

Stoneham Public Library

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Long Range Plan

2016 – 2020

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*Approved by the Stoneham Public Library Board of
Trustees at their regularly scheduled meeting
Monday, June 15, 2015*

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Library Board of Trustees:

Mike Rora, Chair
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Susan Doucette
Susan Fixman
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Margaret Warren (Citizen Representative)
Mary Todd (Director)

Consultants

Kristi Chadwick (Massachusetts Library System)
Mary Behrle (Private Consultant)

Planning Process

The Long Range Planning Committee for the Stoneham Public Library held its first meeting to update the Long Range Plan July 22, 2014. This meeting was attended by committee members and Massachusetts Library System consultant, Kristi Chadwick. Kristi helped the group perform a SOAR exercise to establish where the library is currently and where we hope to be in the future. These are the Library's Strengths, Opportunities, Aspirations, and the Results we hope to measure.

A community survey was developed and made available at the Library, at Town Meeting and library's website. These responses were tabulated and used in tandem with the SOAR exercise to develop a long term plan for the library's future.

SOAR REVIEW

The results of the SOAR exercise were very revealing.

Strengths

Customer Service

Staff knows people and their needs

Library always has available parking

Welcoming staff

Children's programming

Author programs

Access to local history

Location

Good collection

Cooperation and communication between staff departments

Excellent range of museum passes

Rotating local art displays

Friends of the Library book sale is year-round

Teacher support – schools can call ahead for materials

Growing young adult collection

Book groups

Opportunities

More defined collection management

Mobilize circ system to go into stacks for weeding

More technology in the library

Historical room more user-accessible
More quiet reading space
Reach teens and young adults
Collaboration and outreach to Senior Center
Designated space for book returns inside library
Redesign circulation desk workflow
Clear signage in library

Aspirations

New lighting
Sound absorption
Teen librarian
Digital media lab
Increase hours
Full-time custodian
Interior renovation – carpet & paint
Comfortable seating
Space redesign
Utilize the open space at the end of the building
Update electrical system
Fundraisers for library
Full funding from Town
Establish a Foundation
Better relationship with the Town – Maple St. sidewalk
Grounds maintenance
Up-to-date accessibility – ramp railing

Results

Increase in circulation
Young adult participation in the library
Browsability of materials increases
Attendance & daytime programming goes up
MAR is met or exceeded every year
Trustees advocate for library at Town Meeting
Foundation is established
Foot traffic goes up
Increase in Stoneham library cards
More membership in Friends group

Library Issues

While the Library's staff is widely recognized for its friendliness and is second to none in its determination to fulfill a patron's needs, the library is woefully understaffed. The Committee identified the following on-going issues facing the Library over the next five years at their second meeting on October 28, 2014. These issues must be addressed in the new Long Range Plan.

Facility

The building has sustained serious water damage due to problems with the foundation. While some problems have been addressed, some remain. Specific problem areas include:

- a. South Wall Foundation
- b. East Wall Foundation.
- c. Warren Street Door

The remainder of the 30+ year-old carpeting **MUST** be replaced.

Exterior trim on the building must be painted.

Trees on the property need to be pruned yearly.

Non-tax funding sources must be pursued.

Acoustic and air quality consultants' studies should be implemented.

Recognizing that at the conclusion of this plan the Library's future space needs will not have been discussed in a generation, the Long Range Planning Committee urges the Trustees, in conjunction with the Selectmen, to establish a committee to address the Library's space needs for the next twenty-five years.

Collections

Knowing that the use of non-book materials is increasing at a rate faster than books, direct more funds toward that collection.

Direct additional funds toward multiple copies of best sellers to reduce the waiting time patrons must endure.

Encourage use of e-mail reference inquiries.

Maintain an on-going weeding program and identify subject areas to be especially targeted.

Contingent upon funding, develop a literacy program.

Personnel

Many of these issues were included in the previous plan and still have not been addressed.

There is an urgent need for a part-time young adult librarian. This segment of Stoneham's reading population (age 12-16) is extremely underserved.

There is insufficient custodial staff at the Library.

Reference service should be available at all times during the Library's operating hours. Part-time Reference staff should be restored.

Due to recent budget cuts the library has lost several employees and remains very understaffed. It is strongly recommended that there be an infusion of funds into the library's budget to alleviate this problem.

The Committee strongly recommends that the Library Board of Trustees reengineer the pay structure of the general library staff to have parity with other professional employees within the town, particularly the School Department. In light of the current inadequate salaries at the Library, the Committee is concerned that the future recruitment of qualified professional and support staff will be in jeopardy.

The combination of these results and the survey responses became a guide for creating a Long Range Plan for the Library that will meet as many of the goals and objectives as possible.

Community Profile

Stoneham, like many of its sister communities in greater Boston, was principally an agricultural center throughout the 18th century until the advent of the industrial age. When cottage industries turned into factory industries in the 1850's, Stoneham became a center for shoe manufacturing. This continued throughout the earlier part of the 20th century.

Today, Stoneham, bordered by US Route 93 on the west, US Route 1 on the east and Route 128 (95) on the north is clearly a commuter town. Although some light industry exists within the town, the labor force is primarily focused on the professions, service occupations, and sales and administrative support.

Statistics for 2010 indicate that 4.4% of the population falls below the poverty line. With unemployment in April 2015 at 4.5% and a per capita income in 2010 in excess of \$38,560 and a median family income of \$76,127, Stoneham, although not affluent, is not an inexpensive place to live. As of 2013, the median price of a single-family home was \$393,800. Stoneham's population has a higher percentage of college graduates than the national average, although less than that of the contiguous communities surveyed.

Stoneham has over 8855 households of which more than 25.5% include persons over the age of 60. This level has remained steady. About 24.8% of the households include a person under the age of 18, down 3.2% in the last five years. The non-white population, while diverse, represents a small overall percentage of the population. According to the 2010 US Census of the 21,437 citizens 2,057 were non-white. In this group were roughly 700 Asian-Americans and 600 Hispanic-Americans. Also, according to Census information, 14.2% of the population five years old and above speaks a language other than English in their home.

Stoneham has made impressive strides over the last few years. Every elementary school has either been rebuilt or renovated. A new Middle School just opened this past fall and plans are underway for a renovation of the High School. A revitalization of the downtown area and improved maintenance of Town owned buildings is also in the offing. Many building projects have been proposed in Stoneham. The Boston Regional Medical Center project is still embroiled in litigation with no end in sight. An apartment complex in the Fallon Road area is in the planning process and what promises to be a lengthy debate is taking place over the sale of Weiss Farm to a developer who proposes to build apartments in an already crowded area of town.

Should these developments all come to fruition, there will be a major impact on the town's services, including the library. However, it is doubtful that either the BRMC project or the Weiss Farm project will be resolved over the course of this Long Range Plan.

Library Profile

Governance

The Library is an agency of the municipal government of the Town of Stoneham. The six-member Board of Library Trustees, elected by the voters, sets policy for the Library and is authorized by the Town Charter to appoint all Library personnel.

Staffing and Operating Hours

Ten years ago the library lost 36% of its work force due to budget cuts. This included all Sunday staff and any unfilled vacancies. The current staff consists of eight full-time employees including four professional librarians, two part-time employees at 20-34 hours and eight employees at less than 20 hours, including the custodian. Clearly the library is extremely understaffed.

Simultaneously, the library lost ten hours of operation, including the complete elimination of Sunday hours, half of Saturday's hours and Wednesday evenings. Winter hours were reduced to 51 and summer hours to 47 per week. Unfortunately, this remains true today. The entire Library is closed on Saturdays and Sundays from June 15 thru Labor Day.

Collection

Since the last Long Range Plan was created, there has been a major increase in the availability and use of materials in electronic format. This includes ebooks and audiobooks. Patrons have over 11,000 items at their disposal for download via the Overdrive collection at no cost to them. With the popularity of portable ebook readers, tablets and even smart phones, the demand for these costly ebook bestsellers has skyrocketed, making it difficult to keep up with demand.

As of June 30, 2014 the combined book collections totaled 85,568, 34% of which were books for children and young adults. Print material remains the primary format in use by our patrons. The availability of the EBSCO Periodical Online Database has allowed the library to reduce the number of print subscriptions to 90.

The last few years have brought a change in the way everyone approaches media. Videocassettes and audiocassettes are now obsolete. DVDs are still popular as are CDs, but the advent of iTunes and other online services has changed the landscape. While the

use of live streaming and subscription services is on the rise, circulation of DVDs and CDs remains steady. The Freegal Music download service was added to the library's online databases and allows patrons to download and stream popular music genres and music videos. This is most likely the wave of the future for libraries.

Careful selection of books and materials is one step toward accomplishment of the Library's mission statement. All materials are selected by the library staff; recommendations from members of the Board of Library Trustees and the general public are welcomed. However, the Library resists at all times efforts of any individuals or organizations to dictate purchases or to remove so-called "objectionable" books from the shelves. Guided by standards of purpose and quality, collections are built to meet the needs and interests of the people of Stoneham. The Library staff makes use of standard review vehicles, such as ALA Booklist, used by librarians across the United States. The book selection policy of the Stoneham Public Library has as its cornerstone the Library Bill of Rights and the Freedom to Read statement of the American Library Association. (Copies of these two documents are available on the library's website at www.stonehamlibrary.org)

Our children's collection, although good, can always be improved with a future infusion of capital. Praise is to be given for programming in that department that promotes reading among youth as well as computer literacy.

Circulation

The library's circulation appears to have reached a plateau over the last few years. While overall circulation has fluctuated, circulation books and media have remained consistent. Portable ebook readers have brought a 41% increase in the circulation of ebooks and downloadable audio. Clearly, portable devices are here to stay and the library must rethink its collections.

There has also been a sharp increase in the number of museum passes used by the public. The library's museum pass holdings have increased and this is reflected in the circulation. Also, since adding an online reservation program the public has much greater access to this service. Use of these passes has increased by 295% in the last five years.

Out of the town population of slightly over 21,437 people, and 12,781 registered as library borrowers as of March 2015. Our computers and online databases are very heavily used.

Funding

Using data collected by the MBLC, it is possible to compare a community's municipal budgets and library funding against that of other libraries in the state. While Stoneham has made strides toward increasing the library's budget, the town still falls below the standards of the neighboring communities.

The most recent data available for comparison is from FY 2013. The results are supportive of the statement above. When compared to our nearest neighbors within our NOBLE consortium, Stoneham consistently falls behind in appropriations for its library.

	Operating Income	Income Per Capita	Operating Per capita	% of Muni budget*
Stoneham	\$718,536	\$33.52	\$33.43	1.18%
Lynnfield	\$696,606	\$60.07	\$60.22	1.53%
Melrose	\$915,000	\$33.91	\$35.24	1.33%
Reading	\$1,316,184	\$53.19	\$52.78	1.27%
Wakefield	\$1,217,439	\$48.83	\$55.34	1.95%

*2012 data

In order to maintain eligibility for State Aide to Public Libraries, libraries in the Stoneham population group (15,000-24,999) must expend 15% of the library's total budget, excluding health insurance costs, on library materials. This MUST be maintained to ensure future cherry sheet monies for the library.

Over the past ten years the Library Trustees have been forced to dip into Trust Funds, State Aid and donations in order to maintain the library's certification. More than \$426,000 has been expended thus far. Alternative forms of funding will have to be sought if this trend continues much longer.

Vision Statement

The people of Stoneham will view the Library as the principal provider of information for all of our citizens.

The people of Stoneham will view the Library as a welcoming institution that provides unbiased research resources.

The people of Stoneham will view the Library as the principal instructor in state of the art information.

The people of Stoneham will view the Library as a nurturing component of a Town that supports the moral, ethical and successful future of our youth.

The people of Stoneham will view the Library as a source of a variety of high quality services from print material for recreational reading to online resources for research and lifelong learning.

The people of Stoneham will view the Library as a Community Center in a revitalized downtown district and the primary disseminator of community information.

The people of Stoneham will view the Library as an institution that welcomes debate, discussion of new ideas, and offers a neighborhood touch in an impersonal wider world of 24/7 information.

Mission Statement

A free public library is essential to the preservation and growth of our democratic institutions. The mission of the Stoneham Public Library is to ensure that all people of Stoneham have free and unfettered access to recorded information and ideas.

The Stoneham Public Library strives to provide its patrons with a welcoming atmosphere for lifelong learning, enrichment, and enjoyment via resources ranging from the written word to access to the latest technology. While offering these resources the Library also endeavors to provide instruction regarding their proper use and evaluation.

The Stoneham Public Library aspires to be the primary source of community information via cooperation with local agencies and organizations.

The Library offers a nurturing environment for groups, families and individuals and encourages the debate of new ideas while respecting the experience and knowledge of the past.

Assessment of User Needs

A survey was developed for distribution throughout the town of Stoneham and included concerns expressed by the Committee, library staff and library patrons. Copies were disseminated at Town Meeting, were available in both the Adult and Junior Libraries, and also via the Library's website. A copy of the survey, including responses, is included as an appendix to this document.

A full 53% of the surveys were completed online. Of the total respondents, 56% were between 31 and 59 years of age, 83% were women and 78% indicated a college level or postgraduate education. The vast majority frequent the library for reading material or DVDs. However, 53% borrowed museum passes and 50% utilized the Interlibrary Loan service. For those who do not use the library regularly, the primary reason was inconvenient hours. Major recommendations included:

Collections:

- Increase collection of bestsellers
- Increase collection of adult fiction and non-fiction
- Expand DVD collection
- Expand collection of books on CD
- Extend the loan period for materials.

Services:

- Increase computer and library instruction for adults and children
- Suggested reading lists
- More programs and daytime programs for adults
- Establish a café or social area
- Implement services aimed at young adults
- A scanner for public use
- Create a homework center for children and teens

Facility

- Improve the infrastructure
- New furniture

Respondents also acknowledged the following strengths:

- Very helpful and professional staff
- Interlibrary Loan Services
- Outstanding Internet Connection
- Museum Passes
- Wonderful Children's Programs

Goals and Objectives

I. Collections

GOAL 1: The library will offer its patrons easy access to information in a variety of formats that respond to their needs, interests, enrichment and enjoyment.

Objective A: The library will consider extending its loan period beyond two weeks.

Activity 1: By FY 16 Library Trustees and staff will evaluate the feasibility of extending the loan period for selected media.

Objective B: The library staff will address overcrowding on the shelves in both the Fiction and Non-Fiction collections in the Adult Services Library.

Activity 1: A committee of professional staff members will be formed to develop a weeding policy for the library. FY 17

Activity 2: An extensive weeding of the collection will take place over the next three years with emphasis on updating the business, technology and medical non-fiction collections. FY 18

Activity 3: The Library will invest in a portable barcode scanner for use during weeding and inventory. FY 17

Objective C: In response to patron survey requests, more museum passes will be added to the collection.

Activity 1: The Library will investigate expanding the museum pass collection with new museum passes FY 16

Objective D: Recognizing the fragility and value of its local history collections, the library will pursue digitizing its collection of maps, pictures, WW II documents and other items of historical interest and importance.

Activity 1: By the end of FY 17, the library will complete the digitizing of its local history collections.

Objective E: In response to patron survey requests, the library will expand its audiovisual collection in several ways.

Activity 1: The library will investigate developing its own downloadable eBook collection exclusively for use by Stoneham Library patrons. FY 16

Activity 2: For every five requests for a specific DVD, a new or additional copy will be purchased by the Library. FY 16 - 20

Activity 3: Citizens will be encouraged to donate DVDs to the library's collection beginning in FY 16 - 20

II. Facility:

GOAL 2: The Library will provide residents with a modern, clean, safe, and inviting facility which encourages learning and leisure reading, provides access to up-to-date electronic resources and fosters community discourse.

Objective A: Areas of the Library are in desperate need of repair. Efforts will be made to address this issue over the next five years.

Activity 1: The Library will obtain estimates for replacement of the Warren Street Emergency Exit. Now that the flooding issue in that area has been resolved, replacement can be undertaken. Submit to town Capital Repairs Committee. FY 17

Activity 2: Repair and paint the cupola and gutters on the original Carnegie Building. FY 16

Activity 3: A handrail will be installed on the ramp from the parking lot to the landing to ensure the safety of our patrons. The ramp is long, steep, and subject to icing. FY 16

Activity 4: The Library will obtain estimates of repair of the South Window foundation which leaks during heavy rains. The worst of the flooding was addressed by the installation of a sump pump. Now repair can begin. Submit to town Capital Repairs Committee for repair in FY 19

Activity 5: The Library exterior trim will be painted every five years.

Activity 6: Improved outside lighting will be installed, including replacement of light standards and additional lighting on the front and rear of the building. FY 16

Objective B: Library carpeting will be replaced. The carpeting in the library is over 30 years old and has sustained water damage during that time, particularly on the ground floor level.

Activity 1: The Library will continue its systematic replacement of the water damaged, worn carpeting. The Director will resubmit the replacement to the Capital Committee.

Objective C: Professional signage will be added to the library interior to enhance the library's appearance and provide easier access to the collection and services by library patrons.

Activity 1: Professional signage will be provided in all areas of the building by FY 17.

Objective D: The Stoneham Room will be made available as a quiet study area for patrons when not in use as a meeting room.

Activity 1: Historical material stored in the Stoneham Room will be properly stored in a safe and secure environment prior to its use as a quiet study area. FY 16

Activity 2: Users will be asked to sign in and out of the quiet study area. FY 16

Activity 3: Two new desks will be purchased to use in the quiet study area. FY 18

Objective E: The Library will improve work flow at the Circulation Desk.

Activity 1: A return slot will be installed in the main desk to improve item security of returned items and eliminate clutter on the desk. FY 18

Activity 2: The Main Circulation Desk will be redesigned to allow for more efficient operation and more convenient workflow. FY 19

Objective F: The layout of the Library's main floor will be evaluated.

Activity 1: A committee will be formed and a consultant hired to provide recommendations for optimum use of space on the main floor. FY 20

Objective G: The Library's future needs will be investigated.

Activity 1: The Board of Trustees in conjunction with the Board of Selectmen will establish the needs of the Library over the next twenty-five years and develop a plan to address those needs. FY 20

III. Fundraising/Community Support

GOAL 3: The Library will research alternative sources of funding to augment the municipal appropriation.

Objective A: The Library Board of Trustees will work to ensure that the library retains its state certification.

Activity 1: Each year the Board of Trustees will formulate and actively advocate for a budget that meets or exceeds the Municipal Appropriation Requirement necessary for state certification by the Massachusetts Board of Library Commissioners (MBLC). FY 16 – FY 20

Activity 2: Each year the Board of Trustees will formulate and actively advocate for a budget that meets or exceeds the 15% material expenditure requirement necessary for state certification by the MBLC FY 16 – FY 20

Activity 3: Each year the Board of Trustees will formulate and actively advocate for a budget that meets or exceeds the 50 hours open requirement necessary for state certification by the MBLC. FY 16 – FY 20

Activity 4: The Board of Trustees will take an active role in communicating the library's needs to Town officials and the public. FY 16 - FY 20

Objective B: The Library will form a Stoneham Library Foundation.

Activity 1: Beginning in FY 17 the library will explore the possibility of forming the Stoneham Library Foundation, researching the steps necessary and soliciting help from local residents and experts including local attorneys, Rotary Club members, Chamber of Commerce, Kiwanis and others.

Activity 2: The Library will form a Stoneham Library Foundation to help realize the library's long term goals and provide for the library's future needs. (FY 18 - FY 20)

Objective C: Once the Foundation is established, the Library will actively promote donation to that foundation through a publicity campaign and via the library's website.

Activity 1: The Library will develop a professional handout detailing and encouraging various forms of gifting. FY 19

Activity 2: The handout will be formatted for the library's website to reach the online audience. FY 19

Objective D: The Library will build on its existing support via e-mailings and flyers.

Activity 1: The Library will build on the community support base by establishing an email list for the dissemination of information pertaining to library issues. FY 17

Activity 2: Prepare flyers for distribution at the desk outlining library issues and concerns. FY 17

Objective E: The Library will encourage large and small gifting.

Activity 1: Prepare a handout and sign detailing ways to make small gifts such as birthday books, memorial donations, etc. Include this on the library website. FY 17

Objective F: The Library will raise additional funds through special programs.

Activity 1: In response to survey requests, the Library will sponsor third Murder Mystery Night program. FY 17

Activity 2: The Library will consider sponsoring a Wine Tasting/International Food Night, encouraging participation by local establishments. FY 18

IV. Publicity/Communication

GOAL 4: Library patrons will be fully informed of the library's services and programs through a vigorous publicity campaign.

Objective A: The Library will increase the number of items submitted to the local newspapers.

Activity 1: Beginning in FY 16 the library will submit newspaper articles for coming programs at least two weeks in advance of the program.

Objective B: The Library will develop several different ways to communicate with patrons and local citizens

Activity 1: The Library will prepare a flyer given to individuals registering for a new library card and for inclusion in welcome materials distributed by the Chamber of Commerce. FY 16

Activity 2: The staff will work with NOBLE to set up a subscription service that will deliver both the regular newsletter and Friends newsletter to interested individuals beginning FY 17

Activity 3: The Library website will be redesigned to create a cleaner and more modern interface. FY 18

Objective C: The Friends of the Library will be encouraged to institute a Friends drive to increase membership.

Activity 1: The Friends will work to increase membership by 10% by the end of FY 18.

Activity 2: The Friends will be encouraged to target young parents in an effort to build toward the future through informational flyer. FY 17

Objective D: The residents of Stoneham will consider the Library a primary source of community information.

Activity 1: The Library will partner with other town organizations in an effort to develop a community resource notebook highlighting local services such as churches, pre-schools and businesses. FY 17

V. Services

GOAL 5: The Library's patrons will enjoy a variety of services and programs to meet their needs and interests.

Objective A: The Library will provide more programming of interest to adults.

Activity 1: The Library will offer regularly scheduled computer classes for adults, including instruction on the use of Microsoft Word and Excel. FY 17

Activity 2: The Library will offer training sessions for its online databases, particularly newly acquired databases. Regular classes will be available by FY16

Activity 3: Classes will be offered in the use of the Microfilm Reader/Printer. FY 16

Activity 4: The Library will offer training on devices such as Kindle, NOOK, iPads, etc. FY 16

Activity 5: In response to survey results, the Library will offer more daytime programs for adults including craft programs, movies and games (bridge, mah jong, scrabble) FY 17

Objective B: The Library will endeavor to identify and reach citizens presently underserved.

Activity 1: The Library staff will work to produce suggested reading lists both online and in print. New item lists will be updated monthly. FY 16

Activity 2: The Library will work with the Senior Center and other organizations to coordinate a delivery service for senior residents who cannot travel to the library. FY 17

Activity 3: The Library will explore partnering with an outside vendor to provide a café area in the library. FY 18

Activity 4: In response to survey requests, the Library will develop a Homework Center for use by children and Young Adults. FY 19

Activity 5: Classes will be offered to children and young adults in the use of the library's online databases. FY 17

Activity 6: The Library will initiate a Teen Advisory Committee in an effort to reach more Young Adults. FY 18

VI. Hours

GOAL 6: The Library patrons will have access to the library's services, programs, and collections during hours that reflect their scheduling needs.

Objective A: The Library will regain the hours of service lost during the last four fiscal years.

Activity 1: In FY17 the Library will regain full day service on Saturdays.

Activity 2: In FY18 the Library will regain Sunday service hours.

Objective B: The Library will consider opening at an earlier hour

Activity 1: In response to patron survey requests, the Library Board of Trustees will explore opening at 9:30 a.m. Monday thru Friday. FY 17

VII. Personnel

GOAL 7: The Library's patrons will have access to services, programs, and collections provided by trained, competent, patron-friendly staff in sufficient numbers to meet their needs.

Objective A: The Library Board of Trustees will endeavor to fill the staff vacancies created during the last four fiscal years.

Activity 1: Part-time Reference help will be restored if fiscally possible. FY 17

Activity 2: Part-time support staff will be hired to fill all positions lost during the last 10 fiscal years, including clerical and page. FY 18

Activity 3: A part-time Young Adult Librarian will be added to the staff if fiscally possible. This service group is greatly underserved and should be targeted. FY 19

Activity 4: The Library will increase custodial hours with special emphasis on outside maintenance. FY 17

VIII. Technology

GOAL 8: The Library's patrons have access to information technology that is current and up to date

Objective A: The Library will provide its patrons with the latest in computer hardware and software.

Activity 1: The Library begin the systematic replacement of its computer fleet beginning in FY 16

Activity 2: The Library will provide a wireless public printer for use by patrons accessing Wi-Fi at the Library FY 16

Activity 3: The library will provide a scanner for public use. FY 16

Activity 4: The Library will provide a 3-D printer for use by staff and patrons. FY 19

Activity 5: The Library will develop a Digital Media Lab for use by students and adults. FY 20

Activity 6: The library will consider the possibility of circulating iPads and eReaders. FY 17



Stoneham Public Library User Survey 2014

We invite any resident of Stoneham to complete the form below and submit it to the library either by mail to Stoneham Public Library, 431 Main Street, in the book depository or at the main desk. It is also available online at www.stonehamlibrary.org. We encourage your involvement in our planning process. All your answers will be confidential and will help us to determine the direction the library takes over the next five years. We appreciate your input. Please respond by January 31, 2015.

1) Have you used the service of the Stoneham Public Library in the past 12 months.

- If YES, proceed to question #3 123
- If NO, proceed to question #2 5

2) Why don't you use the library more often? (mark all that apply)

- Hours are inconvenient 12
- I have vision problems 1
- Collection needs work 3
- I have problems walking 1
- The library is too noisy 1
- I need help with English
- I need transportation
- I don't know how to use the library 2
- Other: 7

Other Responses:
 More hours needed
 uncomfortable furniture
 Limited parking spaces
 Lower Level Smells

3) What days are most convenient for you to use the library? (mark all that apply)

- Monday 71 Every Day 8
- Tuesday 69
- Wednesday 63
- Thursday 73
- Friday 63
- Saturday 81
- Sunday 59

4) What hours are most convenient for you to use the library? (mark all that apply)

- | | |
|-------------------------------------|----|
| <input type="checkbox"/> Mornings | 57 |
| <input type="checkbox"/> Afternoons | 81 |
| <input type="checkbox"/> Evenings | 75 |

5) If funds were available, what would you like the library to purchase? (mark all that apply)

- | | |
|---|----|
| <input type="checkbox"/> Adult Non-Fiction | 52 |
| <input type="checkbox"/> Adult Fiction | 72 |
| <input type="checkbox"/> Young Adult Materials | 33 |
| <input type="checkbox"/> Large Print Materials | 19 |
| <input type="checkbox"/> Downloadable audiobooks/ebooks | 43 |
| <input type="checkbox"/> Books on CD | 27 |
| <input type="checkbox"/> CDs | 13 |
| <input type="checkbox"/> DVDs | 45 |
| <input type="checkbox"/> Museum Passes (specify below) | 47 |
| <input type="checkbox"/> Online Databases | 17 |
| <input type="checkbox"/> College and Career Resources | 15 |
| <input type="checkbox"/> ESL Literacy Resources | 6 |
| <input type="checkbox"/> iPads | 11 |
| <input type="checkbox"/> eBook Readers | 15 |
| <input type="checkbox"/> Other: | 4 |

Other Responses:

Picture Books
New furniture
More Computers
Passes for smaller museums

6) Please mark below the items that you or any member of your family borrowed, used, or enjoyed in the last two years. (mark all that apply)

- | | |
|--|----|
| <input type="checkbox"/> Adult Non-Fiction | 81 |
| <input type="checkbox"/> Adult Fiction | 91 |
| <input type="checkbox"/> Books on CD | 34 |
| <input type="checkbox"/> DVDs | 64 |
| <input type="checkbox"/> Museum Passes | 68 |
| <input type="checkbox"/> Interlibrary Loan Services | 64 |
| <input type="checkbox"/> Large Print Materials | 21 |
| <input type="checkbox"/> Junior Library Materials | 54 |
| <input type="checkbox"/> Downloadable audiobooks/eBooks | 28 |
| <input type="checkbox"/> Reference Services | 32 |
| <input type="checkbox"/> Children's Programs/Story Times | 35 |
| <input type="checkbox"/> Wireless Connection | 20 |
| <input type="checkbox"/> Newspapers/Magazines | 30 |

- Meeting Rooms 21
- Art Exhibits/Displays 28
- Internet 32
- Word Processing Programs 4

7) Within the last 12 months, how often have you visited the Stoneham Public Library?

- Once a Week 36
- Twice a month 34
- Once a Month 23
- Other: 20

8) Is there a special service or product that would make the library more helpful to you?

- English Language Classes 3
- Scanner 26
- Transportation 1
- Library Instruction 6
- Fax Machine 17
- Homework Center 15
- A railing along the ramp from the parking lot 14
- Other: 2

Other Responses:
 More Computers
 Senior Parking Area

9) Would you be willing to pay for such services?

- Yes 44
- No 25

10) What services would you like to see the library offer or offer more of? (mark all that apply)

- More Computer Classes 32
- More Bestsellers 39
- More Book Displays 18
- Young Adult Programs 25
- Open Earlier 22
- Suggested Reading Lists 37
- Longer Checkout Period 39
- Cafe or Social Area 49
- More Adult Programming 33

Other Responses:
 More Weekend Hours
 Paint Night for Adults
 Better Use of Space
 Staff Book Recommendations
 Junior Library Open More Evenings
 Weekend Hours in Summer

- Quiet Study Areas 16
- Outreach Services 9
- Monthly Newsletter 31
- Other 14

11) Would you attend any of the following types of programs? (mark all that apply)

- Author Visits 62
- Art Shows 50
- International Food Night 37
- Food Fair 37
- Wine Tasting 44
- Mystery Night 47
- Movie Night 43
- YA Programs 24
- Craft Demonstrations 50
- Other: 5

Other Responses:
 School Vacation Programs
 Weekend Family Events
 Programs with Current Themes

Please include any comments or suggestions concerning any aspect of library services not mentioned above that you think important

More Toddler Programs

More Weekend Hours

Furniture Too Modern

Should be more adherence to rules esp. cell phone use

To help us better analyze your responses, please consider filling out the demographic information requested below. Your responses will be kept completely confidential.

Sex

- Male 19
- Female 97

Education Completed

- Middle School/Some High School 0
- High School 8
- Some College 12
- College Degree 49
- Post Graduate 52

Age

- Under 18 0
- 18-30 5
- 31-45 36
- 46-59 36
- 60-69 21
- 70+ 20

Income Level

- Under 20,000 7
- 20,000-50,000 18
- 50,000-75,000 19
- 75,000-100,000 19
- 100,000+ 26

THANK YOU!