



Yarmouth
TOWN LIBRARIES

You are welcome!

312 Old Main Street
South Yarmouth, Massachusetts 02664
(508)760-4820

Yarmouth Town Libraries Updated Five Year Plan

FY 2011

Planning Committee

Annmarie Gavin, Town Library Board, Chair

Janet McDowell, Town Library Board
Merle Mammato, Town Library Board

Christine Di Martino, Staff
Patricia Cassisi, Staff
Jacqueline Adams, Library Director

Town Library Board Members

Harris Contos, Chair
Charyn Tietge, Vice Chair
Sally Guadagno, Secretary
Sandra Femino
Annmarie Gavin
Merle Mammato
Janet McDowell

Purpose

The purpose of this document is to provide a plan for library services for a one-year period of FY 2011.

This document addresses the service needs as defined by the planning committee, the Yarmouth community, and the Yarmouth Library staff to reallocate currently available resources to provide library services considered to be of importance to the public.

Mission Statement

Yarmouth Town Libraries will provide expert assistance in serving the needs of the community with up-to-date information resources broad enough to meet the needs of its residents. The public will have access to, and increased awareness of, current topics and titles in multiple formats.

Yarmouth Town Libraries will encourage a community of readers and learners of all ages by inspiring children to become life long learners and by facilitating continuous learning for adults.

Yarmouth Town Libraries will offer safe, accessible, spaces to give citizens opportunities to meet for conversation, formal and informal gatherings, and programs.

The Town Library Board approved the plan September 16, 2010.

Goals and Objectives

(Updated changes appear in **italics**)

Goal 1: Yarmouth Town Library will provide expert assistance in serving the information needs of the community

Objective 1

90% of the Yarmouth Town Library staff will correctly identify appropriate reference sources/resources in accordance with the expertise required for their position

Activities

1. Develop a staff survey to determine training needs
2. Schedule training sessions
3. Schedule appropriate staff to attend one reference workshop annually
4. **Update the** "ready reference" list that includes print and non-print resources
5. Direct staff to professional articles on collection development

Objective 2

95% of Yarmouth Town Libraries users will state that their information needs were met to their satisfaction

Activities

- 1. Use a free survey site to develop a 3-5 question survey for an email blast to all users**
- 2. Obtain an email address for all reference questions and send a follow-up survey**
- 3. Develop a reference service evaluation form for all our internet platforms: Facebook page, website, etc**

Goal 2: Yarmouth Town Library will provide information resources that are current, and broad enough to meet the needs of the community

Objective 1

100 % **of the library's** reference resources will be evaluated and brought up-to-date

Activities

1. Reference librarian with staff assistance will evaluate reference collections for the Yarmouth Town Library and will weed the collections based on age, usefulness, format, and other criteria
2. Schedule time to read reviews and evaluation methods for current reference works
3. Schedule trials for new databases

Objective 2

Yarmouth Town Library staff will offer 3 reference information sessions annually to the community

Activities

1. Determine community needs based on user request, online survey, and other criteria
2. Plan and develop programs
3. Market and publicize programs
4. Do at least one outreach program
5. Coordinate with other community organizations

Objective 3

Yarmouth Town Library staff will collaborate with schools and other outlets for homework/research/summer assignment schedules twice annually

Activities

- 1. Participate in Lawrence C. McArthur fundraiser**
- 2. Consult school and teacher websites for updates**
- 3. Coordinate Summer Reading Lists**
- 4. Create and distribute a "welcome" package for teachers including information about library services (classroom materials, AccuCut machine etc)**

Current Topics and Titles

Goal 1: Yarmouth Town Library will provide access to current topics and titles in multiple formats

Objective 1

Yarmouth Town Library staff will review and analyze 80% of the circulating collection

Activities

1. Compile and analyze reports reflecting users' reading interests and circulation statistics on a regular basis
2. Research collection development topics in professional journals
3. Establish procedures and timetables for systematic selection and weeding
4. Explore innovative ways of increasing access to high demand items

Objective 2

Yarmouth Town Library staff will analyze patron use of materials in various formats

Activities

1. Compile and analyze circulation/usage reports on various formats
2. Identify circulation/usage patterns for various formats
3. Determine points at which buying patterns will change

Objective 3

Yarmouth Town Library staff will evaluate Ebooks and how to integrate them into the library's collection

Activities

- 1. Train 100% of the staff on how to use Ebooks***
- 2. Develop a training seminar for the Public***
- 3. Buy at least 1 E-Reader***

Goal 2: Yarmouth Town Library will increase public awareness of current topics and titles

Objective 1

Yarmouth Town Library will develop three promotional activities using electronic means

Activities

1. Research/brainstorm/survey possibilities for promotional activities
2. Incorporate book club activities into website
3. Establish a method for identifying potential recipients for electronic notification
4. Market and publicize activities

Objective 2

Yarmouth Town Library will increase NEW item circulation by 20% --

Activities

1. Analyze current and potential display areas
2. Highlight new items in print materials and on the website
3. Research other libraries and retail outlets for innovative ideas -
4. Establish methods for analyzing demand

Life Long Learning

Goal 1: Yarmouth Town Library will encourage a community of readers and learners of all ages

Objective I

Yarmouth community members will create a "one town one book" program for all ages

Activities

1. Form a program committee
2. Research similar programs
3. Select a book for the program
4. Establish a timeline for the program
5. Plan to hold the program bi-annually

Objective 2

Yarmouth Town Library will offer three programs annually to encourage love of learning for children and teens

Activities

- 1. The Library will hold one program about technology and "gaming" for users age 10 and up by the end of 2010**
- 2. The Library will host 2 "All Ages" family events per year**
- 3. The Library will host at least one program for children ages 8-12**

Goal 2: Yarmouth Town Library will facilitate access to ongoing learning for adults and develop programs to inspire children to become life long learners

Objective 1

Yarmouth Town Library will cooperate with at least three other agencies to produce programs

Activities

1. Continue to make contacts with Town Departments and Community groups such as the Senior Center, the Cultural Center, the Historical Society and other organizations
2. Coordinate/plan activities
3. Set timelines

Objective 2

Yarmouth Town Library will offer three programs for new residents

Activities

1. Work with other community agencies to provide library services to the homeless and transient population
2. Plan a program that will promote volunteer opportunities and community awareness
3. Expand English Language Learners outreach
4. Create a new resident package for distribution at programs, libraries, town hall, and other appropriate outlets

Objective 3

Yarmouth Town Library will offer 5 programs for adult learners

Activities

1. Identify new groups through outreach/survey
2. Re-apply for life long learning grant

3. Schedule staff to attend workshops on adult programming
4. Create at least one new entry in adult programming schedule targeted to recent Retirees

Commons

Goal 1: Yarmouth Town Library will provide programs and opportunities for the people of Yarmouth to come together in safe, accessible, flexible facilities for formal and informal gatherings and conversations

Objective1

Yarmouth Town Library will ***address the inadequacy of current facilities for serving the needs of the community***

Activities

- 1. Update data in the Master Facility Plan using current MBLC guidelines***
- 2. Create a detailed long-range plan for future library services***
- 3. Investigate funding sources to implement the long-range plan***

Objective 2

Yarmouth Town library will refurbish and realign space for informal gatherings

Activities

- 1. Research space at other facilities***
- 2. Study trends in current and future library technologies and incorporate those technologies into flexible plans for programming needs***
- 3. Target funding/fundraising sources for specific needs***