

# Flint Public Library

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Long Range Plan 2012-2016

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# **Flint Public Library Long Range Plan 2012-2016**

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## **Flint Public Library Long Range Plan 2012-2016**

### **Introduction and Acknowledgements**

The Flint Public Library is a much-loved institution and respected as the heart of the Middleton community. For over 120 years it has served the many needs of the public thanks to the vision and dedication of Middleton residents throughout the years. This support continues today. We would like to thank the following people for their willingness to take time to thoughtfully explore the Strengths, Weaknesses, Opportunities and Threats to the library and create a forward thinking long range plan to meet the needs of the Middleton community over the next 5 years.

We thank the following people for their support.

#### ***Flint Public Library Board of Trustees***

Melissa Stankus, Chairman  
Brenda Kirwan  
Gretchen Hover Moreschi

Eileen Paul  
Mary Toropov

#### ***Planning Committee Members***

Adela Carter, library director (2000-2010)  
Judy Gallerie, assist. library director  
Roger LeMay  
Kosta Prentakis, town selectman  
Brenda Kirwan-trustee  
Ann Noyes  
Larry Dodge  
Eileen Poirier

Melissa Stankus, trustee chair  
Gretchen Moreschi, trustee  
Mary Toropov, trustee  
Eileen Paul, trustee  
Annie Wilton-Friends Group President  
Stephen Toropov, high school senior  
Miranda Dearborn, high school junior  
Melissa Gaspar, library director (2011-)

#### ***Consultants for the Massachusetts Library System (MLS)***

Susan Babb  
Scott Kehoe  
Greg Pronevitz

#### ***Flint Public Library Staff Members***

Nicole Cardarelli  
Gary Cote  
Miranda Dearborn  
Mark Doerrer  
Judy Gallerie  
Melissa Gaspar  
Claudia Johnson

Loretta Swift Johnson  
Justin Liberti  
Elizabeth Macgregor  
Lisa Rundquist  
Jessica Tin  
Stephen Toropov

#### ***The Friends of the Flint Public Library***

#### ***And all the respondents to the Community Survey***

## **Brief History of the Town of Middleton**

Middleton, incorporated as a Town in 1728, is located in northeastern Massachusetts and is bordered by Danvers on the east, Topsfield, Boxford and North Andover on the north, North Reading on the west and Peabody on the south. It is 23 miles from Boston and covers an area of approximately fourteen square miles. Routes 114 and 62 cross one another in the center of Town. Middleton was so named because it was a “Middle Town” located halfway between the larger towns of Andover and Salem. In 1753 when the Estey Tavern was built it was used as a stopover point for travelers or drovers. A holding area for sheep, cows and horses was created across the street from the tavern and a large watering trough was located in the center of town for animals and people.

Before being called Middleton, the area was known as Will’s Hill after a lone elderly Native American named Will. The town has a celebration known as Chief Will’s Day in honor of this first settler of Middleton each year. In 1651 the first European, William Nichols settled in Middleton. In 1653 Thomas Fuller a blacksmith built a saw mill on a stream in Middleton. Then in 1659 Bray Wilkins settled near Middleton Pond with his six sons and a family friend named John Gringell. Soon other families, the Putnams, Hobbs, Elliots, Townes, Richardsons and Peabodys were settling in the area as well.

In 1729, Rev. Andrew Peters, a Harvard graduate, was ordained as the first minister in the first church built in Middleton. The church also served as a meeting house and school. Nathaniel Towne was the first schoolmaster.

Over time, the town had two steam railroads, a trolley line and a bus route. Mills and shoe factories, the Boston Blacking Industry, Ice making and other industries soon created a thriving commerce in the town. With its many ponds and streams Middleton became a summer destination point with many cottages, camping grounds, and picnic areas in the late 1800’s and early 1900’s. Route 114 was built between 1804 and 1914 and ran right through the center of Middleton. Farmers and their horses were employed to help build this highway.

Middleton’s history has been fundamentally aligned with agriculture with a modest transition to industrialization in the 19<sup>th</sup> century. Until the 1970’s the largest source of employment in Middleton was manufacturing with most residents were employed in blue collar positions. In recent years, increased numbers of Middleton residents are college graduates working in professional positions. By 2009, 80% of the population over 25 years old had a high school degree or higher, almost 30% had a bachelor’s degree or higher and 12% had a graduate or professional degree.

According to the 2010 census the population of Middleton was 8,987 people up 16% since the year 2000. New housing developments accounted for much of the increase in population. Home sales have ranged in the mid \$300,000 to the low \$400,000 over the last 5 years. The average price of a home built in Middleton in June 2010 was \$417,100

Over the past fifteen years the enrollment of students in grades K – 6 has increased by 23% . To deal with overcrowding in the schools at the elementary level, Middleton completed a

\$5,000,000 Renovation and Addition Project at the Fuller Meadow School in 1997. In 1997 the residents of Middleton also voted to spend \$3,000,000 for the drafting of the architectural designs which served as the template for the enlargement and renovation of the Town's Regional High School, Masconomet, a secondary school of national renown. The High School portion of this expansion project was completed in 2001 and the Middle School renovation was completed in 2002. The connecting hall, playing fields and parking lot were completed in 2003. For many years the Masconomet graduating class has had 90% of its graduates go on to higher education. In 2008 the town supported the renovation and expansion of the Flint Public Library. Just this year-- 2011, the town completed a new larger Howe-Manning Elementary School. All of these projects show the town's support of higher education and learning.

The Town operates under an open town meeting form of government presided over by a Town Moderator, giving all registered voters the opportunity of an equal voice in spending their tax dollars. Subject to the legislative decisions made by the Town Meeting, the affairs of the Town are generally administered by a five-member Board of Selectmen, which in turn appoint a Town Administrator who supervises the administration of most town departments

The Town of Middleton's profile is rapidly changing from a semi-rural community to one that is attracting more retail and commercial development. Development is regulated by zoning by-laws that provide for the preservation of open space and the careful blending of residential and commercial establishments. In spite of recent development, Middleton has retained its small town character and is still a town with a warm community feeling.

Information taken from: "*Images of America : Middleton*" by Shirley Paul Raynard with the Middleton Historical Society. Arcadia Publishing. 2010.

Middleton Annual Reports

<http://www.city-data.com/city/Middleton-Massachusetts.html>

## **Brief History of the Flint Public Library**

Middleton has always been interested in maintaining a library for its citizens. As early as 1772, a social library was founded by Reverend Elias Smith. In 1838 another library association was established by Dr. E.S. Phelps with 46 members and 84 volumes but it was short-lived. The present Flint Library originated as an association formed in 1865 with John M. Peabody President. This association flourished and was turned over to the town in 1879 after the Honorable Charles L. Flint, a prominent Massachusetts citizen born in Middleton, wrote a letter to the Selectmen suggesting the 150 anniversary of incorporation of the Town should be commemorated by the establishment of a Public Town Library, free to all. Mr. Flint offered \$1,000.00 to help start a library provided the Town appropriate \$400 for necessary expenses.

In 1891, \$10,000 was bequeathed to the town under the will of Honorable Charles L. Flint for the purposes of erecting a permanent building for use as a free public library. Following this generous donation, the Flint Public Library was built on a centrally located site in Middleton Square on land purchased by the Town to be used expressly for the construction of a library. Created of ornamental Ashler brick with Nova Scotia sandstone trimmings and a slate roof the library has an elegant and regal look. The interior finish was of cypress, with birch floors and furniture of highly polished oak. The front painted memorial windows were created by the renowned artist, Donald McDonald whose work is rare and precious. The entire book collection amounted to 5,000 volumes representing accumulations from earlier private library associations and the personal library and writings of Charles L. Flint. An early advocate of secondary and higher education, Charles L. Flint was a leading force for the establishment the University of Massachusetts, the Massachusetts Institute of Technology and the public high school system. He wrote seminal works on agricultural topics and became the Secretary of Agriculture for Massachusetts. Most of his original writings reside in the library's glass cased book shelves.

Over the years, the library remained architecturally unchanged with only a 1978 renovation of its basement for a Children's Department. In the early part of the 21<sup>st</sup> century a group of dedicated citizens helped promote the expansion and renovation of the Flint Public Library, a tremendous undertaking which spanned the better part of 3 years. With successful fundraising efforts in progress, new construction soon began and the library operated from a temporary setting on Lookout Lane in Middleton. The new building was completed in 2008 and a grand rededication of the library was held on Nov. 8, 2008. The new space encompassed more than 18,000 sq ft. and was funded by grants from the Massachusetts Board of Library Commissioners, Municipal Funds, Historic Preservation Grants and private donations. The total cost of the project exceeded 7 million dollars. Presently, the library contains more than 50,000 books, 3,500 videos, 1,800 audio books, passes to local attractions, museums and subscriptions to almost 300 periodicals. The library also offer ebooks and audio books which can be downloaded from a computer to the patrons own ereader or listening device.

There are 14 computers for the public to use with high-speed Internet. Wireless Internet access is also available. Annually, the library hosts more than 100 programs dedicated to cultural, recreational or educational subjects. Story hour sessions and after-school programs are

offered on a weekly basis as the library is committed to promoting reading and literacy to the community's youth. Maintaining a very close and cooperative relationship with Middleton's educational institutions, the Flint Public Library hosts school classes and supports the school summer reading requirements. The Flint also is committed to delivering library material to the elderly and homebound and works closely with the Town's Council on Aging.

The library boasts healthy circulation and attendance statistics with half of its 8,000 residents owning library cards. The library participates in a regional consortium called the Merrimac Valley Library Consortium (MVLC) wherein books at other libraries, both public and academic, can be located and borrowed by Middleton residents at no cost. The Flint Public Library makes its resources available to the community 51 hours per week.

The library is supported through the Municipality of Middleton and overseen by an elected Board of five Library Trustees, elected for a three year term and responsible for overseeing policy decisions. The day-to-day operation of the library is entrusted to the Library Director who supervises four full-time employees and seven part time employees.

Information taken from: "*Middleton, Massachusetts : a cultural history*" by Lura Woodside Watkins. Essex Institute Salem MA, 1970.

## **Mission of the Flint Public Library**

The mission of the Flint is to inform, enrich, and empower every person in the community by creating and promoting easy access to a vast array of ideas and information, and by supporting an informed citizenry, lifelong learning, and love of reading.

The Flint Public Library is interested in providing free and equal access to information in a variety of formats, in utilizing the new technology, in furnishing environments and resources that respect the diversity of cultures, and in supporting and defending the principles of intellectual freedom, the Library Bill of Rights, and the Freedom to Read Statement.

Adopted by the FPL Board of Trustees 1/95

Reviewed 10/7/96

Reviewed 9/9/02

Revised 12/12/05

## Long Range Plan Methodology

The Flint Public Library's Long Range Plan was created over a period of 2 ½ years and under the guidance of two library directors. The process was based on the book by Sandra S. Nelson entitled "The New Planning for Results : a streamlined approach." published in Chicago by American Library Association, 2001. In brief, the streamlined approach consists of three meetings with a community survey sent out between the 2nd and 3rd meetings. The staff of both the Massachusetts Board of Library Commissioners and the Massachusetts Library System offered help through online resources and facilitating two meetings. The first session was organized by Library Director Adele Carter with assistance from Greg Pronevitz and Scott Kehoe from what was then the North-Metro Regional Library System (NMRLS) and is now the Massachusetts Library System (MLS). The group met with the Long Range Planning Committee on March 3, 2010. After introductions and an overview of the process, the committee brainstormed the Strengths, Weaknesses, Opportunities and Threats to the library. Included in this section is the S.W.O.T worksheet with updates in red which were added when the current committee briefly reviewed the S.W.O.T list on May 2, 2011.

After the March 3, 2010 meeting, the committee met on April 7, 2010 to visualize goals for the community and to see where the library could help support the community vision. Library Director Adele Carter and representatives from NMRLS facilitated the meeting. Attached are the (CVS) Community Vision Statements from the April 7, 2010 meeting.

In March of 2011 Melissa Gaspar began as the new Flint Public Library director and picked up the Long Range Planning Process. After attending a MLS workshop with Susan Babb on April 6, 2011, a meeting was called on May 2 to review what had been done to date and to move forward.

Ten of the 14 people invited to the meeting were able to attend. The meeting began promptly at 7pm and members introduced themselves. The committee had been sent the S.W.O.T list and preliminary goals for the library which had been created in 2010. The S.W.O.T list was updated and then the group envisioned what the library would look like in 2016. After this brainstorming session, the committee filled in a library goal worksheet to put their vision into goals which could be accomplished. Melissa collected the worksheets to be compiled later. The results of this exercise are included in this report and called "Long Range Planning Goals to Support the Community Vision" and is dated May 2, 2011.

Next the group looked over a survey which was a compilation of 11 surveys available online. The group members made additions to the survey and thought of ways to disseminate the survey to as many people as possible. Ideas included: Sending it out with the Electric bills; hand delivering it to places like Ferncroft Tower, placing printed copies at the town hall and other local areas, and posting it on our website. The meeting adjourned around 8:25pm.

The survey was sent out with the tax bills in June 2011. 2987 surveys were mailed to homes and businesses in Middleton. Another 500 or so copies of the survey were available at the town hall and the library circulation desks or hand delivered to elderly housing developments in town. By August 19, 2011 226 surveys had been returned. This represented about a 6% return of

total surveys printed. The surveys represented 449 people which are about 6% of the town's population. Results from the survey are attached. At last count, 250 surveys had been returned and this represented 499 people.

On August 30<sup>th</sup>, 2011 the Long Range Planning Committee convened again to discuss the results of the survey. This was the fourth meeting of the committee.

After a lively discussion of the survey results, the committee focused on setting future goals for the Flint Public Library. The meeting was adjourned at 8:30pm. In addition, the board of trustees spent most of their August 9<sup>th</sup> meeting discussing the survey results and planning how they can help improve the library's services and programs. There was input from staff and library Friends members as well. The following list of Goals, Objectives and Activities reflects the efforts, thoughtful suggestions, enthusiastic support and hopes of many people in the community who are deeply committed to the future success of the Flint Public Library. It is an ambitious but workable plan. The Yearly Action Plan is indicated by goals which have the year 2012 next to them.



# Long-Range Planning

Flint Public Library, Middleton

Meeting One Notes

March 3, 2010

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## Strengths

The building

Meeting room

Accessible

Shows off the Library to the town

The staff

Patron friendly philosophy

Personal attention to patrons

Variety of programs for all ages

Puzzle exchange/swap

Museum passes

Internet access

Strong active Friends

The Director

Trustees

Parking

Part of consortia (MVLC and NMRLS) **NMRLS is now MLS-The Massachusetts Library System**

Cable-cast ability in Meeting Room (with Schools?)

Communications with public

Bulletin boards

**Facebook**

**Town blast for special events**

Web site

**Constant Contact**

Programs

**Newspaper articles**

Book club

Wonderful patrons

**Excellent** Selection of books, movies, DVDs

Hours-**50 per week in the winter; 34 in the summer.**

## Weaknesses

Outreach

Notifying patrons

Snow closing policy (not always when schools are closed)

Communication of new programs/resources

Front door access—**Soon to be open**

Need more staffing

More staff development needed

Staff are stretched thin

Building visibility, landscaping, and signage—**New landscape plan for the front is in progress, donor gardens will enhance the beauty of the grounds.**

Signage

Bigger, professional, fit in with town character (outside)

From street (outsides)

Bookshelves inside

Echo in children's activity room—**will be addressed this year**

Parking – Well-attended programs limit overflow spaces

Percentage of residents who are in the Friends

Not enough active Friends/Volunteers

(Opportunity: Volunteer coordinator)

Integration into town

(Opportunities: integration, partnering)

Hours

## **Opportunities**

Provide programs for elementary students during school construction project

Young adult librarian

Make connections like those made with Meritor Academy

Connect with Howe Manning

School partnerships for collection development in line with curriculum

Limit number of loans per person or have reserve collection to allow access to popular curriculum support materials

Integrate the library into the community

- ❖ Let businesses know about out-of-towners using the library on Sundays and for large programs

Provide access to historical collections, e.g., veterans oral histories

Re-publicize history of stained glass windows

Outreach to Brooksby Village

Provide access to Historical Society materials (with copies)

Could Masonomet Regional High School seniors and/or Eagle Scouts work on their six-week project at the library?

Gather email addresses of users

Ask new card holders if it would be ok to use email addresses for library communications

Loan Kindles-**in discussions**

Ebooks from Overdrive

Find cost-effective ways to provide new technology

Use social networking to communicate—**using it now with Facebook**

Solidify financial foundation of the library, e.g., in wills

Hold the next capital campaign

Use donor lists  
Invite local talent and organizations to programs  
Give library tours  
Communications with email bursts, constant contact  
Volunteer coordinator  
Integration with town activities

### **Threats**

Lack of money  
Misinformed residents  
Feeling that the Internet can replace the library  
Library safety for children  
Censorship/Patriot Act  
Dishonest individuals

## **Long Range Planning-Library Goals to Support Community Vision**

(Town wide goals which the whole community would like to see)

Compiled on April 7, 2010

### **Cultural/Social/Recreation (10 votes)**

The library will host a wide range of cultural and social activities, accessible to all.

The library will host family friendly activities and be the community center of the town.

### **Education (10 votes)**

The library will support life-long learning and provide access to current information

The library will provide the latest technology to access the Internet

The library will provide supplemental support to the local schools and school curriculum

### **Communications/Information ( 7 votes)**

More town publicity

Resource center

Virtual hub

Local paper

### **Collaboration (4 votes)**

Collaboration among community organizations

Community Day

More communications about town events/news

More partnerships with businesses and non-profits

### **Local Business (1 vote)**

More retail on Route 114 (less vacancies)

Partnerships with businesses

Local paper

### **Quality of Life (1 vote)**

Town beautification

Safe community

Improve traffic options

### **Finance**

Financial sustainability

Keep cost of living manageable

Help seniors with taxes

Improve awareness of tax programs for seniors that are promoted by the Council on Aging

Support for the less fortunate

## Long Range Planning-Library Goals to Support Community Vision

May 2, 2011

### Cultural/Social/Recreation (10 votes)

The library will host a wide range of cultural and social activities, accessible to all.

The library will host family friendly activities and be the community center of the town.

The library will host both musical and theatrical events.

The library will offer programs which are indoors and outdoors.

The library will be a central point of the community for fun, education, socializing and offer a positive experience to all who seek it.

The library will be a source of inspiration to all constituents

The library will offer programs, activities and resources to every age group, birth through senior citizens.

The library will have something for everyone.

### Education (10 votes)

The library will support life-long learning and provide access to current information

The library will offer educational programs which do not appear to be educational, esp. to the young.

The library will sponsor early literacy groups for infants through school age. Babytime, Toddlertime, Story Hour. Play groups.

The library will provide a place for people to teach and learn from each other

The library will host a monthly current events discussion group for adults

The library will support local school curriculums

The library will offer new technologies, will teach? Such as ereaders,

More computers at the library

### Communications/Information (7 votes)

The library will employ staff and volunteers to ensure publicity and fundraising are professional and ongoing

The library will use multiple avenues to publicize events and programs.

The library will be welcoming and user friendly

The library will be a source of information about activities and events in the town.

The library will be the community's access to information and technology.

### Collaboration (4 votes)

The library will share programs and resources with other area libraries

The library will be more visible in town by being a part of events such as Shop Middleton Day, Chief Will's Day, and the Pumpkin Festival.

The library will visit town schools and Masco to make the library resources more available and visible.

The library will collaborate with other community groups and events.

Other groups will use the library for meeting space.

The library will collaborate with other town departments, businesses, sporting activities, cultural events, social and community activities.

The library will promote and nurture collaboration by fostering an energized and fluid environment

**Local Business (1 vote)**

The library will support economic growth in the town by partnering with local businesses.  
The library will support economic growth by job search support, resume builder, small business support.

**Quality of Life (1 vote)**

The library will enhance the quality of life in Middleton by providing an important resource for research.  
The library will enhance the quality of life by being a source of beauty and pride in the center of town.  
The library will enhance the quality of life by providing a multitude of programs for all different segments of the population.  
A variety of programs for different age groups and populations, preschool, high school, middle school, senior citizens.  
The library is a rich resource that raises the quality of living in Middleton

**Finance**

The library will continue to have the financial support of the town.  
Speakers and presenters will be invited to speak on behalf of the library at town meeting.  
The library will be creative in finding funding through grants, partnerships and the town.  
The library will have a strong “Friends” entity and be actively supported by its patrons.  
The library will have a plan in place to make use of volunteers from all age groups, high school, scouts, senior work off.  
The library will foster more interactions with businesses in town

# 2011 Community Survey for the Flint Public Library

1 S. Main Street, Middleton, MA 01949 (978) 774-8132 [www.flintlibrary.org](http://www.flintlibrary.org) [flint3@comcast.net](mailto:flint3@comcast.net)

The library is currently evaluating its facility and services in order to plan for the next 5 years. Please help us by filling out this brief survey. We greatly welcome your input whether you currently use the library or not. Thank you so much.

**1. Do you or your family currently use the library?**

- Yes
- No Skip to question # 9

**2. Below is a list of services the Flint Public Library provides, please indicate which of the following services you or your family have used.**

- Books
- Audio books
- Large print books
- Interlibrary loans
- Reference materials
- Magazines or Newspapers
- Videos
- Use the Internet
- Genealogy
- Museum Passes
- Copy Machine
- Tax Forms
- School reading lists
- Children's programs
- Adult programs
- Meeting Room space
- Quiet place to read or work
- Meet with friends
- Business information
- Medical Information
- Check the bulletin board
- Download ebooks or audios
- Job search or application
- Delivery to the homebound
- Other: please specify

**3. Please indicate how often you or your family use the library**

- Once a week or more
- Once a month
- A few times a year
- Less than once a year

**4. Are there other services or programs not mentioned above that you or your family would like to see the library offer?**

**5. How would you rate the following in reference to the library facility?**

	Very Satisfied	Satisfied	Not satisfied
Safe and well-lit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clean	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adequate space	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Comfortable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Acceptable noise level	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adequate signage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**6. How would you rate the staff at the library?**

	Very Satisfied	Satisfied	Not satisfied
Helpful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Knowledgeable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Professional	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Courteous	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**7. What do you think of our website at [www.flintlibrary.org](http://www.flintlibrary.org)?**

- Never use it
- Difficult to find what I am looking for
- User friendly
- Use it frequently

**8. How do you hear about library programs and services?**

- Library Website
- Library Facebook
- Newspaper
- Flyers and posters
- Word of mouth
- School notices
- Local access cable TV
- Other Please describe briefly

**9. If you do not use the library please tell us why.**

- Inconvenient location
- Unpleasant past experience
- Inconvenient hours
- Just not in the habit of going
- I'd rather buy my own books
- Use another library
- Other Please describe briefly

**10. Do you live in Middleton?**

- Yes
- No Name of town \_\_\_\_\_

**11. Please indicate your gender and age and those of your family.**

- 18 or younger
- 19-30
- 31-50
- 51-65
- Over 65
- Female
- Male

**12. When you visit the library where else are you likely to visit in town?**

Other comments and suggestions are welcome.

**Thank you for responding to our survey!**

Surveys may be dropped in the library book drop at 1 S. Main Street, Middleton, MA, or mailed to the library. Return this survey in person and you will receive a small thank you

## **Results of 2011 Community Survey for the Flint Public Library**

1 S. Main Street, Middleton, MA 01949 (978) 774-8132 [www.flintlibrary.org](http://www.flintlibrary.org) [flint3@comcast.net](mailto:flint3@comcast.net)

The library is currently evaluating its facility and services in order to plan for the next 5 years. Please help us by filling out this brief survey. We greatly welcome your input whether you currently use the library or not. Thank you so much.

### **1. Do you or your family currently use the library? 226 responded**

**81% Yes**

**19% No**

### **2. Below is a list of services the Flint Public Library provides, please indicate which of the following services you or your family have used.**

**184 responded**

**95% Books**

57% take out Videos

54% use Museum Passes

43% request Inter-library loans

35% take out Audio Books

30% use Magazine and Newspapers

30% use the Copy Machine

29% attend Children's Programs

27% use the School Reading List

**24% use the Internet**

20% consult the Library Bulletin Boards

18% use as a quiet place to read/work

18% use for Research/Reference

16% use the library Meeting Room

16% attend Adult Programs

13% use the library to meet their friends

13% use the Large Print books

12% use the library to obtain Tax Forms

5% use the download program for ebooks

4% use the library to search for a Job

4% use the library for other reasons such as book club,

4% use the library to find medical information

3% use the library to find business information

2% use the library's service of books to the homebound

2% use the library for genealogy

### **3. Please indicate how often you or your family use the library 185 responded**

**50% Once a week or more**

**30% Once a month**

**20% A few times a year**

**4. Are there other services or programs not mentioned above that you or your family would like to see the library offer?**

"Tai Chi Night" in the park behind the building?!

A community Bulletin board where people can post other than non-profit only.

A pass for Cranes Beach

Additional parking on Pleasant St. in the near future? I hope so.

Children's music/book program for children younger than 3

Kindle books

More adult night programs - would like to do the journal class. Really enjoyed the cooking class

More adult programs - loved the jewelry making class.

There is a lot of talent in town we could tap into for this.

Passes to the beach!

Saturday hours

The non-fiction section of crafts such as knitting and crochet are very old books.

There is an up surge of interest in hand crafts - now needing to be addressed.

More childrens: like Baby & Books

ebooks for kindle

I'd attend a program of someone who had traveled and wanted to share their photos in a PowerPoint presentation. Also, maybe some programs around Heritage - International evening.

Adequate for our needs

More programs after school

Print list above (#2) with some more details on each service offered.

Are all the services free?

Can political groups use the meeting room space?

Publish -calendar of upcoming meetings someone may be interested in attending.

Fax Machine

Story for kids under age of 3

Adult exercise programs i.e. Dance for exercise

Open on Saturdays

**12. How would you rate the following in reference to the library facility? 185 responded**

	<b>Very Satisfied</b>	<b>Satisfied</b>	<b>Not satisfied</b>
<b>Safe and well-lit</b>	<b>96%</b>	<b>4%</b>	○
<b>Clean</b>	<b>96%</b>	<b>4%</b>	○
<b>Adequate space</b>	<b>95%</b>	<b>4.5%</b>	<b>.5%</b>
<b>Comfortable</b>	<b>91%</b>	<b>8%</b>	
<b>Acceptable noise level</b>	<b>87%</b>	<b>11%</b>	<b>2%</b>
<b>Adequate signage</b>	<b>84%</b>	<b>11%</b>	<b>5%</b>

**13. How would you rate the staff at the library? 182 responded**

	Very Satisfied	Satisfied	Not satisfied
Helpful	91%	8.5%	.5%
Knowledgeable	91%	9%	0
Professional	91%	8.5%	.5%
Courteous	92%	7.5%	.5%

**14. What do you think of our website at [www.flintlibrary.org](http://www.flintlibrary.org)? 190 responded**

- 44% Never use it
- 10% Difficult to find what I am looking for
- 35% User friendly
- 11% Use it frequently

**15. How do you hear about library programs and services?**

184sponded and many checked more than 1 venue

- 23% Library Website
- .1% Library Facebook
- 16% Newspaper
- 40% Flyers and posters
- 42% Word of mouth
- 16% School notices
- 19% Local access cable TV
- Other Please describe briefly-sign out front, talking to librarians, email notices

**16. If you do not use the library please tell us why. 42 responded**

- 2% Inconvenient location
- 10% Unpleasant past experience
- 23% Inconvenient hours
- 62% Just not in the habit of going
- 18% I'd rather buy my own books
- 26% Use another library

Other reasons for not using the library

Some librarians are great, others leave a lot to be desired

I get free books from friends

Library is not needed. It is an overpriced facility

My computer does it all. No need for a library

I used it when my kids were young, but not after they graduated

With Kindles and computers the library is no longer needed.

It shouldn't have been expanded.

I would use it more if I had children.

The library appears to be a day camp for children

Children say they do not like it

**17. Do you live in Middleton? 220 responded**

**94% Yes**

**6% No Name of town you are from?**

**1 from Beverly, Ipswich, Peabody, Salem, Topsfield**

**2 from Chelsea, North Andover**

**4 from Danvers**

**18. Please indicate your gender and age and those of your family.**

**449 people were represented by the survey: 49% female 43% male 8% didn't indicate**

**23% 18 or younger**

**5% 19-30**

**29% 31-50**

**19% 51-65**

**24% Over 65**

**When you visit the library where else are you likely to visit in town?**

**Other comments and suggestions are welcome.**

**Of the approximately 70 comments and suggestions added in this section:**

**29 had high praise for the staff and the library**

**14 criticized the staff and/or thought we didn't need the library expansion**

**5 wanted the library to be open more hours especially on weekends**

**4 criticized the new consortium website and catalog Evergreen**

**4 wanted more information about the Overdrive download program**

**2 criticized the noise level in the library**

**2 wanted the DVD's to be easier to reach / organized in a user-friendly way**

**2 wanted more comfortable chairs at the computer stations**

**2 wanted more books on how to play the guitar or other instruments**

**1 wanted more outlets by tables for laptops to avoid tripping over cords**

**1 person wanted a table in the Reading Room for newspapers**

**1 person wanted more meeting room space**

**1 person wanted more seating**

**1 person wanted a drop off box at the library for electric bills**

## Assessment of User Need

After many committee discussions and a careful review of the survey results it was evident that there were some unmet needs from the community.

Primarily, the public would like to see the library be open more hours especially on weekends. Many expressed a wish that the library would continue its 51 hours of operation year round instead of having shortened hours during the summer. In order for the library to be open more hours, the town would need to fund more staff hours. Whether this will be possible in the current economic climate will be seen in the next few years.

Another frequent theme was the need for children's program for children under the age of 3. This is something we have addressed right away with the introduction of a Toddler Playgroup which includes a program of fingerplays, songs, chants, and creative movement. The first two programs have been well attended with 23 people in each group. This program will continue on a weekly basis. More programs for teens were also mentioned. We currently have a part-time YA librarian but as this is a growing field it would be so much better to have a full time position to serve the needs of the teen population. We also do not have a computer area for teens or tweens. The children's area is appropriate for younger children and the adult area is needed for adults who are taking online classes or doing research. When groups of young teens congregate there the noise level becomes a problem for the adults.

The meeting room spaces are highly used and there are often more people seeking quiet study areas than we have space for. Often the large meeting room is in demand for more than one community group or club. Scheduling programs for the library and the community is a full time job and requires much diplomacy. Many people mentioned the noise level in the library and this is something that must be addressed. The public computer area has a bit of an echo where sounds seem louder than usual.

Overall, the majority of comments were highly complementary about the staff and the library building; however the need for better signage was a common complaint. There is also a need for electrical outlets by the tables where people sit to use their laptops. Outlets in the nearby walls create a tripping hazard when people plug in across aisles that people frequent as they browse for books.

It was interesting to see that 95% of the people who use the library still check out books. Videos and audio books statistics however are on the rise. More people are expressing an interest in ebooks and the audio book download program Overdrive. More training and promotion is needed for the public to learn about these services.

One unexpected result from the survey was that many of the people who use the library never look at the website. Some find the website hard to navigate. Updating the website and looking at the ways we promote our programs will need to be addressed right away. We also found out that the lawn sign out front is a very successful way to promote library programs.

## Goals, Objectives and Activities including Year 2012 Action Plan

### **Goal 1. The Flint Public Library will serve as a center of education, information and life-long learning.**

Objective 1: The library will offer a wide range of programs for every age group.

Activity 1. By providing weekly early literacy groups from birth through school age  
Such as Toddlertime and Story Hour 2012

Activity 2. By offering afterschool activities and vacation time programs for grade  
school children on a regular basis. 2012

Activity 3. By offering some programs which appeal to teens 2012

Activity 4. By offering educational Adult Programs such as a book discussion group  
and current events group monthly 2012

Objective 2: The library will be the community's access to information and technology.

Activity 1. By having a sufficient number of public access computers which are  
up to date with the latest technology, supporting online education 2012

Activity 2. By maintaining an excellent collection of reference materials:  
print and non-print which are current and reliable 2012

Activity 3. By offering wireless internet access and help patrons who are learning  
about other technologies such a ereaders 2012

Activity 4. By installing more outlets near tables where people use laptops 2012

Activity 5: By promoting and educating the public about free ebooks through our  
databases such as Safari and the Overdrive Program which offers ebooks  
and audio books

Activity 6: By educating the public about the services provided through MVLC 2012

Objective 3: The library will promote ideas and activities that encourage a lifelong love of  
reading, the enjoyment of books, knowledge and personal development.

Activity 1. By providing book displays, interactive programs, discussions, community  
reading or writing events.-2012

Activity 2. By providing quiet places for reading, reflection, studying, working 2012

Activity 3. By being ADA compliant and free of charge the library is a barrier free  
resource which provides materials of varying viewpoints to allow patrons  
to pursue their own interests and broaden their perspectives 2012

Activity 4. By offering events open to all ages teaching skills like painting, knitting, how  
to download ebooks etc.

## **Goal 2: The Flint Public Library will be a center of cultural, social and recreational events.**

Objective 1. The library will host a wide range of programs which celebrate diversity and encourage cultural understanding.

Activity 1. By offering musical, cooking, travel or international programs 2012

Activity 2. By offering the museum passes, thanks to the generosity of the Friends Group, the library enables people to attend cultural and educational venues they might not otherwise be able to afford. 2012

Activity 3. By creating a space for acceptance and neutrality the library will build relationships across cultures and belief systems. 2012

Objective 2. The library will offer inspirational and thought provoking programs which meet the needs of the community.

Activity 1. By offering poetry events, interesting guest speakers, etc. 2012

Objective 3. The library will offer programs which are entertaining and fun.

Activity 1. By offering programs which are family friendly, intergenerational, and engaging for all ages to enjoy

Activity 2. By providing a meeting space for other community groups such as Cub Scouts, Brownies, Girl and Boy Scouts, Garden Club, Stream Team, Cultural Council, 2012

Activity 3. By hosting art classes, Mahjongg, board game nights, scavenger hunts 2012

## **Goal 3. The Flint Public Library is a respected and vital institution which serves the needs of the community.**

Objective 1. The library is an enjoyable destination point.

Activity 1. By providing excellent, professional, and efficient service 2012

Activity 2. By being a clean, welcoming, user-friendly facility with good signage 2012

Activity 3. By having staff who are courteous, and enjoy working with the public 2012

Activity 4. By providing training, and ongoing education to staff as needed 2012

Objective 2. The library uses multiple avenues to publicize events

Activity 1. By having a website which is easy to use, engaging and fast

Activity 2. By advertising in the local papers, on the radio, and cable TV. 2012

Activity 3. By sending emails through lists or a subscribe feature on website

Activity 4. By increasing the size and visibility of the Library Events bulletin board 2012

Activity 5. By having a large, professional permanent sign out front to advertise library and community events

Objective 3. The number of people using the library and the number of books circulating continues to increase.

Activity 1. By following the trends in readership, providing good reader advisory and thoughtful collection development 2012

Activity 2. By having a mechanism for patrons to suggest items for purchase

Activity 3. By being open enough hours to serve the community adequately

Activity 4. By providing increased signage to make the library more user-friendly 2012

Activity 5. By providing services that encourage greater numbers of people to come to the library and check out books or learn to download electronic books.

Objective 4. The library is a source of beauty and pride.

Activity 1. By implementing the comprehensive landscaping plan the grounds will be a point of pride for everyone who sees the library

Activity 2. By maintaining the historic character of the building the library will keep its historic value and be an icon and tourist attraction in the center of town.

Activity 3. By becoming a destination of the Essex National Heritage Area and hosting an event during the Essex Heritage "Sails and Trails" weekends 2012

#### **Goal 4. The Flint Public Library will collaborate with other groups to build partnerships and share resources.**

Objective 1. The library will share resources and collaborate with other area libraries.

Activity 1. By maintaining its membership in the MVLC consortium 2012

Activity 2. By collaborating with other libraries to provide programs and share ideas

Objective 2. The library will be a more visible partner for other town departments and events

Activity 1. By being a presence or supporting the events of other town activities such as Chief Will's Day, Shop Middleton, Pumpkin Festival and Winter Festival 2012

Activity 2. By sharing resources with other town departments 2012

Objective 3. The library will collaborate with area schools to support the success and education of every student.

Activity 1. By visiting the area schools and Masco to build relationships and making the library resources more available and visible 2012

Activity 2. By supporting and promoting the school summer reading program 2012

Activity 3. By displaying the lists and books in an easy to find area 2012

Activity 4. By providing events and programs that support the local school curriculum

Objective 4. The library will promote and nurture collaboration with other community groups.

Activity 1. By being a team player and a positive friendly town institution. 2012

Activity 2. By jointly hosting events with Stream team, Cultural Council, Garden Club, Board of Trade and other local groups. 2012

Activity 3. By letting community groups use the meeting room at the library 2012

## **Goal 5. The Flint Public Library is a positive economic force in the community.**

Objective 1. The library will support economic growth by partnering with local businesses.

- Activity 1. By providing a business bulletin board in library lobby
- Activity 2. By naming businesses who have helped support the library in our publicity 2012
- Activity 3. By providing a constant stream of people who go to the library then shop 2012
- Activity 4. By providing resources which help people start or grow their business 2012
- Activity 5. By using local businesses when possible for library purchases or services 2012

Objective 2. The library will support job seekers.

- Activity 1. By providing free online job search help, job skills tutorials, 2012
- Activity 2. By providing resources for cover letters, resume writing, etc. 2012
- Activity 3. By providing internet access for online education 2012
- Activity 4. By providing proctoring services as needed to support online education 2012

Objective 3. The library will increase the economic quality of life in the community.

- Activity 1. By increasing property values near the library as shown by statistics 2012
- Activity 2. By attracting people to the town who value education 2012
- Activity 3. By being a rich resource that raises the quality of living in Middleton 2012
- Activity 4. By being open on Sundays to draw people to town from towns which do not have a library open on Sunday 2012

## **Goal 6. The Flint Public Library will have the support of the community.**

Objective 1. The library will continue to have the financial support it needs to thrive.

- Activity 1. By finding funding sources through grants, partnerships and the town.
- Activity 2. By having a strong “Friends Group” 2012
- Activity 3. By continuing to build a base of annual giving to support programs

Objective 2. Speakers and presenters will speak on behalf of the library at town meeting.

- Activity 1. By providing excellent services which make a positive impression 2012
- Activity 2. By providing a venue where people can transform their lives for the better 2012

Object 3. The library will have a network of volunteers.

- Activity 1. By having a plan to recruit and maintain a volunteer workforce 2012
- Activity 2. By utilizing all age groups, high school, scouts, senior work

## Community Background Information for Middleton, MA

Information below taken from: <http://www.city-data.com/city/Middleton-Massachusetts.html>  
and [www.publicschoolreview.com](http://www.publicschoolreview.com)

### Profile and Demographics

Population in July 2009: 9,241.  
Population change since 2000: +19.3%  
Population 2010 census: 8,987  
Population change since 2000: +16.05%

Males: 5,373  (58.1%)  
Pop.- County Jail 1,334  
Females: 3,868  (41.9%)

Median resident age:  36.3 years  
Massachusetts median age:  36.5 years

Estimated median household income in 2009: \$99,402 (it was \$81,395 in 2000)  
Middleton: \$99,402  
Massachusetts: \$64,081  
Estimated per capita income in 2009: \$36,160

Estimated median house or condo value in 2009: \$479,935 (it was \$274,400 in 2000)  
Middleton: \$479,935  
Massachusetts: \$338,500

Incorporated in 1728

Elevation: 94 feet

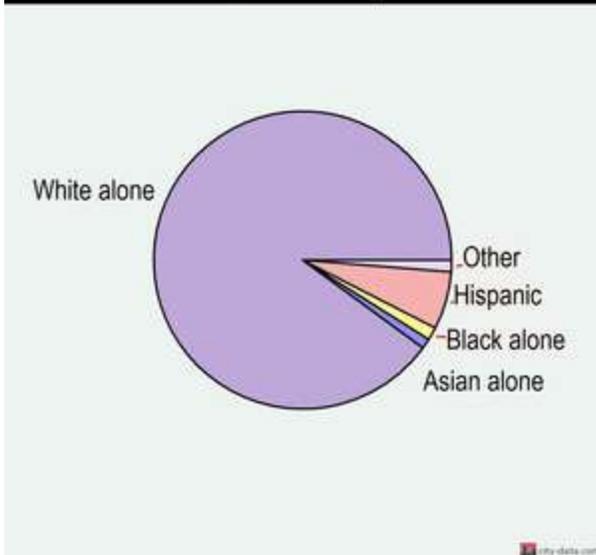
Land area: 14.0 square miles.

Latitude: 42.60 N, Longitude: 71.01 W

Population density: 662 people per square mile  (low).

Unemployment in March 2011:  
Middleton: 8.0%  
Massachusetts: 8.2%

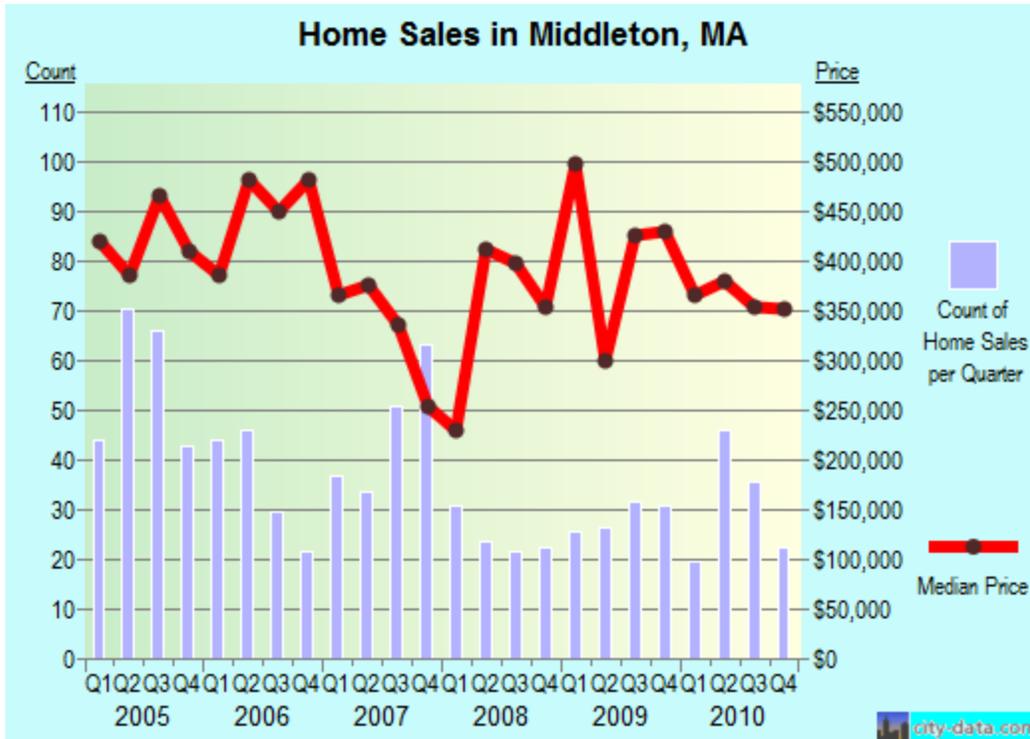
### Races in Middleton, MA



- White alone - 6,966 (90.0%)
- Hispanic - 485 (6.3%)
- Black alone - 107 (1.4%)
- Asian alone - 86 (1.1%)
- Two or more races - 73 (0.9%)
- Other race alone - 19 (0.2%)
- American alone - 4 (0.05%)
- Native Hawaiian and Other Pacific Islander alone - 4 (0.05%)

Jan. 2011 cost of living index in Middleton: 132.1 (high, U.S. average is 100)

Ancestries: Irish (22.6%), Italian (19.6%), English (14.4%), French (9.4%), French Canadian (5.3%), German (5.1%).



**For population 25 years and over in Middleton:**

- High school or higher: 80.5%
- Bachelor's degree or higher: 29.3%
- Graduate or professional degree: 11.9%
- Unemployed: 2.4%
- Mean travel time to work (commute): 28.3 minutes

**For population 15 years and over in Middleton town:**

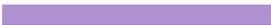
- Never married: 17.1%
- Now married: 67.6%
- Separated: 2.8%
- Widowed: 5.6%
- Divorced: 6.9%

321 residents are foreign born (2.7% Europe, 0.9% Asia, 0.4% North America).

This town:  4.1%

Massachusetts:  12.2%

Median real estate property taxes paid for housing units in 2000:

Middleton:  1.2% (\$3,183)

Massachusetts:  1.3% (\$2,336)

### Single-family new house construction building permits:

- 2005: 51 buildings, average cost: \$244,900
- 2006: 43 buildings, average cost: \$272,500
- 2007: 35 buildings, average cost: \$263,500
- 2008: 25 buildings, average cost: \$238,800
- 2009: 34 buildings, average cost: \$372,400
- 2010: 37 buildings, average cost: \$417,100

### Public High and Middle schools in Middleton:

- [MASCONOMET SCHOOL DISTRICT](#) (Students: 701 Grades 7-8<sup>th</sup>; 1399 Grades 9-12<sup>th</sup>:  
Location: 20 ENDICOTT RD; TOPSFIELD, MA 01983)
- [NORTH SHORE REG VOC](#)  (Students: 465; Location: 30 LOG BRIDGE RD,  
MIDDLETON, MA 01949 Grades: 9th grade-12th grade)

### Public elementary schools in Middleton:

- [FULLER MEADOW](#)  (Students: 523; Location: 143 SOUTH MAIN STREET,  
MIDDLETON, MA 01949; (Grades: Kindergarten -3rd grade)
- [HOWE-MANNING](#)  (Students: 341; Location: 26 CENTRAL STREET, MIDDLETON,  
MA 01949; (Grades: Preschool and 4th-6th grade)

## **Most Common Industries in Middleton (%)**

### **Male**

- Construction (18%)
- Professional, scientific, and technical services (10%)
- Public administration (5%)
- Finance and insurance (5%)
- Health care (5%)
- Accommodation and food services (4%)
- Real estate, rental and leasing (4%)

### **Female**

- Health care (13%)
- Educational services (10%)
- Professional, scientific, and technical services (9%)
- Finance and insurance (8%)
- Accommodation and food services (7%)
- Administrative and support and waste management services (4%)
- Public administration (3%)

## **Most common occupations (%)**

### **Male**

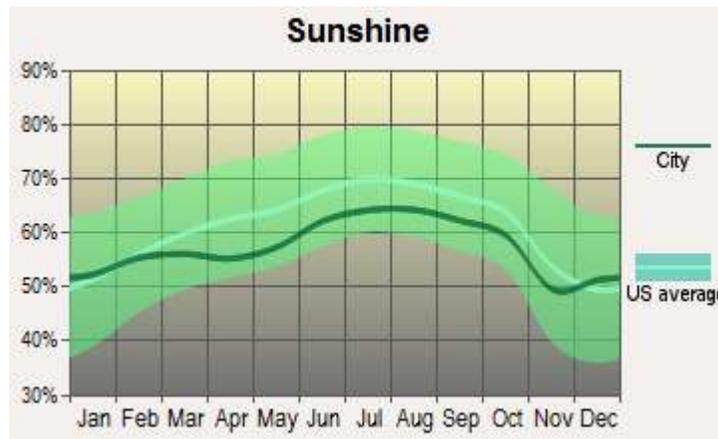
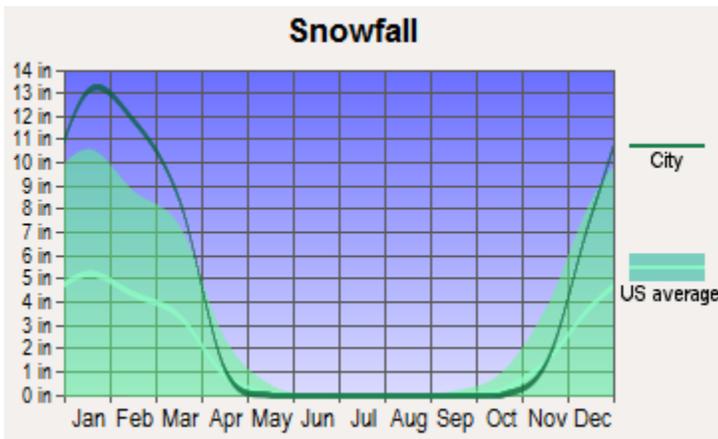
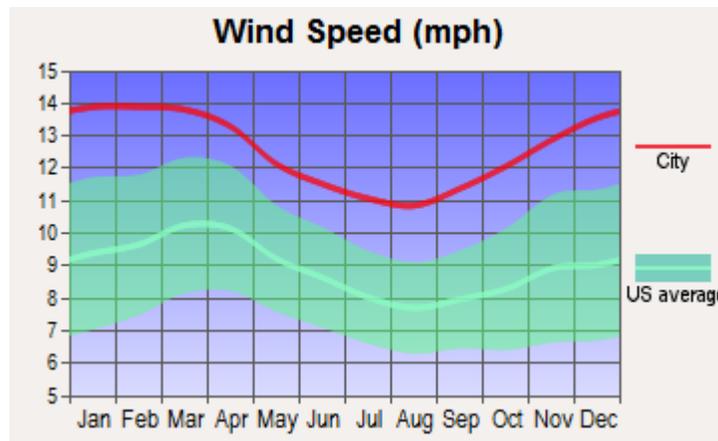
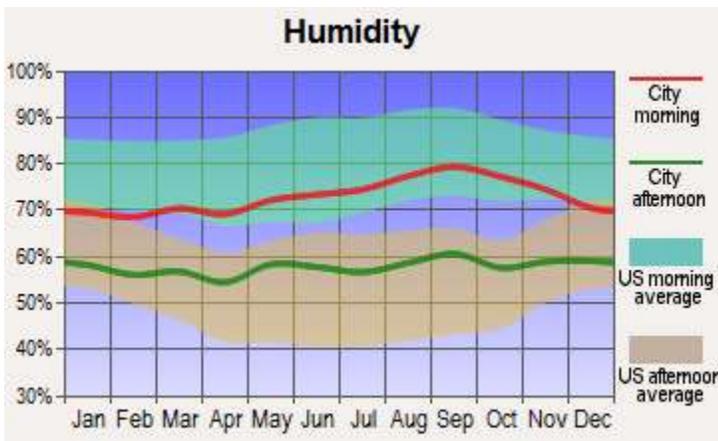
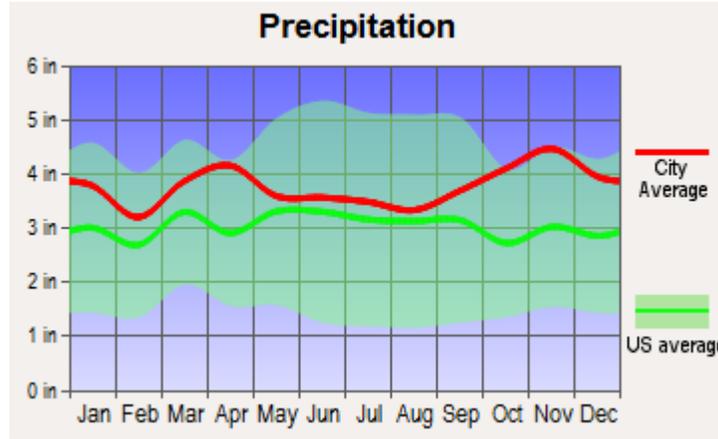
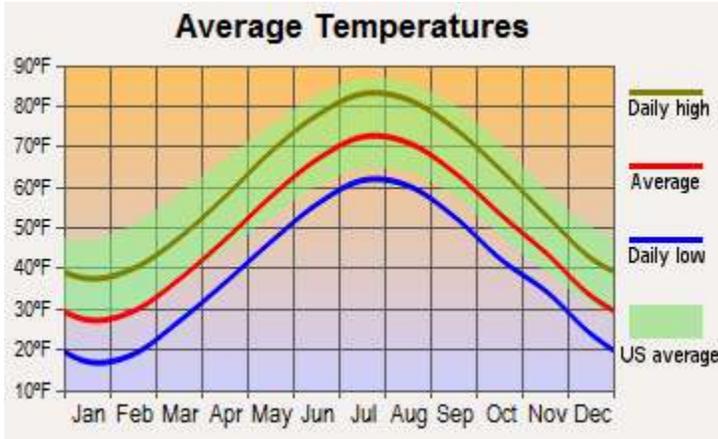
- Other management occupations except farmers and farm managers (10%)
- Top executives (9%)
- Other sales and related workers including supervisors (5%)
- Construction trades workers except carpenters, electricians, painters, plumbers, and construction laborers (4%)
- Sales representatives, services, wholesale and manufacturing (4%)
- Carpenters (4%)
- Operations specialties managers except financial managers (4%)

### **Female**

- Other office and administrative support workers including supervisors (9%)
- Sales representatives, services, wholesale and manufacturing (7%)
- Preschool, kindergarten, elementary and middle school teachers (7%)
- Registered nurses (6%)
- Other sales and related workers including supervisors (5%)
- Secretaries and administrative assistants (5%)
- Cashiers (4%)

## Average climate in Middleton, Massachusetts

Based on data reported by over 4,000 weather stations



Map of Middleton, MA

