

**Bellingham Public Library Long-Range Plan FY06-FY10  
Bellingham, Massachusetts**

**ACTION PLAN FY09**

**Goal 1: Technology:**

<p><b>Objective:</b> To provide wireless access for patrons in library common areas and the library's community room.</p> <p><b>Time Frame:</b> <b>July – June FY09</b></p>	<p><b>Update:</b> The library has advertised its Wi-Fi access through its website, through promotional products and through local publications. The library expanded its Wi-Fi technology by obtaining a new laptop for patron use in the community room in FY08. The library professional staff is competent and advises patrons about Wi-Fi technology in the library. The library has offered workshops for patrons using the WiFi access in the community room and patrons have used their own laptops during workshops. The library also invested in up-to-date audio-visual equipment for patron use with the laptop. The library is currently involved in a two-year Teens and 'Tweens LSTA grant involving use of Wi-Fi and the community room and its equipment on a daily basis (2:30-4:30 pm). The library is offering workshops on the Internet computers in the library in the early hours of the morning (before opening) so that seniors and others can make use of our very busy public access computers during quiet hours.</p> <p>Wi-Fi access to the Internet is in daily use (anecdotal measurement by library staff); use of the public access computers for Internet use has nearly doubled since the Long-Range Plan was written in 2005. Library statistics measured 8675 uses in FY06; 13243 in FY07 and has further increased in the first four months of FY08.</p> <p><b>FY09 Action/Method:</b> The library will continue to expand technological access and will purchase (through private grant money it hopes to attain in January 2008) a mobile laptop cart and ten laptop computers for use in the community room and in the library. Workshops will be offered for all age levels of patrons. Advertisement of our Wi-Fi services will be ongoing through our website, local cable access, newsletter and in local publications.</p>
<p><b>Objective:</b> To continue to replace and update all equipment.</p> <p><b>Time Frame:</b> <b>July – June FY09</b></p>	<p><b>Update:</b> The FY08 goal of continued improvement in technology was successful but the library did not need to make the same progress it had made since 2005. All equipment was replaced as it was needed. Consultancy costs were once again kept below budget while technological proficiency was achieved. Once again staffing at the Reference/Information desk hours deemed Time/Print Management software unnecessary during FY07. The library management has found that the human presence at the Internet station is more important and less costly than Time Management software. Print Management was also deemed unnecessary as our system of using a networked laser printer at the circulation desk is efficient and cost-effective.</p> <p>The library continues to bring in over \$125 per month on printer copies and the staff labor is not taxed. (The money earned is turned over to the Friends of the Bellingham Public Library) Patrons, staff and management are satisfied with this system. The library continues to be under budget in technological consultation.</p> <p><b>FY09 Action/Method:</b> The Director will continue to oversee the Technology Consultant who will continually monitor all equipment. If Print and Time Management modules seem necessary or cost effective they will be purchased and installed. The Director will begin a technology sustainability study and will determine future needs for changes in technology in the library.</p>

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<p><b>Objective:</b> To continue to utilize all capabilities of the automated network to optimize our functionality. <b>July – June FY09</b></p>	<p><b>Update:</b> As of December 2007 the Acquisitions Module had not been purchased and implemented. Department heads and circulation/technical services staff have increased the library's participation in network meetings, workshops and roundtables, taking an active and sometimes leading role. The library director has taken active roles in C/W MARS committees, forums and focus groups.</p> <p>Representation in C/WMARS meetings, workshops, etc. has increased along with communication with C/WMARS staff.</p> <p><b>FY09 Action/Method:</b> Implementing the Acquisitions Module will be achieved in FY08.</p> <p>Department heads and technical services staff will continue to attend training sessions offered by CWMARS and will further utilize Millennium Create Lists to achieve continual inventory and collection management.</p>
<p><b>Objective:</b> To continue to train the library staff and encourage advancement of new technologies <b>Time Frame:</b> <b>July – June FY09</b></p>	<p><b>Update:</b> The professional, paraprofessional and part-time staff attended over 120 workshops, conferences and committee meetings in FY07 and became active participants of committees and roundtables. It is hoped that the professional and paraprofessional staff will be trained in FY08 in order to take full advantage of the Millennium Acquisitions Module; to fully utilize the digital cameras, photo and publishing software on the library server; and to assist patrons in the use of all Microsoft Office Professional products currently available on all Internet and word processing terminals.</p> <p>Representation in network, regional and state-wide meetings, workshops, etc. has increased along with participation in committee work and conferences.</p> <p><b>FY09 Action/Method:</b> Members of the professional, paraprofessional and youth services team will continue to attend many training sessions and conferences to develop professionally and to assist patrons in a variety of ways.</p>

**Goal 2: Communications**

<p><b>Objective:</b> To promote community unity and identity and to motivate civic pride and participation. <b>Time Frame:</b> <b>December FY09</b></p>	<p><b>FY09 Update:</b> The quarterly newsletter is continually sent to all town departments, administrations and committees, including the school department. A newsletter update listserv was formed and maintained by the Director. The library director visited with the Council on Aging. The library director made contact with the Cultural Council, the Arts Council and the local Arts Center. A "From The Library Director" blog was begun in June 2007 and continues with new postings at least twice per week.</p> <p>A Senior Survey June 2007; four month-long arts displays in the community room; and use of the community room by the Arts Center Chorus.</p> <p><b>FY09 Action/Method:</b> The library will continue to publish a quarterly newsletter and will continue to acquire email addresses of all interested parties who receive the newsletter quarterly and library updates, news and new booklists electronically on a bi-weekly basis. A listserv will be formed and maintained by the Director. The Director will continue the library blog and will search for other innovative</p>
<p><b>Objective:</b> To enhance participation in social and cultural events and to encourage community-wide discourse and</p>	<p><b>Update:</b> Staff members and members of the community were invited to attend workshops and meetings of the Reader's Advisory LSTA grant. Programming increased significantly at the library during FY07 along with continual increases in participation, website hits and circulation. The Bellingham Library continues to</p>

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<p>interaction by cooperation with other Town-wide information services (Bellingham Bulletin, local Cable Access television and the Town website) and by cooperation with educational, resources, the Historical Commission, the Senior Center and with Town officials. <b>Time Frame:</b> <b>July – June FY09</b></p>	<p>be a community destination during FY08. Circulation increased from 105,000 in FY06 items to 119,000 FY08 items; website hits increased from 1,037,186 in FY06 to 1,693,773 in FY07. Library visitors increased from 91,576 in FY06 to 97,483 in FY07.</p> <p>With increases across the board in library usage, residents are using the library for many reasons. The Director taped four Cable-Access television hours (Library Book Corner) in FY07 and FY08, interviewing local authors and library staff.</p> <p><b>FY09 Action/Method:</b> The Director, Reference Librarian and Head of Youth Services will continue to offer creative programming to the community. They will continue to motivate the library staff and engage the community in exciting new events at the library. The staff will continue to work with civic groups and increase cooperation with all departments, commissions and officials. The Director will find innovative ways to connect with all Bellingham residents through the library website, podcasts, blogs, newsletters and community participation.</p>
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**Goal 3: Facilities**

<p><b>Objective:</b> To search for ways in which to increase library parking. <b>Time Frame:</b> <b>Jan - June FY09</b></p>	<p><b>Update:</b> The library roof was replaced in the Fall of FY07. A landscaping plan has commenced and has been designed by a landscaping architect and presented to the Board and to Town administration. Capital funding is being investigated.</p> <p>Town departments are working with the Board on increasing parking on town land.</p> <p><b>FY09 Action/Method:</b> The Director and the Board of Library Trustees will work with town officials to fund a landscaping/parking project for the library.</p>
<p><b>Objective:</b> To reorganize the space within the library, specifically technical services, in order to better utilize staff, space and equipment. <b>Time Frame:</b> <b>July – December FY09</b></p>	<p><b>Update: In Process: January 2008</b> A Technical Services Work Center and Medial Center is being constructed and installed by the town carpenter. A secure cabinet will be installed to house and protect the C/W MARS server. The bookshelves at the rear of Technical Services will be reorganized and rearranged to hold book processing materials.</p> <p><b>FY09 Action/Method:</b> A study will commence in FY09 to determine better use of the YA space with a soundproof enclosure.</p>
<p><b>Objective:</b> To educate the town and town officials in order to obtain the financial resources for capital improvements to library facilities. <b>Time Frame:</b> <b>July – June FY08</b></p>	<p><b>Update:</b> The Board of Library Trustees held several meetings with the Finance Committee, Board of Selectmen and Town Administrator within the fiscal year.</p> <p><b>FY09 Action/Method:</b> The Director and the Board of Library Trustees will continue to hold meetings with town boards and officials, educating them successfully in order to obtain funding for the library.</p>

**Goal 4: School Library Cooperation**

<p><b>Objective:</b> To provide after school assistance by adding a young adult professional librarian to answer student reference questions and show the students</p>	<p><b>Update:</b> The Director kept a Young Adult Librarian on the staff and at the Reference Desk nineteen hours per week. In addition, the reference desk is staffed during the school year for assistance to Internet users and after school students. The library successfully applied for and was awarded a two-year LSTA Teens and 'Tweens Grant. The Teen Zone after school program is helping</p>
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<p>how the library can meet their educational and recreational pursuits.</p> <p><b>Time Frame:</b> <b>July – June FY09</b></p>	<p>students with educational, social and recreational needs. In essence, the library is performing as a youth center for a town that does not have one.</p> <p>A two-year LSTA grant of \$20,000 was awarded in July 2007. Application has been made for a private institutional grant of another \$25,000. The library has a Teen Writer's Blog.</p> <p><b>FY09 Action/Method:</b> The Director will keep a Young Adult Librarian on staff who will continue to serve the needs of the young adult population. The Youth Services team will be encouraged to further utilize online forums to connect with teens in the community.</p>
<p><b>Objective:</b> To become more visible in the schools by giving school book talks and participating in community reading programs. Attend a fall staff meeting to inform the teacher how the library can be of help to them.</p> <p><b>Time Frame:</b> <b>July – June FY09</b></p>	<p><b>Update:</b> Library Staff took part in the school system's community read day, 'Read Across America,' in March 2007; in May of 2007 the youth services staff visited every elementary and 5<sup>th</sup> and 6<sup>th</sup> grade classrooms in Bellingham; during the summer the library staff promoted summer reading lists and books and have multiple copies of all the books available.</p> <p>Homework Alerts from school teachers increased in FY07.</p> <p><b>FY09 Action/Method:</b> The Youth Services staff will continue to build school/library cooperation with combined events, will pursue cooperative grant writing opportunities with school administrators and librarians, and will maintain and increase school visits. The library staff will continue to assist teachers and administrators by creating online forms and meeting with them regularly.</p>
<p><b>Objective:</b> Inform monthly the school PTOs about current children, young adult and adult programs for their web sites and news letters.</p> <p><b>Time Frame:</b> <b>September – June FY09</b></p>	<p><b>Update:</b> The library's quarterly newsletter was sent to all teachers and administrative professionals in FY07 and this will continue through FY08.</p> <p><b>FY09 Action/Method:</b> Email addresses for all interested parties in school committees and activities will be gathered into a listserv maintained by the Head of Youth Services.</p>

**Goal 2: Historical Archives**

<p><b>Objective:</b> To sort through all materials within the local History Room.</p> <p><b>Time Frame:</b> <b>Time Frame: FY10</b></p>	<p><b>Update:</b> A Bellingham community member volunteered to organize the local history room in the summer of FY07. This was accomplished and a computer was added to the room in FY07. The room is orderly and pleasant. Genealogy software has been installed on the computer but there is no wireless card in the library computer in the room due to the private setting. Patrons may use their own laptops in the room with WiFi access to the Internet for genealogical research.</p> <p><b>FY09 Action/Method:</b> Due to a 2-year LSTA Grant awarded for FY08-09 the library will not apply for a grant to hire an professional archivist until early in 2009.</p>
<p><b>Objective:</b> To assess the need for material preservation.</p> <p><b>Time Frame:</b> <b>FY10</b></p>	<p><b>FY09 Action/Method:</b> Due to a 2-year LSTA Grant awarded for FY08-09 the library will not apply for a grant to hire an professional archivist until early in 2009.</p>

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<p><b>Objective:</b> To inventory materials within the room.</p> <p><b>Time Frame: FY10</b></p>	<p><b>FY09 Action/Method:</b> Due to a 2-year LSTA Grant awarded for FY08-09 the library will not apply for a grant to hire an professional archivist until early in 2009.</p>
<p><b>Objective:</b> To catalog materials within the room.</p> <p><b>Time Frame: FY10</b></p>	<p><b>FY09 Action/Method:</b> Due to a 2-year LSTA Grant awarded for FY08-09 the library will not apply for a grant to hire an professional archivist until early in 2009.</p>