

## Planning Methodology & Committee

Planning Process: January 2010 – September 2010

In February 2010 the Gleason Public Library Board of Trustees began the process to develop a new long-range plan. A planning committee of community and library representatives was formed to guide the process with priorities and vision concepts. Following this, staff met to add their input and a survey was developed that was widely available to residents. It was a comprehensive survey hitting on current services (collections, staff, hours, programs) as well as future priorities. A key component of this survey was to gauge priorities, contradictions, and expectations vs. assumptions and resources. The focus groups that followed the survey allowed a more direct discussion of topics of current interest such as the fiscal climate and fundraising, technology and digital media, as well as general programs and services. The plan presented includes much detail as well as ideals. Staff and Trustees do not do this alone. As with the planning process, there is much participation in all that is the library by volunteers, citizens, friends, and you.

The plan was completed and approved by the Library Trustees on September 24, 2010. The plan will be shared with the Massachusetts Board of Library Commissioners and the Town of Carlisle the fall of 2010.

Each fall the Director, with staff input, will update the Trustees on the progress of the plan and a new action plan will be developed. The action plan for the first two years is included in the detailed plan in these pages.

The Gleason Public Library owes much gratitude to the people of Carlisle for their participation in the planning process, for their support of the Library and for their love of books in its many forms. **Thank you.**

### Planning Calendar

<b>What</b>	<b>When</b>	<b>Who</b>
Invite interested people to serve on committee & finalize calendar	Plan Dec-Jan Confirm Jan 2010	Trustees, Director
Research Community and Library (A) Develop all supporting documentation	Jan – Feb 2010	Director, MP
Needs Assessment I: SWOT Strengths, Weaknesses, Opportunities, Threats (B) NMRLS Facilitates	Feb 24 2010	Planner/NMRLS, Committee
Staff SWOT Exercise	March 3 2010	Staff Meeting
Needs Assessment II: Brainstorm (B) NMRLS Facilitates	March 17 2010	Planner/NMRLS, Committee
Space use data, Surveys, and Informal Interviews (B)	March 22-April23	Staff, Trustees
Focus Groups (3-5) (B)/Interviews	May	Staff, Trustees
Trustees Meeting- review data	June	Trustees, Director
Needs Assessment/Priorities: Internal (B) Action priorities	June	Staff (input evaluations)
Develop Plan Proposal Concepts, Organize all documentation, Prepare print/online drafts (C)	June-July	Director
Finalize Plan Proposal Concepts (C)	August	Trustees, Director
Finalize Plan (C)	September	Staff/Committee
Adopt Plan (D)	September	Trustees
Send Plan to MBLC	September	Director
Share Plan (D) & Implement	October	Director

<b>COMMITTEE:</b>	<b>Name(s)</b>
Trustees (3)	Priscilla Stevens, Ann Rosas, Larissa Shyjan
Staff (Director + 1)	Angela Mollet, Linda Dodge
Community Leadership	Tim Hult
Youth representation (Parent) + Friend of Gleason Library/Volunteer	Mollie McPhee Ho, Kathleen Hauser
General User/Non User (4)	Phil Conti, Barbara Lewis, Jay Luby, Neal Emmer

<b>Focus Groups - June</b>	<b>Facilitators</b>	<b>Participants</b>
Adult (mixed use), June 2, 7-8:30	Priscilla Stevens, Larissa Shyjan	Carolyn Shohet, Penny Zezima, Arthur Veves, Janet Hentschel, Gabrielle Dockterman, Amy Livens, Fontaine Richardson, Anna Kolstad
Fiscal Focus, May 26, 10-12	Thornton Ash, Phil Conti	Linda Taylor, Annie Halvorsen, Alan Lewis, Roy Green, Lynn Knight, Liz Bishop
Children & Teen Focus, June 3, 3-4:30	Ann Quenin	Katherine Sorrows, Alex Knobel, Monica Chen, Julia Krapf, Noreen Ma
Technology Focus, June 4, 10:30- Noon	Martha Patten	Paul Agnostopolis, Dave Ives, Steve Golson, Rik Pierce, Ann Quenin, Sumiko Courtney

<b>Data Gathering</b>
Mail postcard and flyers
Enewsletter and website
Online Survey
Print Surveys (General survey (library priorities – collections, hours, building), children's/teens (to schools), programs, technology, customer service, COA

<b>Share Plan</b>
Adopt Plan
Plan goes to Massachusetts Board of Library Commissioners
Plan shared with Town Departments, presented to Board of Selectmen
Plan shared with Town Organizations
Announcement of plan in Mosquito, Library newsletter, Library website, Flyers
Implement components of plan and credit/cite LRP

## About Carlisle

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The Town of Carlisle has an affluent, highly educated, healthy, active, and aging population that embraces its small town atmosphere. The Town of Carlisle is 15.4 square miles, with over 20% conservation, protected land. A smaller “ville” nestled in a neighborhood of larger suburban communities, it boasts the rural country feel while remaining in close contact with the bustling Boston area 25 miles southwest. There is little commercial presence in Carlisle, strong community pride, built in privacy provided by large properties, town and state lands, and open space. The demographics of the community are changing, with the school populations flattening and the over 60 population group growing as more residents choose to stay in Carlisle.

In the 2008 town survey the demographic conclusions were “Carlisle is an aging affluent town in which over 90% of adults are married or in a relationship. Over 60% of survey respondents have lived in Carlisle for more than 10 years. The median income is \$155,000. Over 95% of survey respondents reported that their quality of life is good or excellent. The rural nature of the town (94%) and the network of friends and acquaintances (78%) were strong positive contributing factors to the quality of life, while the cost of living here was a major negative factor (67%).” Census conducted in 2010 will further illustrate demographics.

Carlisle Age Distribution  
 Carlisle Town Clerk

Prepared: 1/31/2010

<b>Age Range</b>	<b>Start Date</b>	<b>End Date</b>	<b>Number of Residents</b>
Under 5 years	1/1/2005	12/31/2009	169
5 - 17 years	1/1/1992	12/31/2004	1169
18 - 20 years	1/1/1989	1/31/1991	286
21 - 24 years	1/1/1985	12/31/1988	330
25 - 34 years	1/1/1975	12/31/1984	281
35 - 44 years	1/1/1965	12/31/1974	521
45 - 54 years	1/1/1955	12/31/1964	1150
55 - 59 years	1/1/1951	12/31/1954	398
60 - 64 years	1/1/1945	12/31/1950	527
65 - 74 years	1/1/1935	12/31/1944	420
75 - 84 years	1/1/1925	12/31/1934	184
85 years and Over	1/1/1901	12/31/1924	37
<b>Total with Birthdates</b>			<b>5472</b>
<b>Birthdate Unknown</b>	<b>1/1/1900</b>	<b>12/31/1900</b>	<b>85</b>
<b>Grand total</b>			<b>5557</b>
<b>Total Population 12/31/2000</b>			<b>4923</b>
<b>Total Population 12/31/2009</b>			<b>5557</b>
<b>Percent Change</b>			<b>12.87%</b>

## About Gleason Public Library

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The Library serves ALL population groups. Children, parents of school-aged children and teens, and retirees are the largest users (based on volume of items) there are over 3,200 individuals who have used the library regularly in the last two years. The Library building and property are used as community spaces for social gathering, art exhibitions, meetings, restrooms, water, and a place to rest or be comfortable. The Library is also used as a Library for reading, research, entertainment, computer use, and general searches for information and knowledge building.

### Town and Library

A 2008 Town-wide survey initiated by the Town, found that 60% of respondents of all ages considered the library an important or very important source of participation in the community, far surpassing any other venue (Carlisle Mosquito). Over 81% felt the Library was responsive to the needs of the community.

More information on the survey can be found at <http://www.carlisle.org/~coa/survey.htm>

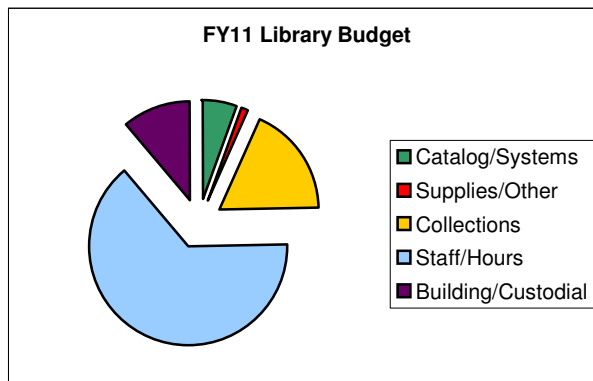
### Funding

The majority of funding for services and facility are via the Town of Carlisle through local property taxes. The Library receives state aid from the Commonwealth of Massachusetts by participating in the annual accreditation process and meeting standards for public funding, minimum library services, and resource sharing with libraries across the state.

The Library has sought private funds to supplement resources. This plan articulates a more substantial effort to fundraise in order to continue to evolve the library to a service level requested by the community – a library, a community place, and a connection – and to maintain access at a level commonplace the last two decades. This, in addition to appropriate grants from public and private bodies, will sustain the library as we ensure that it retains an important role in the lives of the people of Carlisle.

### Library Services At-A-Glance FY2010/11

1. The Library's budget for FY2011 is \$511,586. The Town's budget is \$23,183,559. The Library is 2.2% of the town's operating budget.
2. Carlisle population as of January 31, 2010 was 5,557 people. Cost of the Library is **\$92.06 per capita**. 4,091 are current cardholders. We serve all demographic groups in the community.
3. In FY2010 the GPL circulated 126,698 items, 22.8 items per capita (plus e-resources).
4. There were 22,759 items provided to other libraries through Interlibrary loan in FY2010.
5. We house 68,575 items in the building, 12.34 items per capita (plus e-resources).
6. 80% of our collection is books/periodicals/ebooks, 9% visual (dvd/vhs, cdrom), 10% audio (music cds, audiobooks, eaudio) 1% other (museum passes etc). Circulation is 60% books/periodicals, 27% video, 11% audiobooks/music cds, 2% museum passes, etc.



7. The GPL was open 53 hours, 6 days/week, Sept-June and 50 hours, 6 days/week, July-August, total 2583 hours open. We circulated 49 items per hour open in FY2010.
8. Staffed by roughly 7 Full Time Equivalents, including 2 part-time custodians. 17 staff members (from 1.5 to 35 hours a week) on payroll. 2 staff is full time. Six Library staff have a graduate degree in library sciences.
9. There were over 2400 hours of volunteer time.
10. 134 children's and 83 adult/teen programs held, with attendance of 2327 and 1697. Most programs are privately funded with volunteer support. There were 1433 reference transactions. The 6 public computers were used 156 times a week.
11. The Friends provide the library with additional funds for the collection, programming, museum passes to 12 museums, and special exhibits, including the Art at the Gleason. Major events include summer reading and the Cover to Cover community read.
12. The GPL is part of the Merrimack Valley Library Consortium, an organization that manages the telecommunications, databases, and integrated data system (catalog) for 35 public libraries.
13. The state budget regarding libraries received a 28% cut in FY10. 7 regions were merged. The Library is now a member of Massachusetts Regional Library System which provides training, supplementary collections, and interlibrary delivery.
14. The GPL benefits from support of the Library Endowment and other private support, public and private grants, and donations to enhance library services. In FY2010, the Library received over \$14,000 in public and private grant support, spent mostly on program related costs and professional development.
15. The Susan Zielinski Natural Science Fund was created under the Library Endowment Fund to benefit the natural environment and the people of the Town of Carlisle.
16. In FY2010 the Library received CPA funds to repair and renovate the 1895 historic facade. The project was overseen by the Building Restoration Implementation Committee with architect Lerner | Ladds & Bartels, Inc.. Consigli Construction Co. was the general contractor. The project was completed under budget.
17. The Library building was expanded in 2000; maintenance costs, managed tightly, are increasing. Most warranties are no longer applicable.