

Nahant Public Library
Long Range Plan
FY2020-FY2024



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Introduction

This document represents work performed from September, 2017 to August, 2018.

Acknowledgements

The Trustees and the Library Director wish to thank the branding and planning focus groups for their invaluable input, and to the staff for providing ideas and creativity in devising objectives for the plan.

Branding Focus Group

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Approval

The Nahant Public Library Long Range Plan FY2020-FY2024 was approved by the Nahant Public Library Board of Trustees at its regular meeting of August 14, 2018.

Christine Stevens, Chair

Daniel P. Munnelly

Anne Whiston Spirn

Assessment of User Needs

Nahant is the smallest town by landmass in the Commonwealth of Massachusetts, with only 1.24 square miles of land connected to the mainland by a causeway. Despite its size, Nahant is the home of 3,471 people, a golf course, two country clubs, tennis courts, restaurants and convenience stores, a school, a library, a historical society, a nature preserve, playgrounds and a marine science center. It is noted for its historic homes, diverse natural surroundings, and beautiful beaches. Current town needs include the repair of its infrastructure (including the library building), preserving its natural environment, and accommodating an aging population.

According to the 2010 US Census, Nahant's median age is 50.6 years, and nearly a third of its residents are 65 or older. The median household income is \$72,625, slightly above the state median of \$70,954. Slightly more than half of adult residents have college degrees.

A survey performed in 2015 included a "third place" question, identifying interests in areas such as nature and outdoor activities, personal interaction, and cultural pursuits such as town history, music and art. A 2017 exhibit by a local, known artist (Norman Laliberté) garnered over 90 attendees to its artist reception, and subsequent nature walks and astronomy events also performed well. On April 1, 2017, a town-wide Mass Memories Road Show event brought submissions from nearly 100 people despite bad weather. The Library should continue these types of events in the coming term.

In the 2018 survey, we learned that those who engage in our various programs love them, but there is clearly room to do more publicity about our new collections and services, as we were sometimes asked to offer things that we already offer. Our residents clearly enjoy our good customer service, and the ARIS report for FY2018 noted an increase in overall circulation of 11.69% over FY2017.

In the FY2017-18 year, with help from a LSTA grant from the Mass Board of Library Commissioners, the Library increased the use of its children's area and its programs through a STEAM Everywhere project for young children. It also increased its reach outside of the building with a Story Walk in the library playground, and a Little Free Library at one of town beaches, both of which were well-received.

In summary, Nahant Public Library will need to address the needs of a town that is small, aging, literate, active, and interested in lifelong learning. Though its work with young children continues to be vital, the Library would be remiss if it did not recognize its older adult population's distinct needs and interests, and these should be addressed in the physical and virtual realm.

Methodology, Long Range Planning Focus Group

- Find about 8-12 people who represent different aspects of the community, are good listeners, calm speakers, and will work well together. One Trustee, one Friends member, and one Library volunteer should be part of the group.
- Let them know *before they arrive* that you will be asking them questions about the strengths and needs of Nahant as part of a strategic planning process for the library. No one should attend thinking they are going to tell the library what to do, but the emphasis should be on *their* expertise as leaders and residents in the community.
- Every step of the way, reflect back to the group what they are saying, and then summarize it in writing for their approval at the next meeting, so that the progression is transparent.

Focus group meetings, about 1 ½-2 hours each:

1. Our Town – Group talks about the strengths, weaknesses, opportunities and threats (SWOT) in Nahant. Write them down for the next meeting. Separately, have your staff and trustees do a SWOT with you on the library. End with Next Steps and next date.
2. Our Vision – review last week’s findings, and have the group discuss what Nahant would be like ten years from now, if the problems they identified in step 1 were all solved. Write their ideas down and reflect them all back to the group at the end of the meeting.
3. Our Library – supply a draft vision statement based on their work on step 2, and have the group approve or amend it. Do a presentation about the library, what it has accomplished so far, and the results of the survey, the branding statement, the staff SWOT, and your ARIS statistics. Introduce the Service Responses from the Nelson book (revise the wording if it helps make them easier to understand).
4. Our Goals – have the group prioritize the Service Responses in order to select the top five-seven of them for your plan. (You may need to remind them that you don’t have the capacity to take on *everything*, so you want to choose those things that are most helpful to realizing their vision.)
5. Our Plan -- have the group vote on the final choice of Service Responses to recommend to the Trustees. Their work is done! Be sure to thank them publicly. You should also let them know when the plan has been voted on, keep in touch annually as to how the plan is shaking out, and thank them again.

With the staff, carve out measureable objectives for each Service Response, which are now your Goals. Write out all the Goals and Objectives, and have the Trustees vote on this level of the plan. Have the staff complete work with you on the specific tasks they will do to complete the plan, to include in a first-year Action Plan.

Nahant Public Library Mission Statement

The Nahant Public Library, an essential public institution, strives to serve as an accessible and responsive information and literary center for all residents of the Nahant community and beyond. In a welcoming environment, with diverse materials, programs and services, the library's mission is to stimulate the imagination, nurture literacy, and promote cultural enrichment. The Nahant Public Library also provides access to the tools, technological and traditional, which empower people to find and use information and encourage lifelong learning.

Nahant Public Library Branding Statement

A branding focus group met four times from September 26 to October 7, 2017. Through different exercises and discussion, they recommended the following branding statement, which was approved by the Board of Trustees on October 17, 2017:

In an era of instability, constant noise, and information overload, there is a welcoming place of light in Nahant that inspires, cutting through the noise to what is relevant. Any person who wants to take advantage of learning and community would enjoy the arts, conversation, and new ideas found here.

Nahant Public Library Vision Statement

The long range planning focus group developed a vision statement for the Town of Nahant, circa 2028, in order to point to service responses that the Library should undertake to meet town needs. Their vision for Nahant is:

Nahant will be a vibrant town that balances its island beauty and small town charm with forward-thinking technology. Many people will work virtually from home. Improved communications will make it easy to stay informed and participate in local government. People of all ages will continue to seek interaction through lifelong education, the arts, nature studies, outdoor sports, and community events. From young, first-home families to seniors aging in place, Nahant will continue to grow as an inclusive and supportive community.

Library Services Goals, FY2020-2024

The long range planning focus group considered a number of service responses from a list formulated by Sandra Nelson in her manual, *Planning for Results* (American Library Association, 2008). Comparing the list with the group's stated vision for Nahant, the members strongly advocated that the library could help the community most by having professional staff provide materials and programs that: promote the love of reading and learning, educate the community in its affairs and its history, and instruct on evaluating information with links to authoritative resources. In addition, the group wanted the Library to provide opportunities for the public to share knowledge and to create literary and artistic content.

In prioritizing goals for the Library, the focus group asked that efforts to conserve the historic building and provide easily accessible physical spaces and electronic resources be the top priority. Following that, all other goals were deemed to be equally important.

Goal 1. Visit a Comfortable Place: Physical and Virtual Spaces. The Library is housed in an iconic, inspiring building and should seek to repair and update it in areas such as HVAC, electricity, accessibility, meeting spaces, and work spaces. Any work done should protect the beauty of the historic building while providing a welcoming space for the public to relax, read, meet, and create. In addition, the Library can consider ways in which to extend its services to the community when the building is not open, through electronic resources for home use and off-site programs.

Objective 1A. Increase book outreach by 25% over 3 years through the Little Free Library, by maintaining the current hutch and considering an additional one for a second location (Tudor Beach), through outreach to Jesmond Nursing Home, and through Council on Aging and home delivery

Objective 1B. Engage at least 10 families annually by continuing the Story Walk at the Library Playground, scheduling at least 1 event per year using the playground site

Objective 1C. Create a schedule for ongoing exterior and interior repairs based on exterior and interior independent assessments, to include CPC and other grant applications for repairs

Objective 1D. Beginning in FY2020, and annually thereafter, conduct a capital campaign to seek donations to pay for larger capital project

Objective 1E. Continue working toward the development of architectural plans by FY2024 or before

Objective 1F. Increase use of all electronic resources by 25% over 5 years, by assessing all Library electronic resources, considering new purchases, and developing a marketing campaign for all

Goal 2. Be an Informed Citizen: Local, State, National, and World Affairs. More than ever, citizens need accurate information in order to be informed enough to vote, petition the government, or access government programs. The Library should play a key role by providing clear and timely information, links to electronic resources, and programs that address current topics.

Objective 2A. Attract at least 30 people to at least 1 exhibit per year on a theme concerning local, state, national or world affairs; purchase and incorporate circulating materials with the exhibit theme

Objective 2B. Update the Library website and add links to government resources

Objective 2C. Offer at least 2 “Nahant Forum” programs per year on current news topics to an audience of at least 15 per talk

Goal 3. Know Your Community: Local History Resources and Services. Knowing the “story” of a community is central to caring about it and protecting it. The Library should promote knowledge of Nahant’s history and its people, through materials and programs, and in partnership with other institutions with a local history interest.

Objective 3A. Increase use of the local authors collection by 10% over 3 years

Objective 3B. Complete a “Walk Nahant” brochure, launch with a “Walk Nahant Day” for at least 50 people by FY2021

Objective 3C. Complete a Nahant Library history brochure, launch with an event for at least 30 people by FY2022

Objective 3D. Preserve and digitize the 1819 book collection by FY2024

Objective 3E. Preserve and catalog the pressed plant collection by FY2024

Goal 4. Celebrate Diversity: Cultural Awareness. Though Nahant is an island community, it is also part of a diverse society which becomes more global every day. The Library should seek creative ways to engage the public in appreciating our differences and similarities, discovering how sharing cultures strengthens our world.

Objective 4A. Increase circulation of nonfiction materials about other cultures by 10% over 4 years, beginning in FY2021

Objective 4B. Create at least 1 multisensory program per year about another culture for at least 50 people, beginning in FY2021

Objective 4C. Train parents and teachers on the Library's electronic resources about other countries, beginning in FY2021

Objective 4D. Offer a program for 30 people on our historic Native American NahanTERS

Objective 4E. Offer a program for 30 on the impacts of globalization – consider a cultural festival format; purchase and incorporate corresponding circulating materials

Goal 5. Satisfy Curiosity and Stimulate Imagination for All Ages: Lifelong Education. Loving to read and loving to learn are valuable pursuits for all ages. The Library should be at the forefront of pre-literacy and early literacy; reading, viewing, and listening for pleasure; and lifelong education as an ongoing pastime for all. Verbal, written, and artistic communication should all be offered to increase knowledge and stimulate the imagination.

Objective 5A. Update the Zoom into Reading book list in FY2022; sign up eight new families in year 1 and four new families thereafter

Objective 5B. Schedule at least one town-wide read per year, including programs, with at least 30 people circulating the book and 75 total attendances; purchase and incorporate corresponding circulating materials

Objective 5C. Offer a film series annually for at least 40 total attendances

Objective 5D. Install a hanging system in the computer room and Delivery Hall by FY2020

Objective 5E. Present at least one music concert per year for 20 people, beginning in FY2020

Objective 5F. Offer at least one art exhibit, with reception, children's program and corresponding nonfiction titles included each year, beginning in FY2021

Goal 6. Understand How to Find, Evaluate, and Use Information: Information Fluency.

The Library's information professionals should educate and assist the public in finding, evaluating and using print and electronic resources.

Objective 6A. Offer a program on "fake news" and the First Amendment to 5th graders annually

Objective 6B. Train parents and teachers on the Encyclopedia Britannica Online

Objective 6C. Develop library signage for the circulating collection by FY2023

Timeline

The following represents a timeline of activities that contributed to the FY2020-2024 Long Range Plan:

December, 2015-January, 2016	First survey
September- October, 2017	Branding Focus Group Meets
December, 2017	Building Conservation Committee begins monthly meetings to discuss building needs
May, 2018	Staff SWOT on Library services
June-July, 2018	Long Range Plan Focus Group meets
July 23, 2018	RFP to assess building interior needs
July-August, 2018	Second survey
August, 2018	Board of Trustees SWOT on Library services, approval of Goals and Objectives for the Long Range Plan FY2020-2024

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Planning Committee, Town of Nahant SWOT

- Strengths:
 - Nahant's natural beauty
 - Its safe and secure neighborhoods
 - Its neighborliness (helpful and friendly)
 - Small population, so many people know each other and have friends here
 - Family-friendly community
 - Peaceful
 - Democratic town meeting governance
 - Historical depth and variety
 - Cultural interests
 - Economic variety
 - Active community organizations, such as S.W.I.M.
 - A sense of commonality and care for the town
 - Many talents and skills among residents

- Weaknesses:
 - Lack of money to accomplish needed infrastructure repair and maintenance
 - A precarious environment in bad weather
 - Communication about town activities needs improvement (calendar, COA newsletter, etc.)
 - Intolerance of change
 - Lack of diversity may perpetuate stereotypes and fear
 - No "downtown"

- Opportunities (from outside that Nahant should take advantage of):
 - Look for trends in other communities, balancing progress v. nostalgia
 - Research grants, tax base, etc. to help meet town financial needs
 - Develop a central clearing house for information on town activities and events
 - Discover and tap the expertise within the community to help solve problems and meet needs and interests
 - Create housing diversity for lower incomes and "aging in place"

- Threats (from outside that may impede our optimal way of life)
 - Northeastern expansion
 - Privatizing community assets, such as the beach, community garden
 - The price of housing and living expenses preventing economic diversity
 - Internet culture polarizing people into groups and reducing personal interaction
 - State and federal cuts could hinder growth
 - Net neutrality threatens technology growth

Staff, Library SWOT

STRENGTHS

- Staff -- welcoming atmosphere, customer service skills, try to be accommodating, try to say “yes” to requests
- Building – welcoming and comfortable, inspiring (though perhaps a bit imposing on the outside)
- Collection – large for our population size, good core collection and new collection that matches audience’s needs and interests, both children and adults; good variety of formats, including audiobooks, DVDs, electronic titles, and “library of things;” automated catalogs and van delivery extend the collection to statewide holdings, and ILL extends to more if needed
- Services – we can easily pivot to meet new needs and interests (recycling project, composters, community garden), as we have little bureaucracy
- Programs – varied, tailored to the community; we promote inclusion and commonality (e.g. Nahant Reads Together)
- Partnerships – with individuals, groups, organizations; we bring diverse groups together in an atmosphere of civility
- Conversations – a center to discuss larger issues, formally and informally; a haven
- Friends of the Library – takes up some of the financial slack

WEAKNESSES

- Money
- Limited Staffing
- Building – cleaning needs; HVAC; dark in some areas; drafty; room for children’s services, storage, staff areas, and quiet/private spaces; location is not convenient to all
- Collection – gaps in some nonfiction areas, which are improved upon when found
- Accessibility
- Safety and Security
- Volunteers – consistent, long term

OPPORTUNITIES

- Develop student volunteers/community service
 - Publicity – offer programs and services to residents beyond Nahant (Swampscott, Marblehead); provide general info about all we do
 - School – offer new services, especially in library science and research skills
 - Selectmen – create better understanding of how we can help meet Town needs
 - New programs for new audiences
 - Getting out of the building to meet needs where people are
 - Find the balance between old and new librarianship (place of books AND community center)
-

THREATS

- Money – inflation outpacing operating budget increases; other departments and organizations fighting for the same dollars
- Public Perception – people not believing that libraries are relevant, fighting stereotypes (“shush” libraries, only children’s needs are met, age of Google); changing perception created by former director/staff;
- Other organizations – vying for the same audience, both patrons and volunteers
- Affluence – people are too busy for the library, and can afford to purchase what they want

Library Board of Trustees, Library SWOT

STRENGTHS

- Staff
- Beautiful building
- Local history collections (books, art)
- Innovative programs, esp. for children
- Connections to the community

WEAKNESSES

- Not enough staff
- Building needs costly repairs and upgrading
- Hours are too few
- Budget

OPPORTUNITIES

- Friends of the Library
- Lots of local talent to tap into
- Chances to bring the community together
- Form partnerships with local organizations

THREATS

- Cost of repairs and upgrades
- Taxpayer reticence
- Perceived relevance in the computer age
- Salaries are too low

Branding Report

Nahant Public Library formed a focus group to discuss the heart of what the Library is as a service: the Library's "brand." A series of branding exercises were engaged in to help the group differentiate the Library from other organizations that may be seen as competitors in similar fields of books and information, and to consider their own feelings about receiving Library services. The group met on September 26 and 29 and October 3 and 7, 2017.

Branding Focus Group Members:

1. Christine Stevens, Trustee Chair
2. Anne Bromer
3. Michele Beauchine Collins
4. Sheila Hambleton
5. Winnie Hodges
6. Esther Johnson
7. John Nardizzi
8. Emily Potts
9. Cecile Rouleau
10. John Welsh
11. Nancy Whitman

Focus group members represented many walks of life and areas of expertise, including Library Trustees and former Trustees, professionals, parents, town employees, writers, readers, and program participants.

Branding Exercises. Focus group members engaged in the following exercises, designed to uncover how they felt about libraries in general and Nahant Public Library in particular.

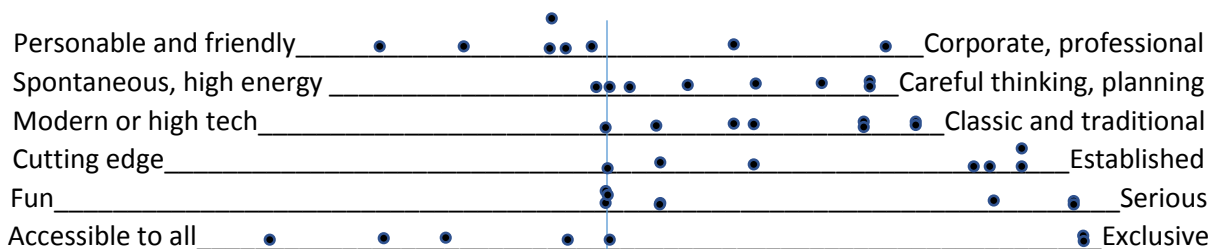
1. **Personality Spectrum exercise.** The focus group was asked to rate several aspects of corporate culture as they pertained to their past library experience (in Nahant or elsewhere), their current perception of Nahant Public Library, and their thoughts about the Library for the future.

In general, they perceived their past library experience as somewhat traditional and serious but positive and the Nahant Public Library of today as more spontaneous and creative. Interestingly, they were almost unanimous in wanting their library of the future to be both responsive but thoughtful. In all instances, the essence of library service they found most needful was that the Library should be personal, friendly, and accessible to all. They said, "Find the balance." Make advances in technology, yes, but do it thoughtfully, preserving core services such as books and lectures. They recognized that the library "we grew up with" needed to stay relevant in the 21st century, and should be

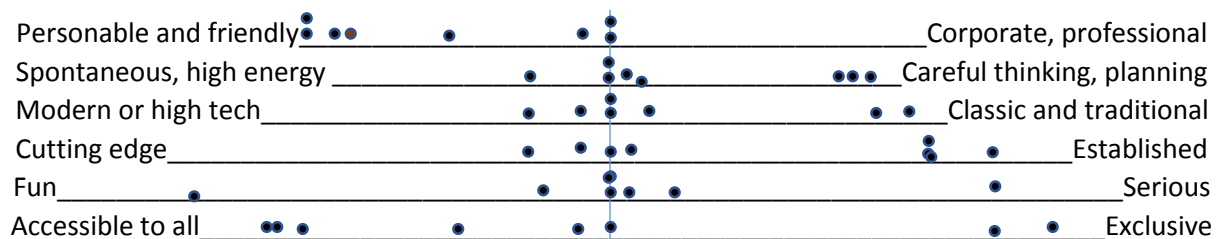
able to pivot to new services, but not at the expense of thoughtful planning. They felt that the two ends of the spectrum were not mutually exclusive.

BRAND PERSONALITY SPECTRUM

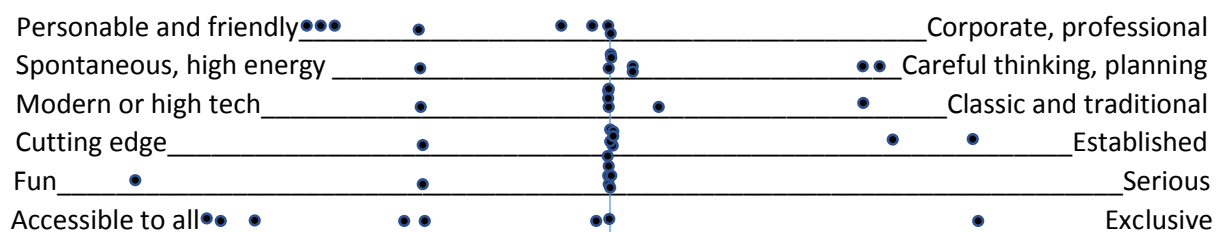
Think about your strongest impression of libraries in the past, either Nahant or other, and place dots closest to where your experience falls along the spectrum.



Thinking about Nahant's library service today, place dots closest to wherever your Nahant Library falls along the spectrum today. Try not to overthink this.



Next, using this same chart, discuss where you'd like Nahant Library to be, even if it's not there now.



2. **“Love Child” exercise.** Much like a “mad libs” game from childhood, this exercise seeks to anthropomorphize the Library to help describe its style.

“Love Child” Exercise

Answer the questions below about the combination of old and current into one new “baby.” Talk about why you answered the way that you did in each question. Elaborate on your answers by weaving in as much description as possible.

- 1) If your brand was the love child of two famous individuals, who would they be?
- 2) If your brand was a city, what city would it be?
- 3) If your brand was a genre of music, what genre of music would it be?
- 4) If your brand was a make of car (or bicycle), what make of car (or bicycle) would it be?
- 5) If your brand had a personal fashion style, what would it be?
- 6) If your brand was a fragrance, which one would it be?

Now, let’s bring it all together in a paragraph that elaborates on the above.

***“Eleanor Roosevelt & Barack Obama/Elizabeth Warren** have a love child named Nahant Public Library. From them she inherited her **background in history and positive outlook**. She lives in **“Bostalona”**(Boston and Barcelona) because it combines the **fun and new** with **culture and careful planning**. She goes out in the evening to listen to **jazz** because she loves **that she can riff on it, and it can be many things**. She drives a **Tesla** because **it is emerging and a top brand!** Her personal fashion style is **Land’s End**. She believes in being **relaxed, yet classy**. Her fragrance of choice is **lavender and pine** because she is **straightforward and stress free!**”*

The group was insistent on not leaving personal service, good manners, and history behind, at the same time bringing a fresh interpretation of libraries through the judicious use of emerging technologies and techniques. Its classification as a cultural center for all was key, even to the point of not wanting to use the phrase “cultural institution,” as it might be too off-putting a term for some. All in all, the idea of making the library inviting and many-faceted was important to the group.

3. **“Onliest” exercise.** Having gone through various ways of describing the Library, it was time to think about what distinguished Nahant Public Library’s service from all other organizations and services.

“Onliest” Exercise

When: in an era of instability and noise

What: The ONLY There is a clean, well-lighted place that

How: that (does what) inspires, cuts through the noise

Who: for any thinking person interested in new concepts and the arts

Where: living in Nahant

Why: who want who wants to take advantage of learning and community.

The group felt strongly that it was the commitment to reflect Nahant needs and interests, and the personal and welcoming aspects of the service, which made Nahant Public Library unique. The Library should reflect its community, which in a 2015 survey of “third places” included interests in outdoor activities and nature; museum, concerts and culture; and gatherings of family and friends.

4. Simile exercise.

Simile Exercise

What the Library does or has, at its best	Simile “It is like ...” (add a noun or verb here)	How it makes you feel (emotion, texture, color, scent, taste, sound, other adjectives or descriptive phrases)
Building	Living room Like nothing else A mountain top The Ministry of Magic A favorite relative or friend	...part of a large family ...a calm oasis ...a sense of adventure ... where anything is possible ...feeling wanted, safe, special
Place to read, research, relax	A monastery	...a sense of solitude.
Place to meet with others	A reunion	.. with friends old and new.

Example: “The library building is like Nahant’s living room, with the cozy scent of a cedar closet.”

Even though other aspects of the Library were also proposed, the group agreed that more would be redundant, and there was no need to go further.

5. **Color Concepts exercise.** The group was shown a number of photographs of various colorful places, and were asked to describe their feelings about those places. The idea of the exercise was to match feelings about place and color with similar feelings about Nahant Public Library, with the thought that similar color palettes might evoke similar emotional responses when used in the library. The group consensus was that a warm blue-green-tan lagoon-like oasis picture evoked similar emotions to those they would like to have when they visit the library.



THE BRANDING STATEMENT:

The group agreed to a branding statement based on the work of the “onliest” exercise, and concurred that the subsequent exercises only confirmed how they felt.

“In an era of instability, constant noise, and information overload, there is a welcoming place of light in Nahant that inspires, cutting through the noise to what is relevant. Any person who wants to take advantage of learning and community would enjoy the arts, conversation, and new ideas found here.”

The branding statement, APPROVED by the Library Board of Trustees on 10/17/17, will be used to inform the Library’s marketing, signage, fliers, and building design efforts in the future.

Nahant Public Library Residents Survey, 2015

Welcome to the Nahant Public Library survey. We would like very much to hear from you about what you need and want from your town library. You may answer for yourself or on behalf of a child, but please answer for one person on each survey submitted. You may return the completed survey to the main desk at the library or, after hours, place it in an envelope and drop it off in the book drop. A link to an online version can be found on the library's homepage at www.nahantlibrary.org

1.) How often did you or your family visit Nahant Public Library in the past year? 87 responses

- | | |
|---|---------|
| a. <input type="checkbox"/> Once per week or more, on average | 26, 30% |
| b. <input type="checkbox"/> Once a month to three times per month, on average | 30, 34% |
| c. <input type="checkbox"/> Two to eleven times this past year | 23, 26% |
| d. <input type="checkbox"/> Once this past year | 2, 2% |
| e. <input type="checkbox"/> I did not visit this past year | 6, 7% |

ANALYSIS:

Most of the respondents were fairly active users of the library, though 9% used the library once or not at all in the past year. This statistic corresponds with what we have observed, that there is a small but consistent group that comes in regularly.

2.) Is your use in the past year typical? 86 responses

- | | |
|--|---------|
| a. <input type="checkbox"/> Yes | 60, 70% |
| b. <input type="checkbox"/> No, I typically use the library more often | 20, 23% |
| c. <input type="checkbox"/> No, I typically use the library less often | 6, 7% |

ANALYSIS:

Those who have left using the library due to dissatisfaction commented freely about it in the Comments.

3.) Do you use libraries other than Nahant Public Library? If yes, please select which other libraries you have used in the past year. (If no, please skip this question.)

- | | |
|--|---------|
| a. <input type="checkbox"/> Lynn | 6, 11% |
| b. <input type="checkbox"/> Swampscott | 29, 53% |
| c. <input type="checkbox"/> Salem | 3, 5% |
| d. <input type="checkbox"/> Marblehead | 15, 27% |
| e. <input type="checkbox"/> Boston | 12, 22% |
| f. Other: _____ | |

ANALYSIS:

We will work closely with Swampscott on coordinating our program schedules

4.) When you use any library, what do you do? Please choose all that apply:

a. <input type="checkbox"/> Borrow children's materials	23, 24%	4
b. <input type="checkbox"/> Borrow young adult materials	14, 15%	
c. <input type="checkbox"/> Borrow adult materials	66, 70%	1
d. <input type="checkbox"/> Attend children's programs	13, 14%	
e. <input type="checkbox"/> Attend young adult programs	8, 9%	
f. <input type="checkbox"/> Attend adult programs	24, 26%	3
g. <input type="checkbox"/> Use computers or wi-fi	13, 14%	
h. <input type="checkbox"/> Relax, read, research, or study	36, 38%	2
i. <input type="checkbox"/> Meet with others, formally or informally	24, 26%	3

ANALYSIS:

No surprise, a population largely of adults does things adults enjoy: taking out adult materials, quiet study, socializing, attending adult programs. Borrowing children's materials followed closely behind. Our efforts should support these trends.

5.) Do you access the library website or Facebook page? If yes, please select what you have used this past year. (If no, please skip this question.)

a. <input type="checkbox"/> Search the catalog	28, 54%
b. <input type="checkbox"/> Check the calendar	22, 41%
c. <input type="checkbox"/> Look up hours open or other policies	38, 70%
d. <input type="checkbox"/> Download ebooks or e-magazines	5, 9%
e. <input type="checkbox"/> Research through the databases or take online course	5, 9%
f. <input type="checkbox"/> Follow the library on Facebook	20, 37%
g. <input type="checkbox"/> Other: _____	

ANALYSIS:

Interestingly, even though 74% of respondents were age 50+ (Question 8), many are using our online tools, such as the catalog and Facebook. Normalizing the hours open should help make that less of a question, and educating the public about our many resources should help increase use.

6.) What would you like to see more of at your public library? Please check all that apply:

a. <input type="checkbox"/> Longer circulation times	18, 23%	6
b. <input type="checkbox"/> Different library hours (explain below)	36, 45%	2
c. <input type="checkbox"/> More programs for children	12, 15%	
d. <input type="checkbox"/> More programs for adults	23, 29%	4
e. <input type="checkbox"/> Tutorials for using the Internet and library resources	12, 15%	
f. <input type="checkbox"/> Adult book groups	31, 39%	3
g. <input type="checkbox"/> Town-wide read (everyone reads a book together)	19, 24%	5
h. <input type="checkbox"/> Expand local history collection	13, 16%	
i. <input type="checkbox"/> More museum passes	40, 60%	1
j. <input type="checkbox"/> Other: _____		

ANALYSIS: Museum passes were a huge interest, with interest in Sunday hours right behind. We will try some Sunday programs and see if that satisfies.

7.) This is a question about how you spend your leisure time. If you are not at work or at home, where are you most likely to be? Please rank them in order of importance, with 1 your most frequent leisure activity:

	Top 3 priorities:	
a. ___Involved in outdoor recreation	38	1
b. ___Attending concerts or museums	26	3
c. ___Visiting with friends or family	35	2
d. ___Dining out	19	
e. ___Traveling	11	
f. ___Volunteering	16	
g. ___Other: _____		

ANALYSIS:

Outdoor activity should govern a lot of our decisions about materials and programs. Also important, as in Question 4, is the social aspect of gathering together. Lectures, films, artist receptions, field trips, etc. can help fulfill these interests in our programming.

8.) How old are you (or the person for whom you are answering)?

a. ___0-5 years old	0, 0%
b. ___6-12 years old	2, 2%
c. ___13-18 years old	1, 1%
d. ___19-29 years old	1, 1%
e. ___30-49 years old	17, 21%
f. ___50-64 years old	23, 28%
g. ___65 years or older	37, 46%

ANALYSIS:

Although services for children are an important part of the library's services, we should not overlook that this is primarily an older adult community, both in general demographic and in those who chose to respond to the survey. Making the facility easier for this group to use will be an important part of what the library should provide.

9.) Is there anything else you would like to tell us about Nahant Public Library?

Analysis of the comments:

Although there were some pointed criticisms of the library, especially of its recent past, there is a large number of people who are enthusiastic for the new children's area and the online catalog, and the staff generally gets high marks for their friendliness and customer service. Many wish we were on the NOBLE catalog, which will ease when Commonwealth Catalog goes live here. There was a definite push for Sunday hours, and though it would be difficult given staffing constraints, we will add some Sunday programs once a month. We will need to continue to advertise services such as ebooks and databases, and we are already stepping up what we are doing in the way of adult programs due to expressed interest.

Nahant Public Library Residents Survey, 2018

Welcome to the Nahant Public Library survey. We would like very much to hear from you about what you need and want from your town library. You may answer for yourself or on behalf of a child, but please answer for one person on each survey submitted. You may return the completed survey to the main desk at the library or, after hours, place it in an envelope and leave it in the book drop. The online version is of the survey is at <https://goo.gl/forms/i4FrwrktcsJNFR6E2>

GENERAL LIBRARY USAGE 118 respondents

1.) Do you own a library card that you have used any time since January, 2014? (118 responses)

- | | |
|--------------------------------------|-------------|
| a. <input type="checkbox"/> Yes | 101 (85.6%) |
| b. <input type="checkbox"/> No | 13 (11%) |
| c. <input type="checkbox"/> Not sure | 4 (3.4%) |

2.) How often did you visit Nahant Public Library in the past year? (118 responses)

- | | |
|---|------------|
| a. <input type="checkbox"/> Once per week or more, on average | 19 (16.1%) |
| b. <input type="checkbox"/> Once a month to 3 times per month, on avg | 34 (28.8%) |
| c. <input type="checkbox"/> Two to eleven times this past year | 54 (45.8%) |
| d. <input type="checkbox"/> Once this past year | 4 (3.4%) |
| e. <input type="checkbox"/> I did not visit this past year | 7 (5.9%) |

ANALYSIS:

We captured more non-Library users and low users in this survey compared to 2015.

3.) Is your use in the past year typical? (118 responses)

- | | |
|--|------------|
| a. <input type="checkbox"/> Yes, I have always used the library at this rate | 52 (44.1%) |
| b. <input type="checkbox"/> Yes, recently returned to using at this rate | 30 (25.4%) |
| c. <input type="checkbox"/> No, I typically use the library more often | 17 (14.4%) |
| d. <input type="checkbox"/> No, I typically use the library less often | 10 (8.5%) |

ANALYSIS:

A significant number (25%) reported recently using the library more often, perhaps in response to improved adult and children's programs and promotions, according to comments.

4.) Do you use libraries other than Nahant Public Library? If yes, please select which other libraries you have used in the past year. (If not, please skip this question.) (59 responses)

- | | |
|--|------------|
| a. <input type="checkbox"/> Lynn | 7 (11.9%) |
| b. <input type="checkbox"/> Swampscott | 26 (44.1%) |
| c. <input type="checkbox"/> Salem | 4 (6.8%) |
| d. <input type="checkbox"/> Marblehead | 14 (23.7%) |
| e. <input type="checkbox"/> Boston | 16 (21.7%) |
| f. Other: _____ | |

ANALYSIS:

Similar to the 2015 survey. We have made gains in that more people come to the library that might have gone to no library at all in the past.

5.) When you use any library, what do you do? Please select all that apply: (109 responses)

- | | | |
|---|------------|---|
| a. <input type="checkbox"/> Borrow children's materials | 29 (26.6%) | |
| b. <input type="checkbox"/> Borrow young adult materials | 12 (11%) | |
| c. <input type="checkbox"/> Borrow adult materials | 84 (77.1%) | 1 |
| d. <input type="checkbox"/> Buy reading materials through the book sale | 35 (32.1%) | 4 |
| e. <input type="checkbox"/> Attend children's programs | 19 (17.4%) | |
| f. <input type="checkbox"/> Attend young adult programs | 0 (0%) | |
| g. <input type="checkbox"/> Attend adult programs | 28 (25.7%) | 5 |
| h. <input type="checkbox"/> Use public computers or wi-fi | 21 (19.3%) | |
| i. <input type="checkbox"/> Use the restroom | 37 (33.9%) | 3 |
| j. <input type="checkbox"/> Relax, read, research, or study | 38 (34.9%) | 2 |
| k. <input type="checkbox"/> Grab a coffee or tea | 9 (8.3%) | |
| l. <input type="checkbox"/> Meet with others, formally or informally | 16 (14.7%) | |
| m. <input type="checkbox"/> Other _____ | | |

ANALYSIS:

Clearly, circulating materials is still the primary service of this library. The high interest in making themselves at home speaks to what the branding focus group said: that the Library was considered a haven. The book sale, in a community that often prefers to buy its books (Q. 6) should continue to figure prominently, and perhaps eliminating fines as a deterrent to borrowing should be considered.

6.) If you do not use Nahant Public Library, why not? Please check the one answer that best describes you. And if you choose (e), would you please tell us why? (And if you *do* use the Library, please skip this question.) (28 responses)

- | | |
|---|-----------|
| a. <input type="checkbox"/> I don't read much | 4 (14.3%) |
| b. <input type="checkbox"/> I usually buy my books | 6 (21.4%) |
| c. <input type="checkbox"/> Hours aren't convenient (and see Q #7, below) | 3 (10.7%) |
| d. <input type="checkbox"/> I don't use libraries in general | 3 (10.7%) |
| e. <input type="checkbox"/> I don't like Nahant Public Library | 1 (3.6%) |

f. Other: use Boston's OverDrive (2), work prevents, etc.

ANALYSIS:

Though response to this question was low, it seems to parallel what we have been hearing from the public. Many people prefer to buy (and download) their materials, and for those we will continue to market our new OverDrive and Hoopla platforms. The Trustees are examining increasing or shifting our hours (we are open 36 hours/week). The single person who didn't "like" the library uses Boston Public Library. One person reported that the building exacerbated that person's asthma, so perhaps having rerouted the heating system to radiators and put in room air conditioners and a basement dehumidifier have helped that problem.

7.) The library is open from 10-7 Tuesdays and Thursdays, 10-5 Wednesdays and Fridays, and 12-4 Saturdays. Please check the times below when you can come to the library. (113 responses)

a. <u>10:00-7:00 Tuesdays</u>	89 (78.8%)
b. <u>10:00-5:00 Wednesdays</u>	69 (61.1%)
c. <u>10:00-7:00 Thursdays</u>	90 (79.6%)
d. <u>10:00-5:00 Fridays</u>	66 (58.4%)
e. <u>12:00-4:00 Saturdays</u>	88 (77.9%)

ANALYSIS:

State law requires that a library serving a population of our size be open 15 hours per week. We are open 36 hours. Of the 28 residents who said they do not use the library, 24 (85.7%) reported that they could come to the library on at least some of the days we are already open. Most interestingly, 9 of them (32.1%) could come to all of the hours we currently have available. It is an indication that, even if we shifted our hours, some people would still prefer not to use the library. It should also be noted that our tracking of patron visits has seen a distinct drop off in visits on Thursday evenings, even though Thursday is reported as a desired day.

8.) The Board of Trustees is considering revising some of the hours open. Because of personnel constraints, it might mean removing less popular hours to open the library at other hours. Please indicate below which hours you would *definitely* use regularly, were they to become available. (103 responses)

a. <u>10:00-5:00 Mondays</u>	25 (24.3%)	
b. <u>9:00 a.m. weekday opening</u>	25 (24.3%)	
c. <u>8:00 p.m. weekday closing</u>	37 (35.9%)	3
d. <u>Saturday morning</u>	39 (37.9%)	2
e. <u>Sunday morning</u>	24 (23.3%)	
f. <u>Sunday afternoon</u>	49 (47.6%)	1
g. <u>Other: _____</u>		

ANALYSIS:

Clearly, there is a strong interest in being open on Sunday afternoon, with Saturday morning and weekdays until 8 p.m. also preferred. Recent trials of Sundays had fairly poor showings, so perhaps this is more a desire than a commitment. Of those desiring Sunday afternoon, only 10 (20.4%) could only come on one or 2 other days. Most could come on 3 or more other days, if they wished.

9.) The Board of Trustees is considering the long-term care of the building. Please check below any and all aspects of the library building that you feel are most important to sustain library services in the 21st century: (117 responses)

a. ___ Maintaining a beautiful and inspirational building	98 (83.8%)	1
b. ___ Heat, ventilation, and air conditioning (HVAC)	75 (64.1%)	2
c. ___ Adequate lighting	61 (52.1%)	3
d. ___ Clean, modern bathrooms	37 (31.6%)	
e. ___ Accessibility	51 (43.6%)	
f. ___ Computer stations	33 (28.2%)	
g. ___ Wi-fi	52 (44.4%)	5
h. ___ Quiet space for adults	56 (47.9%)	4
i. ___ Flexible space for children	50 (42.7%)	
j. ___ Formal and informal meeting spaces	40 (34.2%)	
k. ___ Other: <u>fine as it is (2), support the librarians (2), etc.</u>		

ANALYSIS:

All but one person responded to this question, and they were most interested in maintaining the building, and providing adequate HVAC and lighting. Interestingly, quiet space for adults was of interest to this older adult community, which might help drive the need for a separate children's space. That the need for wi-fi superceded the need for computer stations speaks to the move toward more laptops and handheld devices being preferred over PCs.

USING LIBRARY RESOURCES

10.) The Library has many resources you can access even when the library is closed, through the Library website. If you have used any, please select what you have used this past year. (If none, please skip this question.) (91 responses)

a. ___ Search one of the catalogs (MassCat, ComCat)	46 (50.5%)	3
b. ___ Check the events calendar	56 (61.5%)	2
c. ___ Look up hours open or other policies	64 (70.3%)	1
d. ___ Download ebooks or e-magazines	14 (15.4%)	
e. ___ Research through the databases or Britannica	5 (5.5%)	
f. ___ Take online classes	3 (3.3%)	
g. ___ Follow the Library on Facebook	28 (30.8%)	
h. ___ Walk the Story Walk in the library playground	14 (15.4%)	
i. ___ Borrow from the Little Free Library at Short Beach	14 (15.4%)	
j. ___ Other: <u>expressed interest in ebooks (2), used museum passes, etc.</u>		

ANALYSIS:

Most users of the Library website look up our hours, check the calendar, or search the catalogs. We have increased "likes" and reach from our Facebook page, and een a couple of our seniors reported that they have use the Story Walk in the playground.

11.)The Library now has statewide borrowing privileges through the Commonwealth Catalog. If MassCat doesn't have it, ComCat probably does! Have you tried using ComCat? (117 responses)

- | | |
|---|------------|
| a. <input type="checkbox"/> Yes, I have used ComCat | 35 (29.9%) |
| b. <input type="checkbox"/> No, I didn't know there was a statewide catalog | 40 (34.2%) |
| c. <input type="checkbox"/> No, I knew about it but didn't try it yet | 36 (30.8%) |

ANALYSIS:

Though the majority of respondents knew about the statewide catalog, a sizable percentage didn't know we now have ComCat. Given that people were reporting they didn't use the Library due to lack of choice materials or OverDrive, a strong publicity campaign may help interest them in using Nahant Public Library.

12.)The Library has a number of unusual items available to borrow. Which of these have you borrowed from Nahant Public Library? (69 responses)

- | | |
|---|------------|
| a. <input type="checkbox"/> board games and puzzles | 6 (8.7%) |
| b. <input type="checkbox"/> child early learning backpack kits | 9 (13%) |
| c. <input type="checkbox"/> energy meter | 0 |
| d. <input type="checkbox"/> gardening tools | 4 (5.8%) |
| e. <input type="checkbox"/> KEVA plank blocks | 0 |
| f. <input type="checkbox"/> museum passes | 58 (84.1%) |
| g. <input type="checkbox"/> party parachute | 0 |
| h. <input type="checkbox"/> telescope | 2 (2.9%) |
| i. <input type="checkbox"/> ukulele | 3 (4.3%) |
| j. <input type="checkbox"/> Other: <u>didn't know they were available (5), DVDs (2), etc.</u> | |

ANALYSIS:

Museum passes were a clear favorite, even though they have only been used 127 times in the past fiscal year.

13.)The Library purchases a number of museum passes, offering either free or reduced admission. Out of the list below, which ones might you consider using in the coming year? Please select all that apply. (113 responses)

- | | | |
|--|------------|---|
| a. <input type="checkbox"/> Boston Children's Museum | 32 (28.3%) | |
| b. <input type="checkbox"/> Boston Museum of Science | 69 (61.1%) | 4 |
| c. <input type="checkbox"/> House of Seven Gables | 47 (41.6%) | |
| d. <input type="checkbox"/> Isabella Stuart Gardner Museum | 78 (69%) | 2 |
| e. <input type="checkbox"/> Kennedy Institute for the Senate | 32 (28.3%) | |
| f. <input type="checkbox"/> Lynn Museum | 41 (36.3%) | |
| g. <input type="checkbox"/> Massachusetts state parks | 43 (38.1%) | |
| h. <input type="checkbox"/> Museum of Fine Arts, Boston | 76 (67.3%) | 3 |
| i. <input type="checkbox"/> Peabody Essex Museum | 84 (74.3%) | 1 |
| j. <input type="checkbox"/> USS Constitution | 39 (34.5%) | |
| k. <input type="checkbox"/> Wenham Museum | 20 (17.7%) | |
| l. <input type="checkbox"/> Other: _____ | | |

ANALYSIS:

People definitely enjoy the idea of having museum passes available, even if they don't use them regularly. Some people asked about reserving them online, a service we do not offer due to cost.

ADULT PROGRAMS

(If you are answering for a child, please skip this section and go to Children's Services)

14.) This past year, Nahant Public Library offered a number of adult programs to the public. Which types of programs might tempt you to you participate in the future? (107 responses)

a. ___ Art exhibits, such as Norman Laliberté	66 (61.7%)	1
b. ___ A film series of recent or classic movies	51 (47.7%)	
c. ___ Food programs with area chefs	61 (57%)	3
d. ___ Local author programs, such as Indie Author Day	44 (41.1%)	
e. ___ Nahant Reads Together, the town-wide read prog	41 (38.3%)	
f. ___ Nahant Forum, experts discuss current topics	64 (59.8%)	2
g. ___ Nature programs	48 (44.9%)	
h. ___ Summer reading program activities for adults	33 (30.8%)	
i. ___ Other: <u>music events (3), book signings, lectures, etc.</u>		

ANALYSIS:

High interest in programs, especially for art exhibits and lectures. Our experience has been that having expert Nahanters is a big draw.

CHILDREN'S SERVICES

(If you do not use Children's Services, please skip this section and go to General Information)

15.) This past year, the Library's federal grant-funded STEAM Everywhere project added a lot of new learning materials to the Library's in-house, outdoor and circulating collections. Please check any materials from the list below that your family has used at the library or at home this past year. (28 responses)

a. ___ Magnet blocks	4 (14.3%)
b. ___ Wall magnets	2 (7.1%)
c. ___ DUPLO sets	4 (14.3%)
d. ___ KEVA Plank blocks (wood rectangles)	1 (3.6%)
e. ___ Bee-Bots	1 (3.6%)
f. ___ Story Walk in the library playground	16 (57.1%)
g. ___ STEAM-themed books	5 (17.9%)

ANALYSIS:

This question had a glitch online, in that for the first several responses people could only pick one choice. However, the clear and surprising favorite was the Story Walk. (We also know that the learning backpacks, which we enhanced under the grant, had a spike in uses when we added the new packs.) We will continue to offer the Walk and other learning toys in the future.

16.) This past year, if you or your family members attended any of the STEAM Everywhere programs hosted by the Library (Carle Museum, Story Walk, Hands on Nature), did you find these activities to be worthwhile? (If you or your family did not attend, please skip this question.) (38 responses)

- | | |
|---------------------------------|------------|
| a. <input type="checkbox"/> Yes | 22 (57.9%) |
| b. <input type="checkbox"/> No | 16 (42.1%) |

ANALYSIS:

Ten of the “no” responses were people aged 50 and up and 8 of the “yes” responses were older, as well. Older adults were generally not seen at the STEAM programs, which were geared to elementary school-aged children and younger. Perhaps people were responding in more general terms about whether or not STEAM events were worthwhile to have at the library?

GENERAL INFORMATION

17.) How old are you (or the person for whom you are answering)? (115 responses)

- | | |
|---|------------|
| a. <input type="checkbox"/> 0-5 years old | 2 (1.7%) |
| b. <input type="checkbox"/> 6-12 years old | 2 (1.7%) |
| c. <input type="checkbox"/> 13-18 years old | 1 (0.9%) |
| d. <input type="checkbox"/> 19-29 years old | 5 (4.3%) |
| e. <input type="checkbox"/> 30-49 years old | 21 (18.3%) |
| f. <input type="checkbox"/> 50-64 years old | 36 (31.3%) |
| g. <input type="checkbox"/> 65 years or older | 48 (41.7%) |

ANALYSIS:

The responses reflect that about half of the population of Nahant is age 50+.

18.) Is there anything else you would like to tell us about Nahant Public Library? (65 responses)

Kudos to the staff. (23 responses)

The library is an important town asset. (17 responses)

Love the programs. (4)

Add more hours, have more current or classic titles, suggestions about new programs or services, etc.

ANALYSIS: All in all, the respondents understand that it is the staff that is the strength of the library. Our good customer service is noticed. Residents are appreciative of the new programs and the many new online offerings. Usage statistics point to a huge spike in the circulation of DVDs, and a 11.69% increase in overall circulation this past year. Children’s programming has also gone way up, thanks to the STEAM Everywhere project.

There seems to be a lot of room to still publicize what we have and create signage to make it easier to find titles. We will continue with our museum passes and innovative programs, while trying to find a solution to providing quiet space when needed. We will create more exhibit space and mine local talent to discuss local and current topics whenever possible. More to come, for sure!