

WELLFLEET PUBLIC LIBRARY

Long Range Plan 2013-2017



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Mission Statement

The Wellfleet Public Library is a center of community life, a place where people of all ages come to learn, gather, and grow. The library is a reliable source of materials in many formats that meet the needs of our community for information, education, culture and recreation. It is a place to explore new fields of knowledge and to find challenging ideas that enlighten and enrich. The library encourages the love of reading and the joy of learning, and offers the assistance people need to find, evaluate, and use books and information resources and technology to help them live successful and rewarding lives.

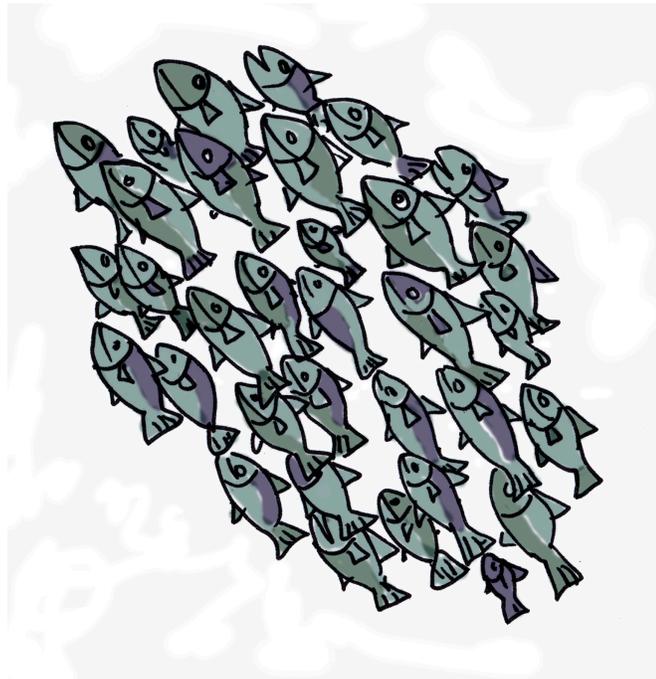
The library is an inviting meeting place for cultural programs, classes, and meetings of town boards, committees, and groups of all kinds. The staff, Trustees, Friends and volunteers strive to create a friendly, comfortable and helpful environment where all can enjoy and profit from their time in the library.



Vision Statements

The Wellfleet Public Library:

- 📖 is a guide to a world in which learning occurs everywhere and throughout life
- 📖 is a vibrant hub for the entire community
- 📖 reaches out to youth, young adults and young families
- 📖 makes a large collection of resources easily accessible to all
- 📖 uses technology as a tool to enhance the library's efforts
- 📖 cultivates and supports staff who are knowledgeable, engaged and fairly compensated.
- 📖 has an interior and exterior space that is balanced in regards to function and aesthetics and work and play



Methodology

On February 16, 2012, Library staff and Trustees attended a workshop on Strategic Planning in Lakewood sponsored by the Massachusetts Library System. It was decided to use the process presented at the workshop as the basis for creating our new Long-Range Plan.

In March 2012, we began by bringing a skilled facilitator on board to guide Wellfleet in the planning process. A Planning Committee of 13 people was formed that included one staff member, one Trustee, one member of the Friends and 10 people from the community - young parents, teachers, members of the business community, students, and writers. They met on March 20, 2012, led by our facilitator Sky Freyss-Cole, to explore the library's strengths, weaknesses, opportunities and challenges (SWOC). One of the best comments from a participant after the exercise was, "I didn't know I had so many ideas!" The group was energized by the process and we were off to a great start. On April 30, 2012, the Staff & Trustees met to do a similar exercise with our facilitator.

On Friday, May 4, we held a Community Conversation about Wellfleet and the Library at the Senior Center which over 70 people attended. Three questions were explored in small groups around 10 tables:

 What has been your greatest experience with the Wellfleet Library?

 What kind of vision do you have for Wellfleet in five years?

 How does the Library fit into this future vision? What role will it serve in the community?

A community survey was developed and made available from May- August 2012 to engage both the year round population and the summer population. The survey was posted on the website, distributed in print at the library and publicized in the local newspapers.

The Planning Committee met again on May 22, 2012 and June 26, 2012 to consider all the ideas generated, identify the main themes, and help develop the vision and goals that make up the heart of the Plan.

The Trustees reviewed the draft of the Plan on September 10, 2012 and met again on September 24, 2012 and approved the final Plan.

User Needs and Wants

The Wellfleet Public Library serves a community of 3,200 year round residents and 16,000+ summer residents and visitors. The library is actively used and supported by both populations. In State rankings, the library consistently ranks in the top 5 in our population group and has earned the highest rating of five stars in the national rating of libraries by Library Journal every year since its inception.

The results of all our planning meetings and the survey show a high degree of satisfaction with the Library's services, programs and staff. In the survey, while people were more than 90% satisfied with aspects of our service, they also included comments that made known their wants and needs beyond what was being provided.

The most emphatic statement at the end of the Community Conversation that had everyone nodding in agreement was "No diminishment of services." In the survey and all of the planning meetings several themes emerged to highlight directions for serving the community.

The visions, goals and objectives in our new Strategic Plan are drawn from the thoughtful and valuable input from members of the community.

People's hopes for Wellfleet over the next five years centered on these ideas:

- 📖 Maintain and support a vital harbor and the fishing & shellfishing industries
- 📖 Develop more economic opportunities for young people; support young people and young families
- 📖 Provide resources and places to help people retool for new jobs; learn new skills, create sustainable cottage industries
- 📖 Support opportunities for young people to get a college education – Satellite classes offered in town
- 📖 Provide housing for all; be a home for people of all ages, a diverse population
- 📖 Keep physical beauty & character of Town
- 📖 Be a Green Community
- 📖 Provide community wide WiFi, offering new business opportunities



People's thoughts on how the library could respond to these needs include:

- 📖 Be an extended learning center for all ages with state of the art technology, continuing education, online classes, programs, conferences, and retooling career skills; multi-media arts space; Outer Cape College Access, - also keep all current programming.
- 📖 Provide programs & opportunities to cultivate excellence, especially for young people; excellent collections, space for creating; increased science programming
- 📖 Continue to be a welcoming place to bring the community together – the community commons; be a vibrant center for young people; increased community outreach to elders, non-users, youth; collaboration with other groups
- 📖 Create more quiet spaces, cozy spaces for small groups to meet, a dedicated reading room, bathroom & craft space in children's room; improve gallery space; storage space, seating outside, gazebos, more parking, shuttle service
- 📖 Expand hours to expand access
- 📖 Be the resource for community information
- 📖 No diminishment of services, stay free, the Library will keep its unique identity, seek increased funding

Goals and Objectives

Goal 1:

Expand Wellfleet's awareness of and access to information and ideas.

Objective 1. Expand hours to meet community needs

Activity: Develop personnel and funding plan for expanded hours.

Activity: Incorporate plan for expanded hours in FY 14 budget

Objective 2: Improve online access to information

Activity: Implement improvements for a more user friendly website based on patron input . 2013

Activity: Expand use of social networking. 2013

Activity: Offer weekly email newsletter to inform public of events and resources 2013

Objective 3: Provide clear information on library services

Activity: Host ongoing open houses, tours and classes to inform public of services

Activity: Invite staff and patrons to create engaging displays of resources in all areas of the library.

Activity: Widely disseminate information on library services.

Objective 4. Develop relevant new collections that meet community needs and interests

Activity: Evaluate changing nature of collection and circulation

Activity: Establish funding priorities for e-content for FY14 budget

Activity: Develop resources to attract new library users. 2015

Activity: Install a Little Free Library outside the Harbormaster's Office 2013

Goal 2:

Be a leader in building community around reading, learning and personal growth

Objective 1: Create new learning opportunities with public, private and nonprofit partners in response to community needs.

Activity: Meet with community college, local organizations and outer Cape libraries to discuss options and opportunities. 2013-2014

Activity: Participate in at least two cooperative programs in 2014

Objective 2: Expand programs and resources to engage Wellfleet's young adult population.

Activity: Conduct focus groups with 18-30 age group 2013

Activity: Plan at least 2 programs each year to support the needs of this age group

Objective 3: Create a wired classroom environment where people can learn together on-line.

Activity: Provide ongoing basic computer instruction to groups and individuals

Activity: Build programs around online learning 2014

Activity: Explore partnerships for distance learning 2013

Objective 4: Support staffing and programming that contribute to the education and enrichment of Wellfleet's youth.

Activity: Expand STEAM based programming (Science Technology, Engineering, Arts & Math). 2014-2017

Activity: Participate in the Boston College Educational Seismology Project 2013-2017

Activity: Assess additional staffing needs for Youth Services for FY15 budget

Objective 5: Build library staff and institutional capacity to innovate

Activity: Set aside time regularly for staff to gather to exchange ideas.

Activity: Encourage staff development around new services and technology

Activity: Evaluate staff structure to better meet user's needs. 2014

Goal 3: **Provide public spaces that are more accommodating for a range of uses**

Objective 1. Dedicate quiet spaces for individual reading, study or relaxation.

Activity: Use available trust funds and other funds to build a small addition to create a quiet reading room. 2015

Objective 2. Create additional space for small group collaboration, engagement and debate.

Activity: Study use of video studio to serve as meeting space, wired classroom and studio. 2015

Activity: Explore collaboration with other organizations to share space for group programs. 2013

Objective 3. Expand on site and off site space to accommodate wireless users.

Activity: Be a leader in working with Open Cape and local facilities to increase public WiFi spots in Wellfleet. 2013

Activity: Configure outdoor seating at library in summer to accommodate the large number of 24/7 wireless users. 2013

Objective 4. Continue to study options for improving spaces in wing that includes the large meeting room, children's room and public bathrooms.

Activity: Develop plan for improvement by 2016

Objective 5. Creatively investigate all options for future expansion.

Objective 6. Identify and promote expanded parking options for library users

Activity: Reconfigure upper parking lot for best use. 2013

Activity: Improve signage directing people to upper parking lot. 2013

Activity: Promote walking to library and utilizing other parking lots in Town. 2013

Acknowledgements

We would like to thank the following people who served on the Planning Committee:

Jane Baron	Kathleen Nagle
Chip Bruce	Andrea Pluhar
Mark Dayton	Eloise Pontbriand
Marsha DuBeau	Naomi Robbins
Elsbeth Hay	Robin Robinson
Karen Lepri	Robert Shreefter
Sam Myers	

We would like to thank the entire library staff who brainstormed at the SWOC meeting, attended the Community Conversation and will be doing much of the work of carrying out this plan.

Elaine McIlroy, Library Director
Martha Gordon, Youth Services Librarian
Margaret McClellan, Assistant Librarian, Technical Services
Susan Quigley, Library Assistant
Naomi Robbins, Assistant Librarian, Public Services
Judy Taylor, Library Assistant
Joyce Tibbetts, Library Assistant
Betsy Williams, Video Coordinator

We would like to thank the community members who participated in the Community Conversation and the Community Survey which helped us create our mission and vision statements.

It was a great pleasure to work with our skilled facilitator Sky Freyss-Cole who made each meeting productive and fun and helped us pull together a great deal of information.

Library Trustees:

Reatha Ciotti, Chair	Mary McFeely
Jane Baron, Financial Officer	Margaret Stolnacke
Dian Reynolds, Secretary	Shelly Thomas

Graphic Design: Pluhar Creative, Illustrations: Ellen LeBow

