

## FORBES LIBRARY LONG RANGE PLAN FY10 REVIEW

This year marks the end of the five year period for this Long Range Plan. We are already beginning to plan for the development of a new plan beginning next year. Customer service, innovation and community outreach are areas that were emphasized in our initial goals. In these past five years we are very proud of the work we have done to make the library a welcoming place that is integrated and responsive to the community.

The first goal states, “All Library users will experience Forbes as welcoming, responsive, and satisfying.” Objectives under this goal included improved communications, staff training, new service initiatives, and addressing building issues. This year we have accomplished:

- Attractive stack signage was added to the library’s Arts & Music stacks including subject categories for ease of browsing.
- The library held a very successful outdoor concert with 400 people in attendance.
- The library continued to develop its collection of video games in multiple platforms.
- The Coolidge Museum celebrated Coolidge’s 100<sup>th</sup> anniversary as Mayor of Northampton including new exhibits, programming and media coverage.
- The library continued to develop the collection of the newly created Health Resource Center. A computer was added for searching health related databases and other electronic resources.
- The library welcomed Susan Stinson as the latest Writer in Residence. With her skills as a professional writer and historian, new programming was developed including a new local history and novelists series.
- The library held its annual Food for Fines program where fines are forgiven with the donation of non-perishable items that are then donated to the Northampton Survival Center. Over 700 pounds of food was collected.

The second goal states, “The needs and interests to the community will guide the development and improvement of library services.” Objectives under this goal included responding to requests gathered from our community survey, focus groups, and outreach efforts. Budget constraints have limited enacting some responses, most notably additional hours. Despite this, we have made great progress in this area including:

- The library conducted targeted outreach with many community stakeholders including WGBY-PBS, Clark School, United Way, Cooley Dickinson Hospital, local merchants, Multi-Arts, Franklin Hampshire Career Center, Head Start, Seussical Literacy Project, Disney Corporation, Northampton public schools, Interfaith Cot Shelter, Service Net, Northampton Veterans’ Affairs, Senior Center, Lilly Library, Casa Latina, Center for New Americans, Northampton Housing Authority, First Call for Help, Learning in Retirement, Northampton

- Survival Center, Hampshire Country Court, Holyoke Community College, UMASS, Dollars for Scholars, President Coolidge State Historic Site, Academy of Music, Northampton Arts Night Out and the Northampton Arts Council.
- The library developed a World Languages collection by bringing together the print materials in the library's adult collection written in a language other than English. The circulation of these items has increased and patrons are very pleased that these materials were made much easier to browse.
  - The library provided guided tours to local school groups as well as classroom visits by librarians.
  - The library welcomed 9 new members to its wonderful team of volunteers. All of our volunteers were invited to an appreciation event that was conducted complete with food and fun.

Our third goal states, "The Community's awareness of library services and resources will be strengthened." This became a crucial goal for the long range planning committee because much of what people suggested that the library offer were things that we already had. This year we have accomplished:

- The catalog records for the book collection in the Coolidge Presidential Library and Museum were added to the library's online catalog.
- The Library's fine art collection was professionally photographed. The library plans to develop an online exhibit based on these photographs.
- The library launched a blog of staff picks for helping patrons discover new materials to read, watch and listen to.
- The library increased its usage of Facebook as a tool to communicate library news and events and interact with patrons.
- The library continued to add new material to its website as well as printed pathfinders and handouts with an aim of providing useful, timely and robust information to the community.

Goal IV states, "The Board of Trustees of the Forbes Library will ensure the long term financial security and address immediate financial needs of the library."

- The Trustees continued an annual fund drive for calendar year 2010 with a goal to raise enough money to renovate the Children's and Young Adult Department including new furnishings and expanded technology offerings.
- The Trustees passed and publicized a resolution urging a no vote on Proposition #3 on the state ballot to cut the state income tax to 3%.