

Hall Memorial Library Planning Project Final Report

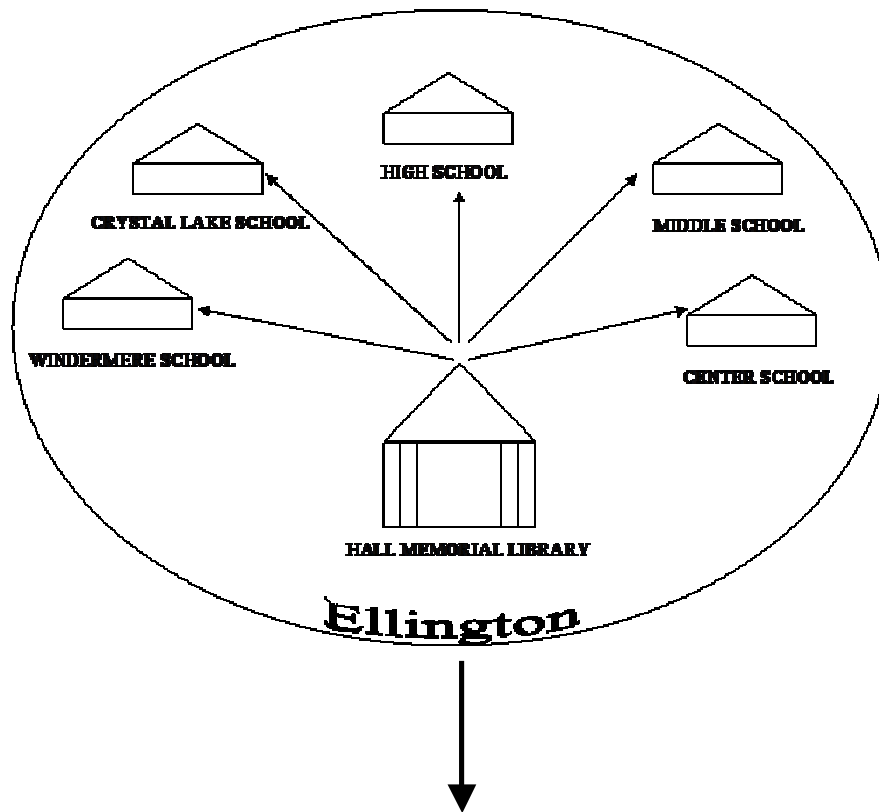
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For over 100 years, the mission of the Hall Memorial Library has been to provide Ellington residents of all ages with materials and services to fulfill their informational and reading needs.

Library Service	Addresses the need	Hall Memorial Library Offerings
Business and Career Information	for information related to business, careers, work, entrepreneurship, personal finances, obtaining employment	Public use of computers for resumes, job search help, access to the State of Connecticut Job Bank and help with online employment applications
Common Facilities	of people to meet and interact with others in their community and to participate in public discourse about community issues	Meeting room spaces, public use of photocopier and fax
Computer and Information Literacy	for skills related to finding, evaluating and using information and computers effectively	Computers for public use, computer/internet/email assistance and instruction, basic library skills and bibliographic instruction, educational computer games
Current Topics and Titles	to fulfill community residents' appetite for information about popular cultural and social trends	Popular reading for adults, young adults and children, readers' advisory services, audiovisual materials – music, audiobooks, video/DVDs
Enrichment Programs	to fulfill community residents' desire for satisfying cultural and recreational experiences	Book discussions for adults and children, poetry readings, writing group readings, book signings, readers' theater, passes to local attractions, puzzles, puppet shows, magicians, storytellers, movies, concerts, art exhibits
Formal Learning Support	to help students who are enrolled in a formal program of education or who are pursuing their education through a program of homeschooling to attain their educational goals	School/library cooperation, school work support, story hours (preparing children for school) for babies, 2½-year-olds and 3-5-year-olds, summer reading program, computers for student use, specialized curriculum-based collections
Lifelong Learning	for information and answers to questions on a broad array of topics related to work, school, and personal life to support the desire for self-directed personal growth and development opportunities	Basic online reference resources, encyclopedia, periodicals, newspapers, general reference resources, general interest material, on-site reference and research assistance, electronic reference service (email questions), telephone reference service, programs on topics of general public interest (organizer, gardening, forensics, animal programs), craft programs, special topical displays, demonstrations, exhibits, genealogy sources, general interest material
Government Information	for information about elected officials and governmental agencies that enables people to participate in the democratic process	<i>under development</i>

The Library board and staff have worked diligently to this end designing and maintaining a state-of-the-art facility.....

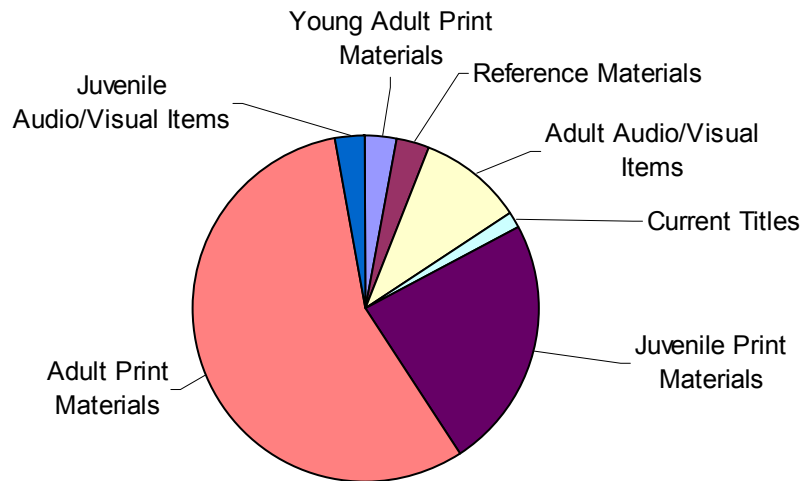
Linking the school libraries with the Hall Memorial Library through a shared integrated library system, makes the resources of each library become accessible to all.



Ellington libraries are connected to the other 47 public and 25 school libraries in the Bibliomation consortium facilitating interlibrary loan and resource sharing.

...stocking it with relevant and up-to-date materials and services...

**Hall Memorial Library Collection
(62,538 Items)**



Resources

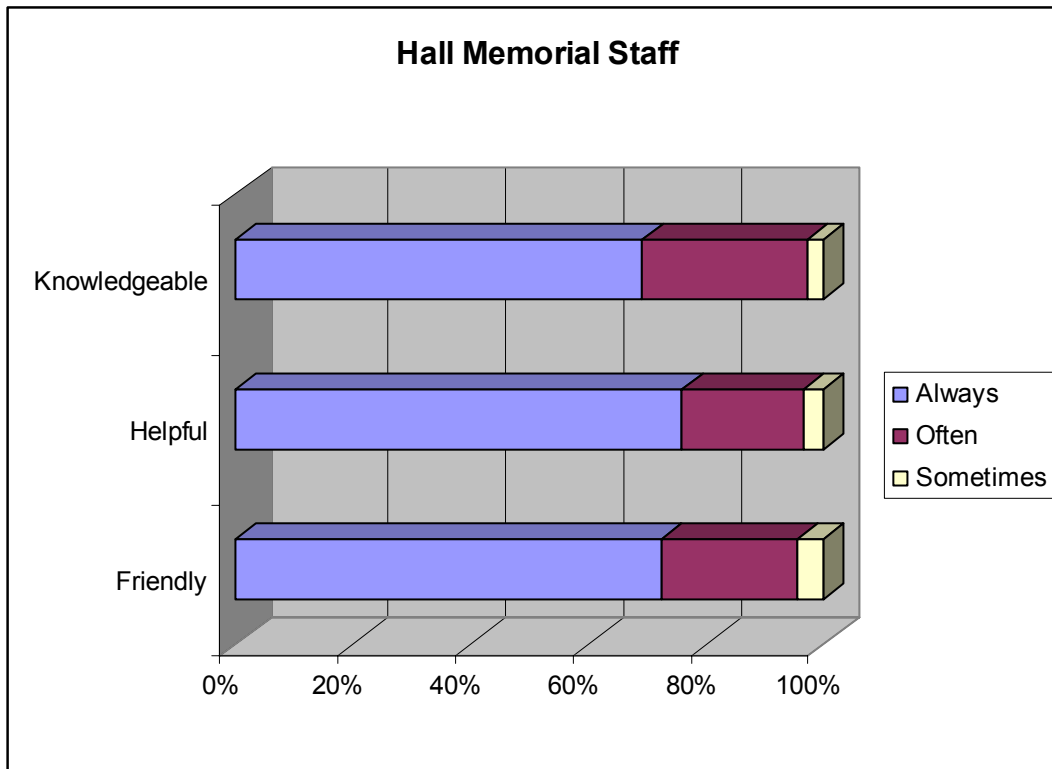
- 17 computers for public use; 7 with internet access; 3 for word processing; 6 for access to collection and online reference sources; 2 for children's educational games
- Online resources including periodical indexes, full text periodicals and newspapers, genealogy sources, encyclopedia
- Remote access to online resources, plus management of patron accounts, self-renewal, self-placed holds and inter-library loan requests
- Meeting space

.....and developing a well-trained, friendly staff to provide access.

Hall Memorial Staff

- 19 staff members; 3 full time
 - 4 professionals (3 with Masters of Library Science degree),
 - 10 para-professionals;
 - 1 clerical;
 - 1 maintenance;
 - 3 students

- Excluding pages, staff longevity ranges from 20 years to 4 years.



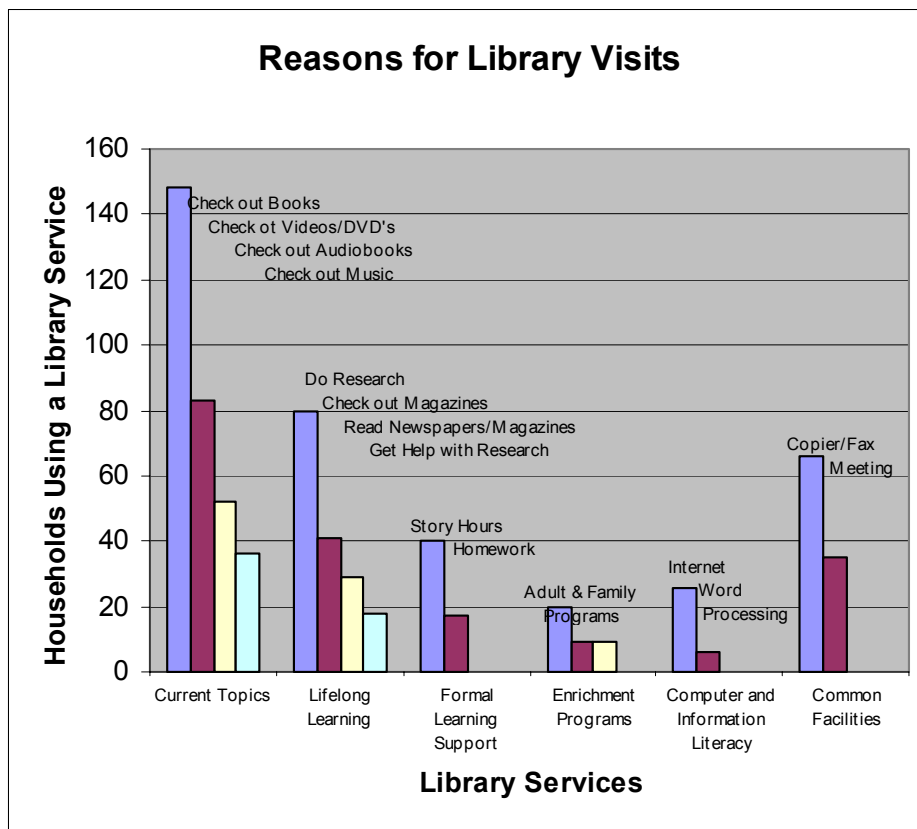
Source: Townwide Survey Fall 2006

During this last year we have taken the opportunity to examine our progress.....

During the 1990s many significant improvements were made to the building and infrastructure:

- the addition and renovation of the building,
- automation of the circulation system and subsequent updates to that system, and
- installation of computers for word processing and internet access.

Also during this time, library use increased dramatically. With the turn of the century, attention turned to improving and expanding services to accommodate the rapidly growing and changing community.



Source: Townwide Survey Fall 2006

Over half of all households visit the library more than once a month.
 Twenty percent visit the library more than once a week.

..... and make plans for the future through the development of a 5-year plan.

The planning process began with the creation and documentation of a community vision to make sure library services match community needs, interests, and priorities.

The **vision** is a picture of what Ellington would look like in 10 years if everything were perfect. The purpose of the vision is to provide a destination; the rest of the plan provides the road map for reaching that destination.

A library **service** is what a library does for, or offers to, the public in an effort to meet a set of well-defined community needs. Services are distinctive ways that libraries can serve the public.

Service Goals define the outcome and benefits Ellington (or a target population within Ellington) will receive because the library provides specific services.

An **objective** is the way the library will measure its progress toward reaching a goal.

Activities include the strategies or groupings of specific activities that the library will carry out to achieve goals and objectives.

Community Vision



Library Service Priorities



Library Service Goals



Objectives



Activities

Implementation of the library long range plan will increase the value of the library by:

1. Ensuring the right services are being delivered, i.e., those that support and further the vision of the community;
2. Marketing and communicating to the community to make them aware of valuable library services;
3. Engaging town officials and boards in active support of the library.

With the help of a committee of citizens representing various populations of our community, a grant-funded consultant, interviews with key town officials and a town-wide survey of households...

Primary Stakeholders	Input Mechanism
Town Boards	
Board of Selectmen Mike Stupinski, First Selectman	Interview
Board of Education Dale Roberson, Chairman	Interview
Board of Finance Bob Pagani, Chairman	Interview
Library Board	Regular Meetings

Town Department Heads	
Nick DiCorletto - Finance Officer	Interview
Rob Phillips - Town Planner	Interview
Doris Creighton - Social Services	Interview
Bob Tedford - Parks and Recreation	Interview
Richard Packman - Superintendent of Schools	Interview

Town Commissions/Groups	
Senior Center Advisory Board	Library Board
Charter Commission	Planning Committee
Historical Society	Library Board
School Librarians	Planning Committee/Meeting
Friends of the Library	Planning Committee
Cultural Commission	Library Board

Planning Committee	
Jonathan & Carolyn Allen	Workshops
Jim Brother	Workshops
Laurie Burstein	Workshops
Joseph Callahan	Workshops
Matthew Cartier	Workshops
Mary Guth	Workshops
Margie Helme-Brother	Workshops
Mark Maciolek	Workshops
Pat McAuley	Workshops
Karen McDaniel	Workshops
Mike Miller	Workshops
Carolee Sumislaski	Workshops
Joe Wehr	Workshops

... we have looked at our changing community...

Demographic Change

- Ellington's population has increased by 15.4% in the last ten years.
- The fastest growing segment of the population in Ellington is those adults aged 55 and older.
- Ellington's population is becoming more diverse.
- A growing number of people in town speak languages other than English.
- An increasing number of residents are working from home.

Technological Change

- The pace of technological change continues to accelerate.
- The population is becoming more technologically astute.
- Internet use is rapidly expanding.
- Document processing needs are becoming increasingly complex.
- Many everyday services, including library services, may now be accessed online.
- There are still people of all ages who are computer illiterate.

Changes in Library Service Expectations

- Service expectations have been influenced by 24/7 availability of services in our daily lives.
- Patrons increasingly expect the latest materials to be available whenever they want them.
- Patrons want service hours that better fit into their busy lifestyles, i.e., Sundays, longer days.
- Patrons want more "Borders-like" services, i.e., coffee bar, wireless access.
- Patrons expect a broad range of programs to enhance their quality of life at every stage.
- Sources for books and entertainment materials have expanded beyond the library with the increase of physical and online shopping venues

Source: Interviews and Workshops Fall 2006

... and the expectations of the citizens of the 21st century.

Ellington's Vision

Ellington will be a holistic community (not just a group of homes in a bedroom community) with commercial development that will provide jobs locally and will generate tax revenues.

Government: Citizens will participate in a strong political process based on a community vision and plan for the future, resulting in balanced services and taxes.

Economic Development: Small retail and industrial groups will provide a healthy tax base and increased job opportunities.

Community: People will feel connected and have relationships within the community.

Culture & Entertainment: Diverse cultural and entertainment opportunities will bring people together and enrich the quality of life within the community.

Education: A comprehensive K-12 educational system that includes the latest technological advances as well as an emphasis on high quality teaching at all levels to fulfill the educational needs of the entire spectrum of students, e.g., farming, technical, college-prep, resulting in drawing residents to town

A wide-scope adult education program that would include college credit courses, career development programs, technical training, and general interest courses available to all members of the community, primarily focused on adults and seniors.

Recreation: Residents will have access to passive and active recreational opportunities, resulting in physical and mental health and well-being.

Communication/Technology: Residents will have access to technology in order to more effectively communicate, access information and participate in social, educational and governmental groups and processes.

Housing: A wide range of housing options will attract/encourage young people, older people, and new families to live here and put down roots.

Transportation: A transportation network to ensure that all segments of the population have access to all facilities and activities within and out of the community.

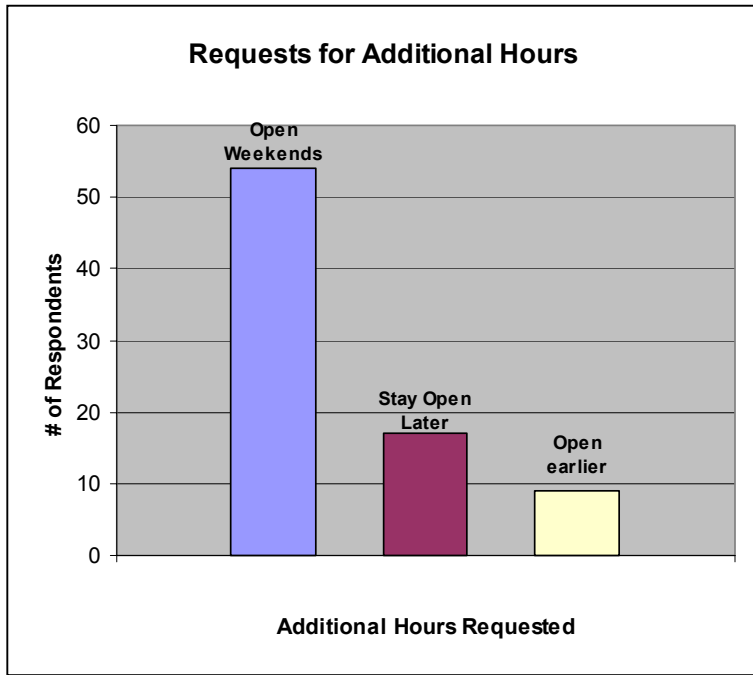
Source: Interviews and Workshops Fall 2006

We have identified the following main areas of concern to address over the next five years.

1. The library **hours of operation** need to respond to our community's diverse needs.
2. The **collection** needs to be expanded and updated to better meet our patrons' expectation of quantity and quality.
3. Internet use in the library has doubled in the last 5 years. A more formal approach to **computer instruction** is needed to help residents achieve the competence and confidence that is so essential to success in an environment of rapidly changing technology.
4. A new library service is needed that makes **government information** available to citizens who want to be active and informed participants in the process of town government.
5. **Programming and services** need to be enhanced for specific targeted populations.
6. Improved marketing of library services and **communication** with patrons is needed.
7. The library **facility** must be managed and maintained in a way that is conducive to evolving uses.

Goal: The citizens of Ellington will have access to the library during hours that fit their needs.

More than 80% of survey respondents felt that current library hours were convenient but there were many requests for additional and/or different hours.



The Library is currently open:

- Monday-Thursday, 10 AM – 8 PM
- Friday-Saturday 10 AM – 5 PM
- Closed Saturdays in July and August.

Source: Townwide Survey Fall 2006

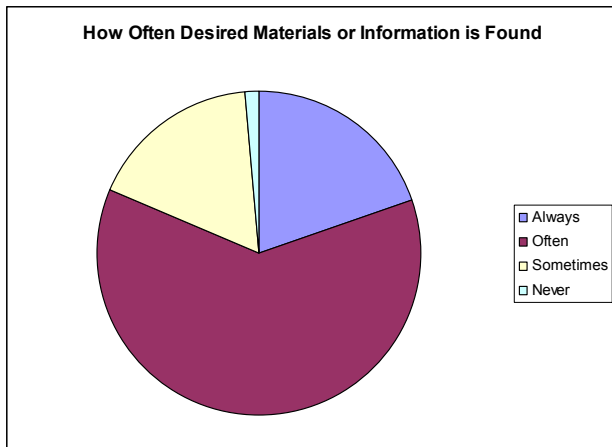
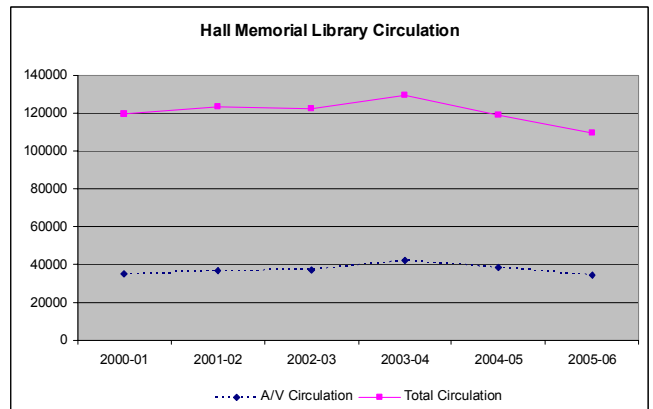
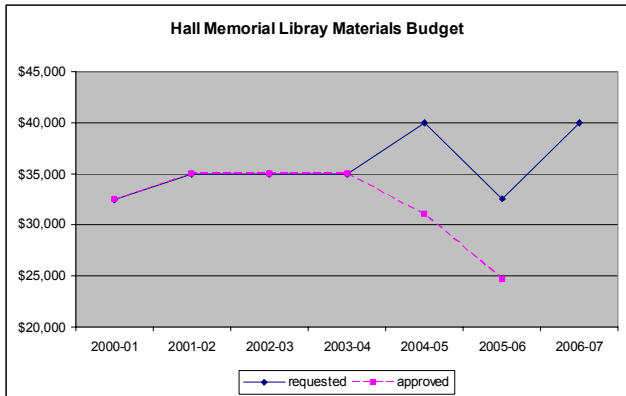
Objective: Expand library hours to include additional weekend hours

1. Open the library on Saturday mornings, 10:00-1:00, during July and August (beginning in FY2007-08).
2. Open the library on Sundays, 1:00-5:00, September through June, (beginning in FY2007-08).

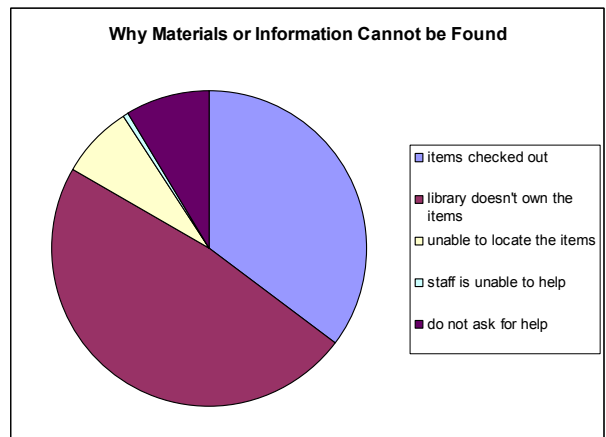
Objective: Evaluate and adjust weekday hours to best meet patron needs

1. Survey patrons for specific requirements
2. Compare hours of libraries in surrounding communities

Collection: The state-wide average of per capita expenditures for library materials is \$4.88. We currently spend \$2.95. The collection needs to be expanded and updated to better meet our patrons' expectations of quantity and quality.



Source: Townwide Survey Fall 2006



Source: Townwide Survey Fall 2006

Goal: The Citizens of Ellington will have access to a collection of materials and resources that reflects and fulfills their interests and needs.

Objective: Increase the annual expenditure amount for library materials

1. Increase the budget request for materials by 15% each year for next five years in order to match the statewide per capita spending average
2. Explore and create giving opportunities to encourage (and accommodate) public support of collection development
3. Work with the Friends of the Library to identify annual fundraising goals in support of collection development

Objective: Enhance the collection of materials for adults

1. Place orders on a monthly basis to insure timely acquisition of bestsellers and current titles and topics.
2. Implement a plan for regular weeding of adult collections
3. Survey nonfiction collection to identify areas needing enhancement. Develop and implement a plan to address identified needs.
4. Explore standing order system for bestselling authors
5. Evaluate shelving arrangement for all adult collections

Objective: Enhance the collection of materials for young adults

1. Increase budget allotment for young adult materials
2. Continue to place orders on a monthly basis to insure timely acquisition of current titles and topics
3. Implement a plan for regular weeding of young adult collections
4. Evaluate shelving arrangement for young adult collection

Objective: Enhance the collection of materials for children

1. Increase budget allotment for children's materials
2. Place orders on a monthly basis to insure timely acquisition of current titles and topics.
3. Implement a plan for regular weeding of the children's collection
4. Survey the nonfiction collection to identify areas needing enhancement. Develop and implement a plan to address identified needs.
5. Evaluate current collection arrangement and display, i.e., paperbacks, easy readers, parenting, etc.
6. Evaluate shelving arrangement

Goal: The Citizens of Ellington will have access to a collection of materials and resources that reflects and fulfills their interests and needs.

Objective: Develop and implement a plan for regularly scheduled inventorying of all collections.

Objective: Develop and implement a plan for regularly scheduled shelf reading of all collections

Objective: Enhance the collection of and create a method for public access to genealogical and historical materials about Ellington

1. Work with the Ellington Historical Society to make available their materials about historic houses in Ellington
2. Contact local organizations about housing their historical files at the library; develop a system of storage and access
3. Hold a picture day to solicit additional historical pictures for the picture collection
4. Make the digitized picture collection more readily available to the public

Goal: The citizens of Ellington will have access to up-to-date technology in the library and a knowledgeable staff to assist them.

Objective: Review and update the library technology plan

1. Implement a plan for backing-up computers, esp. staff stations
2. Evaluate number and location of work stations

Objective: Provide annual continuing education/training opportunities for the staff.

Goal: The citizens of Ellington will have easily accessible opportunities to gain the skills necessary to utilize current technology.

Objective: Implement a program of formal training for computer skills

1. Explore a cooperative teaching opportunity with the Ellington School system and/or Vernon Adult Ed. program,
2. Develop an in-house program
3. Explore opportunities for offsite program

Goal: The citizens of Ellington will have easy access to the information they need to make informed decisions and to actively participate in the processes of town government.

Objective: Provide a public access point for citizen participation in development of Town Plan of Conservation and Development

1. Coordinate with the Town Planner to design mechanisms for acquisition and display of information
2. Design method to communicate with residents about new acquisitions, i.e. email mailing list

Objective: Provide a central public access point for informational materials related to the operations and processes of the government of the Town of Ellington

1. Design an area in the library to serve as a local government clearinghouse area featuring agendas, minutes and other documents related to the operation of the town government
2. Coordinate with town agencies to acquire appropriate materials
3. Publicize this service

Objective: Offer education opportunities to the public about government processes

1. Sponsor informational programs focusing on government activities, i.e. the budget process, Charter Revision, Board and Commission participation opportunities
2. Develop brochures on topics such as above

Goal: The citizens of Ellington will have access to opportunities for personal, cultural and educational enrichment that fit their interests and needs.

Objective: Survey the public for programming interests and needs.

Objective: Implement a schedule of programs for adults that feature at least one program per month.

1. Offer a summer reading incentive program for adults
2. Offer a winter reading incentive program for adults
3. Review staffing needed to implement an expanded programming schedule
4. Explore One-book, One-community program
5. Offer programs that respond to results of above survey

Objective: Expand programming for young adults

1. Work with CELT YA advisory group to develop an ongoing schedule of programming
2. Continue to offer and promote summer reading program for young adults

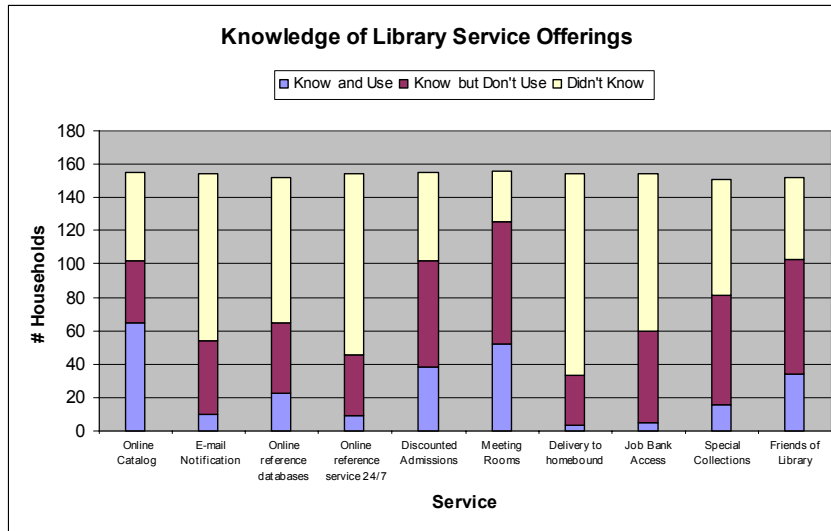
Objective: Evaluate existing programming for children

Objective: Explore opportunities for cooperative programming with Recreation Dept and schools

1. Contact Recreation Dept. about co-sponsoring programs or hosting some of their programs in the library
2. Contact School Media Specialists about cooperative public library skills programs or homework help

Goal: Residents of Ellington will be aware of library programs and services of interest and value to them.

Respondents learned of library offerings and events in a variety of ways but many were still unaware of specific offerings.



Objective: Increase coverage of library news and events in local publications.

1. Form stronger alliances with reporters from local newspapers
2. Advertise library events on the Community Access Cable Channel
3. Submit articles or press releases to local newspapers at least monthly
4. Contribute to each issue of the town newsletter

Objective: Develop an email contact list for notification of library events and news.

Objective: Publish a library newsletter in print and/or online format

Objective: Participate in community events that offer marketing and communication opportunities

1. Attend meetings of community organizations
2. Have a booth at the Fair on the Green
3. Increase visits to schools

Objective: Create attractive displays in the library to market library materials and services.

1. Create list of potential display topics.
2. Create sign-up list for monthly displays
3. Evaluate and expand display opportunities and areas

Goal: The citizens of Ellington will have a library facility that is comfortable, inviting and well-maintained, and offers spaces conducive to the many activities they may seek to enjoy there.

Objective: Develop a plan for long-term building maintenance

1. Contact Public Works Director to consult on such a plan
2. Identify building areas and systems that should be considered
3. Communicate the resulting plan to the Board of Finance and the Board of Selectmen

Objective: Evaluate current uses of space in both public and staff areas and implement changes as identified.

1. Explore consulting services for space planning
2. Hold staff brain-storming session to discuss space needs