

Planning for the Future
Long Range Plan
FY2021 – FY2026



Granby Free Public Library

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Development Plan

Submitted to the Massachusetts Board of Library Commissioners
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By the Staff and Board of Trustees of the Granby Free Public Library

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3.0 Introduction to the Planning Process

This plan was produced using the Small Library Planning Process, a planning guide for small public libraries in Massachusetts. The purpose of the Planning Process is to help identify and analyze community and library needs, determine library service roles, and develop goals and objectives that address short and long-range library problems.

The Granby Free Public Library has undertaken the planning process for the following reasons:

- To fulfill the State requirement for the Long Range Plan;
- To identify the needs, goals, and objectives of the Library and the community;
- To introduce the Library and the community to a sophisticated process of planning and establish a framework for future planning;
- To establish a process through which the Library and the community envision the future of library services.

This plan was developed by the Library Director, staff, and the Trustees of the Granby Free Public Library. The Library Director and a subcommittee of the Library Trustees were responsible for gathering and analyzing data, identifying Library needs, preparing drafts and communicating with the entire Trustee Board during the planning process. Trustees, library staff, and library patrons provided information, data, and development of goals and objectives.

This development plan, the core of which is the goals and objectives, serves as a road map to guide Library service over the next five years. Our intentions are to formally review the plan each year. By doing this we will be able to keep this plan flexible, responsive, and on track.

4.0 Community Description

4a. Geographic Location and Features

The community of Granby is located in western Massachusetts, bordered by Amherst on the north, Belchertown on the east, Chicopee and Ludlow on the south, and South Hadley on the west. Granby is 12 miles north of Springfield and 45 miles west of Worcester. The total area measures 28.1 square miles.

Granby is connected to points east – west in the State by U.S. Route 202. U.S. Route 116 in the northern section of Granby provides access to the University of Massachusetts at Amherst, as well as the cultural activities of Amherst and Northampton.

Due to limited access routes, Granby is primarily a bedroom community to the industrial centers of Chicopee, Holyoke, and Springfield to the south and cultural centers of

Amherst and Northampton to the north. Granby, a growth community, still retains a pastoral look and feel.

Granby is adjacent to the Five College Area, which includes Amherst College, Smith College, Mount Holyoke College, Hampshire College, and the University of Massachusetts, Amherst. Granby is affiliated with the Pioneer Valley Transit Authority that provides east-west services along U.S. Route 202 and includes the towns of Belchertown and South Hadley and the city of Holyoke.

4b. Local History

Originally the town of Granby was a part of South Hadley. Following a quarrel over the location of a new meeting house, Granby was incorporated as a town on June 11, 1768. The town's name was chosen by the Royal Governor of the Massachusetts Bay Colony in honor of the Marquis of Granby, who had returned to England as a hero in 1763, following the Seven Years' War with Prussia.

A stone marker placed by the Granby Woman's Club on the northwest corner of the intersection of Amherst and West Streets identifies the location of the first meeting house in 1762. Samuel Moody donated the land for this building.

During the Revolutionary War, some of the town's people announced that they were Tories, but most people were loyal Colonial Americans. More than 120 men served with distinction in the War. In these early days, houses were built to withstand possible Indian attacks. Windows were protected by heavy oak shutters, and double doors were secured by strong bars.

Prior to the Civil War, the Underground Railroad had a station in town, where markings showed that it was a safe place for runaway slaves to stop. At night they were taken to Amherst, where it was generally considered they were safe from pursuit.

The town's location has played a definite part in its development. It is a few miles from the Connecticut River, which has helped communities along its shores to grow rapidly. The old Indian trail running north from South Hadley, now called Amherst Road, skirts the town's west boundary. Granby has remained partly agricultural and partly residential.

4c. Economic Picture

The tax rate for Granby in 2019 was \$19.36. The median household income in Granby was \$83,021 in 2016, which is above the State median household income of \$75,297. Granby's median house or condo value in 2016 was \$263,261, which is below the State house or condo value of \$366,900.

The percentage of persons living below the poverty line in Granby in 2016 is 3.1% compared to the 11.1% State average.

The population of Granby remained steady at 6,332 in 2017. 93.9% white, 2.7% Hispanic, two or more races 1.6%, Asian alone 1.3%, Black alone 0.4%. Unemployment in March 2019 in Granby was 2.9% compared to Massachusetts 3.1%.

*<http://www.city-data.com>

5.0 History and Description of the Library

5a. History

The Granby Free Public Library was founded in 1891, in a rural community of 765 persons eager to have greater access to books. Fortunately, a state law of 1891 offered money and assistance to towns that would provide a room and an annual appropriation for a library. In 1891, a room of the then new Kellogg Hall was assigned to the library and \$50.00 was voted by Town Meeting. Grants of \$100.00 each by the Granby Grange and the Commonwealth and gifts from friends gave the new library a handsome start. Within a year of its opening there were 205 cardholders from 177 families, 677 books and a circulation of 2,409. Soon the Trustees, who had worked in the library, found it necessary to hire a librarian, George L. Murray at \$24.00 a year.

By 1903, the library room was crowded by its collection of books and there was friction with ‘scholars’ from the high school, which also was housed in Kellogg Hall. In 1915, the Trustees began negotiations with the Carnegie Fund for aid. At Town Meeting, 1916, members voted to provide a building site and \$500 a year for the library’s operation. The Carnegie Fund provided \$5,000 and on November 23, 1917, a Greek Revival-style building was dedicated. Dexter Taylor had left the site to the town in 1880’s “for a park or a library building, if the town ever saw fit to erect one.” Many of the furnishings were purchased from a legacy from Mrs. Mary Kellogg. Others were gifts of friends and the State Library Commission.

After several attempts to renovate, build an addition, or build a new building for the library, the Town of Granby was awarded a Construction Grant from the Massachusetts Board of Library Commissioners in the amount of \$2,603,663, in order to build a new, stand-alone 21st century library building. Located at 297 East State Street in Granby, on land generously donated to the Town from Alice and Fred Stewart (a value of \$215,000), a new 12,600 square foot library building was constructed in 2012. The new Granby Free Public Library opened its doors to the public in a grand opening celebration on November 16th, 2013.

5b. Governance

Nine elected Trustees govern the Granby Free Public Library. One-third of the board is elected each year during the annual town elections.

5c. Open Hours

The library is regularly open 31 hours per week. This complies with the 25 hour per week State minimum standard for libraries serving populations of 5,000 to 9,999.

Tuesday, Wednesday, and Friday	10:30am to 5:30pm
Thursday	1:00pm to 8:00pm
Saturday	10:30am to 1:30pm

5d. Staff

The library employs 2.6 “full-time equivalents” (2 full-time, 1 part-time), distributed among the following areas:

Administration	1
Youth Services	1
Cataloguing/Circulation Services	1 (Part-time)

5e. Collection**Collection Resources**

The library’s General Collection is designed to provide the basic needs of the Granby residents for popular materials, independent learning and in support of formal education. It includes a reference collection, current best sellers in both fiction and non-fiction material covering a wide multitude of subject areas. In addition, there is a collection of large print books, videos, DVDs, audiobooks, CDs, video games, and language learning resources. The library also has subscription access to Ancestry.com and Heritage Quest for patron use.

With the addition of much needed space in the new building, an ongoing collection development project throughout the library continues in order to add to the current collection. The Library is now working on enhancing and continuing strong traditional collections, while at the same time building the new and popular multimedia and digital collections.

The **Children’s Collection** includes non-fiction, fiction, easy readers, picture books, book and audio book kits, audio books, CDs, thematic kits, puppets and reference materials. The collection contains the standards and classics, while attempting to provide

the best of the new titles and support formal education. Grant funding is used to meet community need for material in all formats for family, children, parenting issues, and home schooling. As in the general collection, the focus will be to continue to compliment and strengthen traditional collections with new electronic and digital information.

The **Audio-Visual Collection** is fairly comprehensive in number and scope, with emphasis on audio books, DVDs, video games and music CDs. The collection encompasses popular new titles, family, instructional, documentaries, etc. Grant funding supplements the updating of the audio-visual collection. The focus is to continue to strengthen the popular collection with new and up-to-date titles.

The **Periodicals Collection** is consistent with the needs of a library the size of Granby. In addition, care has been taken to reflect the needs of the community within selected subject areas such as: gardening, cooking, and health. The Library now also has a subscription to The Daily Hampshire Gazette.

The **Young Adult Collection** consists of popular titles, graphic novels, non-fiction titles and audio books. The collection includes multiple copies of popular required reading titles as well as classics. Items relating to current events and relevant social topics are always being added and displayed.

The **Local History and Granby Historical Collection** consists of material of interest to those researching the history of the Town of Granby and the environs. Church of Christ Congregational records on microfiche are available for in-house use and are now also available in digital format linked to the Library's website

Collection Access:

Since 1986, Granby has been a member of Central/Western Massachusetts Automated Resource Sharing, Inc.(CW MARS). CW MARS is a library consortium dedicated to resource sharing and access to information. The network includes public and academic libraries from 495 to the New York State line with more than 8.5 million physical items and ebooks available to borrow by patrons. Patron requests for materials are serviced by CW MARS at the library or online at home. The Massachusetts Library System delivers these requests. In addition, the library utilizes the services of the Inter-Library Loan (ILL) office to fill patron requests for materials outside the CW MARS system.

*www.cwmars.org

The Library has a total of 17 public use computers throughout the building with access to the Online Public Access Catalog (OPAC), furthering the public's interest and involvement with CW MARS.

Collection Statistics FY2019

Books	
Adult	13,439
Young Adult	2,783
Children	20,218
Total	36,440
Periodicals	694
Audio-Visual Materials	
Video	3,685
Audio	1,476
E-books	60,995
Downloadable Audio	20,648
Downloadable Video	1,464
Materials in Electronic Format	97
Materials in Microform	647
Miscellaneous (kits, puppets, etc.)	197
Grand Total	126,343

Circulation FY2019

Books	
Adult	14,282
Young Adult	1,878
Children	25,306
Total	41,466
Periodicals	573
Audio-Visual Materials	
Video	11,273
Audio	3,063
E-Books	2,482
Downloadable Audio	1,612
Downloadable Video	12
Materials in Electronic Format	207
Materials in Microform	0
Miscellaneous (kits, puppets, etc.)	600
Grand Total	58,255

Interlibrary Loans FY2019

Interlibrary loans received from other libraries	7,669
Interlibrary loans provided to other libraries	6,407

**Nonresident Circulation Transactions
FY2019**

Number of items circulated at library to residents of other MA municipalities	23,839
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Patrons FY2019

Total Patrons	3,260
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5f. Programs

Program offerings for adults include, but are not limited to, a monthly Book Group, quilting groups, an Adult Summer Reading Program, Cookbook Club, and multiple knitting groups.

Youth services' programming include seasonal/holiday activities, youth book group, youth art exhibits, preschool playgroups, parenting workshops, art activities and a Summer Reading Program. Popular young adult programs are also offered including escape rooms, popular book themed parties and gaming nights.

Programs FY2019	Number of Programs	Attendance
Adult	164	1,840
Young Adult	33	135
Children	136	2,700

5g. Budget FY2019**Income**

Town	\$154,765
State and other	\$12,260
Total Operating Income	\$167,025

5h. Building Facilities

The Granby Free Public Library is located at 297 East State Street, off U.S. Route 202, well positioned with respect to the Public Safety Complex, Town Hall Annex, Granby Schools as well as the MacDuffie School, and with primary traffic flow. The building itself is a new construction which was built in 2012. The building opened to the public on November 16, 2013.

Gross area of the library building is 12,600 square feet. The building is entered from U.S. Route 202. A parking lot is located at the front of the building. The lot is well lit, paved and marked, and can accommodate 41 vehicles including handicapped parking, low emissions and carpool spaces.

The library is all one floor with sufficient handicapped access. There is a front main entrance and emergency exits located in our Community Room, Children's Room, and Adult Stacks. There is an entrance/exit located in our Community Room and our Delivery Room off of the Staff Work Area that can be accessed with keys by personnel and other authorized persons.

Immediately upon entering the front door, the visitor enters a large foyer which opens into the main Great Hall. To the right, a café space is located next to the Circulation Desk. A hallway leads to the rest room area with two drinking fountains and our Community Room to the right of the restrooms. The Community Room has the capacity to host up to 60 patrons comfortably and has its own small pantry and a storage closet which holds extra seating, tables, and a projector cart. There is a large projector screen that opens down from the far wall for presentations.

To the left of the main entrance is the Margaret O'Sullivan Children's Room entrance. Inside the Children's Room, the user sees a family rest room on the right. A large cork board community display is showcased on the right. Further along is the Youth Services Librarian's office and main work desk. As the user walks past this area, they are greeted with the Children's Program Room directly ahead of them, with the picture books and young readers' collection to the left with comfortable seating and the chapter books for older readers and non-fiction collection including reference located to the right. There is an activity table for study or game play as well as a cluster of four public computers.

Heading back into the Great Hall, there is a large oak display showcasing the newest library materials which gives a "book store" feel. There is a display section built into the wall to the left that often displays upcoming book group reads. Further along, to the left the user sees a Copier Nook which has a brand new commercial copier which is operated by a coin op machine that takes dollars and coins. There is a large cork board community display as well as a counter top on the opposite side for sorting and working on paperwork. Across from the Copier Nook, the user will see a cluster of two public computers. Located next to these is the Audio/Visual Collection which hosts a wide array of DVDs, DVD sets, Audiobooks, and Playaways. To the left of this Display is the entrance to the Young Adult Room. Inside, there is a cluster of two computers for public use as well as two study tables that can be rearranged to fit together or sit separately for work or individual study/leisure activities. There are four comfortable plush chairs, two with side tablets for working on, as well as a coffee table with a Star Wars themed chess set. The walls of the Young Adult Room are lined with shelving to host the book, audio book, magazine, and special collections. The user will notice the "edgy" look of the ceiling in the room which is void of ceiling tiles, giving the ceiling an industrial look that also has a certain auditory flair when it is raining outside. There is also an exit door in this room which leads to the Youth Services Desk which remains open during library hours for easy access when questions or reference needs arise.

Upon exiting the Young Adult Room, the user notices three study tables in the middle of the Great Hall beyond the Audio/Visual Collection. One table hosts a public access computer. To the left of this space, the user is greeted by the Conference Room which seats up to 16 people comfortably at 6 tables joined together which can also be separated for smaller group activities. Outside this room in our Great Hall is the Reference Collection, two more tables for study and comfortable seating looking out the grand tall windows which hosts a view of the beautiful wild meadow behind the library building. Shelving lines the walls in the back space on either side of the windows which hosts the collection of print periodicals for easy browsing. To the left of this wonderful space is the Edith Neftel Warren Local History Room which hosts the local history collection, many historic pictures and items in our glass case display, one public access computer used mainly for genealogical research, and an antique table which seats up to six users.

Heading back on the opposite side of the Great Hall, the user sees the adult stacks hosting the John Munger Non-Fiction Collection. Directly beyond this collection is the large print, holiday, and regular adult fiction collections. Passing the stacks, the user is brought back to the Circulation Area where a large Circulation Desk greets all patrons. Beyond this is the staff work room in which all technical services are performed. There is shelving for the InterLibrary Loan holds and for items in process. Down a short hallway there are counter spaces and cabinets for staff work. A staff restroom is located to the right and the Director's Office immediately on the left. Beyond this is the Staff Break Room, Server Room, Electrical Room, and Storage Room. The door at the end of the hall leads to a small after hours "Interlibrary Loan" Delivery room with access to the Mechanical Room as well. Through the back door, a paved walkway leads to the Fire Pump Room which can only be accessed from outside the building by authorized personnel only. By following the pathway around, the user is brought to the front of the

building which is landscaped with sufficient walkways, personalized bricks purchased by the community, and the United States of America Flag which is dedicated to 1st Lt. Daniel B. Hyde, an American soldier close to the hearts of those in Granby.

5i. Comparative Library Data – Population Group C (5,000 – 9,999)

The following report shows the amount spent on public library service in Granby as compared to the amount spent to operate the entire municipality of Granby for Fiscal Year 2017.

Granby Free Public Library (FY2017)

Total Municipal Expenditures: 16,733,199

Total Municipal Per Capita Expenditures: 2,634.32

Total Municipal Expenditures for Library Services: 145,090

Library Percent of Total Expenditures: 0.87%

Library Per Capita Expenditures: 22.84

Data Source: FY2017 Municipal Pie Report (https://mblc.state.ma.us/programs-and-support/library-statistics/files/repmunicipie/repmp17_report.pdf)

6.0 Basic Library Service

A library's effectiveness is determined by its ability to meet at least the basic primary library service needs of its community. This planning process uses several methods to determine the effectiveness of basic library service:

- Analysis of eleven key elements essential to the provision of basic library service;
- Compliance with state minimum library service standards;
- Satisfaction of library standards for children's services established by the Massachusetts Library Association;
- Ability to fill service roles to the extent required to meet community needs.

Each method is described below, accompanied by an analysis of how Granby Free Public Library measures against each one.

6a. The Elements of Basic Library Service

The sole purpose of a public library is to meet the library needs of its community. Libraries differ in services, resources, and internal operations because their communities differ, but there are certain basic requirements essential for effective library service in all communities. These have been defined in the *Small Libraries Planning Process* as the "Eleven Elements of Basic Library Service." Each element specifies certain conditions which libraries must satisfy in order to provide a minimum level of acceptable library service.

The elements defined and a summary of how well the Granby Free Public Library meets each basic element follow:

1. **Suitable facility:** *Inviting, comfortable, user-oriented, meets accessibility codes, large enough for collections, user seating, and services.*

The new building meets the community's needs by offering sufficient accessibility, comfortable seating, quiet study areas, activity rooms and meeting rooms. There is more than enough space for the collection, with plenty of room to grow, and for user seating and all library services.

2. **Hours:** *Beyond complying with the "Minimum Standards," selection of hours that are convenient to users.*

The library is currently open 5 days a week for a total of thirty-one hours. The minimum standard for a library of this size is twenty-five hours per week.

3. **Staff:** *Knowledgeable, friendly, skillful, resourceful staff responsive to user needs.*

Our experienced staff deals with the public on a daily basis, meeting needs in a courteous, knowledgeable, friendly, skillful, resourceful, and responsive manner.

4. **Materials:** *Up-to-date, currently useful collections developed to meet local popular needs and interests.*

The library seeks to provide popular, high demand, high interest materials in a variety of formats for all ages. The non-fiction collections are updated continuously to support independent learning and formal education. The audiovisual collection is constantly managed and updated to keep with patron interest and current technology.

5. **Written Policies:** *Library operations, personnel management, materials selection, inter-library loan, and other important practices defined in writing and adopted by the Board.*

Policies in many areas of operation have been updated. The most recent policies have included the Community Room Use and Meeting Room Use Policies, Wireless Internet Use Policy, and Art Exhibit Policy. With the many positive changes happening in the new library space, policies are continually being updated and created on an as-needed basis, which are all formally adopted by the Board.

6. **Telephone:** *Library services accessible to patrons by telephone; regional and state support resources accessible to library staff.*

The library has three telephone lines; one for the main Circulation Desk, one for the Director's Office and one for the Youth Services Desk. During off hours patrons can access a voicemail message system. Library staff can also be contacted through an email

form on the Library's website. The Library is a member of C/WMARS with five terminals for staff use and seventeen public access terminals (PAC's). The library offers a wireless connection for all patrons to use on library grounds.

7. **Informed and supportive trustees:** *Board which seeks and uses information on library issues and resources, becomes knowledgeable about community needs, and strongly advocates support for adequate library service at the local level.*

The Board operates under established by-laws and plays a supportive role as policy makers and advocates of the Library. An annual review of by-laws occurs. Each new Board member receives a Trustee Handbook. A formal orientation is provided annually by the Massachusetts Board of Library Commissioners (MBLC) for new Board members.

8. **Adequate funding:** *Budget which supports staffing, materials and general operations required to meet the particular needs of the community.*

Funding for the Library continues to sufficiently meet the Municipal Appropriation Requirement each year. The Library continues to meet and exceed the State minimum standard of 19% for expenditures for materials.

9. **Publicity:** *Active public relations program promoting good library services.*

The library is well known in the community and is used by residents and many non-residents. The Library consistently uses the local newspapers and the Granby Community Access Channel to keep the public informed about services and programs. Outside the Library are two portable signs used to advertise upcoming events. The Library uses brochures, its own website, newsletters, and the Friends Facebook page, Twitter, and email list, etc. as ways to keep patrons informed.

10. **Planning and evaluation:** *Ongoing process which ensures that library services are adequate for and compatible with community needs.*

With the completion of this plan, the Library will have an updated five-year plan of objectives with an annual review process. This plan gives momentum to additional planning scenarios.

11. **Interlibrary access point:** *Reliable access to other collections through regional Reference services, interlibrary loan and other resources sharing. For larger libraries, participation in an automated network, other cooperative agreements, and monitored levels of activity as a leader and a borrower.*

The library makes frequent use of ILL as a member of C/WMARS. With full circulating membership, we have had a substantial increase in ILLs as the CW MARS database has become more accessible to library users, both in the library and remotely.

6b. Minimum Standards for Library Service

The Commonwealth of Massachusetts provides annual grants to public libraries that meet minimum standards and funding requirements contained in the *Code of Massachusetts Regulations*. The MBLC administers the program.

For libraries serving municipalities with a population of 5,000 – 9,999, these regulations are as follows:

- Be open to all residents of the Commonwealth.
- Make no charge for normal library service.
- Be open a minimum of 25 hours a week, including some evening hours.
- Employ a qualified Library Director.
- Spend a minimum of 19% of total annual budget on books and other materials.
- Extend borrowing privileges to holders of cards issued by other Massachusetts public libraries that comply with these requirements.
- Municipal appropriations for library service are at least 2.5% greater than the average library appropriation for the last three years.

These regulations specify minimal requirements – they are not indicators of effective library service – but they do define a base level below which effective service cannot be provided. The Granby Free Public Library meets all the *Minimum Standards for Library Service* and exceeds several of them. It has qualified for Library Incentive Grant (LIG), Municipal Equalization Grant (MEG), and Non-Resident Circulation Offset (NRC) annually. Whenever possible, the Library supplements books and other materials budget with contributions from individuals, grants, the Friends of the Granby Free Public Library and various community groups.

6c. Standards for Public Library Services to Children

A third way to judge a library's ability to serve its community is to consider the quality of its services to children. *Standards for Public Library Services to Children in Massachusetts* was adopted to guide libraries in an on-going evaluation and development of children's services. Among the requirements specified in the standards are the following:

- Provision of a separate space for children's services.
- Employment of a qualified librarian responsible for services to children.
- Development of a collection of diverse materials in various formats.
- Development of various programs that excite children about literature and promote library use.

The Granby Free Public Library puts a high priority on children's services. The Youth Services Librarian participates in library planning and policy formation and keeps informed about adult services and its goals and objectives.

Services for children from birth to twelve years of age include recognition of parent's needs for information and support in child rearing. There is also consistent, on-going cooperation with daycare providers, schools, home-school groups and other agencies serving children. The Library offers programs that develop children's use of materials and their reading, thinking, and communication skills. The Library offers a variety of programs that seek to excite children about reading and promote the use of the library.

In addition to *Standards for Public Library Services to Children in Massachusetts*, the Granby Free Public Library strongly supports:

- *The Library Bill of Rights*
- *Free Access to Libraries for Minors*
- *Freedom to View*

6d. Library Service Roles

Service roles are a fourth way to measure effectiveness of basic library service. The services provided by public libraries may be categorized by their function, purpose, and use. All viable small libraries must fill four central roles to the extent needed in their community:

- Provision of **popular materials** (for reading, listening, viewing) to adults and children;
- Provision of materials and information to satisfy the needs and interests of the **independent learners**;
- Provision of information about **community activities** and resources, meeting space (if available) for community groups, and other services, which make the library an important community resource and focal point.
- Provision of materials and information to students engaged in **formal education** programs offered by homeschooling, public/private schools, colleges and other formal programs of study;

The *Small Libraries Planning Process* describes three levels of service for each role, each of which requires a specified amount of resource support (staffing, collections, equipment, funding) and service activity to fill it to that level. Level 1 defines the minimum needed to fill the role in any community. Level 2 calls for more resources and activity to meet a greater need. Level 3, requiring the highest effort, is appropriate in libraries where both the need, and the funding to meet it, is greatest.

Popular Materials Library: As a popular materials center, the Library provides the community with access to current, high demand, high interest materials in print and non-print formats for people of all ages. This includes non-fiction materials that are in demand at the Granby Free Public Library but are not necessarily in demand in other communities. The collection is maintained in good condition and is constantly being weeded. Additional popular materials, picture books, magazines, mysteries, large print, and CDs. **Granby Free Public Library supports this role at Level 3.**

Independent Learning Center: The library is used by individuals of all ages to obtain information and materials to support self-directed learning. This includes learning for personal or work-related reasons, such as research or career advancement. Other learning activities include hobbies, health issues, crafts, cultural interests, family and parenting information, small businesses, citizen education, etc. The Library develops collections that provide patrons with the information they need to make informed decisions which impact their lives, their family, and the community they call home. In addition to circulating materials, the Library makes an equal commitment to assuring that reference and electronic information meet the needs of independent learners. **The Granby Free Public Library supports this role at Level 2.** With only 2.6 staff members we are unable to reach a Level 3 in this area.

Community Activities Center: The Library makes its materials and equipment available to a diverse community: social, recreational, cultural, generational, educational, etc. The Library also co-sponsors events with community groups. The Library maintains a strong local history and genealogy collection. **The Granby Free Public Library supports this role at Level 2.** With only 2.6 staff members we are unable to reach a Level 3 in this area.

Formal Education Support Center: The Library supplies materials, electronic information and reference services to students of all ages to assist in their studies. The Library supports and supplements materials required to complete classroom assignments. The Library maintains communications with schools and daycare providers. Patrons have access both in the Library and at home to C/WMARS. **The Granby Free Public Library supports this role at Level 2.** With only 2.6 staff members we are unable to reach a Level 3 in this area.

7.0 The Library Mission Statement

The Granby Free Public Library has as its mission recreation, information, and education.

The Library serves to meet at no charge the recreational reading, listening, and viewing needs of its users. These users include three distinct groups with special needs: adults, young adults, and children. Their needs are met through the continuous purchase of best sellers and popular reading material and through the development of an audiovisual collection which includes audio books, DVDs, and CDs.

The Granby Free Public Library provides information service to the general public through its own resources, through its link with other libraries in the state, and through its internet connection. This role is achieved through subscriptions to consumer publications and periodicals, through access to electronic databases, through development of career resources.

The Library also serves as a support service to further the formal elementary, secondary, and continuing education of its users. In furthering this role the Library cooperates with homeschool and with public/private school administrators and teachers by developing curriculum support materials and guides and assisting its users in assignment completion. A non-fiction collection provides current materials for informal self-education.

The Library serves as a meeting center for patrons as well as for groups in the community. The library has hosted educational and enrichment programs and provides active children's and adult programming during library open hours in its Children's Program Room, Conference Room, and Local History Room. It also has available a large Community Room for after library hours use for non-profit groups.

As the policy makers of the Library, the nine-member Board of Trustees establishes the roles the Library will play in the community. These roles are based on an awareness of the community's recreational, informational, and educational needs. In serving the town, the roles are used as focal points in allocation of resources and in the planning of services.

- The Library receives additional support in meeting the community needs by:
- Participating in the C/WMARS library consortium;
 - Utilizing reference, ILL, cooperative purchasing and staff training from the Massachusetts Library System (MLS);
 - Assuring eligibility for LIG/MEG and Non-Resident Offset Reimbursement;
 - Participating in cooperative ventures with area libraries;
 - Participating in cooperative ventures with other departments;
 - Collaborating with other agencies that provide services to children.
 - Seeking gifts from individuals, business, and community groups.

8.0 Needs analysis

The Needs Assessment is based on data collected from the various groups that comprise the Granby "Library Community." Suggestions from patrons were essential in determining what library services and materials are meeting their needs and what additional services they would like to see in the future.

The **Staff** has been involved throughout the Planning Process - gathering patron information, compiling usage statistics, and analyzing budgetary information. The Staff has also been essential in identifying needs and proposing both short and long-term solutions that would meet the need or rectify the problem.

The **Trustees** were involved in this part of the process and were helpful in selecting the Library's roles and to what level those roles would be supported.

The following list of needs and solutions will be further addressed in the *Goals, Objectives, and Activities* section of this plan.

8a. Funding – Town Appropriation*Needs/Problems:*

- Minimum funding in accordance with the demands the Finance Board puts on all departments to stay within yearly Town budget restraints.
- Staff not sufficient to meet most effectively needs of the building/community;

Solutions:

- Keep the public informed about Library resources and services as a year-round public relations effort;
- Continue to keep local officials and the public aware of state standards and the consequences of not meeting them;
- Seek gifts, donations, grants, etc. to supplement the budget.

8b. Library Hours and Services*Needs/Problems:*

- More open hours are needed to accommodate working patrons needs;
- More services offered are needed to accommodate patron needs.

Solution:

- Request from the Town additional support staff.

8c. Staff*Needs/Problems:*

- Increased library usage leaves little time for staff development;
- Most areas are understaffed;
- Patrons requesting additional open hours to meet busy work schedules.

Solution:

- Increase Technical Services position to full time;
- Introduce part time positions for circulation, freeing professional personnel to focus on their departmental duties and specialties.

8d. Community Center*Needs/Problems:*

- Enhance patron experience;
- Convenience for patrons.

Solution:

- Add additional new release and best seller titles;
- Explore changing item limits and fines;
- Add STEM programming and creative craft spaces;
- Revisit policy to allow covered beverages throughout the Library.

8e. Policies and Procedures

Needs/Problems:

- Continually review and update current policies to make sure policies are in place for ever-changing developments.

Solution:

- Continue to update a manual of all policies and procedures.

8f. Governance

Needs/Problems:

- Review and revision of by-laws;
- Review orientation program for new Trustees.

Solutions:

- Annual review of by-laws;
- Distribution of Trustee handbook to new Trustees;

9.0 Goals and Objectives

The following goals were created in order to address the needs identified in section 9.0 (Needs Analysis) and to complement the Library's Mission Statement as stated in section 8.0.

Goal 1: To provide collections of enduring value and contemporary interest that are relevant to users' needs.

Objective 1: Continue to update the library's collection to provide relevant and popular materials and to enhance the non-fiction collections as needs arise.

Objective 2: Acquire titles of a variety of media that the library now has room for, such as CDs, newspapers, and video games.

Goal 2: To provide services that are needed and/or asked for by the community, resulting in continuous and growing library usage, encouraging cultural and lifelong learning.

Objective 1: Offer display space for art exhibits to showcase the work of local artists and school art displays.

Objective 2: Continue to provide and increase the scope of programs that the library offers to all age groups of the community, including increased STEM workshops and hands-on programming.

Goal 3: To engage in community collaborations to strengthen the Library's awareness of community needs and reach out to patrons not yet engaged with library services.

Objective 1: Network with groups, such as the early childhood community, to develop and promote library resources and services to introduce and support families.

Objective 2: Offer use by other community groups; bringing in new patrons who normally wouldn't utilize the library.

Objective 3: Reach out to local public, private, and homeschool administrators to encourage library use and collaboration.

Goal 4: Strive to ensure the community is aware of library resources to continue to expand the scope of community users.

Objective 1: Promote events and library services through a variety of media sources, including but not limited to outdoor and indoor signage, online communications, newsletters, and local television channel.

Objective 2: Create an email newsletter for patrons.

Goal 5: To offer technology resources that will extend and enhance services to ensure that all community members have equal access to online information resources.

Objective 1: Acquire and maintain new online resource databases such as the library's newest subscription to Ancestry Online and Heritage Quest.

Objective 2: Make databases easily accessible to patrons through different means and provide proper instruction on how to access them.

Goal 6: To provide facilities that are inviting, safe, well maintained, easily accessible, efficient, and available during hours of greatest convenience to the community.

Objective 1: Work toward maintaining the new library building.

Objective 2: Plan to work on a technology plan for the future that is appropriate for the new library space including the acquisition of additional computers for public use.

Objective 3: To acquire circulation capabilities at the Youth Services desk.

Goal 7: To offer careful stewardship of the Library's financial and operational resources to make the most efficient and effective use of both public and private funding.

Objective 1: Continue to seek grant opportunities to support library programming and other aspects of library service.

Objective 2: Continue to coordinate with the Friends of the Granby Library in quarterly purchases for the library to supplement for much needed items such as supplies for the new building space.