

**Westfield Athenaeum
Long Range Plan
FY2008 – FY2012**

MISSION STATEMENT

To enrich the diverse community of Westfield by providing open access to educational, cultural, recreational and informational resources and programs.

VISION STATEMENT

The Westfield Athenaeum will provide additional public space that is inviting, convenient, safe, and easily accessible to its patrons. Here the community of Westfield will find a friendly, welcoming environment in a convenient location where public meetings and forums are regularly held. As a community and information center, the Athenaeum will continually enhance its library materials and resources in all formats, and improve its technology, so that residents and visitors will be able to pursue a wide array of educational, recreational, cultural, and informational interests. As a cultural center, the Athenaeum will enable the greater Westfield community to participate in an expanded offering of educational, artistic, and cultural programming for all ages.

SERVICE RESPONSES

- **Commons:** A library that provides a Commons environment helps address the need of people to meet and interact with others in their community and to participate in public discourse about community issues.
- **Current Topics and Titles:** A library that provides Current Topics and Titles helps to fulfill community residents' appetite for information about popular culture and social trends and their desire for satisfying recreational experiences.
- **General Information:** A library that offers General Information helps meet the need for information and answers to questions on a broad array of topics related to work, school and personal life.

MEASURABLE GOALS & OBJECTIVES

I. Commons

- 1. The Athenaeum will provide a warm, welcoming, convenient and accessible building with a variety of spaces for large and small community gatherings.**

Objectives

- To expand meeting room usage by outside groups
- To increase attendance at meetings, library-sponsored events and programs
- To address meeting room deficiencies based on customer feedback (use brief questionnaire to be filled out after each meeting is held)
- To successfully attract five (5) new for-profit businesses to use our meeting rooms

Activities

- Increase publicity:
 - Create meeting room brochure by November 2007
 - Review website descriptions of meeting rooms, with emphasis on accessibility from main page by November 2007
 - Attend monthly Chamber of Commerce meetings
 - Attend monthly Non-Profit and Volunteer Network (NPVN) meetings
 - Communicate with Kiwanis, Rotary, schools, etc.
 - Use city sign on Green for publicity (City Hall)
 - Produce infomercial for Channel 15 (could be HS or WSC student project) by January 2008
- Create questionnaire: ask patrons to evaluate meeting rooms and facilities by January 2008
- Develop committee to seek out and develop new programs, lectures, groups, etc.
- Address facility issues:
 - Accessibility, lighting, acoustics, audio/visual, electricity needs, restrooms, etc.
- Brainstorm and implement ideas for new programs:
 - Knitting group
 - Cooking class
 - Poetry readings and workshops
 - Adult education classes
 - Arts and crafts
- Coordinate programs with schools and Arts Council

Activities (continued)

- Create for-profit meeting room policy (fee-based), including food/catering policy and any restrictions (event or group) on meeting room use by July 2008

Measurements

- Number of meetings held (i.e., total number of meeting room uses)
- Number of programs and events held (both library-sponsored and non-library)
- Number of attendees at meetings and programs
- Types of programs held
- Number of for-profit groups, including local businesses using our meeting rooms
- Number of non-profit groups using our meeting rooms
- Satisfaction of meeting participants to be gauged using a brief questionnaire

2. The Athenaeum will sponsor a variety of lectures and cultural programs for the community and act as a forum for discussion about a broad range of topics.

Objectives

- To increase the total number of cultural programs
- To broaden the scope of programs for all ages and interests
- To increase the total attendance at library-sponsored events and programs by 10% by the end of the plan period (FY12)

Activities

- Offer five (5) more musical programs for adults by July 2008
- Start film series (renovate Lang for use as a comfortable auditorium) in spring 2008
- Offer discussions of contemporary “hot” topics led by outside experts (from local colleges/universities) starting in Sept. 2008
- Research Mass. Humanities Council offerings and other established groups, such as the Springfield Forums
- Offer theme or genre-oriented book discussion groups such as Mysteries, Medieval or Mother-Daughter book groups in 2008
- Offer teen book group starting in February 2008
- Offer more teen programs starting in February 2008
- Offer more author visits starting in fall 2008
- Coordinate programs with community and publicize using Westfield on Weekends’ online community calendar
- Add Boys & Girls events to Westfield on Weekends calendar
- Add more night-time programming to B&G Library offerings
- Add at least one additional lecture per year through FY12

Activities (continued)

- Send professionally-created lecture series poster to other libraries, non-profits starting in fall 2007
- Reach out to Spanish-speaking community by July 2008

Measurements

- Total number of cultural programs held
- Total variety of programs (i.e. film programs, ESOL classes, discussion groups, lectures, music and art programs, etc.) held
- Total attendance at library-sponsored events and programs

3. The planning for a building renovation will result in a much more comfortable environment that will reflect our users' desire for spaces that are functional, accessible, cozy, warm and flexible.

Objectives

- To create a cash-based library café managed by volunteers or an independent contractor
- To increase the number of dedicated parking spaces for library patrons by 10% (2 – 4 spaces) by FY09
- To redesign the Athenaeum in order to respond to community needs for a functional, accessible, cozy and welcoming space

Activities

- Investigate expanding the number of parking spaces for patrons:
 - Ask Westfield G&E if transformer can be relocated
 - Check with Berkshire Bank about parking (in general) and possible gift of nearest parking lot by Nov. 2007
 - Take apart median near transformer and add some parking spaces in spring 2008
 - Explore possibility of moving staff parking to off-site (find friendly alternative, e.g., First Congregational Church lot) in order to offer more patron parking by Nov. 2007
- Write building program and submit to the Mass. Board of Library Commissioners by April 1, 2008
- Create Request for Proposals for architectural firms and invite firms to submit proposals on building redesign and renovation by April 15, 2008
- Select architectural firm to redesign and renovate spaces based on written building program by July 2008
- Consult with architects for estimates by Sept. 2008
- Develop coffee and food policy by Sept. 2008
- Visit other libraries with cafes by Sept. 2008

Activities (continued)

- Determine café staffing model – internal vs. external by Sept. 2008
- Look at Amelia Park's cafe as a model by Sept. 2008

Measurements

- The proposed redesign and renovation plan will be in place
- Existence, or not, of a library café
- Total number of dedicated parking spaces for library patrons

II. Current Topics and Titles

1. The residents of Westfield will have library materials and resources they want and need to fulfill their desire for recreational reading, viewing and listening experiences.

Objectives

- To increase the total number of circulating materials by 5% by FY09
- To broaden available resources in specific formats (i.e. CD-books, DVDs and any new media formats as they become popular)
- To continue to acquire current bestsellers and other popular books and materials
- To solicit suggestions from users for books and materials not already in the collection
- To increase the total number of DVDs by 10% by FY09

Activities

- Survey patrons in six month intervals with a 1-page written survey and/or SurveyMonkey (online) survey to see what materials they want by January 2008
- Add to DVD and audio book on CD collections (ongoing)
- Increase number of DVDs by at least 1,000 by FY12
- Provide more publicity through BookLetters' automated newsletters feature during FY2008
- Promote features on website on main bulletin board in FY2008
- Analyze hits on Athenaeum website using Google analytics on a quarterly basis beginning in October 2007
- Monitor use of the rental collection and implement customer survey to gauge desirability of collection by January 2008

Measurements

- Total number of circulating materials by specific formats
- Survey patrons at six-month intervals and measure the satisfaction levels
- Local patron interlibrary loan requests (requests for materials from other libraries)

2. The Athenaeum will continually acquire current bestsellers and other popular books and materials, in specific formats, and will solicit suggestions from users for books and materials not already in the collection.

Objectives

- To make a sign that says “Suggestion Box” (both in the library and on the website) and actively solicit feedback and suggestions for books and materials
- To increase the total number of items in specific formats (including non-print) by 10% by FY09.
- To increase Russian and Spanish materials, including recreational reading and viewing materials and current bestsellers by 10% by FY09

Activities

- Monitor number of holds for popular materials starting July 2007
- Monitor additional copies of popular titles based on high demand (set as walk-in loans to make sure Westfield patrons get to check them out first) starting October 2007
- Provide suggestion box(es) at check-out desks in Sept. 2007
- Create signage/suggestion box
- Evaluate Spanish book circulation with view toward increasing collection starting in September 2007
- Consider size of Spanish-speaking population/library users
- Ask Jonas Barrientos (ESOL instructor) for his estimate of Spanish language materials needs
- Contact organizations for Spanish-speakers, including local Spanish-American Society, language arts and foreign language teachers

Measurements

- Any responses received will be measured on an annual basis

3. The Athenaeum will continue to use circulation statistics available through C/W MARS in determining the popularity and demand for specific genres, for specific subject categories and for specific formats. Interlibrary loan statistics will also be used to determine materials in demand.

Objectives

- To look at interlibrary loan and create a process that tracks interlibrary loan requests (physically handling materials) to determine what’s in demand by genre
- To increase Russian and Spanish materials, including recreational reading and viewing materials and current bestsellers by 10% by FY09

Objectives (continued)

- To increase our patrons requests of our materials and to decrease our patrons requests of materials from other libraries

Activities

- Analyze interlibrary loan requests, including titles and formats patrons request most starting in January 2008
- Create one-week samples of materials loaned and types of formats (do quarterly, starting in January 2008)
(Tech. Services staff will assist Ref. staff)

Measurements

- Total number of materials loaned from year to year in specific formats and determine the percentage increase or decrease
- Total number of interlibrary loans from year to year (both incoming and outgoing) and determine the percentage increase or decrease in each category (i.e. incoming and outgoing)

III. General Information

- 1. The Athenaeum will maintain up-to-date general information resources in a variety of formats that will provide residents with the information they need to succeed in their personal, educational and professional lives.**

Objectives

- To publicize the availability of online resources and electronic databases in order to increase the visibility and use of electronic databases
- To fulfill the reference and information needs of public

Activities

- Add signs at checkout/reference: “DID YOU KNOW?” to make people aware of different services (with take-away slips) in Fall 2007
- Create publicity for online resources and databases:
 - Separate “@ the Athenaeum” column to highlight information resources
 - Create 3-fold brochure
 - Submit *Westfield Plus* article to The Republican
- Create and implement brief customer surveys:
 - Reference and information services
 - General customer satisfaction with information resources
 - Survey patrons in-person and via the web using Survey Monkey

Activities (continued)

- Offer library tours to local clubs and organizations and to local teachers
- Offer tie-ins with lectures
 - Genealogy lectures and workshops
 - Antique appraisals
 - Walking tours of historic Westfield (co-sponsor with Western Hampden Historical Society)

Measurements

- Total number of uses of reference and information resources (print and non-print)
- Reference assistance success rate (using customer survey)
- Customer satisfaction (i.e. adequacy of reference and information resources using customer survey)

2. The Athenaeum will provide professional reference and information librarians to assist users in finding the most current and accurate information available on a broad array of topics.

Objectives

- To maintain the current number of reference questions on an annual basis
- To provide formal instruction on the use of traditional and electronic information resources
- To show an increase in patron skills with computer and electronic resources, using a customer survey

Activities

- Continue to keep reference statistics (ongoing)
- Work with Westfield High School librarian starting in Sept. 2007
- Tie-in information resources with book displays
- Meet adult education needs:
 - Offer computer classes in English and Russian in Sept. 2008
 - Offer arts and crafts (wreaths, scrapbooking, stamping, flower arranging, paper cutting – see Holyoke Creative Arts Center) during FY2008
- Provide before and after patron skills survey – define “skills”

Measurements

- Gap in patron knowledge of existing resources and services vs. the number of resources and services that actually exist, using a customer survey

Measurements (continued)

- Total number of formal computer training classes held to teach patrons how to find information using traditional print and electronic information resources
- Total number of patrons attending formal computer training classes

3. The Athenaeum will continue to invest in up-to-date information technology to support the general information needs of the public.

Objectives

- To upgrade the outdated public and staff PCs in Adult Services
- To provide laptops for adult users
- To keep public and staff informed about developments that affect library and information technology in order to keep current
- To increase funds available for additional electronic resources (hardware and software)

Activities

- Advertise for and recruit an Information Services Librarian to oversee all networking, hardware and software issues, to replace the former Head of Adult Services position
- Purchase new public and staff PCs on an annual basis to replace outdated hardware in Adult Services starting in Sept. 2007
- Purchase laptops for adults to use in the library in Sept. 2008
- Continue to consult with Technology Coordinator (Wes Hamilton) at Western MA Regional Library System (ongoing)
- Create a Technology Plan by Sept. 2008

* Full-time Information Services Librarian (advertised August 2007)

Measurements

- Number of additional PCs and peripherals purchased on an annual basis
- Total budget earmarked for information technology (hardware and software)
- Double budget for staff development, including attendance at conferences and workshops, from \$1,000 to \$2,000 for FY09