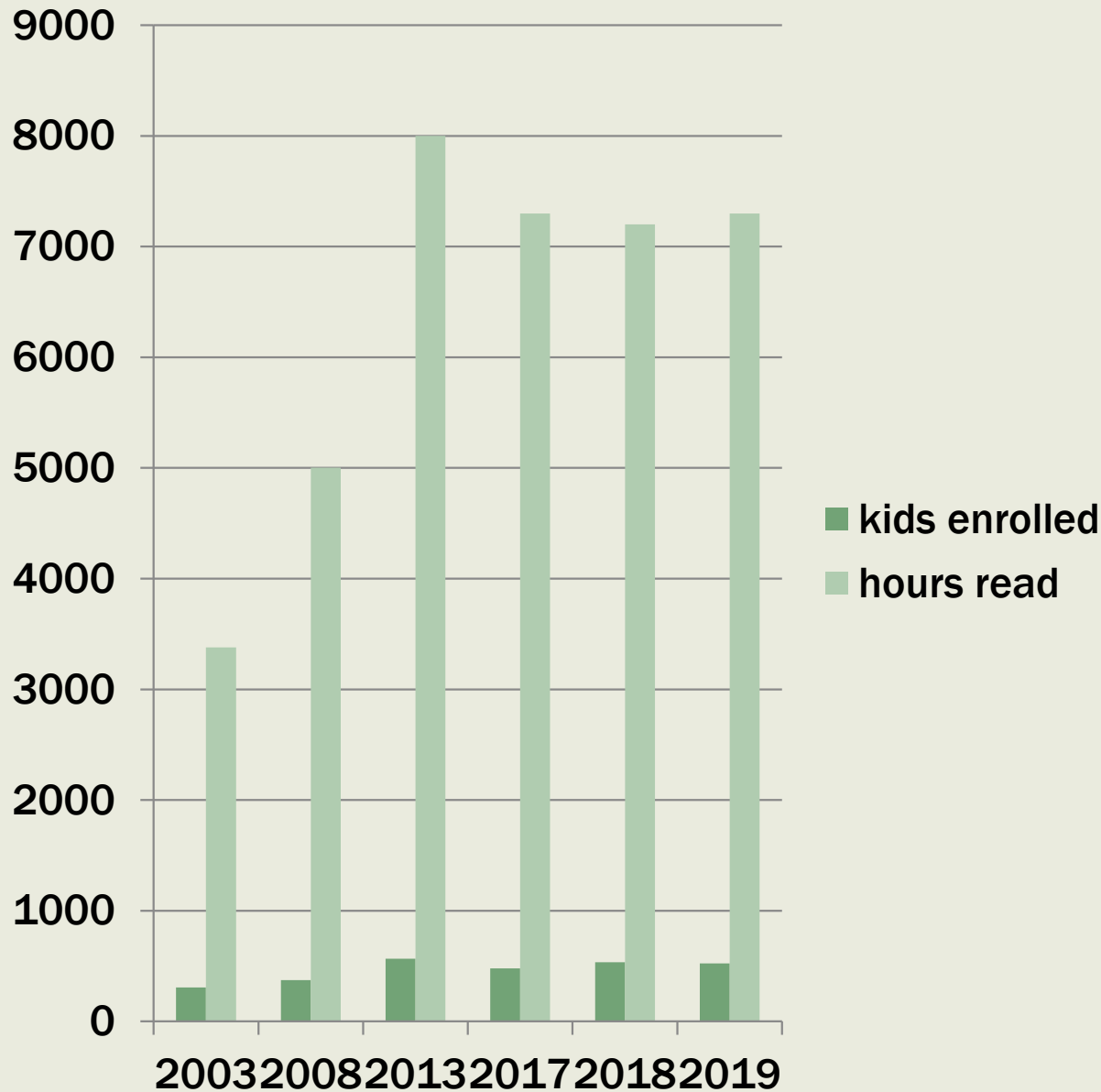
**CHANGES IN
PROCEDURE
AND
COLLECTION
DEVELOPMENT
POLICY**

*****materials
handling*****

About 12% of
circulated
materials are
coming 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.



Staffing - FTE



STAFFING

Steady staffing
for over a decade
despite rapid
growth in service
2003-2013

Added half-
time in 2005

Added 200
hour summer
help in 2006

SWOT ANALYSIS

Strengths:

Staff
Programming – children and adult
Friends of the Library
Relationship with town / community groups
Patrons
Maintenance of building
Professional network - GMILCS

Weaknesses:

Parking
Teen services
Physical space limitations
Reactive advocacy

Opportunities:

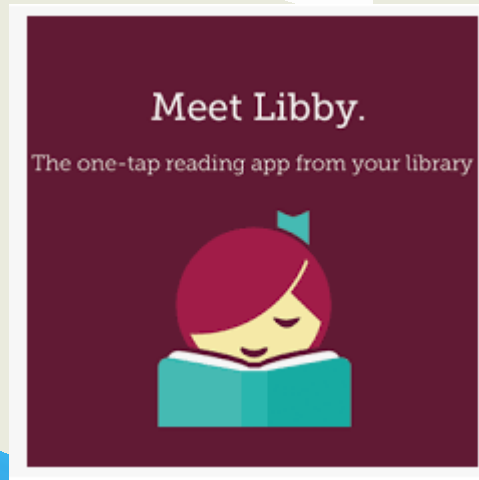
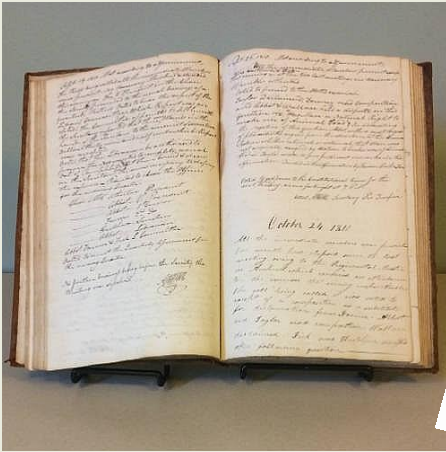
Outreach
Website/ email news/ social media
Virtual services
Demographic shifts
Town facilities
Technology

Threats:

Decline in reading
Desire for instant gratification
Commercial competition
Budget/ politics

SAMPLE OF SPECIFIC ACCOMPLISHMENTS SINCE 2013

- Rearranged collections to facilitate ease of use
- Introduced new digital formats
- Inventoried Archives Room (local history) collection
- Digitized Franklin Society Book & Library Record Book
- Implemented 1000 Books Before Kindergarten program
- 3D Printing initiative
- Increased comfortable/ lounge seating in library
- Installed additional self-checkout
- Upgraded network for increased speed and stability
- Installed new LED lighting
- Implemented new website and domain name
- Created “new member” packet
- Embraced use of Facebook
- Improved AV equipment in Main Reading Room
- Implement “hot books” collection

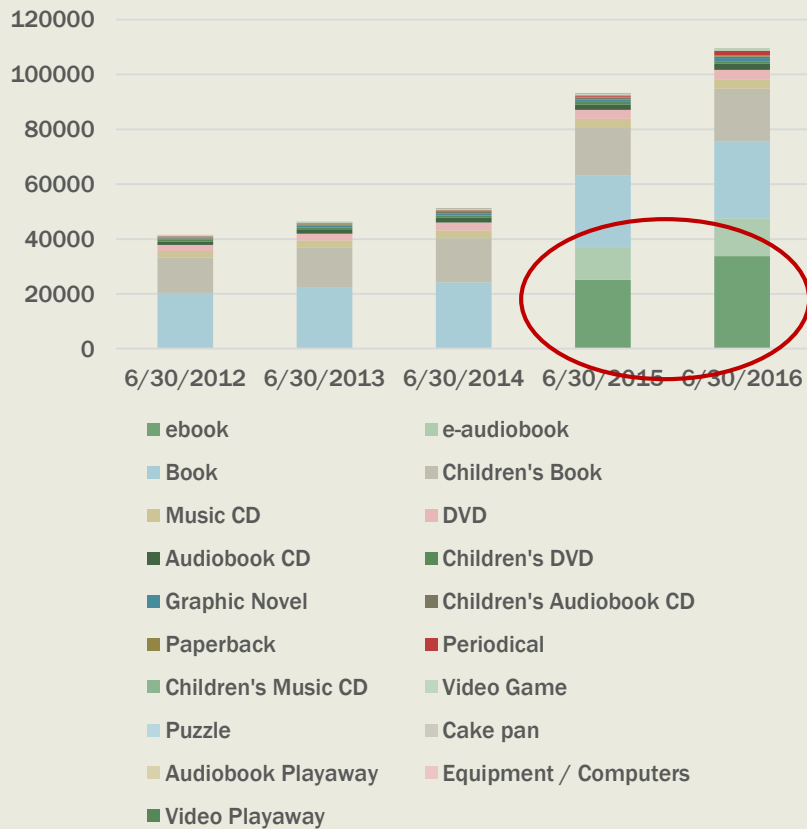


GOAL 1

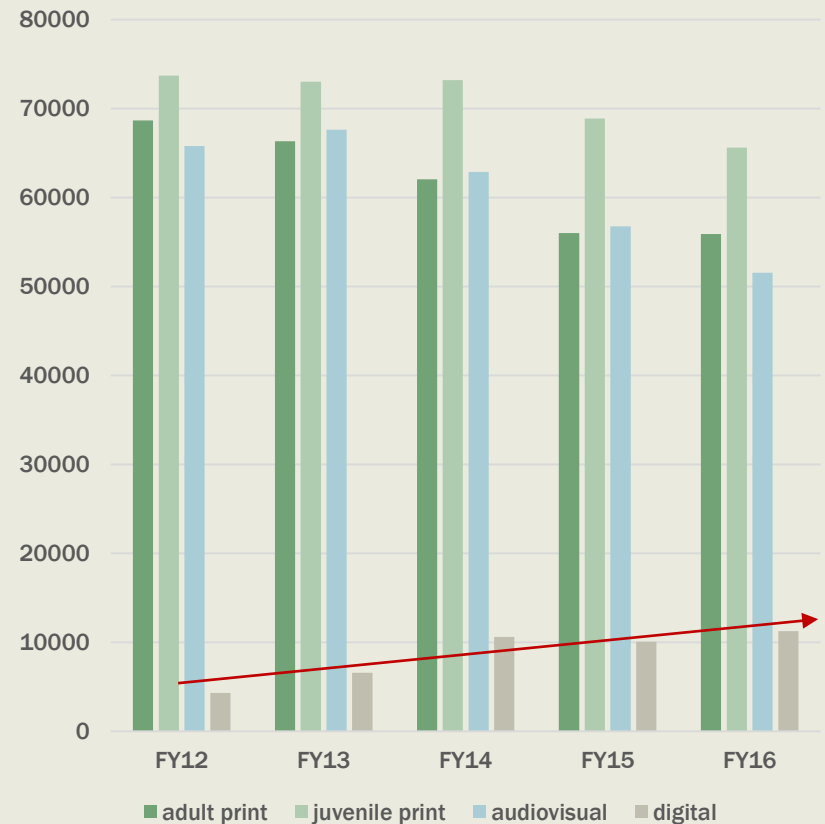
Provide a collection that supports library patrons in their information education and recreational needs.

THE COLLECTION IS CHANGING

Collection by Material Type



Circulation by category



GOAL 1: COLLECTION

- Perform a use-based collection analysis
- Update Collection Development policy to reflect changing collection priorities
- Implement reader's advisory training program
- Make the local history collection more accessible
- Make library metadata available on the semantic web

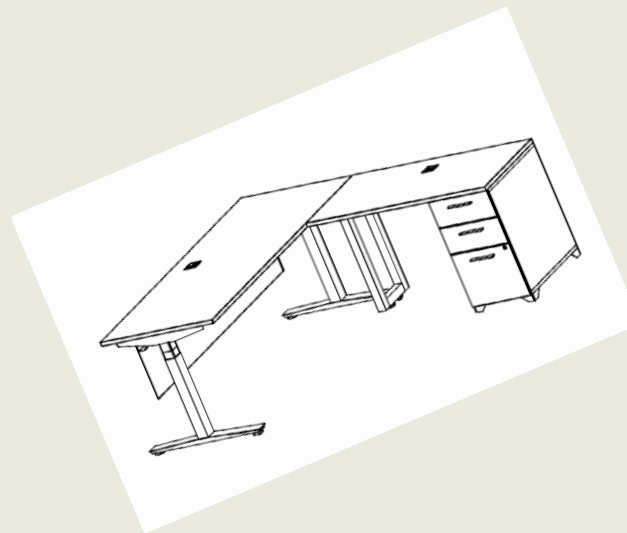
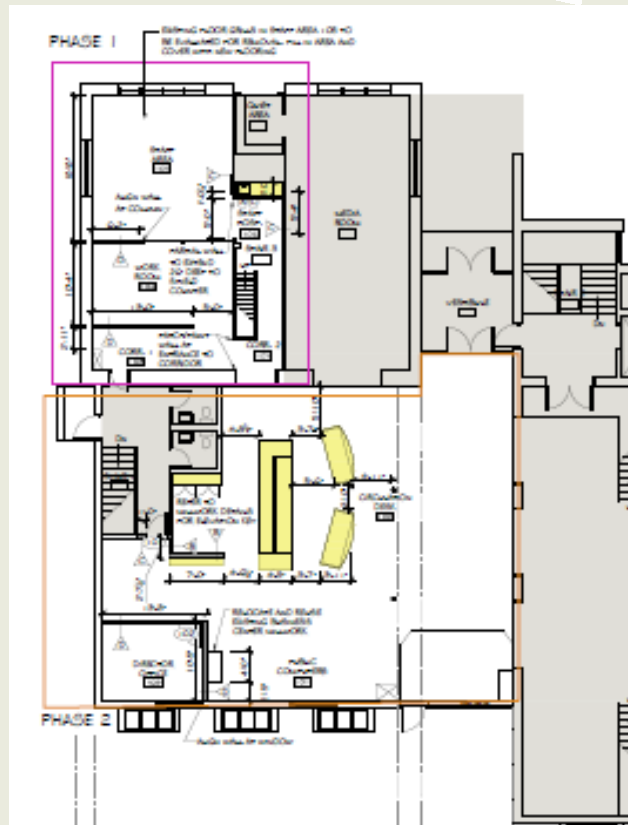
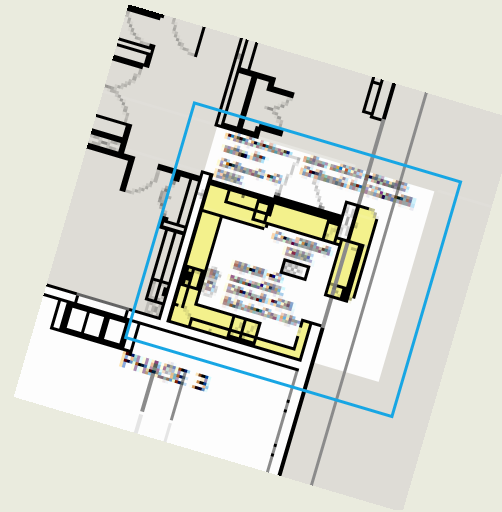


GOAL 2

Provide educational, informational and recreational opportunities that meet the needs and interests of the community.

GOAL 2: PROGRAMMING

- Refine program planning workflow
- Implement/ increase particular tracts/ themes (ex. Literary, programs related to library collections, events relevant to town issues)
- Investigate options for enhanced accessibility during programs



GOAL 3

Ensure that the facility is configured and maintained to support the community in their individual and collective use and the staff in their provision of services.

GOAL 3: FACILITY

- Implement renovation plan for staff spaces/ service points
- Create Emergency Preparedness Plan
- Obtain “hearing assisted devices”
- Find vendor angled shelves on lower level shelves in stacks

GOALS OF THE PROJECT

- Combine service points to streamline patron experience
- Improve efficiency of circulation desk
 - materials handling
 - space for side work
- Improve efficiency of staff workspaces
 - Comfort, ergonomics, safety
 - Collaborative workspaces
 - Storage for supplies



**No taxpayer funds necessary*

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Mystery

September 2019

Recent Releases

When Hell Struck Twelve
by James R. Benn

The problem: Two months after D-Day, a French traitor has been delivering classified plans to German leaders in Nazi-occupied Paris.

The solution: The Allies leak false information, and U.S. Army Captain Billy Boyle and his friend Kaz must prevent the traitor's capture by the French Resistance until the fake plans are delivered, while also investigating a murder.

Series alert: This well-researched 14th Billy Boyle novel provides a fascinating mystery and a compelling look at the realities of war.

Twisted at the Root: A Jane Lawless Mystery
by Ellen Hart

Starring: Minneapolis restaurateur/private detective Jane Lawless, her retirement-age lawyer father Ray, and her best friend, vibrant theater director Cordelia Thom.

What happens: When new evidence surfaces, Jane helps her dad work to free an innocent man (whom he defended in court four years earlier) and try to locate the real murderer.

Series alert: This is the tightly-plotted 26th entry in the Lambda Award-winning Jane Lawless series, and newcomers can start here.

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SEARCH Catalog Our Site

search the library catalog

Home Tools & Collections Community Services Children's Room Teen Space Reader's Shelf About

Third Annual Harry Potter Festival
Get sorted and join us for some Harry Potter fun on Sunday, Oct. 27th, 1:00-3:00pm.

Latest News

Banned Books Week
Banned Books Week is an annual event celebrating the freedom to read! This year... [More...](#)

Goodbye to summer...hello to school!
What a wonderful summer we've had here in the Children's Room! We had 525... [More...](#)

Summer Wrap-up
Well, it's that time again... summer is winding down, and our thoughts... [More...](#)

Upcoming Events

3 Oct Little Listeners 10:30am

1 Oct Microsoft Club 1:30pm

New Arrivals

ATWOOD STEVEN KING CONSTANCE



THE AMHERST CITIZEN

VOLUME 51, NUMBER 1

AMHERST, NEW HAMPSHIRE'S COMMUNITY NEWSPAPER

SEPTEMBER 2019

Allen Mello
WE ARE RAM TRUCKS!

NH #1 RAM DEALER

Our Business Link Consultants
Work to Save You Time & Money!

13 Marion Drive Nashua NH 03060 (603) 888-7500

Morning Meeting
Amherst Garden Club Presents Program on "Miniature Indoor Landscapes"

Admission: One hour presentation on the art of creating miniature indoor landscapes. The program will include a variety of topics, including: how to choose plants, how to create a miniature landscape, how to create a miniature landscape, how to create a miniature landscape.

The Amherst Garden Club meets at the Amherst Garden Club on Wednesdays at 10:00 AM. The program is free and open to all. For more information, contact the Amherst Garden Club at (603) 888-7500.

Wreaths Across Amherst Project Under Way

The Amherst Garden Club is currently working on the Wreaths Across Amherst project. The project is to create wreaths for the Amherst Garden Club. The wreaths will be used for the Amherst Garden Club. The project is to create wreaths for the Amherst Garden Club. The wreaths will be used for the Amherst Garden Club.

Fall Library Book Sale

The Amherst Town Library is having a Fall Library Book Sale. The sale is on September 27th and 28th. The sale is from 10:00 AM to 4:00 PM. The sale is from 10:00 AM to 4:00 PM. The sale is from 10:00 AM to 4:00 PM.

GOAL 4

Improve communication to build community awareness of and engagement with the library.

Amherst Town Library

Page Inbox Notifications Insights Publishing Tools Settings Help

Amherst Town Library
@AmherstTownLibrary

Home Services and Collections Photos Join My List Reviews Videos Posts Events Services Shop

A More Engaging Look for Your Page Profile

Starting in August, the shape of your Page profile picture will change from square to circular in News Feed and on your Page timeline. The larger profile picture on your Page cover area will remain square. We created a preview to help you see how this change will look and decide whether you want to make any updates.

[See More](#)

Amherst Town Library

50 ★★★★★ Open Now

GOAL 4: COMMUNICATION

- Continue developing and measuring social media presence.
- Create new website.
- Evaluate community use of services/ assess interest in new services
- Streamline marketing efforts, improve efficiency and professionalism
- Outreach, visit local organizations & events in town

technology regular
circulation Reports
supervision manual fiscally
identify usage effective
competencies Maximize
staff policy schedule program
desk
organization include
minimum
health
Revise
through investments job revision
Page patterns staffing hiring
based descriptions
Maintain Update
process
Document Evaluate best
long-term
practices training
Monitor Treasurer's
management
implement

GOAL 5

Maintain the long-term health of the organization through responsible management.

GOAL 5: MANAGEMENT

- Update policy manual
- Maximize effective staffing
 - Review job descriptions, update evaluation process, identify tech competencies
- Maintain fiscally responsible organization
 - Revise Treasurer's reports
 - Monitor investments
 - Update Technology Plan to guide spending
- Improve internal staff communication, implement slack or comparable tool

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.

*****prioritization vs. spending*****

LIBRARY BUDGET (IN ROUND NUMBERS!)

- Town budget - \$975,000
 - 80% personnel
 - About \$200,000 for everything else
- Trustee funds (copy, fines, gifts, investments)
 - Supplement budget about \$20,000/ year
 - Outside donations
 - Friends of the Library, other groups, memorial gifts, individuals
 - In-kind donations, especially Garden Club

A sizable percentage of non-personnel expenses come from “outside” sources = a lot of community support for the library

SEPTEMBER WAS LIBRARY CARD SIGN-UP MONTH

It's not too late!



AMHERST TOWN LIBRARY

AMY LAPOINTE, LIBRARY DIRECTOR

KIM AYERS

NANCY BAKER, CHAIRMAN

BILL CASSIDY, ALTERNATE

NANCY HEAD, VICE CHAIRMAN

TED KRANTZ

ELISABETH LARSON, SECRETARY

STEVE MANTIUS, TREASURER

GRETCHEN PYLES



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www.amherstlibrary.org