

Granville Library Strategic Plan- 2021-2024

Mission Statement:

From the past to the future, the Granville Public Library is a welcoming heart and a cultural anchor of the town, bringing people together and enriching lives, by providing access to knowledge, entertainment, history and recreation through books, media, and technology.

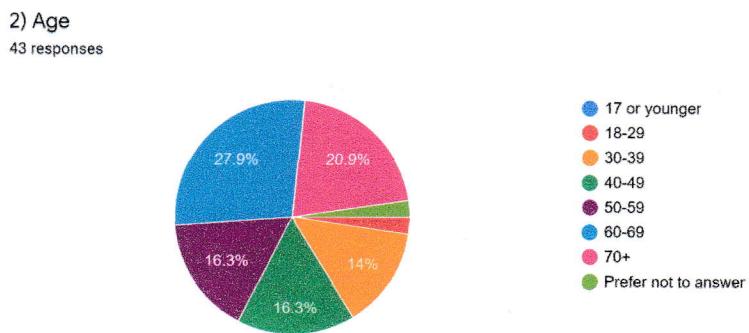
Vision Statement

To continue being a cornerstone of the community, where people of all ages come to a small, quaint, historical building to remember our rich past, share current stories, access books, media and other materials, discover new possibilities, and connect with each other through shared experiences.

Methodology:

In late fall of 2020, the Library Director recognized the need to update the Long-Range Plan from 2007. The Trustees supported the idea, also recognizing that many of the goals from the 2007 Long-Range Plan had been accomplished. The Director and Trustees discussed possible venues for reaching patrons, especially in light of the Covid pandemic limitations. In the Spring of 2021, The Library Director developed a survey, one for adults and another for teens. Surveys were made available at the annual town Meeting in May. The Director also sent the survey out via the weekly electronic newsletter, Wowbrary. Then, the survey went out again, via the local monthly, town's paper, snail mail, newsletter in June.

The Granville Public Library Strategic Plan Survey for Young People, (13-21) only received one response. However, the Granville Public Library Strategic Plan Survey for adults received 43 responses.

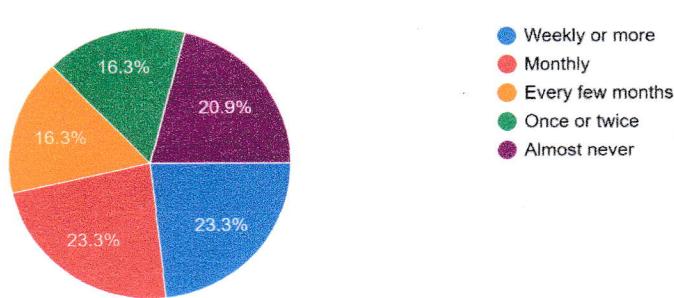


From April to June of 2021, the director took advantage of all opportunities to talk one-on-one with patrons to assess current practices and future plans. The director also spoke casually with members of the selectboard as opportunities arose. Covid pandemic restrictions limited group gatherings for the most part, so focus groups were not an option. The Director then compiled the

survey results, and presented the responses to the trustees to review in July. A few key results are below:

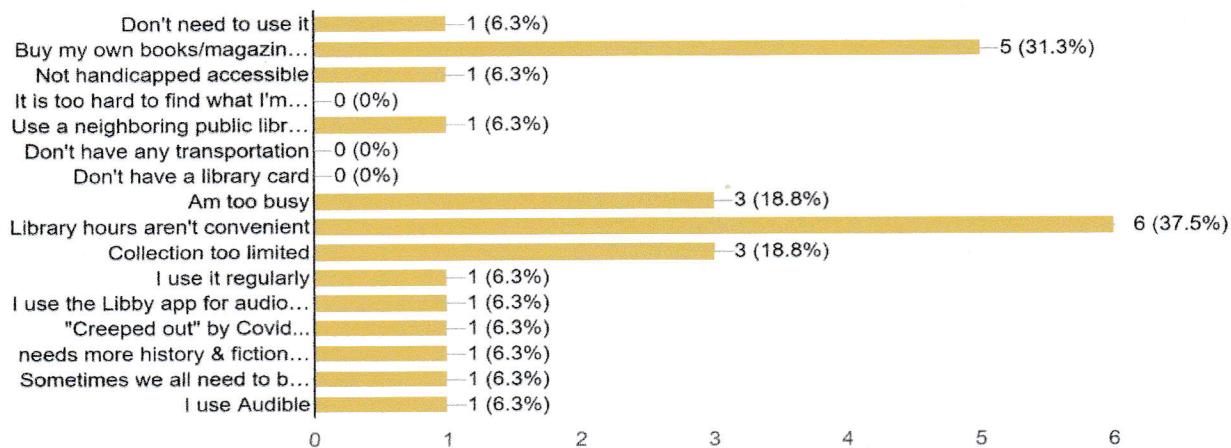
4) In the last 12 months, during the Covid Pandemic, how often did you visit the Granville Public Library (GPL)?

43 responses

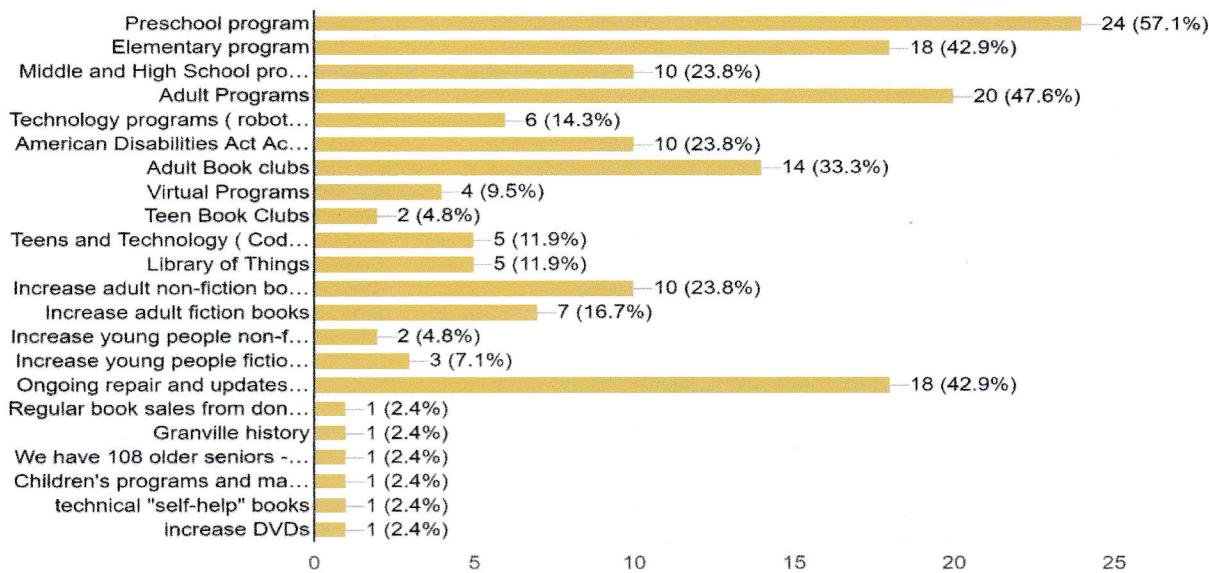


7) If you do not use the GPL regularly, why not? (Check all that apply.)

16 responses



10) The Library has played a role for 125 years in the Town of Granville. Moving through the 21 century, the GPL wants to continue to play a role i...important for GPL to pursue or continue to pursue.
42 responses



In August of 2021, after reviewing the survey results and patron comments, the Director and the Trustees met to complete a S.O.A.R exercise and discuss possible goals. The Trustees and Director also met with the Library Club to solicit their input in a S.O.A.R type discussion. The director was then charged with reviewing the previous long-term plan, the current survey results, and the S.O.A.R results to develop a new, concise Mission and Vision Statement and the first draft of the Strategic Plan for Trustees to review. After reviewing, discussing, and tweaking, the Director sent the draft to Kristi Chadwick of MLS for a quick review and input. After additional review and tweaking, on September 2, 2021, the Trustees accepted the strategic plan to be presented to the MBLC.

User Needs and Assessments:

Patrons indicate that the library is, for the most part, providing for the basic needs of the town with appropriate resources of books and various media. However, there appear to be four main needs for the Granville Public Library:

- Accessibility
- Increased staff and open hours
- Increased programming
- Improvement in technology.

- 1) Though the Granville Public Library has remained a cornerstone of the community for almost 125 years and the community continues to value the historical aspects of the building, the aging population of town now have greater difficulty accessing the materials within the building, as does any patron with mobility difficulties, due to its exterior

design. Making the library accessible, as well as continuing ongoing repairs and quality maintenance, is a priority for many and has been voiced through many avenues.

- 2) Programs for children, pre-school to high school, as well as adults, remain high on the priority list of stakeholders. However, with no program line item in the budget, nor a dedicated program staff, programming is limited to grant or Library Club funding and, for the most part, with outside contractors. The somewhat limited exception is the Summer Reading program, where a moderate stipend is offered by the Library Club to hire a summer reading program assistant. There is strong evidence that work must be done to engage our teen and young adult population in addition to the current pre-school and elementary age group.
- 3) The current hours of operation for the library are limited to 4 days a week and only 2-5 hours on any particular day for a total of 17 hours. For some patrons, the times are too sporadic, not being open at all 3 days a week, or not often, or early enough in the morning or late enough in the evening, based on the day. Planning a trip to the library must be carefully planned, instead of spontaneous. Patrons have repeatedly noted hours of operation as being a limiting factor to visitation (37% of current survey) and with the current staffing limitations, operational hours must remain limited. In addition, limited operational hours limits program opportunities.
- 4) “The times they are a-changin” and Granville residents know it, experience it, and many have expressed a desire to adjust to it. Technology is integral to the modern era, though something our foremothers never could have predicted. There is always a debate as to how much and what type of technology should be supported by the library and this debate will likely continue. However, providing equitable access to technology is the role of the library. Providing access means, Wi-Fi hotspots, portable computers, new technology like 3-D printer, opportunities for training for technology illiterate, as well as E-books, streaming, and opportunities related to Science(S), Technology(T), Engineering(E), and Math(M). STEM is now a normal part of all levels of education and since education and libraries have gone hand-in-hand, since the establishment of the library, supporting education and providing equitable access to STEM programming means the library must now integrate technology more effectively for all ages.

Strategic Directions/Goals:

Operational Goals:

1. Goal # 1: To develop monthly programs, at the least, that reach patrons of various ages in order to encourage a wider patron base.

2. Goal # 2: To be funded at a level that reflects the current needs of the town, with more opportunities for after school and evening programs.
3. Goal # 3: To research and pursue appropriate technology, technology support and technology-based programs.
4. Goal #4: To continue to update both fiction and nonfiction books, media and ‘library of things’ appropriate to the desires of patrons.

Building and Maintenance Goals:

1. Goal #1: To bring to the town a historically appropriate building renovation project to address accessibility issues.
2. Goal #2: To continue making ongoing repairs and maintenance and seeking CPA funding to support them.

Massachusetts Board of Library Commissioners,
90 Canal St., Suite 500
Boston, MA 02114

Sept 22, 2021

To whom it may concern,

Throughout August, 2021, the Library Director, Lise LeTellier, and the Library Board of Trustees met and discussed the Long Term Strategic Plan. Lise LeTellier completed it. The trustees reviewed it and made final recommendations and edits, via Email. The trustees were not able to meet face to face due to a spike in Covid in our town. On September 2, 2021, via Email, the Granville Library Board of Trustees approved the 2021-2024 Long Term Strategic Plan. I, Robert Gleason, was away and upon returning, signed this letter stating The trustees approval and acceptance of the Long Term Strategic Plan.

Board of Library Trustees:

Robert Gleason- Chair

Jennifer Kinsmen

April LeBrecque

Respectfully submitted on behalf of the Granville Public Library Trustees,
Robert Gleason- Chair

