



PIERSON LIBRARY
LONG RANGE PLAN
FISCAL YEARS 2006-2010

The Pierson Library Long Range Planning Committee:

Elaine Dates, Trustee Chair

Marti Fiske, Director

Hope Alswang

Jill McCarthy

Megan McCarthy

Diana Clayton

Sue Davis

Lois Holbrook

Jack Harrington

Andy Simmons

Linda Wellings

Ann Dixon

Completed November 2004

**Pierson Library
Long Range Plan
Fiscal Years 2006-2010**

I. Introduction and Acknowledgements

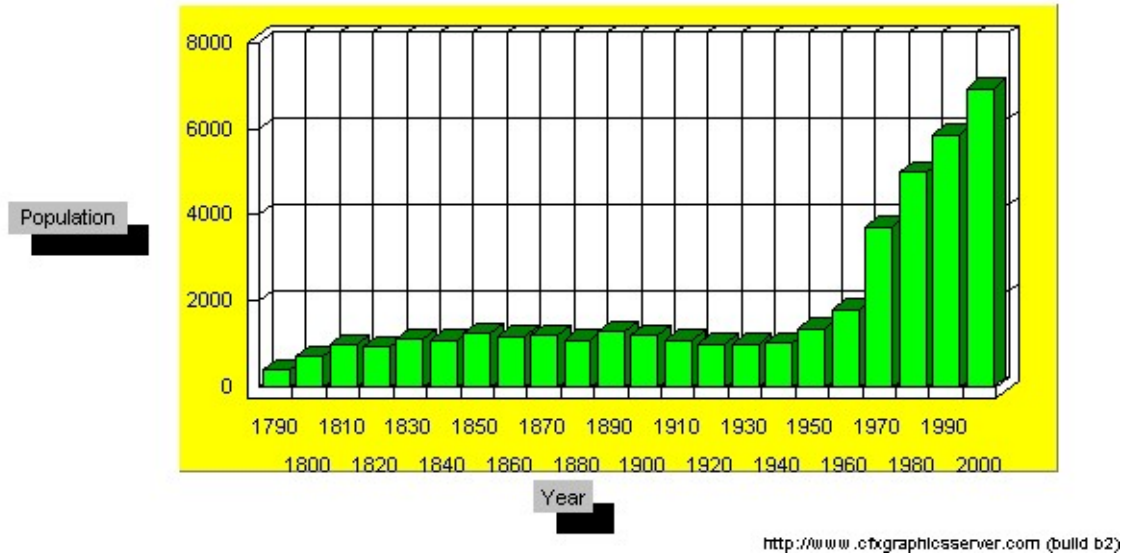
Through 2004 Pierson Library undertook the task of generating a Long Range Plan (LRP) to set goals and objectives as well as to guide library activities through the fiscal years 2006 through 2010. Once in place, the LRP will assist in the identification of unmet community needs and the utilization of library resources. The endeavor was conducted by a committee consisting of the Library Director, the Chair of the Board of Trustees and a group of ten community members. It drew significant input from the Library Staff, and from community members in public meetings and surveys. The Director and Board Chair attended monthly session of a seminar based on the American Library Association's publication "The New Planning for Results," which was led by Marianne Kotch, Director of Public Library Support Services in the Vermont Department of Libraries.

The Pierson Library would like to thank the following individuals for their assistance during this process. Long Range Plan Committee members: Hope Alswang (Shelburne Museum), Jill McCarthy, Megan McCarthy, Diana Clayton, Sue Davis (Shelburne News), Lois Holbrook (Co-Chair -Friends of Pierson Library), Jack Harrington, Andy Simmons, Ann Dixon (Shelburne Farms), Elaine Dates (Chair- Board of Trustees), Marti Fiske (Library Director). Library Staff: Connie Trongo, Sue Furry-Irish, Cyndi Messier and Deanna Beattie. Also, we give our thanks to each person in the community who took the time to fill out surveys and share their opinions at public meetings.

II. Community Profile

Shelburne is a dynamic residential community whose location offers residents a sophisticated variety of opportunities and amenities. The community was originally based on agriculture until a population explosion in the 1960s. Shelburne now offers a number of places of interest to tourists (Shelburne Farms, Shelburne Museum, Vermont Teddy Bear Factory, Lake Champlain) and supports specialty shops, art galleries and the Shelburne Craft School. It is a place which also attracts a number of retirees to the communities of Wake Robin, The Terraces, The Arbors, Shelburne Bay Senior Community and individual homes.

The town is bordered by Lake Champlain on the west and just seven miles from downtown Burlington. Route 7, the major north-south road for the western part of the state, bisects the town and runs through the center of the village. The close proximity to Burlington attracts residents and tourists to shopping, cultural events and work via Route 7 through Shelburne Village. Maintaining a balance of rural or village character with pressing housing and business needs has been a concern for the community for a number of years.



Population by year	1940	1950	1960	1970	1980	1990	2000
SHELBURNE	1010	1365	1805	3728	5000	5871	6944

The 2000 Census found that 6,944 people reside in Shelburne. The ages of Shelburne residents are fairly evenly spread with 29.1% of the population under twenty years of age, 34.1% between the ages of thirty-five and fifty-four and 25.5% over the age of fifty-five. 37.6% of the households have children under eighteen living in them. This presents some challenges to the Pierson Library as it means trying to meet the needs of a wide variety of ages and tastes.

The vast majority of homes are owner occupied (80.1%). 61.1% of Shelburne residents have occupied the same house for at least five years. Although Shelburne borders Lake Champlain only 1.8% of the homes are seasonally or recreationally used, thus the population is stable. The Library does receive tourists passing through via Route 7, mostly for checking their email.

By Vermont standards, Shelburne is very well educated and affluent. Census records from 2000 show that 95.2% of Shelburne’s residents have a high school diploma, compared with 86.4% statewide. 58.9% have a Bachelor’s degree or higher, compared to 29.4% statewide. The same census shows the median Shelburne family income is \$78,492 (\$48,625 for Vermont) and a per capita income of \$37,210 (\$20,625 for Vermont). 4.9% of Shelburne’s residents live in poverty, compared to 9.4% in Vermont. Unemployment at 4.1% is higher than the state average of 2.9%, this figure may include those who are voluntarily unemployed.

A large number of Shelburne residents work in Shelburne as well (13.5%). For those traveling for work outside the town the largest number go to Burlington (14.4%), and South Burlington (8%). Their mean travel time to work of 20.1 minutes is only about a minute and a half less than the state average. 50.3% of them are management or

professionals, 28% are in sales and office occupations and 12.6% are in service occupations.

The vast majority of Shelburne residents are white (97.6%) and of Western European descent. English is the only language spoken at home in 97.2% of the households.

III. Pierson Library Profile

A. Overview

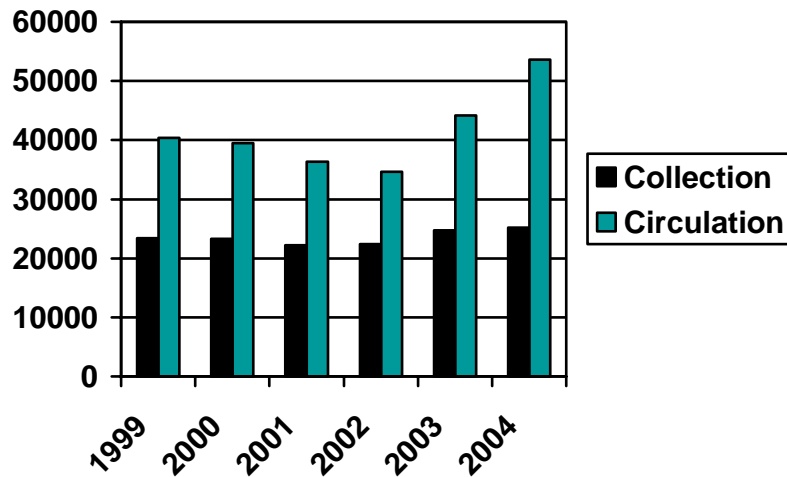
The Shelburne Free Library was started around 1865, and in 1909, a Library Building Club was organized to raise money for a library building, as the Library Trustees were having trouble finding a suitable location in town for the growing collection. In 1911, the first building (which is now the home of the Shelburne Craft School Gallery at 54 Falls Road) was purchased for \$1500, all from the Library Building Club Fund. In 1922, James Pierson made a bequest of \$38,000 to the library, which was matched by the town, and the name of the library was changed to the Pierson Library to honor the gift. After several decades of crowding the library was moved into a larger building when an expansion of the town offices was done. The Library's phase of the Village Center Project was completed in November 2001. The move to the new location at 5376 Shelburne Road took place in December 2001. This building formerly housed the town offices and the police department. It is attached to the Old Town Hall. The Library officially opened to the public in its new home on December 17, 2001. A grant from the Freeman Foundation became available at the same time, allowing for additional purchases of furnishing and equipment for the new building. The grant also increased certain areas of the collection, programs and paid for the first three years of the library's first youth services assistant's salary.

The Pierson Library provides public information, educational, recreational, cultural and computer resources to the residents of Shelburne. As a member of the Chittenden County HomeCard system the Library also serves members of neighboring communities as well as taking part in interlibrary loan circulation throughout Vermont. The Library also offers information, computer access and limited book and game exchanges to Shelburne visitors.

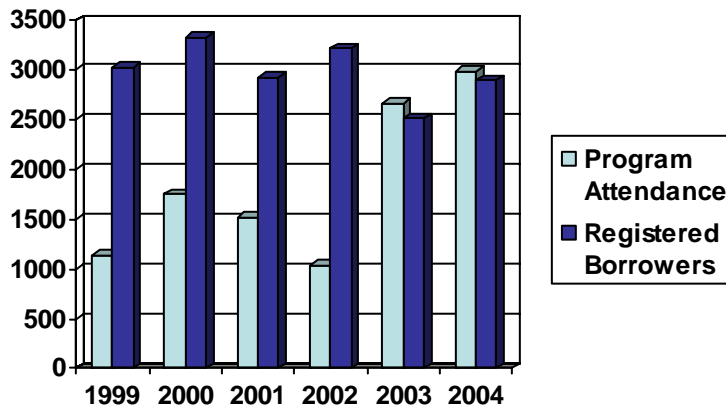
Circulation levels now exceed 53,600 items checked out annually. Since moving into the new building circulation has increased in double-digits levels, 27.5% in the 2003 and an additional 21.3% in 2004. Public access computer usage has also increased dramatically since moving into the new building. In 2004 there were 57 computer users per week, compared to 9 in 1999. In the last fiscal year (2003-04) 2,989 people attended 137 library programs. There were 2,895 registered borrowers, 24% of whom were children. Pierson Library's collection exceeds 25,000 items, including books, books on tape and CD, music, videos and periodicals. The Library offers a small conference room and kitchenette facilities for nonprofit use by residents. The Doris W. Maeck Vermont Collection is also housed in this room; it is an archive of local newspapers, genealogies of local families, local and state histories and limited edition or rare copies of books.

The Pierson Library is overseen by a five-member Board of Trustees, appointed by the Select Board. Trustees may serve for three two-year terms, additional time could be added if someone is first appointed to finish another Trustee's term. The current Library staff numbers two full-time and three regular part-time positions. Support staff is rounded out by three positions of six hours per week or fewer; two teens that job-share a shelving position, two people who job-share hours on Saturdays only and a custodian. The Library benefits from approximately 56 volunteer hours per week for additional support of its activities. As of fiscal year 2004-05 the Library's budget was \$170,017. Pierson Library receives approximately 93% of its support from the Town's tax payers, the additional funds come from the Trustees, Friends of the Pierson Library and gifts from individuals.

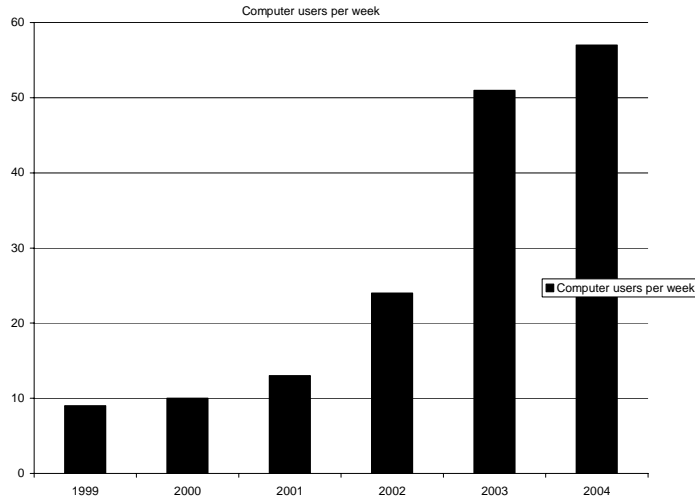
B. Statistics and Graphs



	1999	2000	2001	2002	2003	2004
Annual Circulation	40392	39503	36360	34650	44203	53610
Percentage Change		-2.20%	-8.60%	-4.90%	27.50%	21.30%
Library Collection	23379	23306	22231	22387	24768	25160
Percentage Change		-0.3%	-4.6%	.7%	10.6%	1.6%



	1999	2000	2001	2002	2003	2004
Registered Borrowers	3031	3325	2924	3217	2514	2895
Percentage Change		9.7%	-12.0%	10.0%	-21.9%	15.2%
Program Attendance	1140	1748	1524	1044	2670	2989
Percentage Change		53.4%	-12.8%	-31.5%	155.8%	12.0%
Number of programs	99	120	88	48	124	137



	1999	2000	2001	2002	2003	2004
Computer users per week	9	10	13	24	51	57
Percentage Change		11.0%	30.0%	85.0%	112.5%	11.8%

C. Commentary

The most recent fiscal years have shown a dramatic increase in usage of the Pierson Library in many ways. These increases are tied to two major factors. First, was a larger more modern facility which the Library moved into in December 2001, half way through fiscal year 2002. Second, was increased funding for programs, materials, equipment and a youth service position received through a grant sponsored by the Freeman Foundation which brought in \$137,947 over three years. In December 2001 the number of computers available increased from two to five and their usage increased by over 209% in the three fiscal years. Most of the computers users had not used the library's computers before the move into the new building. Story time attendance increased from an average of twenty each week in 2001 to fifty-five each week in 2004. Visits also increased by 76% in the first year in the new building. Circulation was up 27.5% in 2003 and 21.3% in 2004. The collection increased by 12.9% after moving into the new building. In that time the audio book collection was improved and videos were offered for the first time.

During the fiscal year 2002 the library was closed for approximately seven weeks in total for moving and automating its collection. The reduced hours added to the previous years' pattern of reduction in circulation. The previous years had been seeing regular decreases in circulation most likely due to crowding in the old building which caused a lack of space for programs, for patron work and reading space and limited the collection due to stringent weeding to keep the shelves from overflowing. Space restrictions

required keeping the collection at approximately the same size. The collection decreased in 2001 when an inventory and weeding was done in preparation of the automation of catalog records

The majority of Pierson Library's HomeCard patrons come from Charlotte. Halfway through fiscal year 1998, Charlotte Library opened a new building with a larger collection separate from its former location at the elementary school. That year and each following year the number of items borrowed by HomeCard patrons steadily decreased. As their home town library improved, fewer Charlotte residents traveled to Shelburne for library materials. Over the period of 1998 through 2002 the decrease in HomeCard circulation accounted for over 55% of the Library's total circulation decrease. Although HomeCard circulation figures began to increase again in fiscal year 2003 they are still currently little more than half of their peak of 8,109 items in 1997.

On a national scale the economy was doing very well during the late 1990s. Traditionally library usage decreases during good economic times when patrons can best afford to purchase their own copies of reading materials. During difficult economic times library usage increases again as more people save money by borrowing reading material and using the library for researching jobs. Pierson Library's circulation statistics follow this trend with decreases in the later 1990s and increases during the more difficult economic times which coincided with the time that the new building was occupied.

Programs, and therefore program attendance, were dramatically cut during the end of fiscal year 2001 and the beginning of fiscal year 2002. There was no space in the old building for any events other than story times or similar smaller sized events. Although a few events were held in the Old Town Hall, the Library's normal venue, the attendance was low as there was heavy construction at the Old Town Hall site. The site was being renovating for the Library's occupation. In 2003 and 2004 programs were supplemented by a grant from the Freeman Foundation. The grants allowed the library to increase greatly the number of programs offered. The increase in program attendance is also fueling the increase in circulation. Few people used to make a trip across the street to the old Library building after events. Because the programs are now being held at the same location as the library many people visit the library and borrow materials before or after events.

The card holder database was purged during fiscal year 2001 in preparation of a transfer of the information into the automated circulation system. It was again purged in fiscal year 2003 when all cardholders who did not have their information updated to bar-coded library card and patron duplications were removed.

IV. The Planning Process

As noted previously, this plan was developed over the past year by a committee consisting of the Library Director, Chair of the Library Board of Trustees and ten members of the community. Additional support was drawn from the Library staff and

community members who attended public meetings and filled out surveys. The overall guide was the American Library Association's publication "The New Planning for Results," which was the core text used in the Vermont Department of Libraries' planning seminar.

In an effort to understand the community's perception of strengths, areas of improvement, and areas of opportunity for Pierson Library, the committee conducted written surveys of approximately 100 self-selected members of the community over a five month period. Forty-six people were surveyed within the library, another twenty were surveyed in public planning meetings and the remaining people were surveyed at the polls during Town Meeting Day.

The committee met in May, June and July 2004. During that time they reviewed and discussed demographics and statistics for Shelburne and the Pierson Library. With that information in mind they then discussed what Shelburne is like now, its strengths, weaknesses, opportunities and threats. From this information they determined what they believed to be Shelburne's most pressing needs and chose possible ways in which Pierson Library could help to meet those needs.

The staff then took this information and over the course of two meetings determined what goals, objectives and activities would be needed to address the community needs. The Director plotted these activities over a course of five years and prepared the upcoming fiscal year's budget with the first year's activities in mind.

A. Community Survey: Lessons Learned

Note: Between the surveys in March and the community meetings in June the audio book collection was improved by a \$10,000 grant through the Freeman Foundation and the Library's budget request for additional hours was approved.

1.) In response to the question "What is Pierson Library doing well?":

From March 2004 surveys...

- Book collections—17 (children—8, young adult—2, mysteries-1, unspecified—10)
- Story times--2
- Interlibrary loans--2
- Friendly, helpful staff--21
- Programs (kids & adults)—18
- "Every thing you do"—11
- Comfortable, inviting, & welcoming environment—7
- Children's area—5
- Computers—4
- DVD/Video selection—3
- Location & parking—2
- Support services to schools—1
- Audio books—1
- Evening hours—1

- Photocopier for public—1
- Art exhibits--1

From June community meetings....

*denote items brought up at both meetings

- *Programs (adults & kids)
- Youth services (Sue in particular)
- Informing through newspaper
- Expanding hours
- *Space & accessibility to collections
- Room to grow
- Increase in usage & attendance
- *Audio books
- Videos
- Open houses
- *Helpful, friendly staff
- Interlibrary loans
- Customer service
- Evening hours
- Art displays
- Computer
- No late fines
- Seating areas
- Puzzles
- Puppets
- Summer activities
- Involving students
- Story hours

2.) In response the question “What things could Pierson Library improve?”:

From March 2004 surveys...

- more kids’ music, videos/DVDs and audio tapes—1
- Audio books—6
- Videos/DVD—4 (include more popular titles—1)
- Nonfiction (art, parenting, reference, travel, genealogy)—5
- Young adult collection—2
- More new fiction—3
- More books “which aren’t popular”—3
- Shorter reserve lists—1
- Send e-newsletters via email—1
- More author readings—1
- More computers—1
- Computer games—1
- Better signage—1
- Reading lists—1
- More adult programs—1
- Unlimited computer time if no one waiting--1

- More places to sit --1
- Hours (general, unspecified—13, Sundays—3, every evening—1)
- Make space cozier—3
- Increase outreach & community awareness of services--2

From June community meetings...

- More large print books
- Late afternoon story hours (3-4p.m.)
- More story hours in general
- Reading logs for preschoolers (advertise to preschoolers in summer more, offer year-round)
- More puzzles
- Do toy swap
- More current “hot” kids titles
- More adult videos (General nonfiction, PBS series, “classics”, medical, parenting, history, Nature series, TV series)
- Recommended reading lists for kids & adults
- More displays on book genres, seasonal, authors, etc. for kids & adults (run by volunteers?)
- Programs put on by community members (i.e. travels, etc.)
- Be book group match maker
- Offer how-to workshops (i.e. genealogy, knitting, etc.)
- Use cable access more (video tape programs for broadcast, library tours)
- Advertise VALS website to public
- Reduce staff turnover
- Add volunteers
- Online catalog from home including to reserve books
- Automated patron created reading logs
- More & better (higher impact graphics etc.) advertising/ publicity (use sidewalk sign between events to advertise services, repeat often)
- Increase other genres
- Create donation programs (patrons choose book from list to donate & they get to read first)
- Book swaps for patrons (monthly?)
- List for public of the books on order
- Book groups for younger kids

3.) In response to the question “What should Pierson Library focus on over next five years?”:

From March 2004 surveys...

- Separate area for young adults—4
- More Hours (unspecified)—4
- More seating areas which are “relaxed” and “cozy”--4
- More computers—3
- Continue to expand collections—3
- More programs (unspecified—3, books groups—2, children’s authors—1)

- More publicity on services—5
- Stay on current path—2
- Online catalog from home—1
- DVD's—1

From June community meetings...

*denote items brought up at both meetings

- *Expansion plans (prepare for growth & change in community, include quiet seating areas)
- *Teen/ tweens / young adult services & programs
- *Technology (more computers for public, online catalog available from home, email listserv to patrons, patron created reading lists, video editing)
- *Seniors services/ day time programs (topical workshops, meeting space in town hall)
- *Outreach to & collaboration with area businesses, churches, Recreation Dept., other community groups.
- Topical workshop programs
- Offer information on reviews, authors, etc. to public
- Outreach to homes with underprivileged children in collaboration with other agencies

B. Committee Discussions: Lessons Learned

1.) In response to the question “What is Shelburne like?”

- Several churches and religious centers
- Highly educated
- Expensive homes
- Desirable
- Good schools
- Several private schools available
- Recreational opportunities
- Well supported public services
- Very “white,” & English speaking
- Mix of ages in population is well balanced
- Child centered/family oriented programs well attended
- Several senior living communities
- Building/historical preservation
- Two large non-profit educational/cultural organizations (Farms, Museum)
- Diverse lifestyles
- Active
- Stable household (people tend to stay)
- Year-round populations
- Lake
- Land environmentally protected / interest in maintaining rural character
- Major road (Route 7) is easily accessible
- Lots of services available (police, dispatch, dentists, doctors, etc.)
- Wealthy/affluent
- Caring involvement in town

- Small town
- Close to Burlington

2.) In response to the question “What is Pierson Library like now (including compared to other libraries of similar size)?”

- Circulation lower considering or because of community demographics (wealth, education).
- Fewer computers than other libraries (community can afford to have them at home?)
- Great children’s space
- Friendly & helpful staff
- Some desire Sunday hours in winter (only done by one other library of similar size)
- Good collection at Community School causes less use of Pierson during school year (?)
- Need more copies of most popular items
- Need better display space (favorite reads, etc.)
- HomeCard system allows for more library choices by community
- Consider adult reader advisory committee for book selections
- Lack of “higher level” reading, lack New York Times Review books (?)
- Welcoming comfortable place
- Need place for young adults
- Continuous reader advisory available, especially for youths
- Need business titles
- More videos wanted for older kids and adults
- Need more “hot” youth titles
- Consider doing book reviews by kids for kids in Shelburne News
- Consider book swap day
- Advertise book swap/visitors’ book shelves better
- Artwork displays good outlet
- Consider recommended and similar likes reading lists
- Not sure young adults are keeping “hooked”
- Consider wish list or sponsor authors for hot titles in kids & adults

3.) In response to the question “What are Shelburne’s strengths?”

- Involved (parents w/ kids, community/civic minded volunteers)
- Good schools
- Well educated
- Farm, Museum, Craft School & Teddy Bear
- Town newspaper
- Good library and recreation departments
- Beach & Lake
- Wealth

- Close to Burlington
- Beautiful countryside/views
- Tourist attraction (but it doesn't feel like)
- Variety of small businesses in the community
- Stable families

4.) In response to the question "What are Shelburne's weaknesses?"

*Areas the committee thought library may be able to help address

- Traffic (Route 7 busy & noisy)
- High school far away
- Crowded schools
- Storm water program lacking
- **Need recreation space (teen & senior centers)***
- **Car dependent***
- **Busy people and family schedules***
- Expensive
- **Lack of diversity***
- "Demanding", "unrealistic", "high expectation" population
- Will pay increasing cost to meet demands
- Closeness to Burlington

5.) In response to the question "What are Shelburne's opportunities?"

- More recreation space is coming
- More sidewalks & bike paths coming
- Town plan being decided
- Could develop centers (teen & senior)
- Coffee house in planning stages
- Strengthening Town Center
- Historic designation to center
- Stable businesses

6.) In response to the question "What are Shelburne's threats?"

*Areas where committee felt library could help by being a location for local information on the topics

- Rapid population growth
- Rapid development of town
- May not be able to afford town infrastructure
- Fire & ambulance running out of volunteers
- **High taxes ***
- School crowding
- **VELCO***
- **Invasion of roads & power lines***
- **Route 7***

- Fewer option/flexibility as land goes into group owned conservation
- **Storm water programs***

V. Mission Statement

The Pierson Library provides a welcoming, comfortable atmosphere where all ages will find the resources, programs and technology they need for recreation, information, culture, self-directed learning and research. The library's friendly, helpful, knowledgeable staff helps patrons use library resources and works in collaboration with community organizations.

VI. Service Responses

After reviewing what Shelburne is like (including its strengths, weaknesses, opportunities and threats), the results of surveys in March and the community meetings in June the committee listed what they saw as Shelburne's needs

- Technology (public access computers, remote access to the library and area activities and information due to busy family schedules & area traffic)
- Information center (information on hot topics in local, state & national in an impartial setting, programs on information of pertinent topics)
- Connected neighborhoods (be able to move through town safe from traffic, a place for people to gather)
- Community Center (A common space for recreational gatherings in particular for teens, preschoolers and seniors)
- Diversity in culture, ethnicity and economic standing.
- Mass transportation

There are many areas of potential service ("Services Responses") that may be provided by a Library. After careful consideration of the possibilities and cross-checking them against the perceived priorities, duplications from other community services and recommendations for the Pierson Library, the committee decided that the following Services Responses would receive primary focus in the coming planning period.

- Commons:** provide a Common environment to address the need for people to meet and interact with others in their community and to participate in public discourse about community issues.

-Current topics & titles: help to fulfill the residents' appetite for information about popular cultural and social trends and their desire for satisfying recreational experiences.

-Lifelong learning: help address the desire for self-directed personal growth and development opportunities. In particular collections on cultural awareness, local history and genealogy would be increased.

-*Technology would be used as a means to address these areas and disseminate information about the library's services.

VII. Goals, Objectives & Activities

For each of the priority Service Responses the staff identified Goals to be pursued, Objectives to be achieved in support of the Goals and relevant specific Activities. Within the Library planning process the concepts of Goals, Objectives and Activities carry specific meaning as they pertain to the plan. These meanings are defined in "The New Planning for Results" as follows:

Goal: The outcome the community receives because the Library provides programs and services related to a specific service response.

Objective: The way the Library measures its progress toward reaching a goal.

Activities: The strategies or groupings of specific actions that the Library carries out to achieves its goals and objectives.

A. Service Response: Commons

Goal 1: Community members will use library space for meetings, events and interaction about topics of interest.

Objectives:

- Community groups will meet at the library an average of twice a month starting in 2005-06, increasing to three times a month by 2008-09.
- Library visits will increase by 10% annually from average of 582 visits per week.
- In plan year two and three total annual programs attendance will increase by 5% each year. (In 2006-07, from 2898 to 3047 and 2007-08 from 3047 to 3199).

Activities:

- Conference room availability will be advertised on all library handouts.

- Add conference room availability to weekly newspaper article page two.
 - Install public phone for local calls only.
 - Investigate the addition of benches on southern front lawn.
 - Investigate having road signs directing people to the library.
 - Rewrite info letter for new patrons into welcome brochure.
 - Send welcome letter and library card application to all new residents.
 - Begin planning for library addition by end of five year plan. Including space for living room style sitting area away from areas needing quiet (i.e. computers, work tables) and space for young adults to meet/work.
 - “Family” programs will be offered several times each year.
 - Host informational programs on current local or national topics of interest.
 - Invite patrons to bring coffee or lunch and read.
 - Evaluate furniture arrangement and decoration to be more inviting.
 - Offer food/treats on special holidays (i.e. Halloween, Library Week)
 - Offer discussions, panels, etc. of variety of topics (i.e. gardening, travel, etc.) hosted by library and led by local residents & businesses.
 - Increase contact with senior communities
 - A short survey will be passed out regularly to all attendees of programs asking for the opinion of the programs, facilities and for recommendations of other programs. This information will be used to make improvements in the facilities and plan future events.
 - Upcoming programs will be added to all library literature where appropriate.
 - A changing “upcoming event” poster will be displayed at checkout.
 - A “bookmark” of each upcoming event will be added to the materials of each person at checkout.
 - Picnic style family movie nights and/or movie series for adults during cabin fever season.
 - Try to get schedule of other meetings going on in town buildings for staff and public reference.
 - Investigate the improvement of sound quality in the Old Town Hall.

Objective: At least two community organizations will hold special events at the library starting in 2005-06.

Activities:

- Letters and copies of conference room policy and application will be sent regularly to area organizations notifying them of availability.
- Director and/or Youth Services Assistant will speak to at least two organizations' meetings to promote the library's services and conference room availability each year.
- Community organizations will co-sponsor/collaborate events with the library.
- Hold meetings/mixers for local organizations and businesses to familiarize them with library as a resource and way to reach the community on their issues.
- Create binder with information on the events and groups using conference room for referral.

Goal 2: Community members of all ages will find relevant materials about community issues.

Objectives:

- At least thirty-two people will use the Vermont Collection each year.
- At least 85% of patrons surveyed will respond positively about community information available at the library.
- At least twenty-four items will be circulated from each "Hot Top-Pick" display which will be changed every two months starting in 2005-06.

Activities:

- The Vermont Collection will be fully cataloged by 2006-07.
- Bibliographies on material on local history will be created and dispersed to teachers at local schools during school visits.
- Articles will be written for the local newspaper on interesting materials/topics available in the Vermont Collection.
- Organize community bulletin board for easier patron use.
- Keep pamphlet rack current with useful information.
- Bibliographies for take away will be made of each Hot Top-Pick. Past topic bibliographies will be kept on file and advertised as available for interested persons.
- A newspaper article will be written announcing each new "Hot Top-Pick" display.
- Investigate improvement of display spaces and display shelving.
- Encourage and facilitate staff awareness of local issues, news, & events by disseminating information received through town departments, reading local newspapers, etc.

B. Service Response: Current Topics & Titles

Goal 1: Library users of all ages will find appropriate assistance and up-to-date dependable resources in a variety of formats to satisfy their information needs.

Objective:

- Total annual circulation will increase by at least 10% each year.
- An annual user survey will show 90% satisfaction in library services and resources.

Activities:

- A chart/display explaining how to determine age appropriate reading materials will be prominently displayed in the youth area to assist adult patrons in choosing material for their children.
- Collections will be regularly weeded for currency and missing areas will be filled in.
- The magazine collection will be reevaluated annually to make sure they meet the community's interests.
- A variety of materials on cultures, language and peoples will be purchased for youths & adults.
 - Staff, patrons & volunteers will be encouraged to recommend materials which will then be displayed.
 - Post signs and offer forms for suggestion/comment box.
 - Continue teen advisory panel for the purchase of youth materials & programs.
 - Create adult advisory panel for adult collection & programs.
 - Add comfortable chair for adults to lap read in the story time area.
 - Website will be evaluated and changed as needed for content & design.
 - Services listed in weekly articles to the Shelburne News will be evaluated for content & changed as needed.
 - Provide training for patrons on Follett catalog and library website offerings.

Goal 2: Library users of all ages will have access to popular reading for pleasure as well as to resources concerning topics and titles of current interest to stimulate their thinking and lifelong learning.

Objectives:

- Circulation of audio-visual materials will increase by 5% annually.
- Circulation will increase by 10% annually.
- An annual survey will show 90% satisfaction with the library's fiction collection.
- Library usage by area teachers will increase to twenty visits per year, individually or with classes.

Activities:

- Genre lists, best seller lists and suggested reading lists for all ages will be created or copied every other month and made available in an easy to find location.
- Another copy of any title with a waiting list of more than six people will be made available.
- The recorded book collections will be continuously weeded and updated.
- Book orders will be placed monthly to bring in bestsellers as quickly as possible.
- Increase orders of books on current topics of interest.
- Include review of youth materials in Shelburne News, written by youths when possible.
- Local schools will be contacted each spring for their summer reading lists so that the library can prepare copies.
- Homebound/senior community deliveries will be promoted.
- Interlibrary loan service will be advertised and encouraged for all materials not in-house.
- Multiple interlibrary loan requests for an author or title will be flagged for purchase of those materials.

C. Service Response: Lifelong Learning

Goal 1: Shelburne and area residents will be aware of library resources and services in support of lifelong learning and personal interests.

Objectives:

- Total annual circulation will increase at least 10% each year.
- Database usage will increase by 50% (from 285) by 2010.

Activities:

- Create a monthly in-house newsletter listing programs, highlighting most popular items borrowed, etc.
- Newsletters highlighting materials, services and programs at the library will be created twice a year. Try to increase to four times a year within three years. To be distributed to a maximum possible number of households by bulk mail or Shelburne News insert.
- An account line will be added for advertising and awareness.
- A map of library collections will be made and given to all new patrons as well as being available for take away.
- Add email address to application form.
- Create snail and email list for promotional use.
- Promote national “library holidays” (I.e. Banned Books Week, Library Card Signup month, etc.)

- Create floats or marches for town parades.
- Promote active Friends members from community through newsletters, newspaper articles, conversations, etc.
- In library signage will be evaluated and improved.
- Sidewalk sign will be used to advertise other services when not used for events.
- Application cards will be given to all kindergarten teachers for students turning six years old.
- Materials will be displayed to tie-in to programs offered.
- Displays and articles in newsletters and Shelburne News will highlight various collections and services.
- Investigate offering public workshops on areas of library's collection and services.

Goal 2: Pierson Library users will attend an array of program offerings that nurture and encourage lifelong reading and learning.

Objectives:

- In plan year two and three total annual programs attendance will increase by 5% each year. (In 2006-07, from 2898 to 3047 and 2007-08 from 3047 to 3199).

Activities:

- Businesses and community organizations will be encouraged to do workshops with the library on skills, crafts, research, etc. (I.e. knitting, flower arranging, investing)
- An author for youth and an author for adults will be engaged to speak once a year. (Total two authors, one spring, one fall)
- Programs for youths will be offered during most school year vacations.
- Offer program series on related topics
- Investigate creating an intergenerational book group would be organized to meet quarterly.
- Reevaluate and improve advertising for upcoming programs.
- Offer programs on culture, language and travel.
- Schedule some adult program during daylight hours for people unable/unwilling to drive at night.
- Investigate and improve display of information on library events.
- Investigate hosting "rapid reviews" using staff or informal patron led recommendations.
- Program attendees will be surveyed regularly for suggestions of topics, speakers and improvements to programs.

Goal 3: Pierson Library users will find proficient staff support and assistance for meeting their informational and recreational needs.

Objective:

- Each staff will attend at least two continuing education activities each year.
- Volunteers will attend at least one in-house training opportunity each year.

Activities:

- Each year staff will receive information on off site training conferences and classes and be encouraged to attend one or two.
- Once a year an in-house staff retreat will be organized for additional training on variety of reference & resource topics.
- Directions on how to use equipment will be posted on the equipment to aid patrons & staff.
- An on-site training in a skill or information of library services will be done annually by staff or outside persons for the volunteers.
- There will be regular staff meetings including all staff to promote communication.
- Each patron entering the library will be greeted with a smile by a staff person or volunteer.
- Staff will make rounds through the library to check on patron needs and straighten up the areas through reinstated scheduled walk-throughs..
- Whenever possible each patron will be asked if they found everything they needed when exiting the building.
- Informal recommendations of materials will be made to patrons.
- Investigate organizing an advisory group for adult materials and programs.

Goal 4: Community members will have access to library information and services at any hour through the use of technology.

Objective: A remote access library catalog will be available for public use by the end of 2006-07.

Activities:

- Install remote access library catalog.
- Develop technology plan.
- Website will be evaluated for attractiveness and ease of patron use.
- Website and web links will be advertised regularly.
- “Ask a librarian” email address link will be added to the website to handle off hours requests for information. Questions would be answered during the next business day by return email or other method if preferred by patron.

- Investigate offering computer lessons by appointment with volunteer tutors.

VIII. Schedule of Activities

After the activities for this plan were developed the Director plotted them out on a schedule for the next five years. This schedule will help the Director with planning these activities and preparing annual budgets over the next five years. The schedule and the activities may be adjusted as needed if funding is not available on time or they are deemed inappropriate after a trial period.

IX. Assessment & Update Process

The Trustees will conduct a review of implementation of Activities at a Board meeting at the end of the first half and the end of the second half of the fiscal year (December and June). The Director will report on progress at these meetings. During the review sessions recommendations for changes to the Objectives and Activities may be brought to the table and acted upon by the Trustees.