



# AMHERST TOWN LIBRARY

2018  
Strategic Plan



Amherst Town Library

*Professional service with a personal touch*

# 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, 7 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 about 112,000 visits

**PROGRAMS:** concerts, lectures, demonstrations for adults, childrens' storyhours, craft and language programs, STEM

**SERVICES:** information and research assistance, printing/ 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

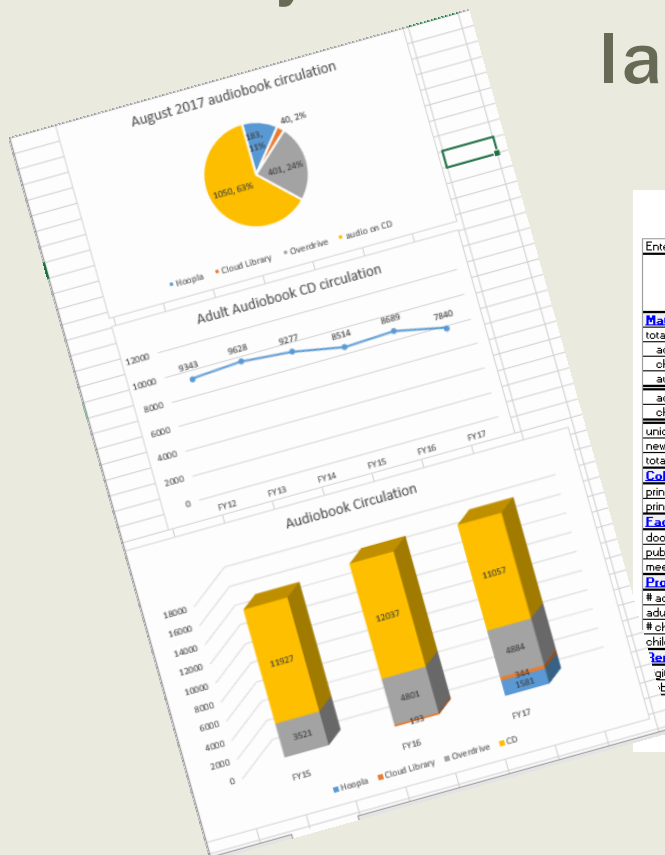
***MATERIALS AND SERVICES FOR ALL AGES.***

# 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.

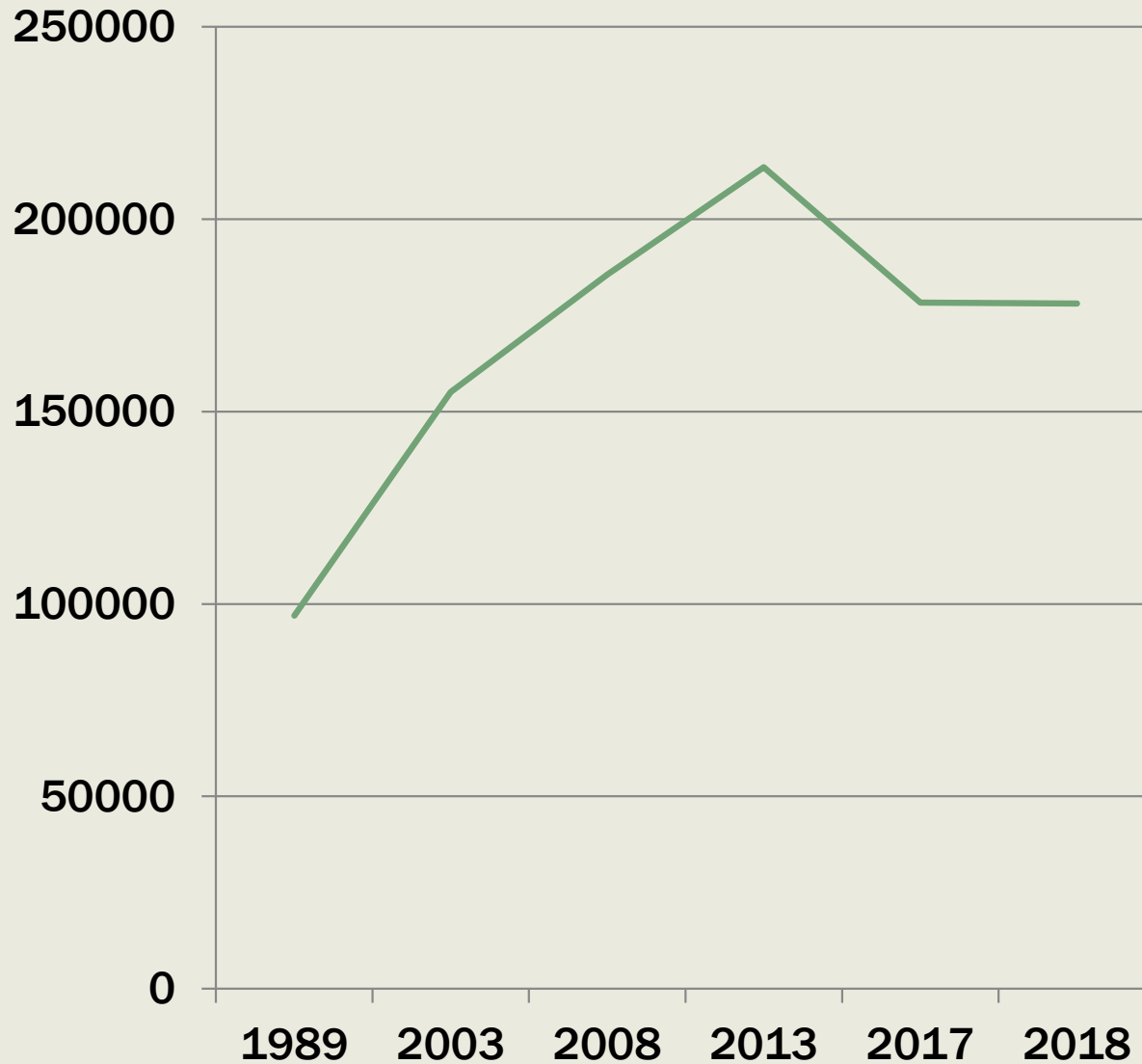


**Amherst Town Library 2017**  
**Monthly Statistics**

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
<b>Materials Use</b>															
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%	#####
<b>Collection</b>															
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%	#####
<b>Facility/ Equipment Use</b>															
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%	#####
<b>Programming</b>															
# 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%
<b>Remote Services</b>															
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.**

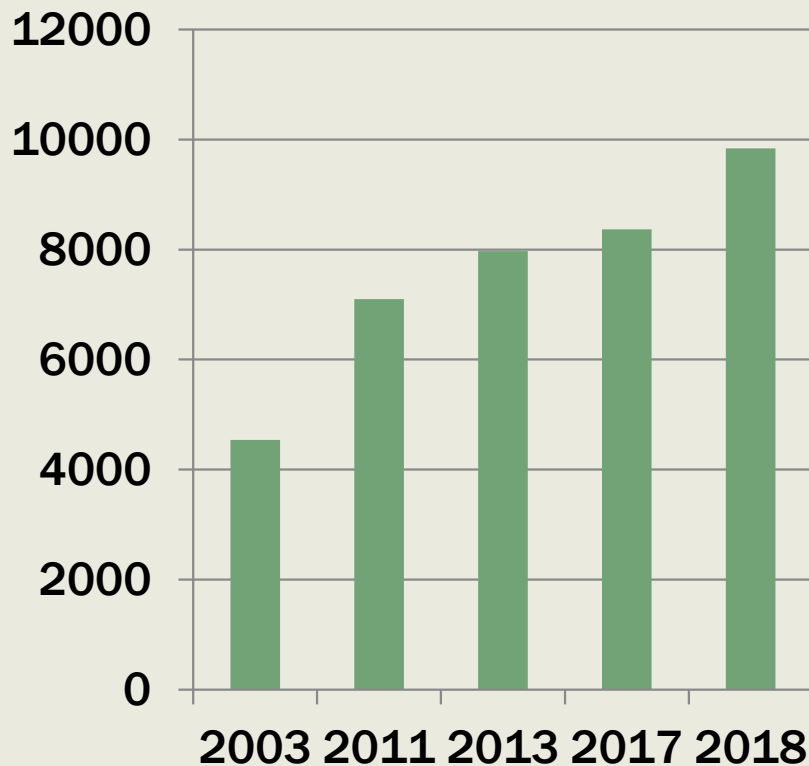
Detailed  
breakdowns  
show:

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

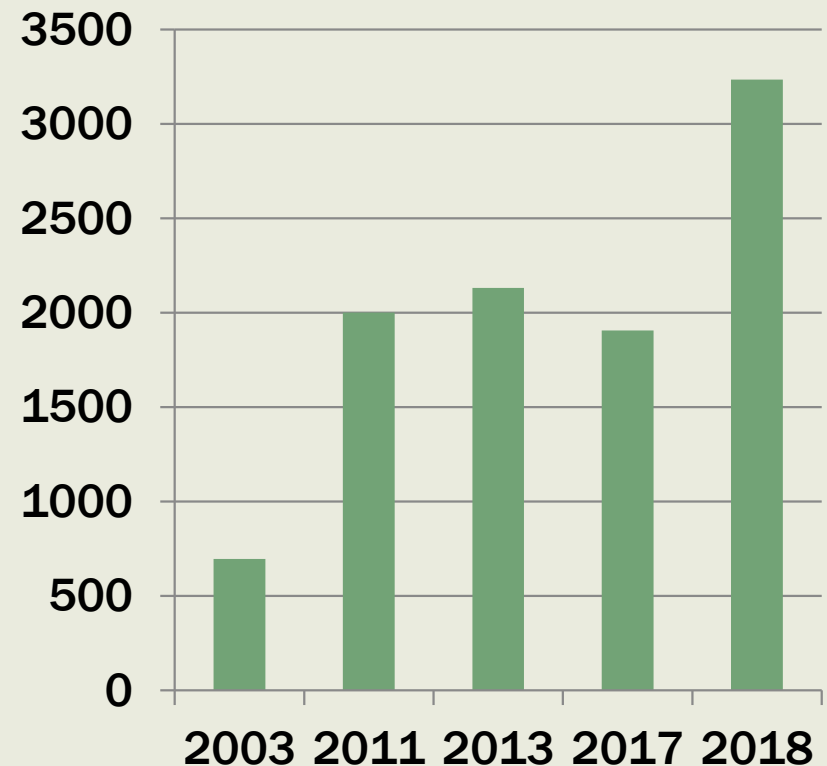


# PROGRAM ATTENDANCE

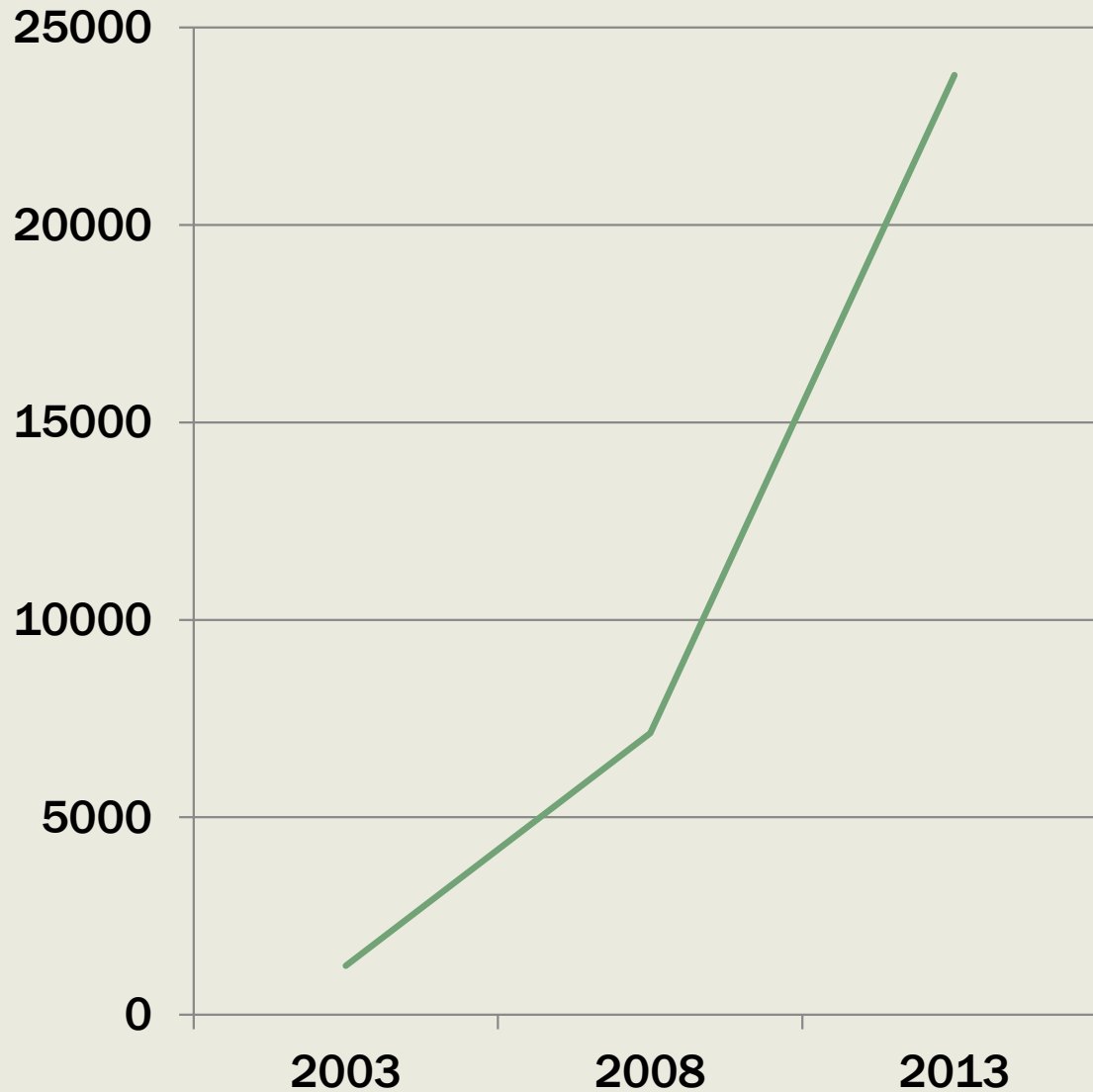
## Kids & Teens



## Adult



## Items Borrowed from Other Libraries



**DRAMATIC  
GROWTH→**

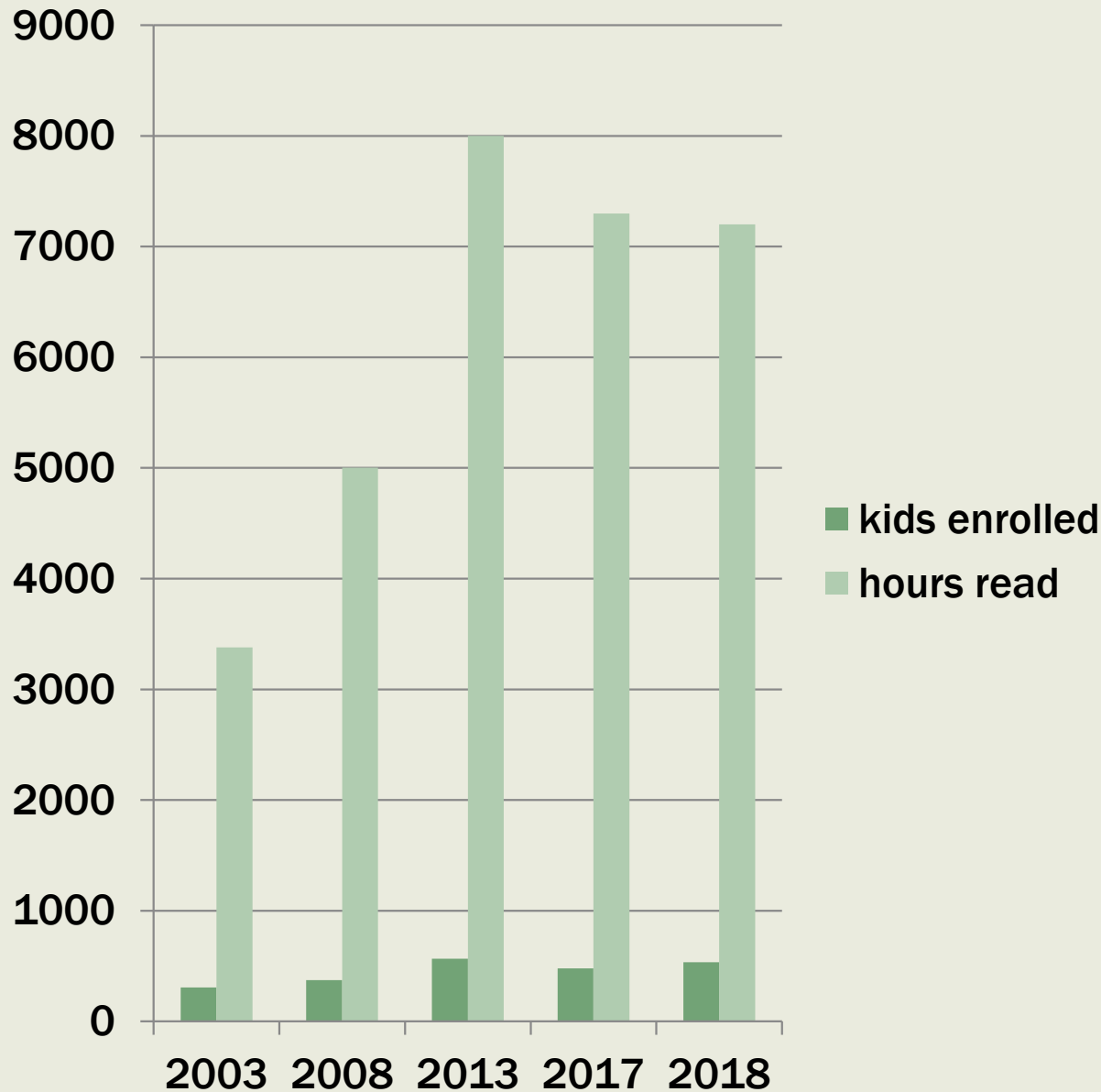
**CHANGES IN  
PROCEDURE  
AND  
COLLECTION  
DEVELOPMENT  
POLICY**

***\*\*materials  
handling\*\****

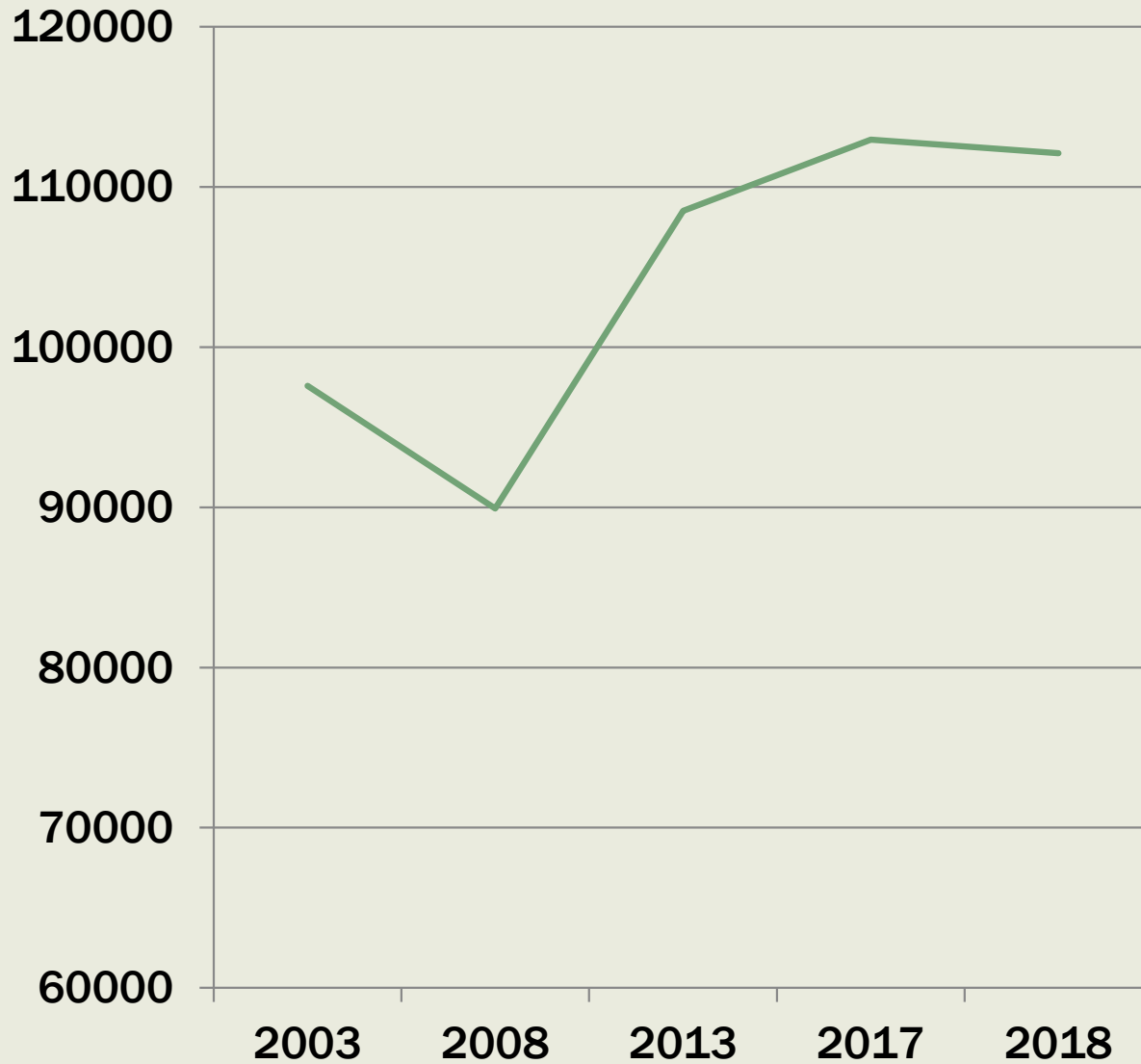
About 12% of  
circulated  
materials are  
coming from  
other libraries

## 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.



## Door Count



**AVERAGE  
OF 37  
PEOPLE  
PER HOUR  
OR A  
PERSON  
EVERY 2  
MINUTES**

## 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  
Reference service  
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:**

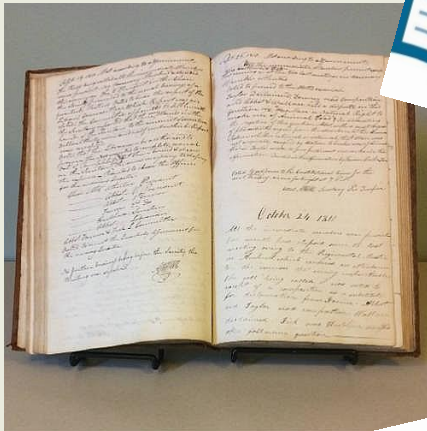
Outreach  
Website/ email news/ social media  
Virtual services  
Demographic shifts  
Town facilities  
Technology

## **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
- Installed early literacy iPads for children & ed. apps for teens
- 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



Flipster®



3M Cloud Library



hoopla



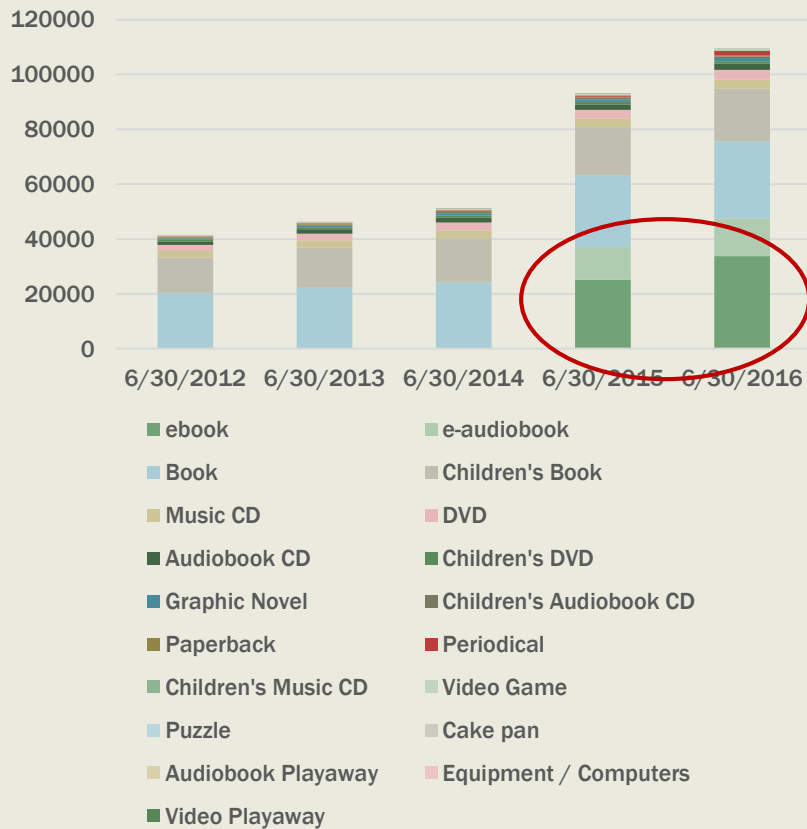
## GOAL 1

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

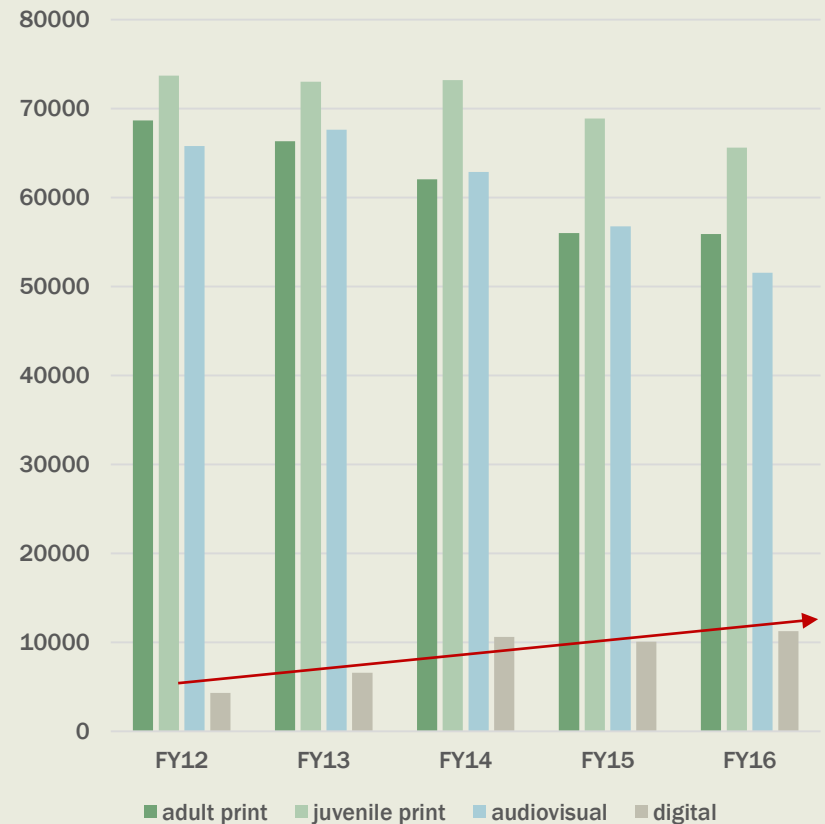


# THE COLLECTION IS CHANGING

## Collection by Material Type



## Circulation by category



# GOAL 1: COLLECTION

- Perform a use-based collection analysis
- Evaluate digital magazine offerings
- Improve website access to digital collections
- Implement reader's advisory training program
- Make the local history collection more accessible
- Make library metadata available on the semantic web
- Create “hot books” collection
- Review Circulation Policy



## GOAL 2

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

## GOAL 2: PROGRAMMING

- Modify programming model to enable expansion
- Transition 3D printers to makerspace/schools
- Work with SHS to showcase Senior Projects
- Investigate implementation of a Coding Club for kids





## 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

- Review Meeting Room Policy
- Create a Disaster Preparedness Plan
- Obtain “hearing assisted devices”
- Install angled shelves on lower level shelves in stacks
- Create space plan to improve efficiency of staff areas

**Flipster**



The magazines you know and love, available digitally with your library card.

- Instant Access
- Easy to Use
- Can Read Offline

For more information, visit [www.amherstlibrary.org](http://www.amherstlibrary.org)

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**THE AMHERST CITIZEN**  
AMHERST, NEW HAMPSHIRE'S COMMUNITY NEWSPAPER

**Allen Mello**  
WE ARE BUS TRUCKS

**Wreaths Across Amherst Project Under Way**

**Amherst Town Library**

**Fall Library Book Sale**

## GOAL 4

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

**USPS.COM**



**Amherst Town Library**

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**  
@AmherstTownLibrary

**Home**

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- Photos
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- Reviews
- Videos
- Posts
- Events
- Services
- Shop

**Library in Amherst, New Hampshire**  
5.0 ★★★★★ [Open Now](#)

**Fall Storytimes Have Begun!**

Join us for "Family Storytime" or "Little Listeners"

Click [HERE](#) for a description of each session or download our Storytime brochure!

**Spotlight on INDIES Books of the Year Awards**

The awards recognize the best books published in 2016 from small, indie, and university presses, as well as self-published authors.

Click [here](#) to view the most recent winners!

**Featured Database: U.S. Newsstream**

Access the New York Times, Wall Street Journal, Boston Globe and more!

U.S. Newsstream enables users to search current news material on web or mobile that is fresh.

## GOAL 4: COMMUNICATION

- Embrace social media more fully
- Evaluate community use of services/  
assess interest in new services
- Create a marketing plan
- 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

# 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 budget (copy, fines, gifts, investments)
  - Supplement budget about \$20,000
  - Have been spending more than income
  - Outside donations
    - About \$16,000/ year
    - Friends of the Library, other groups, individuals

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

# SEPTEMBER IS 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, TREASURER

STEVE MANTIUS

RANDE NEUKAM, ALTERNATE

GRETCHEN PYLES, SECRETARY



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Amherst, NH  
673-2288

[www.amherstlibrary.org](http://www.amherstlibrary.org)