



Yarmouth Town Libraries Five Year Plan

FY 2007-FY 2011

Planning Committee

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Participating Staff

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Town Library Board Members

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Helen Greenhow	Jean Hilliard
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Purpose

The purpose of this document is to provide a plan for library services over the five year period from FY 2007 -- 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.

Review Statement

This plan will be reviewed and updated annually over the five-year period it covers by the participating library staff and the Town Library Board.

Methodology

The Town Library Board embarked on the development of a new five-year plan of service at their August 2005 meeting by appointing Annmarie Gavin, a member of the Board, as Planning Committee Chairman. The time was opportune because a new library director had come on board in May, and the MBLC required a new five-year plan by October 2006.

Using Guidelines of Southeastern Massachusetts Regional Library System

In September 2005, the Board welcomed Cheryl Bryan from the Southeastern Massachusetts Regional Library System to speak about *New Planning for Results*, a process designed to help libraries “manage the future.” Throughout the process the Planning Committee followed the basic procedures outlined in the *New Planning for Results*, but adapted parts of the process to provide information needed for library development in the Town of Yarmouth.

Planning Committee of Library Board

In January and February 2006 the Planning Committee was formed with representatives from the various library associations, from the staff, and from the community at large. This group had primary responsibility for developing the new five-year plan of service for the Yarmouth Town Libraries.

Input from the Community Forum to Identify Key Areas of Future Library Service

The Planning Committee held a community forum on April 26, 2006 to determine library service needs. Facilitated by Cheryl Bryan, the forum attendees chose four areas for emphasis by Yarmouth Town Libraries: *General Information*, *Current Topics and Titles*, *Life Long Learning and Commons*. As part of the forum, the Library Director presented and distributed federal census data, demographic information, analysis of current library statistics, and anticipated library trends.

Input from Library Staff

Members of the library staff from the three libraries helped develop the goals, objectives and activities of the plan. Staff met with Cheryl Bryan on June 27, 2006 to review library strengths and needs and later developed the activities to accompany the goals and objectives.

Preparation of Final Report

The Five Year Plan Committee met four times between February 1 and September 13 and regularly communicated through e-mail. They reviewed service responses as identified by the community forum in addition to library strengths, needs and activities as determined by the staff.

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 21, 2006.

Goals and Objectives

General Information

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

Objective 1

90% of the Yarmouth Town Libraries staff will correctly identify appropriate reference sources/resources in accordance with the expertise required for their position – FY09

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. Produce a “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 reference questions were answered to their satisfaction – FY10

Activities

1. Develop a reference evaluation form to determine user satisfaction with reference services
2. Train staff to conduct a reference interview
3. Develop a Web-based reference service evaluation form

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

Objective 1

100 % of Yarmouth Libraries reference resources will be evaluated and brought up-to-date -- FY09

Activities

1. Reference librarian with staff assistance will evaluate reference collections at all three libraries 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 Libraries staff will offer 3 reference information sessions annually to the community

Activities

1. Determine community needs based on user requests, 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 Libraries staff will collaborate with schools for homework/research/summer assignment schedules twice annually

Activities

1. Hold annual breakfast with school staff
2. Establish and maintain formal and informal contacts
3. Consult school websites for updates
4. Coordinate summer reading lists

Current Topics and Titles

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

Objective 1

Yarmouth Town Libraries staff will review and analyze 80% of the circulating collection – FY10

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 Libraries staff will analyze patron use of materials in various formats – FY10

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

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

Objective 1

Yarmouth Town Libraries will develop three promotional activities using electronic means – FY09

Activities

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

Objective 2

Yarmouth Town Libraries will increase NEW item circulation by 20% -- FY10

Activities

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

Life Long Learning

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

Objective 1

Yarmouth community members will create a “one town one book” program for all ages – FY07

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 annually

Objective 2

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

Activities

1. Conduct 40 weeks of “wee read” for pre-school age children
2. Conduct K-4 and 5-8 programs focused on reading and books
3. Identify unique areas of interest to children and teens and plan innovative programs

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

Objective 1

Yarmouth Town Libraries will cooperate with at least three other agencies to produce programs – FY09

Activities

1. Make contacts with 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 Libraries will offer three programs for new residents – FY09

Activities

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

Objective 3

Yarmouth Town Libraries will offer 5 programs for adult learners – FY09

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 Libraries 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

Objective 1

Yarmouth Town Libraries will evaluate existing space for potential community use – FY10

Activities

1. Analyze current space
2. Brainstorm new uses for available space
3. Enlist consultant in planning process

Objective 2

Yarmouth Town libraries will refurbish and realign space for informal gatherings

Activities

1. Utilize existing space in creative ways for new and existing programming.
2. Research new products to reconfigure current space
3. Plan for building use when libraries are closed

Objective 3

Assess space needs to implement the service plan

Activities

1. Assess space needs for future collection growth
2. Assess space needs for future programming needs
3. Assess space needs for new services