



# Georgetown Peabody Library

Long Range Plan  
FY2018-FY2022

**Submitted by:**  
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# Table of Contents

<b>Acknowledgements</b> .....	2
<b>Approval</b> .....	2
<b>Library Planning Committee</b> .....	3
<b>Planning Methodology</b> .....	4
<b>Community Description</b> .....	5
<b>Library Information</b> .....	7
Library History .....	7
Governance.....	8
Georgetown Peabody Library Mission Statement.....	8
Support .....	8
Description of Existing Library Services .....	9
Collection .....	9
Circulation.....	10
<b>SOAR Results</b> .....	12
Library Planning Committee.....	12
Georgetown Peabody Library Staff .....	14
<b>Goals &amp; Objectives FY 2018 – FY 2022</b> .....	15
<b>FY 2018 Action Plan</b> .....	21
<b>Town-wide Survey</b> .....	25
Survey Results.....	25

## Acknowledgements

The Board of Library Trustees extends their appreciation to the 315 community members who responded to the Long Range Plan survey. Community pride and involvement is strong in Georgetown and your thoughtful answers to our questions helped to shape the goals and direction for library services contained in this plan. They would also like to thank Mary Behrle, the staff of the Georgetown Peabody Library, and all of those who served on the Long Range Planning Committee.

## Approval

The Georgetown Peabody Library Board of Library Trustees approved and adopted this Long Range Plan at their meeting on September 14, 2016.

# Library Planning Committee

Sarah Cognata – Library Director

Cathy Dewitt – Children’s Librarian

Ruth Shores – Circulation Librarian

Chris Laut – Library Trustee Chair

Kevin Moran – Library Trustee

Michelle Brock – Penn Brook Elementary School Librarian & Library Trustee

Elizabeth Hastings – President of the Friends of the Georgetown Peabody Library

Susan Fraser – Community Member & Library Volunteer

Jessica Hinchliffe – Community Member & Friends Member

Sonja McGrail – Community Member

Ron Chorzewski – Community Member

Mary Laut – Georgetown Middle/High School student

Erin Lichty – Georgetown Middle/High School student

## Planning Methodology

The Board of Library Trustees and Library Director started the long range planning process in March 2016. The Library Director scheduled two Planning Committee meetings during the month of April 2016 and formed a Community Library Strategic Planning Committee by identifying and contacting residents known to be key stakeholders in the Library.

This Long Range Plan was produced using the Massachusetts Library System's Strategic Planning Process, an adaptation of "Strategic Planning for Results" by Sandra Nelson for the Public Library Association. Mary Behrle, independent consultant and former Assistant Director of the Northeast Massachusetts Regional Library System, facilitated the two Planning Committee meetings. In Meeting One, Ms. Behrle utilized an appreciative inquiry tool, SOAR (Strengths, Opportunities, Aspirations, Results) to draw out committee opinion; in Meeting Two, she facilitated a community visioning exercise which led to drafting library goals.

A town-wide survey was conducted in May-June 2016 using both online and paper surveys. This survey was handed out at the Town Meeting on May 2, 2016 and paper surveys were provided at Town Hall and the Georgetown Middle-High School. A total of 315 responses were received with most responses coming from the online survey. The third and final Planning Committee meeting discussed these survey results along with the Library Director presenting draft goals. A Staff Development Day took place on Friday, June 24 for staff members to have input in the objectives and action steps for the goals in the Long Range Plan.

## Community Description

Georgetown was originally settled in 1639 as a part of the town of Rowley by the Reverend Ezekiel Rogers. Several farmers, finding suitable meadowlands in the western half of the settlement, began settling along the Penn Brook by the middle of the seventeenth century, creating Rowley's West Parish. The village, which became known as New Rowley, grew for many years, with small mills and eventually a shoe company opening up in the town. By 1838, the town was sufficiently large enough for its own incorporation, and was renamed Georgetown.

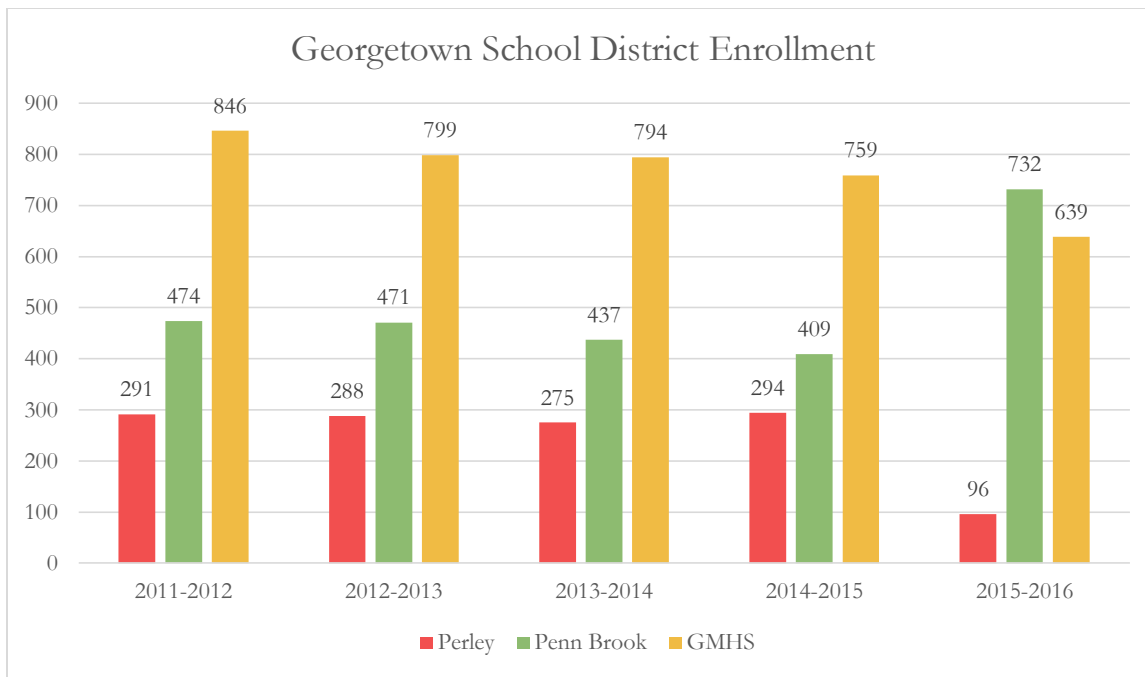
Georgetown is located approximately 10 miles east of Lawrence and 28 miles north of Boston, north of the center of Essex County. It is bordered by Groveland to the northwest, Newbury to the northeast, Rowley to the southeast, and Boxford to the southwest. Interstate 95 crosses through the eastern half of town, with one exit within the town, at Route 133. Route 133 crosses from east to west through town, with Route 97 crossing from northwest to south. Both state routes share a short stretch of road near the town center. The town has no mass transit; the nearest rail service can be found along the Newburyport/Rockport Line of the MBTA Commuter Rail in Rowley.

According to the United States Census Bureau, the town has a total area of 13.2 square miles of which 12.9 square miles is land and 0.31 square miles, or 2.20%, is water. Georgetown is located on the edge of the hills and coastal plain of northeastern Massachusetts. It has many streams and brooks, as well as two major ponds, Rock Pond and Pentucket Pond. The town has several areas of protected land, including the Georgetown-Rowley State Forest to the south, the Crane Pond Wildlife Management Area to the north, the Lufkins Brook Area to the west, and a small portion of the Boxford State Forest in the southwest.

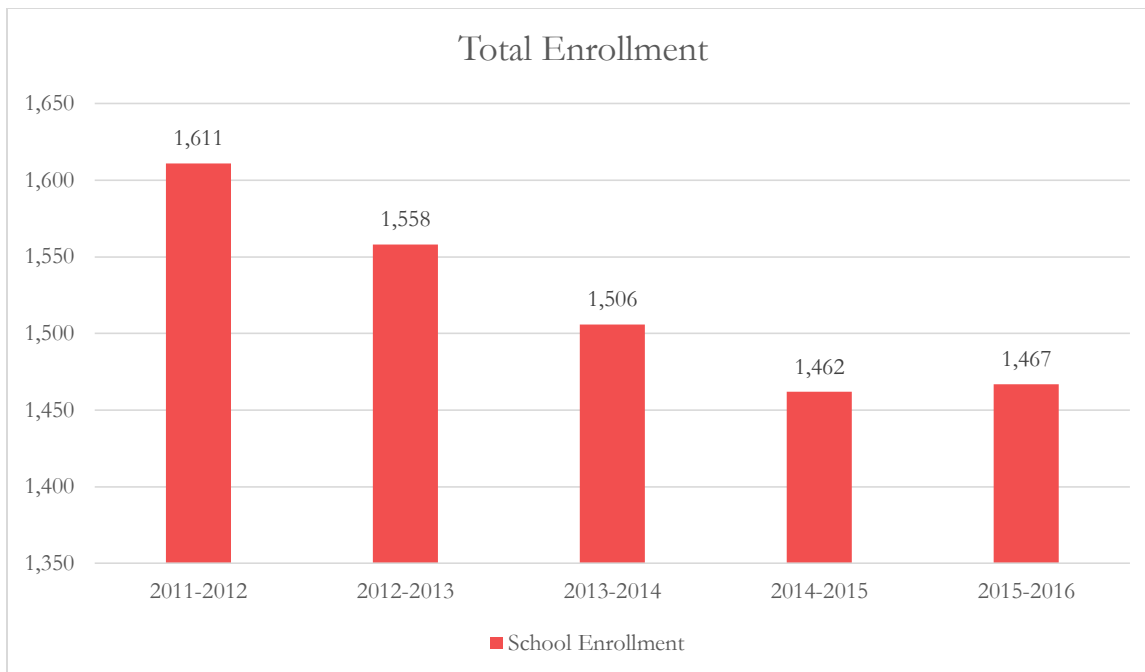
As of 2010 United States census, the town of Georgetown has a population of 8,183 people. The 2013 Massachusetts Department of Revenue has it at 8,468 people. The racial makeup of the town is 96.9% white, 0.5% African-American, 0.9% Asian, 0.2% Native American, 0.3% from other races, and 1.2% of two or more races. Hispanic or Latino of any race were 1.7% of the population. The male population is 4,040 (49.4%) while the female population is 4,143 (50.6%). The median age for the male population is 40.9 and the median age for the female population is 42.6. There are 3,444 housing units and 2,937 occupied housing units. There are 2,290 families residing in town.

Georgetown employs the open town meeting form of government, and is led by a board of selectmen and a town administrator. On the state level, Georgetown is under the jurisdiction of the Central District Court of Essex County, located in Haverhill. Georgetown has its own police department, two fire stations (Central Station in downtown Georgetown and Erie Station in the Northern sector of town), a post office, library, electric department and highway department.

Georgetown has its own municipal school district and has three schools. The Perley Elementary School is for preschool only, the Penn Brook Elementary School is an elementary school for grades Kindergarten-6, and the Georgetown Middle-High School serves grades 7-12. As of the 2015-2016 school year, there are 1,467 students enrolled in the Georgetown district.



The decrease in enrollment for Perley and increase for Penn Brook is due to the newly built Penn Brook Elementary School that opened in September 2015. Before the 2015-2016 school year, the Perley Elementary School was for preschool-1<sup>st</sup> grade and the Penn Brook Elementary School was for those in grades 2-5. The Georgetown Middle-High School served grades 6-12.



# Library Information

## Library History

The Georgetown Peabody Library was established through the generosity of philanthropist George W. Peabody (1795-1869), whose mother was born in Georgetown. George Peabody often visited his sister Judith Peabody Russell Daniels, who lived at 25 East Main Street, staying with her when he visited Massachusetts. In 1866, at the laying of the cornerstone of the Peabody Memorial Church, which he donated the necessary fund to build, he announced to those assembled that he was also donating the funds to establish a public library in Georgetown. Built on Library Street, directly behind the Peabody Memorial Church, the wood framed Italianate Library was designed by the Boston architectural firm of Bryant & Gilman, completed in 1867, but not opened until July 3, 1868. This Library served the needs of the public until the late 19<sup>th</sup> century, when trustees sought to erect a larger Library.

In 1904, construction began on a new library building at Lincoln Park. Lincoln Park was deeded to the town by Milton J. Tenney and Lucy Tenney Brown in memory of their father, George J. Tenney, a Building Committee member for the first Library on Library Street. The Library was designed by the Boston architectural firm of Cooper & Bailey and built by contractor Edwin H. George, and was opened to the public on September 1, 1909.

In July 2001, the Library became a full member of the Merrimack Valley Library Consortium (MVLC) taking advantage of the automated resource sharing, databases, and other online services provided by the consortium. The Library celebrated its centennial on August 18, 2004 which commemorated 100 years since groundbreaking for the Lincoln Park library facility on August 18, 1904.

With town population and demand for services ever increasing over the course of the century, a Library expansion was needed. After years of planning and help from countless citizens, in June 2006, construction began on the library addition and renovation by Beacon Architectural Associates of Boston. This was the first expansion since 1909 and was completed in September 2007. The new 17,000 square foot design was respectful of the original building, preserving both its interior and exterior. The expansion allowed for a new fully accessible main entrance at ground level, expansion into the rear lawn and an interior atrium/lobby preserving the brick facade of the rotunda.



## Governance

The Library is a department of the Town of Georgetown governed by an elected six-member Board of Library Trustees. Members of the Board of Trustees are elected for three-year terms. The Board's authority is derived from Chapter 78, Sections 10 and 11 of the Massachusetts General Laws. Section 10 states in part that: "The Board shall have the custody and management of the library...and of all property owned by the town relating thereto. All money raised or appropriated by the town for its support and maintenance shall be expended by the Board, and all money or property which the town may receive by gift or bequest...shall be administered by the Board..." The Library Director is appointed and directly responsible to the Board, and is an employee of the Town of Georgetown.

## Mission Statement

The mission of the Georgetown Peabody Library is to be reflective and responsive to the recreational, informational, educational, and cultural needs of the residents and community of Georgetown, Massachusetts. As such it is a resource dedicated to fostering education and literacy, nurturing lifelong learning, encouraging personal growth and promoting cultural enrichment.

## Support

The Friends of the Georgetown Peabody Library, a 501(c)3 charity association, is an active group with 80 members. They hold book sales and fundraisers throughout the year and provide support for the summer reading program and purchase of museum passes. They also provide one-time funding for special projects, such as the library tiles and furnishings for the Community Room.

## Description of Library Services

The Library's 16,960 square foot facility opened on 2 Maple Street in September of 2007. It is fully handicapped accessible and was built for a town population of 12,000. The Children's Patio Garden was achieved through the efforts of Jacob Barosin, the Country Gardeners, and the Friends of the Georgetown Peabody Library in 2011 and is maintained by volunteers.

The Library is open 33 hours per week, including two mornings, four afternoons and three evenings, and a half day Saturday. There are 9 staff members and 2 library pages, whose hours combined equal 5.3 full-time equivalents (FTEs). In addition, 14 volunteers contributed a total of 277 hours of time in FY16. The Library was open 1,599 hours in FY16, 164 of those hours were Saturdays, and 447 of those hours were after 5pm. Georgetown has 5,672 registered borrowers and patron visits numbered 36,959 in FY16.

There is one meeting room and one Local History room available for public use. The meeting room seats 80 and has a kitchenette and audiovisual equipment including a projector and projector screen. The meeting room was used 355 times in FY16 for library programs as well as by various community organizations and town departments. The Library held 180 Children's programs with 2,719 attendees, 35 Young Adult programs with 195 attendees, and 30 Adult programs with 302 attendees. The Library had 266 children sign up for the Children's Summer Reading Program and 24 teens sign up for the Teen Summer Reading Program in FY16.

There are 20 public computing workstations; seven are for staff use and thirteen are for public use. There is a wireless Internet connection throughout the building. The Library offers two photocopiers and a scanner for public use for a nominal fee. There is also a fax machine the public can use for free, but a donation is appreciated.

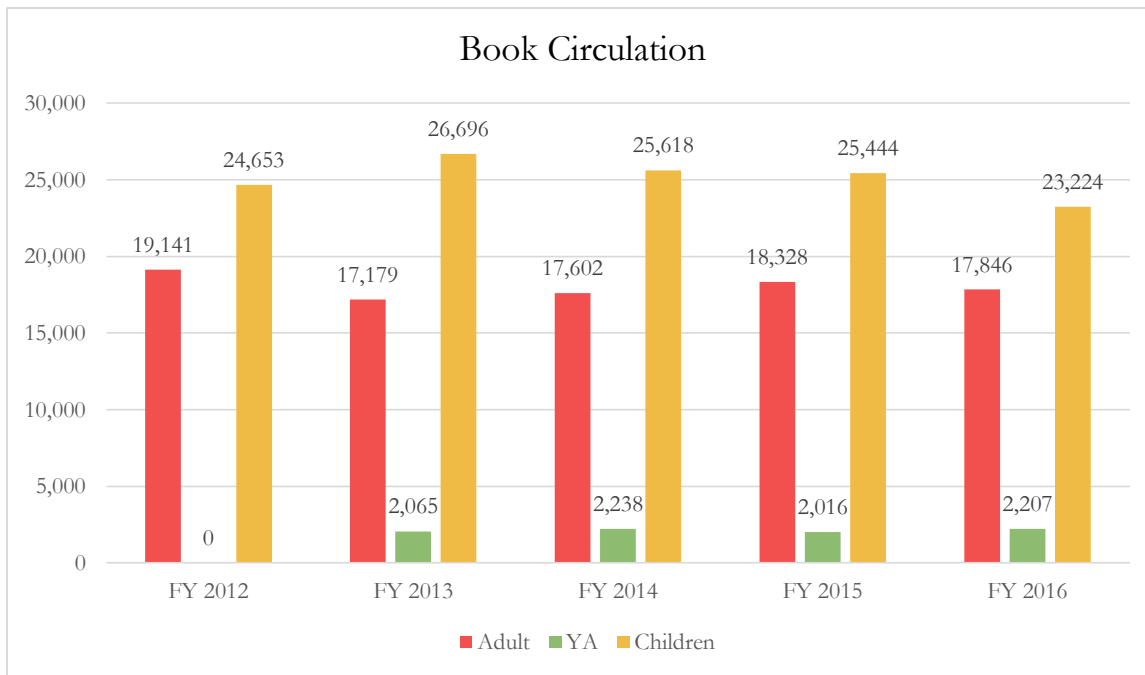
The Library offers discounted museum passes to our patrons for free. The Friends of the Georgetown Peabody Library generously provides funding for the museum pass program. These passes allow free or reduced admission to Boston area's most popular institutions.

Patrons have the option to use inter-library loan through the Merrimack Valley Library Consortium if we do not have a book in our collection or the Commonwealth Catalog if we do not have a book in the MVLC network. Commonwealth Catalog replaced Virtual Catalog in November 2015. This inter-library loan system searches all libraries across the state of Massachusetts. Patrons may also access high-quality local, state, and regionally funded online resources of full-text periodicals, health and business resources, biographical and literary databases, as well as general research resources available online in the library or from home.

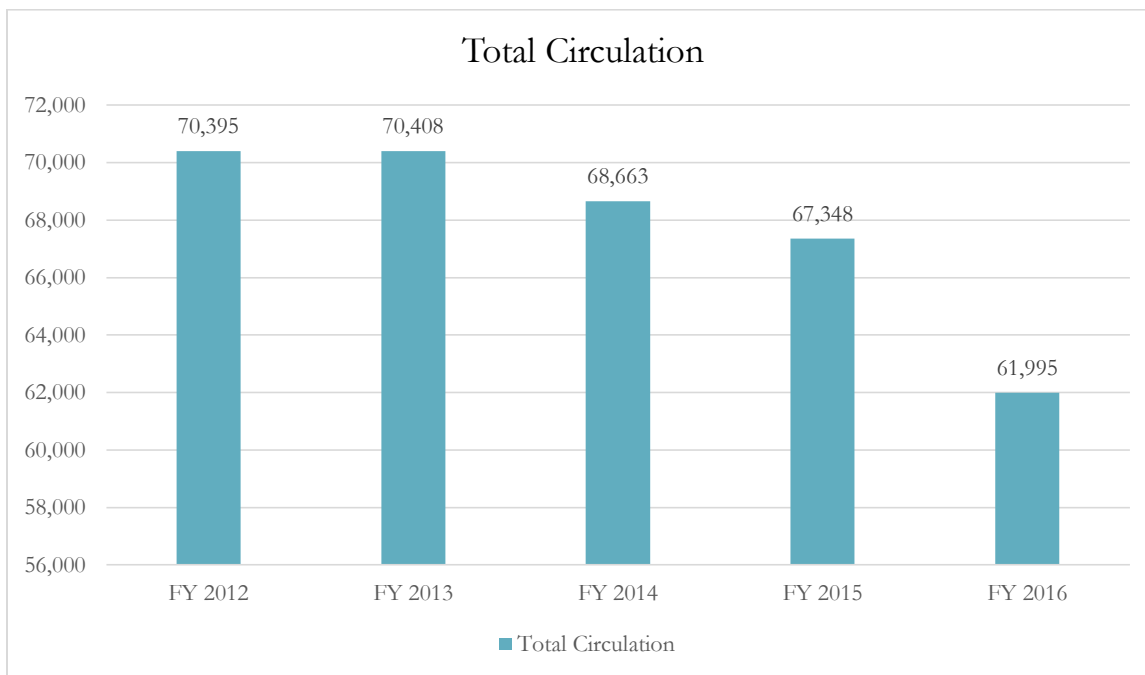
## Collection

The Georgetown Peabody Library collection consists of 36,029 adult materials, 23,855 children materials, and 2,694 young adult materials as of July 2016. We also have access to 2,381 downloadable audiobooks and 4,842 e-books through our consortium subscription to the Overdrive Media Service. Circulation in FY16 totaled 64,567 items. This includes both physical materials and eBooks/Audio circulation.

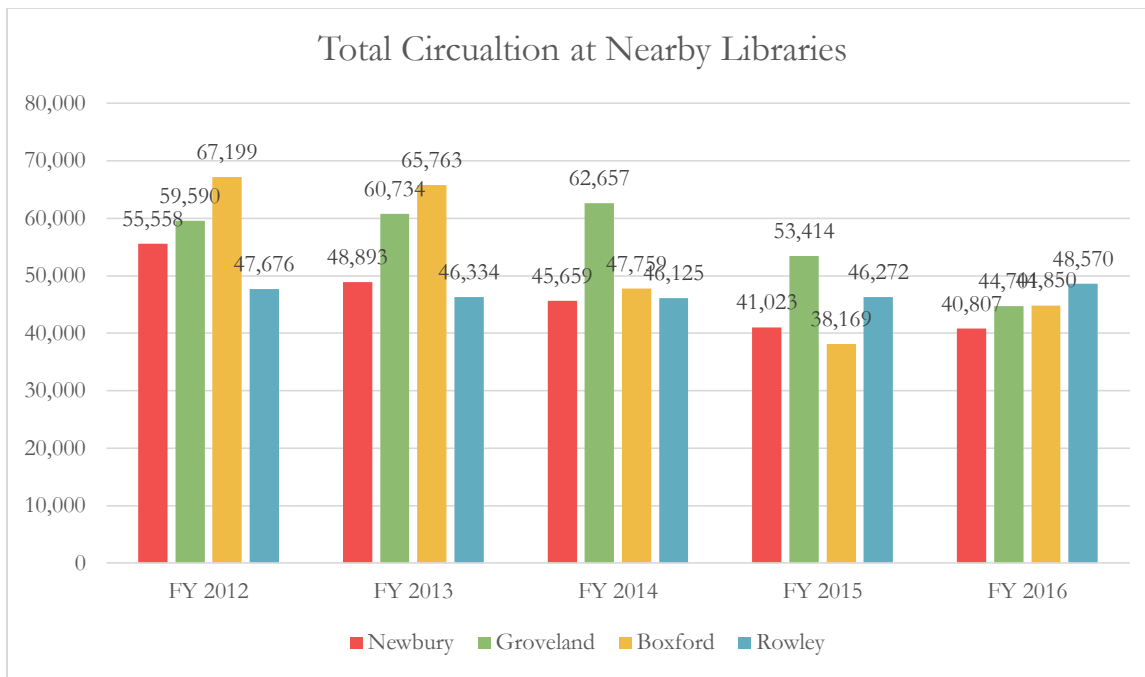
## Circulation



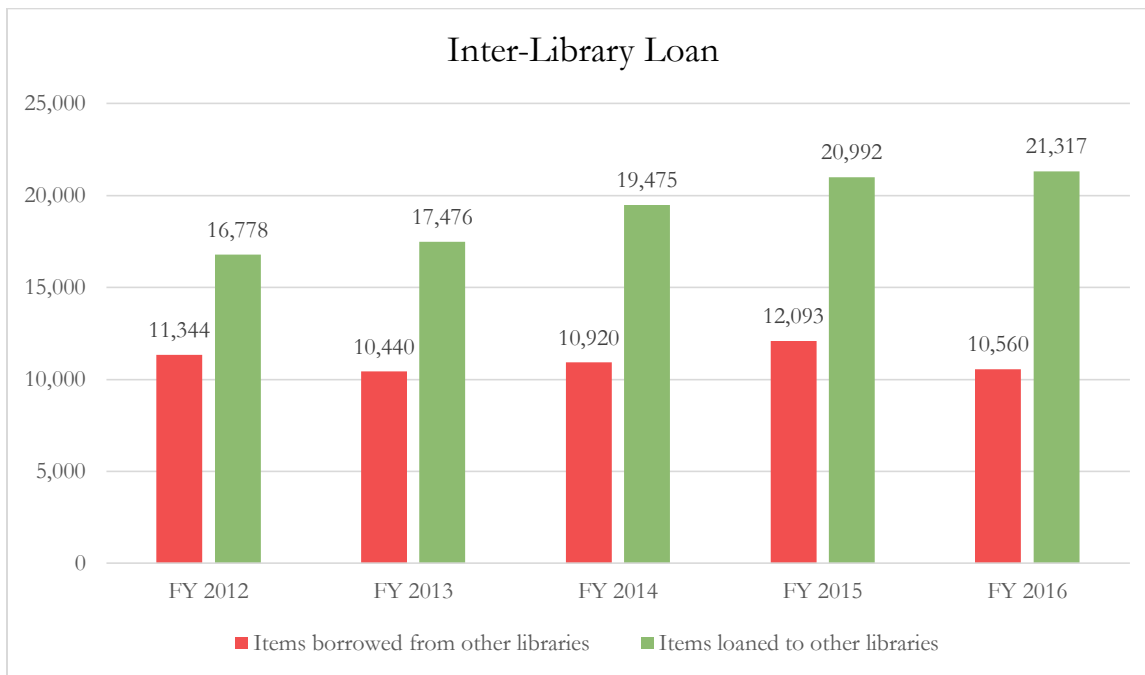
Please note, Young Adult circs were included in the Adult circs for FY2012.



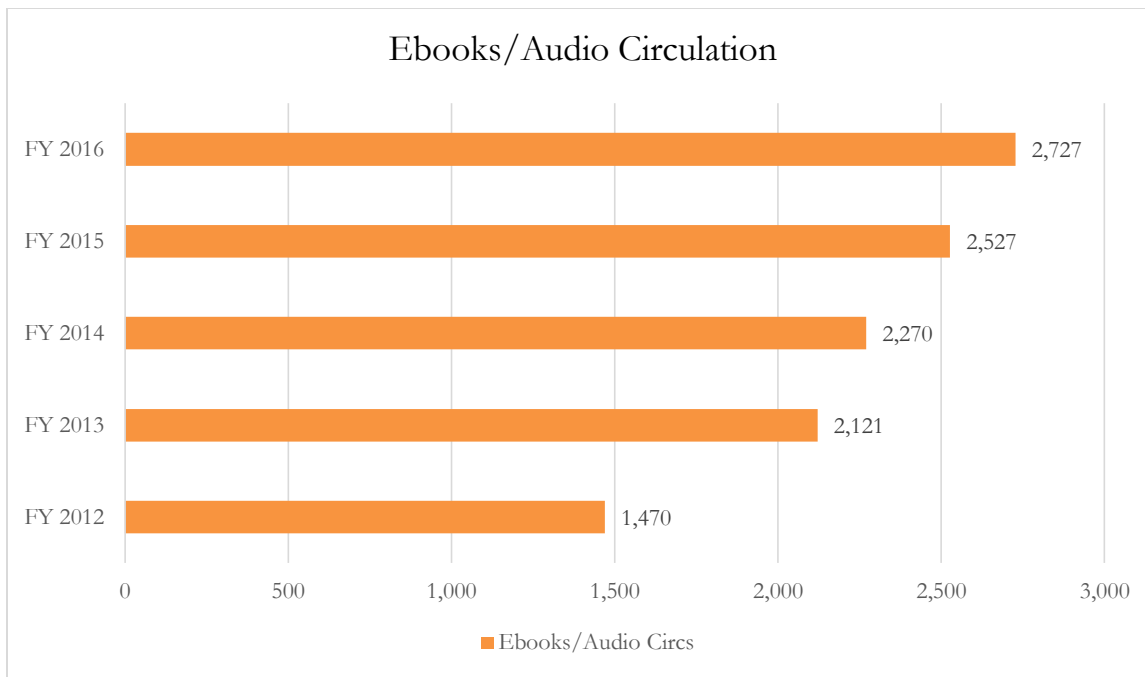
Georgetown followed the regional trend of a downward trend in circulation in the last three years. These figures do not include e-book and downloaded audio book circs.



These figures do not include e-book and downloadable audio book circs.



Our membership in MVLC allows us to borrow from other libraries and loan out our items.



E-books and downloaded audiobooks circulation data from our subscription to Overdrive Media Services.

# SOAR Exercise Results

## Library Planning Committee

Strengths	Opportunities	Aspirations	Results
Great tech support	Be open on Thursdays	Solar panels	Increased circulation
Library staff (flexible, work with schools, work with Trustees)	Author presentations, cultural education programs	Getting the Community Room completed	Increased attendance at programs
Library catalog	Space allows programming (e.g. genealogy group)	Open on Thursdays	Users feel a sense of satisfaction and comfort with library services
Great Friends board and Trustees	Online availability	Bring in more clubs/groups to use the space as a community hub	Ensure that staff has well-defined goals
Community Center (artist gallery space for local artists and school exhibits)	Scout meetings	Centralize service contracts within the Town	Staff has an opportunity for growth (fund for library staff education, added staff coverage for trainings and meetings)
Very good children's book budget	CPR class	More shelf space	Longer hours; open Thursdays
Staff who order materials have pulse on what the community wants	Town Departments meeting and doing a variety of programs (e.g. School Committee work)	A useable third floor	Lower electric bills
Good relationship with the schools and curriculum (Library provides resources to support the curriculum, location of Library near schools)	To be a leader in energy efficiency; use the building to teach energy efficiency	A structured program for parents to help children learn to read (Children's Room has kits for pre-literacy)	Feedback from community
Mentor class on research explains library resources to students (how to use the Library's website, not just books, but historical documents as well)	Lit Kits for kids, adults (theme-based book bundles, ex. quilting, farming)	More adult education/enrichment (languages, technology, tie in with relationship with Senior Center)	Use the third floor for other than storage
Commitment to young adult space, programming and good YA environment	New Senior Center will be walkable to the library	Intergenerational programming (tie in with high school community service requirement, e.g. a "genius bar")	Get input from people who use the space, but don't borrow books
Space	Art to check out	Tile wall is completed	
Good selection of new books	Be an off-site location for town meetings		
Library purchases what users suggest	Students to do community service		
The building's exterior and big back yard are used for programs	Community Room to be used for small groups and then for teens		
New website is user-friendly	Consultant for occupational therapy at schools to purchase materials		
Children's Room is becoming a place to stay (used as a community space, friendships develop)			
Communication (within staff, with Trustees, Library Friends, all on the same page)			
Meeting rooms			

Transitioned well into the technology age (ex. E-books)			
Library staff is trained on e-books			
Presence of library staff on social media and community boards (Facebook, Twitter)			
Outreach to shut-ins and low vision users (Deliveries to homes, website is compatible for people with vision issues)			
Partnership with the cable company (Library will be a center to use and create movies)			
Friends are working to purchase more museum passes			
Large print collection			
Library building is ADA-compliant			
Wowbrary			
66% of the population has a library card			
Homework place for students			
Summer Reading Programs made possible with money from Friends			
No fines, no fees			
Audiobooks for children			

## Georgetown Peabody Library Staff

Strengths	Opportunities	Aspirations	Results
Friendly staff	More connections with our patrons through staff/patron interaction and with local businesses	Community outreach with our patrons	Library support in community
Open, bright building	Use History Room items for lectures, etc. (couple with Georgetown Historical Society)	Better system than Evergreen	Library funding more secure and increased
Great varied collection of books/media	Need to make the Library even more integral and necessary in Georgetown	Programs outside in park/bench area	More people depending on library (visiting, using online presence)
Easy to find items in in-house collections		A more conscious attempt at "green library"	Increased cultural force in Georgetown/region
Turtles! Education about species, etc.		Dedicated outreach to get people who've never been here into building	
History Room		Better compensation for staff	
Location – convenient to practically all of town, plenty of parking			
Physical space – spacious, kept up well, inviting, active			
Atmosphere – Staff is welcoming, relaxed, and helped. Respectful of each other, lots of familiarity			
Collection – We aim for what people want, we're responsive, materials clean and attractive			

## Goals and Objectives FY 2018 – FY 2022

Goal	Objective	Action steps	Time frame	Responsibilities
1. Residents view the Georgetown Peabody Library as a community hub and a primary source of local information	1.1. Connect with more clubs & groups to use the variety of indoor and outdoor spaces as a place to connect as a community.	1.1.1. Identify organizations in town.	Before FY 2018 and continuing	Director Staff
		1.1.2. Revisit and modify the meeting room policy.	FY 2018	Director Trustees
	1.2. Library develops a brochure of current businesses, service groups, organizations, and library services for new residents who recently moved to Georgetown.	1.2.1. Collaborate with town offices, churches, businesses to develop master list.	FY 2019	Director Staff
		1.2.2. Develop template that can be easily updated.	FY 2019 and ongoing	Reference Librarian
		1.2.3. Research places to distribute brochure.	FY 2019	Director Staff
		1.2.4. Make available electronically and distribute to the public.	FY 2019 and ongoing	Director Staff Trustees Friends
	1.3. Library preserves the history of Georgetown and surrounding area through its historical collections.	1.3.1. Continue to digitize Georgetown newspapers and other collections.	FY 2018 and ongoing	Director
		1.3.2. Research other Local History collections at surrounding public libraries.	FY 2018, FY2019	Director Staff
		1.3.3. Collaborate with the Georgetown Historical Society.	FY 2018 and ongoing	Director Staff
		1.3.4. Hire an intern to catalog and document what sources and collections are in the Local History Room.	FY 2019	Director Reference Librarian
Goal	Objective	Action steps	Time frame	Responsibilities
2. The Georgetown Peabody Library is a center of collaborative education in the	2.1. Library connects educators and lecturers with public for enrichment of all ages.	2.1.1. Discuss with patrons what workshops are suited for their needs.	FY 2018 and ongoing	Director Children's Librarian Teen Librarian



community.		2.1.2. Set up workshops based on patron feedback.	FY 2018 and ongoing	Director Children’s Librarian Teen Librarian
	2.2. Library continues to build relationships with schools to work together to help students “learn to learn”.	2.2.1. Set up meetings with school administration and staff to facilitate communication regarding school assignments between the schools and the library.	FY 2018 and ongoing	Children’s Librarian Teen Librarian
		2.2.2 Continue to present database/research class to high schools students.	FY 2018 and ongoing	Teen Librarian
		2.2.3. Continue to have a presence at the public schools with school visits and library field trips.	FY 2018 and ongoing	Children’s Librarian Teen Librarian
	2.3. Library builds relationship with Senior Center for benefit of older adult education	2.3.1. Collaborate with Council on Aging Director on formal services for elderly, home bound needs.	FY 2018 and ongoing	Director Staff
	2.4. Increase sense of community service by inter-generational connections.	2.4.1. Collaborate with Georgetown Middle/High School and the Community Service Coordinator for mentoring and tech assistance by teens to seniors at the library.	FY 2018 and FY 2019	Teen Librarian
		2.4.2. Research opportunities for oral history interviews.	FY 2019, FY 2020	Staff
<b>Goal</b>	<b>Objective</b>	<b>Action steps</b>	<b>Time frame</b>	<b>Responsibilities</b>
3. The Georgetown Peabody Library is funded at a level that reflects the needs and expectations of the community.	3.1. Town approves and supports increased staff salaries.	3.1.1. Meet with Trustees to discuss how to accomplish this.	FY 2018	Director Trustees
		3.1.2. Library develops rationale and advocates at Board of Finance Committee meeting.	FY 2018	Director
	3.2. Town approves and supports	3.2.1. Create budget for Thursday hours.	FY 2018 and ongoing	Director

	additional staff hours for increased hours open.	3.2.2. Estimate staffing needs for increased hours.  3.2.3. Present to Trustees and Finance Committee.	FY 2018 and ongoing  FY 2018 and ongoing	Director  Director
	3.3. Town approves and supports additional staff hours and new Outreach position.	3.3.1. Increase hours of Library Technician position from 11 hours per week to 16 hours per week.  3.3.2. Create a Community Outreach position that will be funded by the town.  3.3.3. Hire a Community Outreach Librarian.	FY 2018  FY 2019  FY 2019	Director  Director Trustees  Director
	3.4. Town approves and supports our library materials budget.	3.4.1. Continue to grow our collections through purchasing.  3.4.2. Weed out reference section or incorporate into circulating collection.  3.4.3. Increase our audiobook collection.  3.4.4. Maintain a current collection by weeding twice a year.	FY 2018 and ongoing  FY 2018  FY 2019 and ongoing  FY 2018 and ongoing	Staff  Reference Librarian  Reference Librarian  Circulation Librarian
<b>Goal</b>	<b>Objective</b>	<b>Action steps</b>	<b>Time frame</b>	<b>Responsibilities</b>
4. Georgetown Peabody Library users have access to the most current information technology.	4.1. Town approves and supports funding for library technology upgrades and improvements.	4.1.1. Update and increase public computer system  4.1.2. Research phone system update in Town  4.1.3. Increase public access to software programs	FY 2018 and ongoing  FY 2018  FY 2018 and ongoing	Director Staff  Director  Staff
	4.2. Library has a technology plan for managing hardware and software needs.	4.2.1. Create technology plan and update as needed.	FY 2019 and ongoing	Reference Librarian
<b>Goal</b>	<b>Objective</b>	<b>Action steps</b>	<b>Time frame</b>	<b>Responsibilities</b>
5. Staff members	5.1. Fund is	5.1.1. Operating	FY 2018 and	Director

are empowered to continue their library education and professional development for the benefit of the users in the Georgetown community.	established to support library staff education and professional development.	expenses have line item for staff education and professional development.	ongoing	
	5.2. Fund is established to support staff coverage for training and meetings.	5.2.1. Research substitute needs 5.2.1. Increase hours in temporary staff position.	FY 2018 FY 2018	Director Director
	5.3. Library increases staff education and workshop opportunities.	5.3.1. Review all available workshops through MLS, MBLC, and MVLC yearly. 5.3.2. Identify list of needs for staff education. 5.3.3. Provide staff development days twice a year.	FY 2018 and ongoing FY 2018 and ongoing FY 2018 and ongoing	Staff Director Staff Director Staff
<b>Goal</b>	<b>Objective</b>	<b>Action steps</b>	<b>Time frame</b>	<b>Responsibilities</b>
6. Residents are aware of the variety of collections, services, and programs that are offered by the Georgetown Peabody Library.	6.1. Utilize community services to communicate Library programs and services.	6.1.1. Determine local community boards for posting Library events. 6.1.2. Contact Electric Company to include insert in monthly bill.	FY 2018 FY 2018 and ongoing	Staff Director Staff Friends
	6.2. Continue to increase visibility of library, its collections, programs, and services through website and social media.	6.2.1 Continue to post on our social media pages and update website regularly. 6.2.2. Increase subscribers to our e-newsletter.	FY 2018 and ongoing FY 2018	Staff Director
	6.3. Develop a library presence in Georgetown at all town events through advertisement and physical means.	6.3.1 Put together a list of town events and prioritize which should have a library presence. 6.3.2. Recruit staff to attend these events on the library's behalf. 6.3.3. Add signage to	FY 2018 and ongoing FY 2019 and ongoing Before FY 2018	Director Staff Director

		streets outside of our location to aid in directions to library location.  6.3.4. Have a weekly section in the Georgetown Record and other local papers on what the library offers.	FY 2018 and ongoing	Trustees  Circulation Librarian
<b>Goal</b>	<b>Objective</b>	<b>Action steps</b>	<b>Time frame</b>	<b>Responsibilities</b>
7. The Georgetown Peabody Library's physical space is reconfigured to better accommodate the future needs of its users.	7.1. Work with the boundaries of the present building to create the best space for library programs, services, and collections.	7.1.1. Identify areas that can be modified for alternate uses.  7.1.2. Investigate security measures in the library.  7.1.3. Investigate the possibility of adding closed off study rooms on second floor.	FY 2018 and ongoing  FY 2018  FY 2021, FY 2022	Director Staff Trustees  Director Trustees  Director Trustees
	7.2. Create a welcoming entry lobby for the users that will be an introduction to the library as a whole.	7.2.1. Update book display case every 2 weeks.  7.2.2. Research variety of book displays and signage to replace current display case.  7.2.3. Move bulletin boards in hallway to entrance way and in front of Children's Room to increase visibility.  7.2.4. Create signage for above the Circulation Desk and Children's Room doors.	FY 2018 and ongoing  FY 2019  FY 2019, FY 2020  FY 2020	Staff  Director Reference Librarian  Director Reference Librarian  Director
	7.3. Investigate eco-friendly possibilities to reduce our carbon footprint and be a leader in green libraries.	7.3.1. Research opportunities to add solar panels to library's roof top.  7.3.2. Add solar panels to library's roof top.	FY 2018, FY 2019  FY 2021, FY 2022	Director Trustees  Director Trustees

		7.3.3. Present educational workshops on solar panels and the environment.	FY2021, FY 2022	Staff
	7.4. Continue to work on new Community Room to allow small groups an area to meet.	7.4.1. Complete Community Room.  7.4.2. Train staff on how to use cable equipment to teach patrons who are interested in filming and video editing.	FY 2018  FY 2018	Teen Librarian  Staff

## FY 2018 Action Plan

**Goal 1: Residents view the Georgetown Peabody Library as a community hub and a primary source of local information**

Objective	Action steps	Time frame	Responsibilities
Connect with more clubs & groups to use the variety of indoor and outdoor spaces as a place to connect as a community.	Identify organizations in town.	Before FY 2018 and continuing	Director Staff
	Revisit and modify the meeting room policy.	FY 2018	Director Trustees
Library preserves the history of Georgetown and surrounding area through its historical collections.	Continue to digitize Georgetown newspapers and other collections.	FY 2018 and ongoing	Director
	Research other Local History collections at surrounding public libraries.	FY 2018	Director Staff
	Collaborate with the Georgetown Historical Society.	FY 2018 and ongoing	Director Staff

**Goal 2: The Georgetown Peabody Library is a center of collaborative education in the community.**

Objective	Action steps	Time frame	Responsibilities
Library connects educators and lecturers with public for enrichment of all ages.	Discuss with patrons on what workshops are suited for their needs.	FY 2018 and ongoing	Director Children's Librarian Teen Librarian
	Set up workshops based on patron feedback.	FY 2018 and ongoing	Director Children's Librarian Teen Librarian
Library continues to build relationships with schools to work together to help students "learn to learn".	Set up meetings with school administration and staff to facilitate communication regarding school assignments between the schools and the library.	FY 2018 and ongoing	Children's Librarian Teen Librarian
	Continue to present database/research class to high schools students	FY 2018 and ongoing	Teen Librarian
	Continue to have a presence	FY 2018 and ongoing	Children's Librarian

	at the public schools with school visits and library field trips.		Teen Librarian
Library builds relationship with Senior Center for benefit of older adult education	Collaborate with Council on Aging Director on formal services for elderly, home bound needs.	FY 2018 and ongoing	Director Staff
Increase sense of community service by inter-generational connections.	Collaborate with Georgetown Middle/High School and the Community Service Coordinator for mentoring and tech assistance by teens to seniors at the library.	FY 2018	Teen Librarian

**Goal 3: The Georgetown Peabody Library is funded at a level that reflects the needs and expectations of the community.**

<b>Objective</b>	<b>Action steps</b>	<b>Time frame</b>	<b>Responsibilities</b>
Town approves and supports increased staff salaries.	Meet with Trustees to discuss how to accomplish this.	FY 2018	Director Trustees
	Library develops rationale and advocates at Board of Finance Committee meeting.	FY 2018	Director
Town approves and supports additional staff hours for increased hours open.	Create budget for Thursday hours.	FY 2018 and ongoing	Director
	Estimate staffing needs for increased hours.	FY 2018 and ongoing	Director
	Present to Trustees and Finance Committee.	FY 2018 and ongoing	Director
Town approves and supports additional staff hours and new Outreach position.	Increase hours of Library Technician position from 11 hours per week to 16 hours per week.	FY 2018	Director
Town approves and supports our library materials budget.	Continue to grow our collections through purchasing.	FY 2018 and ongoing	Staff
	Weed out reference section or incorporate into circulating collection.	FY 2018	Reference Librarian
	Maintain a current collection by weeding twice a year.	FY 2018 and ongoing	Circulation Librarian

**Goal 4: Georgetown Peabody Library users have access to the most current information technology.**

Objective	Action steps	Time frame	Responsibilities
Town approves and supports funding for library technology upgrades and improvements.	Update and increase public computer system	FY 2018 and ongoing	Director Staff
	Research phone system update in Town	FY 2018	Director
	Increase public access to software programs	FY 2018 and ongoing	Staff

**Goal 5: Staff members are empowered to continue their library education and professional development for the benefit of the users in the Georgetown community.**

Objective	Action steps	Time frame	Responsibilities
Fund is established to support library staff education and professional development.	Operating expenses have line item for staff education and professional development.	FY 2018 and ongoing	Director
Fund is established to support staff coverage for training and meetings.	Research substitute needs	FY 2018	Director
	Increase hours in temporary staff position.	FY 2018	Director
Library increases staff education and workshop opportunities.	Review all available workshops through MLS, MBLC, and MVLC yearly.	FY 2018 and ongoing	Staff
	Identify list of needs for staff education.	FY 2018 and ongoing	Director Staff
	Provide staff development days twice a year.	FY 2018 and ongoing	Director Staff

**Goal 6: Residents are aware of the variety of collections, services, and programs that are offered by the Georgetown Peabody Library.**

Objective	Action steps	Time frame	Responsibilities
Utilize community services to communicate Library programs and services.	Determine local community boards for posting Library events.	FY 2018	Staff
	Contact Electric Company to include insert in monthly bill.	FY 2018 and ongoing	Director Staff Friends
Continue to increase visibility of library, its collections, programs, and services through website and social media.	Continue to post on our social media pages and update website regularly.	FY 2018 and ongoing	Staff
	Increase subscribers to our e-newsletter.	FY 2018	Director
Develop a library presence	Put together a list of town	FY 2018 and ongoing	Director



in Georgetown at all town events through advertisement and physical means.	events and prioritize which should have a library presence.		
	Add signage to streets outside of our location to aid in directions to library location.	Before FY 2018	Director Trustees
	Have a weekly section in the Georgetown Record and other local papers on what the library offers.	FY 2018 and ongoing	Circulation Librarian

**Goal 7: The Georgetown Peabody Library’s physical space is reconfigured to better accommodate the future needs of its users.**

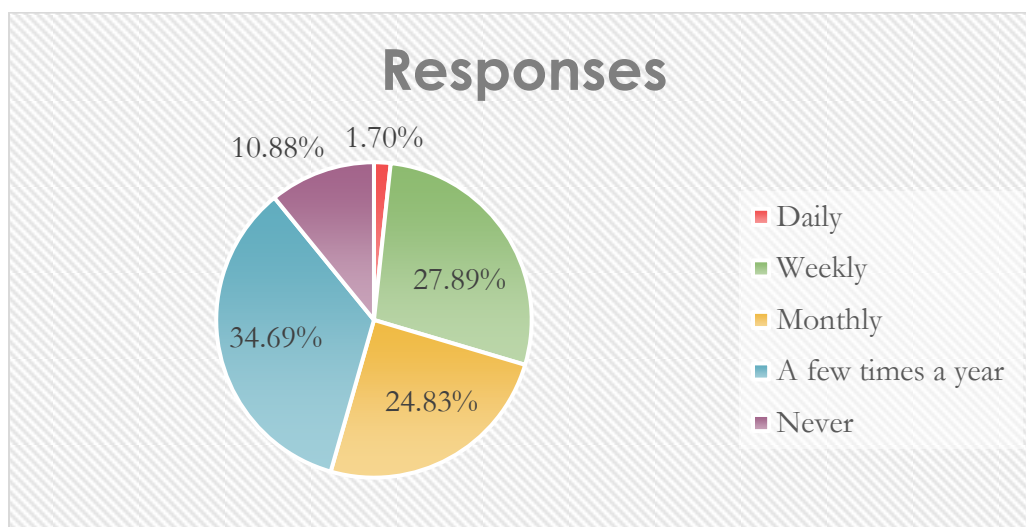
<b>Objective</b>	<b>Action steps</b>	<b>Time frame</b>	<b>Responsibilities</b>
Work with the boundaries of the present building to create the best space for library programs, services, and collections.	Identify areas that can be modified for alternate uses.	FY 2018 and ongoing	Director Staff Trustees
	Investigate security measures in the library.	FY 2018	Director Trustees
Create a welcoming entry lobby for the users that will be an introduction to the library as a whole.	Update book display case every 2 weeks.	FY 2018 and ongoing	Staff
Investigate eco-friendly possibilities to reduce our carbon footprint and be a leader in green libraries.	Research opportunities to add solar panels to library’s roof top.	FY 2018	Director Trustees
Continue to work on new Community Room to allow small groups an area to meet.	Complete Community Room.	FY 2018	Teen Librarian
	Train staff on how to use cable equipment to teach patrons who are interested in filming and video editing.	FY 2018	Staff

## Town-wide Survey

A town-wide survey was conducted in May-June 2016 using both online and paper surveys. A total of 315 responses were received with most responses coming from the online survey.

### Survey Results

#### Q1: How often do you visit the library?



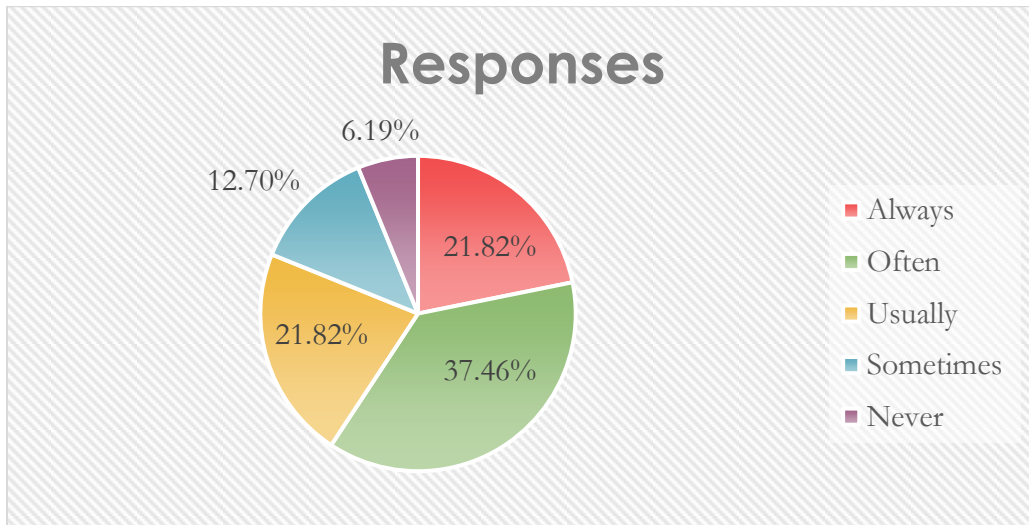
#### Q1 Comments:

- ▶ I go a few times during the months, but I'm planning on going more often.
- ▶ About every 2 weeks.
- ▶ Every other day
- ▶ 2 days a month
- ▶ I don't have time to go
- ▶ I visit the library some times
- ▶ Once or twice a year
- ▶ Once a year maybe
- ▶ I usually come a lot because it is a quiet place. Also LOVE to read.
- ▶ because I'm busy
- ▶ I have not in a while but will go most likely weekly when I get to the middle school
- ▶ Twice weekly
- ▶ Once or twice a month
- ▶ Every other month
- ▶ Once in a while
- ▶ 2-3x per month
- ▶ Use online resources frequently
- ▶ I live halfway between Georgetown and Boxford library, and usually go to Boxford because the hours are more convenient for me.
- ▶ Live right next to it and new to town
- ▶ I'm also visiting the library online at least once a week, sometimes more.
- ▶ Every other week or so
- ▶ Would it be possible to open on Thursday also?
- ▶ We are able to visit more often during the summer months
- ▶ Sometimes more than 3 times per week. We have 2 small children and live nearby
- ▶ Every 2 weeks
- ▶ Used to when the kids were small. Hard to find the time now. My answer would be never, but I'm not proud of that fact so other would be never but would like to more often.
- ▶ Bi-weekly
- ▶ 6+ times a year

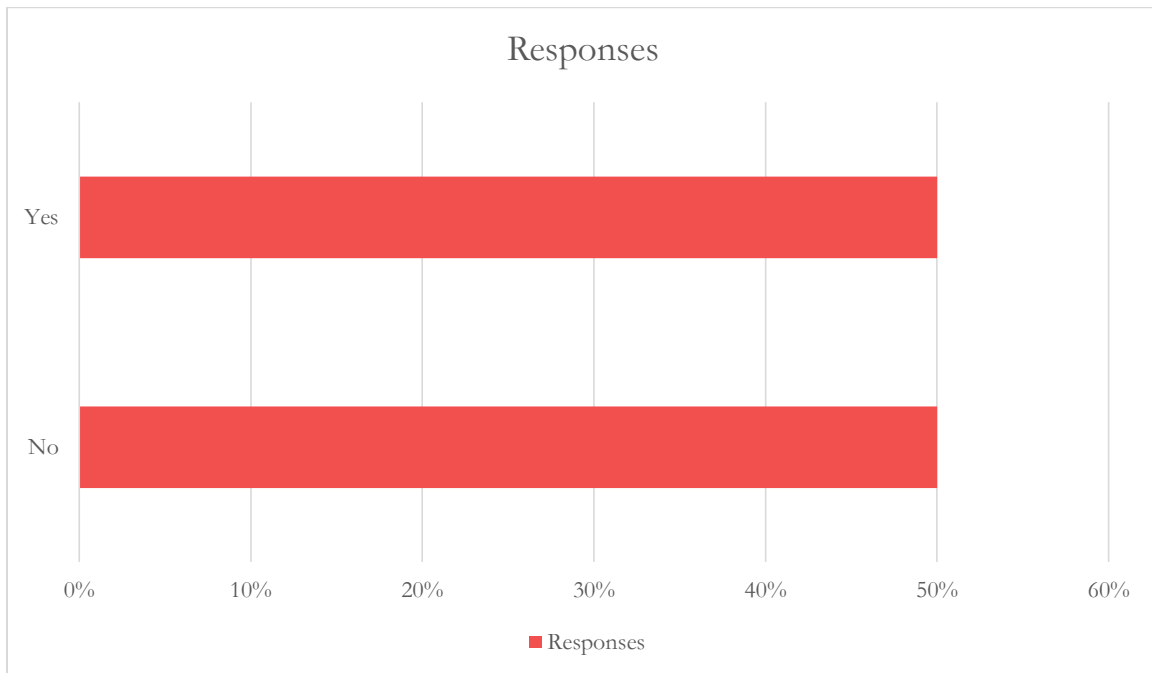
- ▶ If the library had a better selection of audiobooks, I'd be there more often.
- ▶ Depends on how many e-books and audio I have checked out. At least several times a month.

▶ A couple of times a week.

**Q2: In recent library visits, describe how often you found what you were looking for.**



**Q3: Have you asked the library staff for help using library resources?**



### Q3 Comments:

- ▶ I was confused how to use the catalog and she helped me.
- ▶ I asked if they have a book and they didn't so they helped me get it
- ▶ Questions on the printing policy, where I can find a genre of books for projects
- ▶ I ask to help me find specific books and help use the computers sometimes
- ▶ I ask them to help me check out a book or help me find one and they are very nice and helpful and when they help I usually find what I'm looking for
- ▶ Once I could not find a book so I asked if the librarian for help to help me find it
- ▶ I'm usually in with my kids. They always ask for assistance and the staff is great.
- ▶ Where a book is located or how to use the printer
- ▶ I have asked the librarians to help find the books that I am looking for
- ▶ the computers
- ▶ I have asked for some Dolly Madison books for my project.
- ▶ I asked help for the timeline of America project.
- ▶ Help using the computer
- ▶ Excellent response from staff
- ▶ I have used the librarians to locate specific authors and also to recommend new reads for my children
- ▶ I ask for all sorts of help, and the staff is always gracious and knowledgeable.
- ▶ Asked if a book was available and asked where to find it.
- ▶ Needed directions, very helpful, knew where everything is.
- ▶ I have asked for help ordering books from other libraries and also in finding a title on the shelves.
- ▶ Finding books / using copier /questions about programs
- ▶ Help with book suggestions for my son and books needed for school projects
- ▶ Help with finding items, recommendations, etc.
- ▶ I have asked for help finding something not yet shelved.
- ▶ Finding books, reserving books
- ▶ Ordering DVD sets
- ▶ I ask them to get the book from another library if they don't have it. They also help if I have trouble printing off the computers and to send faxes and make copies
- ▶ Staff are always eager to help and very competent
- ▶ Searching for materials. Using technology
- ▶ Help finding a book when I couldn't find it on the shelf. Help accessing electronic books
- ▶ Michele helped me find a book for my book group that required more digging than just the title and she knew just what to do to help figure it out!
- ▶ I wanted to reserve a copy of a book from a different library in the network and she was unaware how to do that. I later logged on website at home and was able to do on my own.
- ▶ Always ask where things are except I can find the quilts myself!
- ▶ Very helpful and friendly
- ▶ Info in the Local History section (Georgetown)
- ▶ Sometimes I just ask about the physical locations of books, but I also find that general discussion with librarians often surfaces unanticipated topics of interest
- ▶ Photocopier
- ▶ On occasion when looking for a certain book or periodical
- ▶ Asking for a specific location of an item

- ▶ Asked for resources I couldn't locate or where I could find a section
- ▶ Looking for specific books, and queries about the use of rooms for non-library functions.
- ▶ Asked for recommendations for books that might interest me at front desk. Asked for ideas for books on certain themes from children's librarians. Asked for ideas for helping children learn reading skills from story hour librarian.
- ▶ The children's librarian has helped me find books for my summer class.
- ▶ Finding books, using online library - how-to
- ▶ Finding a typical book
- ▶ Pulling out books
- ▶ Looking up books and requesting them from other libraries.
- ▶ eBooks; Meeting Rooms; historical records
- ▶ When I am looking for something and cannot find it.
- ▶ Asking about a special book
- ▶ Using the printer, ordering movies
- ▶ searching for titles
- ▶ Children's section and related activities and upcoming events for kids
- ▶ help with copy machine, fax
- ▶ Sometimes I ask about new things coming in.
- ▶ Voiced dissatisfaction with the number of electronic resources and was directed to use of BPL.

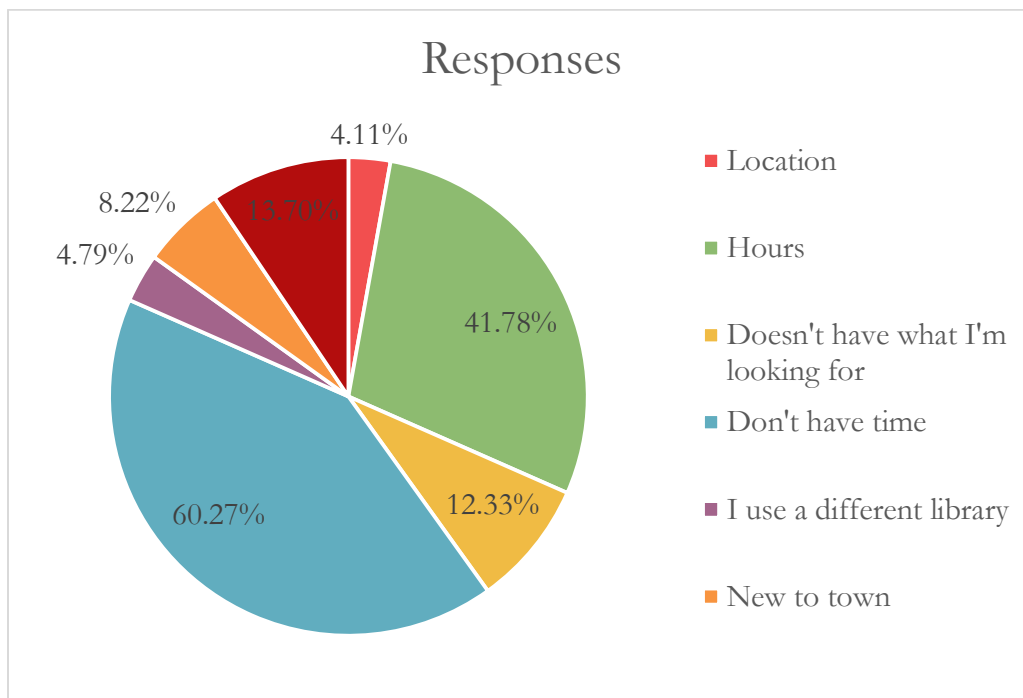
**Q4: How would you rate each of the following library services?**

	Excellent	Good	Fair	Poor	I don't use this service.	Total	Weighted Average
Customer Service	62.17% 189	19.74% 60	2.96% 9	1.32% 4	13.82% 42	304	4.15
ILL (Interlibrary Loan)	35.64% 108	15.84% 48	2.31% 7	1.32% 4	44.88% 136	303	2.96
Building	52.65% 159	28.81% 87	4.64% 14	1.99% 6	11.92% 36	302	4.08
Children's Programs	31.00% 93	19.00% 57	4.33% 13	2.33% 7	43.33% 130	300	2.92
Teen Programs	17.55% 53	14.90% 45	3.97% 12	2.65% 8	60.93% 184	302	2.25
Adult Programs	16.17% 49	13.20% 40	6.60% 20	1.65% 5	62.38% 189	303	2.19
Museum Passes	25.25% 76	17.61% 53	5.32% 16	2.33% 7	49.50% 149	301	2.67
Internet Access	40.40% 122	20.53% 62	4.97% 15	5.30% 16	28.81% 87	302	3.38
Website	44.00% 132	29.33% 88	5.67% 17	3.67% 11	17.33% 52	300	3.79
Collections	30.41% 90	34.12% 101	8.11% 24	2.70% 8	24.66% 73	296	3.43
Technology	32.54% 96	30.17% 89	8.81% 26	3.39% 10	25.08% 74	295	3.42
Hours	18.87% 57	35.10% 106	26.16% 79	11.92% 36	7.95% 24	302	3.45
Digital Collections	19.27% 58	23.26% 70	8.97% 27	4.32% 13	44.19% 133	301	2.69

#### Q4 Comments:

- ▶ The staff is polite and friendly.
- ▶ The staff are nice.
- ▶ I would like to be able to book museum passes online.
- ▶ Would love more audio books on a one device system vs multiple CDs
- ▶ The new website is a wonderful improvement!
- ▶ More teen/adult book clubs. College search process - speakers. Additional genealogy workshops. Offerings in summer - more flexible schedules.
- ▶ Website was difficult to find the hours last time I used it (it could have been updated since).
- ▶ Can the staffing hours be increased, increase Local History collection.
- ▶ You have very few digital books compared to my friends' libraries.
- ▶ Get a different catalog - Evergreen is poor!
- ▶ Helping connect citizens with community resources (other than the library) – Excellent
- ▶ Library research databases - Good  
Library music and videos - Good
- ▶ Not being open on Thursdays is a disappointment.
- ▶ I wish it was open more often.
- ▶ Not sure what is included under technology. I noticed recently that appointments may be scheduled for computer help. Have had some difficulty understanding some of the services from MVLC and BPL.

#### Q5: If you don't visit the library, what prevents you from doing so?



**Q6: How important is each of the following library services to you?**

	<b>Very Important</b>	<b>Important</b>	<b>Somewhat Important</b>	<b>Not Important</b>	<b>I don't use this service</b>	<b>Total</b>	<b>Weighted Average</b>
Borrowing Materials (Books, DVD's, CD's)	<b>56.07%</b> 171	<b>17.05%</b> 52	<b>8.20%</b> 25	<b>4.26%</b> 13	<b>14.43%</b> 44	305	3.96
Meeting Rooms	<b>17.61%</b> 53	<b>18.27%</b> 55	<b>14.62%</b> 44	<b>12.29%</b> 37	<b>37.21%</b> 112	301	2.67
Website	<b>32.11%</b> 96	<b>31.44%</b> 94	<b>15.05%</b> 45	<b>5.35%</b> 16	<b>16.05%</b> 48	299	3.58
Databases	<b>22.18%</b> 65	<b>20.48%</b> 60	<b>13.65%</b> 40	<b>8.53%</b> 25	<b>35.15%</b> 103	293	2.86
Museum Passes	<b>20.33%</b> 61	<b>19.67%</b> 59	<b>13.00%</b> 39	<b>9.33%</b> 28	<b>37.67%</b> 113	300	2.76
Ebooks/Audiobooks	<b>29.77%</b> 89	<b>20.40%</b> 61	<b>11.37%</b> 34	<b>8.03%</b> 24	<b>30.43%</b> 91	299	3.11
Interactive Children's Books (Tumblebooks)	<b>16.61%</b> 50	<b>14.95%</b> 45	<b>8.31%</b> 25	<b>8.64%</b> 26	<b>51.50%</b> 155	301	2.37
Study/Quiet Space	<b>41.14%</b> 123	<b>18.39%</b> 55	<b>9.36%</b> 28	<b>5.02%</b> 15	<b>26.09%</b> 78	299	3.43
Adult Programs	<b>12.58%</b> 38	<b>17.55%</b> 53	<b>12.91%</b> 39	<b>4.30%</b> 13	<b>52.65%</b> 159	302	2.33
Teen Programs	<b>19.73%</b> 59	<b>14.72%</b> 44	<b>7.69%</b> 23	<b>4.35%</b> 13	<b>53.51%</b> 160	299	2.43
Children's Programs	<b>26.67%</b> 80	<b>18.33%</b> 55	<b>7.00%</b> 21	<b>5.33%</b> 16	<b>42.67%</b> 128	300	2.81
Local History Collection	<b>19.27%</b> 58	<b>24.25%</b> 73	<b>15.95%</b> 48	<b>8.31%</b> 25	<b>32.23%</b> 97	301	2.90
Copier/Fax	<b>17.79%</b> 53	<b>15.77%</b> 47	<b>12.75%</b> 38	<b>9.06%</b> 27	<b>44.63%</b> 133	298	2.53
Computers/Printers	<b>34.23%</b> 102	<b>19.80%</b> 59	<b>9.06%</b> 27	<b>5.70%</b> 17	<b>31.21%</b> 93	298	3.20
Staff assistance in locating materials	<b>50.00%</b> 152	<b>26.32%</b> 80	<b>7.24%</b> 22	<b>3.29%</b> 10	<b>13.16%</b> 40	304	3.97
Book Sales	<b>26.40%</b> 80	<b>21.45%</b> 65	<b>16.50%</b> 50	<b>12.54%</b> 38	<b>23.10%</b> 70	303	3.16
Home Bound Delivery Service	<b>12.20%</b> 36	<b>11.53%</b> 34	<b>6.10%</b> 18	<b>8.14%</b> 24	<b>62.03%</b> 183	295	2.04

**Q6 Comments:**

- ▶ You have awesome Children's librarians!!! We love them.
- ▶ Friendly staff
- ▶ Since I'm newly semi-retired, I'm doing more around town.
- ▶ I didn't know you had this service.
- ▶ Get more books!
- ▶ The library is only as good as the town it serves!
- ▶ I potentially would be interested in adult programs. I was just reminded that I am interested in local history and need to see what you have

**Q7: How do you typically find out about library programs and services?**

Answer Choices	Responses
Newspaper	15.33% 46
Library e-newsletter	9.67% 29
Library website	34.67% 104
Library Facebook page	6.67% 20
Library Twitter account	2.00% 6
Signs/Flyers in the library	34.00% 102
Word of mouth	30.33% 91
Library staff	27.00% 81
School announcements	31.00% 93
Wowbrary	6.00% 18
None of these	17.00% 51
<b>Total Respondents: 300</b>	

**Q8: What types of programs and/or materials would you like the library to offer that it currently does not?**

- ▶ More computers because when I work on homework with friends and other people are there, we can't sit together.
- ▶ Book club for kids tweens or if you have one we just have not known about it.
- ▶ A room for teens with bean bags and places to relax, read, and socialize
- ▶ More trashy magazines/tabloids
- ▶ More current titles. More family type events. Maybe some outside events during nicer weather
- ▶ More genealogy website access to ancestry.com, fold3, family search sites.
- ▶ Free music download, such as Freegal.
- ▶ vaster collection of periodicals
- ▶ Large selection of audiobooks
- ▶ Networking group, maybe a group that helps promote positivity
- ▶ Historical presentations, speakers, etc.
- ▶ More author book talks
- ▶ Maybe offer some kind of music or poetry event there...
- ▶ Adult classes on how to use the internet better. Also a lesson on how to use the Library internet site.
- ▶ This survey has made me realize that I'm not very aware of the existing library programs. I think occasional weekend activities for early readers would be good.
- ▶ Summer book clubs for teens/adults.
- ▶ More author presentations
- ▶ How to's for "Facebook", small businesses, etc.
- ▶ Children music programs
- ▶ I'm all set. I love the quilts.
- ▶ Workshops: Languages How to
- ▶ Parenting workshops or groups
- ▶ Local historic related speakers
- ▶ Lecture series are nice, if you advertise and fill seats.
- ▶ Maybe book clubs
- ▶ A program for Senior Citizens - like a "story hour". We like to be read to, too!
- ▶ Play away books



- ▶ More maker-type activities
- ▶ More books for elementary school projects.
- ▶ STEM & Robot programs to complement and enhance schools.
- ▶ Programs geared towards homeschoolers, during school hours. Perhaps allowing local groups to borrow/rent meeting rooms for non-library events.
- ▶ I'm happy with what they offer now.
- ▶ more computer hands on
- ▶ Some programs for kindergartners at a convenient time after they get out of school
- ▶ More outside children's programs brought in.
- ▶ Adult enrichment classes Expand collection of CDs and DVDs Live music programs
- ▶ More adult programming such as adult education. Local historian nights.
- ▶ Music performance
- ▶ Everything is good now
- ▶ larger collection of titles
- ▶ Movement and art classes for preschool age kids
- ▶ More eBook titles

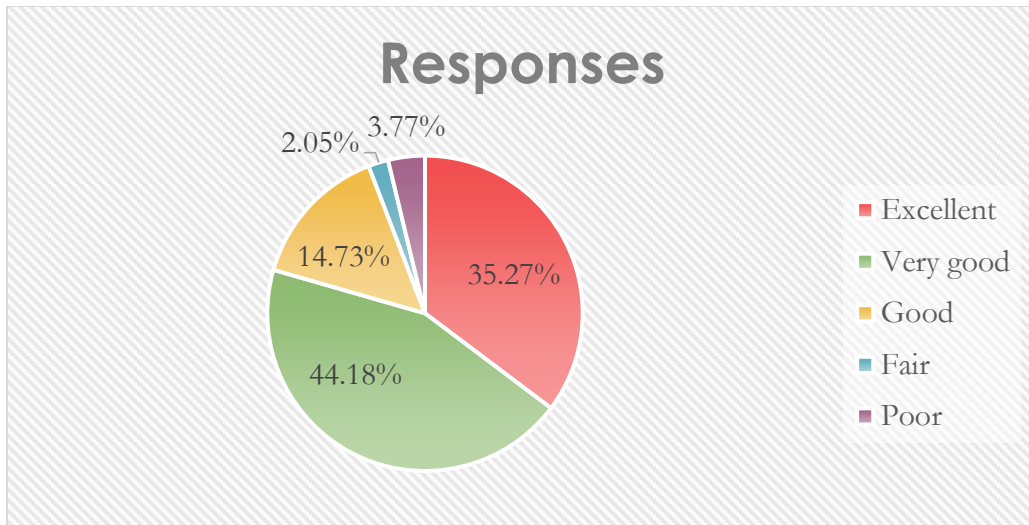
**Q9: For what purpose do you access the library's webpage? (You may select more than one)**

Answer Choices	Responses
Use library catalog to renew materials	32.28% 92
Use library catalog to order materials	31.23% 89
Download econtent from Overdrive or Commonwealth eBook Collections	8.77% 25
Program information	28.77% 82
Check library hours	46.67% 133
Look at calendar of events	33.33% 95
Use databases	8.77% 25
Access library's digital collection of the town (annual reports, newspapers, yearbooks)	7.02% 20
I do not access the library's web page	27.37% 78
I did not know the library had a web page	15.79% 45
<b>Total Respondents: 285</b>	

**Q9 Comments:**

- ▶ To sign up for the summer reading program
- ▶ Research for school. I have not used it yet, but I will in the future
- ▶ Great new website!
- ▶ Research what books are available at our library or through ILL system on various topics, via online catalog.
- ▶ I did not know the library had a digital collection of the town.
- ▶ Mostly for info on children's/teens summer reading program
- ▶ I like the new webpage. I only noticed it recently since I usually go directly to MVLC, I will now check it more frequently.

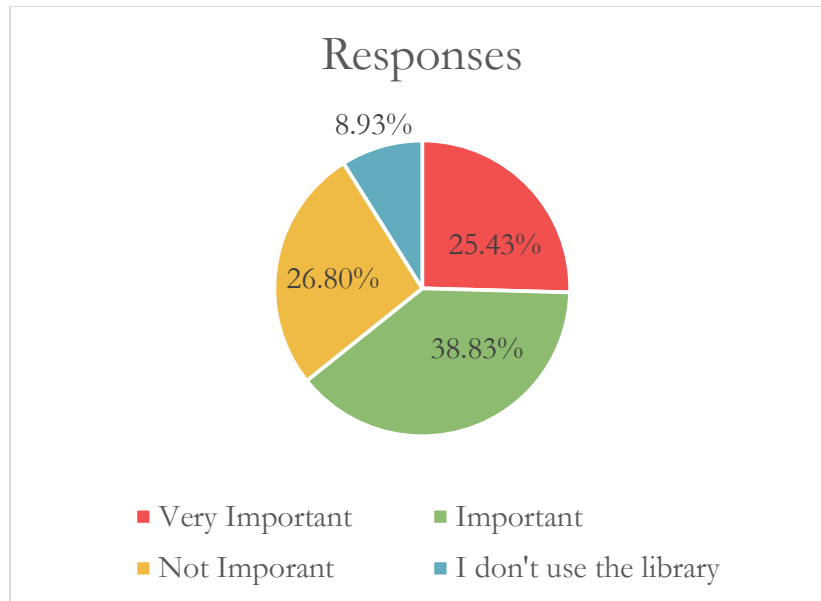
**Q10: Overall, how would you rate the library?**



**Q10 Comments:**

- ▶ Amazing, thoughtful, better than expected, a lot of ideas.
- ▶ They are really great people and very kind and help everyone who needs assistance
- ▶ In the middle of excellent and very good.
- ▶ The librarians are THE BEST! (please double their pay and benefits)
- ▶ Love it
- ▶ All it needs is more books!
- ▶ Great library because of the helpful staff!
- ▶ I'm sure it's better than 1990 when I moved here.
- ▶ The people have always been a plus. There are currently signs that excellence is being strived for

**Q11: The library is currently open 29 hours in July and August and 33 hours from Labor Day to the end of June. The library is not open on Thursdays. How important is it to you for the library to be open additional hours?**



**Q12: What could the library do to become a greater asset to the community?**

- ▶ More important events would get the word out that the library exists. Also, it would get the community to know more about their library.
- ▶ Would love to see the Teen Study room open - High School tutors available after school in room
- ▶ Have more staff on each floor that know where everything is
- ▶ If it has to be greater then you could open the library on Thursdays too.
- ▶ More community events - "library day" cookout and games
- ▶ Host more town related events on property to draw community to its location. i.e. Georgetown Days
- ▶ more websites for genealogy: ancestry, Fold3, family search
- ▶ Hours are restrictive and programs for children are not abundant (excluding preschoolers). The old website was terrible
- ▶ I wish the library was open more hours.
- ▶ Have more weekend hours, use the lawn area for functions (maybe Boy Scout yard sales, bottle drop off, combined book and yard sale).
- ▶ More community events at library
- ▶ I think the library is a tremendous asset, probably because I use it so much personally. For the community - I just think people need to know more about the programs. I also think we should work harder to encourage adults to READ. So few people do. It's great for a kid to see his or her parent reading. Maybe more book groups?
- ▶ I think the library is the best thing in Georgetown. Supporting early literacy and young readers as much as possible would be highly valuable from my perspective as a parent.
- ▶ On-going speakers for various interest groups.
- ▶ Be open more hours so that meeting rooms could be used more days.
- ▶ Some weekend hours during the summer would be helpful
- ▶ Maybe have a separate computer section where people can talk together

without disturbing others. Especially needed for kids and teens. They should be able to discuss things and get excited about stuff, but they shouldn't have to be "shushed" by others or librarians.

- ▶ Introducing the community's young children to the importance of reading (something other than some iPhone nonsense) for the pure enjoyment of it.
- ▶ The library could better market itself to the community, particularly when events are held. Those events should then increase awareness of the services the library offers.
- ▶ More groups or workshops for parents in learning issues, gender/SO issues, and general parenting.
- ▶ Offer a mentoring program or homework helper program for teens.
- ▶ Get more middle school and high school kids involved by linking up with school curriculum, and arts programs. Have art show at library
- ▶ I commute 1.5 hours each way to work. Updating its audiobook collection is pretty much all I'm interested in.
- ▶ Increase involvement with schools
- ▶ I was once envious of the library programs in other communities.

- ▶ Partner with non-profits for events on the lawn and in the meeting space. Add a toy lending area for moms with kids? Play-reading nights?
- ▶ It might be nice for it to be open for a short time on Saturdays during the summer.
- ▶ I was not aware of the library e-newsletter. I think doing a large communication maybe in the Georgetown record about all the services that the library offers, so that the library is better utilized.
- ▶ The library does a great job now!
- ▶ Bring in more outside speakers on child development. Others for entertainment etc. (bring in Police and Fire Department to present to kids). Summer family events
- ▶ Sponsor more community-wide social and shopping events inside the library and on library lawn. Engage teens more.
- ▶ Preserve the history of Georgetown. Be a home work resource all days of the week. Integrate with the new Perley Senior Center.
- ▶ Continue to promote your activities so people are aware

**Q13: Are there other comments or suggestions you have that have not been addressed in the above questions?**

- ▶ Maybe more staff to cover the huge building. I had to walk down the stairs and search for a staff member
- ▶ Why didn't the architects and engineers anticipate the possibility of flooding and fix it? Also, cell phone reception is crappy in and near the building - can that be fixed?
- ▶ When using computers at library to find if a specific title is available it's not always clear how to do so or computer isn't working correctly. Perhaps some written instructions should be posted on how to look up info
- ▶ More stimulating adult programming-- author visits, etc. Do you provide notary services?
- ▶ I selfishly wish the library was open on Thursdays, as it is my "day off".
- ▶ The staff is friendly, kind, and always helpful. If they don't have a title they will happily get it delivered. It is always a pleasure to visit the GP Library.
- ▶ As a working parent, it is difficult to come to the library during the week. The late hours are difficult because I am just getting home and getting

dinner on the table. Not having the library open on Saturdays in July and August are frustrating. I like to be able to come to the library to get my books and use the space with my children.

They don't participate in summer library program because we can't get here when it's open to get books.

- ▶ I am thrilled to have this beautiful library as I recently moved from Boxford where the library is housed in the town hall with very limited space.
- ▶ Thank you for being there, my family really appreciate the library!
- ▶ Thank you for the opportunity to provide input. Will the tile wall in foyer be completed at some point?
- ▶ I think that the general decor of the Library is in need of an update/overhaul. The mantel in the big room has nothing on it. It can be very boring. I think you could ask for local painters, etc. to hang their works for sale. We will all win with a prettier surrounding. Even ask the community for donated decorations, etc.

- ▶ There could be more art/architecture displays for guest speakers
- ▶ This library is such a treasure -- I love coming here for quiet, uninterrupted work.
- ▶ I love the regular book sales, and the librarians (particularly in the children's section) are the best I've ever come across. I wish the library was open on Thursdays, and on Saturdays through the summer.
- ▶ The women at the library are wonderful.
- ▶ I love my library. We have wonderful resources, but what makes it useful to me is the awesome staff, who help me learn about and use what's available, as well as being a wealth of knowledge themselves. I LOVE MY LIBRARY!!!
- ▶ I'm relatively new to town so have not used the library yet, but look forward to doing so.
- ▶ Library staff is great. Love Ruth!
- ▶ keep up the good work and your excellent work with the patrons
- ▶ I look forward to seeing what new avenues the staff will explore.

**Q14: The following questions are designed to help us better understand the needs of specific groups of patrons. What is your age?**

Answer Choices	Responses	
Under 12	27.27%	81
12-17	31.31%	93
18-25	0.67%	2
26-34	2.69%	8
35-45	10.44%	31
46-59	14.48%	43
60+	13.13%	39
<b>Total</b>		<b>297</b>

**Q15: What is your gender?**

<b>Answer Choices</b>	<b>Responses</b>	
Female	<b>57.97%</b>	171
Male	<b>42.03%</b>	124
<b>Total</b>		<b>295</b>

**Q16: Are you a resident of Georgetown?**

<b>Answer Choices</b>	<b>Responses</b>	
Yes	<b>95.95%</b>	284
No	<b>4.05%</b>	12
<b>Total</b>		<b>296</b>

**Q17: Do you have a library card?**

<b>Answer Choices</b>	<b>Responses</b>	
Yes	<b>83.62%</b>	245
No	<b>16.38%</b>	48
<b>Total</b>		<b>293</b>

**Q18: Do you have internet access at home?**

<b>Answer Choices</b>	<b>Responses</b>	
Yes	<b>97.64%</b>	289
No	<b>2.36%</b>	7
<b>Total</b>		<b>296</b>