



Vineyard Haven Public Library

# Strategic Plan

## *FY2014-FY2018*

*Approved by the Library Board of Trustees, July 18, 2012*

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## CONTENTS

ACKNOWLEDGEMENTS .....	3
Board of Trustees .....	3
Library Staff .....	3
Long-range Planning Committee .....	3
Consultants .....	3
MISSION STATEMENT .....	4
MULTI-YEAR GOALS, OBJECTIVES, & INITIATIVES.....	4
Strategic Initiative: Be an Informed Citizen - Local, National, and Word Affairs .....	4
Strategic Initiative: Create Young Readers - Early Literacy .....	5
Strategic Initiative: Satisfy Curiosity - Lifelong Learning .....	6
Strategic Initiative: Stimulate Imagination - Reading, Viewing, and Listening for Pleasure .....	7
SELECTED FY2014 ACTIVITIES .....	8
METHODOLOGY.....	10
ASSESSMENT OF USER NEEDS .....	11
Community Forums: .....	11
Survey: .....	11
Collections and Services: .....	12
Programs: .....	12
Technology: .....	13
Facility: .....	13
Other Community Organizations Providing Services:.....	14
Regional Projects and Municipal Facilities: .....	15
The Island Plan .....	15
COMMUNITY PROFILE.....	16
Geography .....	16

Our Town's History .....	16
Government .....	17
School System .....	17
Demographics.....	17
LIBRARY PROFILE .....	18
Our Library's History.....	18
Facility .....	18
Collection .....	19
Library Technology .....	19
Programs .....	20
Staffing.....	21
Financial Information .....	21
Selected Sources: .....	21
APPENDIX A: 2011 PATRON SURVEY .....	22
APPENDIX B: 2012 SERVICE RESPONSE SURVEY.....	24

## ACKNOWLEDGEMENTS

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*Cover page graphic created by Jennifer Rapuano,  
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*"Libraries are always in a state of transformation: as the means of information production and consumption change, so do libraries."*

--Shannon O'Neill, Librarian  
The New York Times, October 16, 2011

## MISSION STATEMENT

The Vineyard Haven Public Library serves as a community center for the diverse population of Tisbury, providing print and electronic materials to stimulate the imagination, programs and services to create young readers, and an array of lifelong learning options to satisfy curiosity. Another goal is to foster an informed citizenry among our residents and seasonal visitors by catering to all their informational needs.

## MULTI-YEAR GOALS, OBJECTIVES, & INITIATIVES

### STRATEGIC INITIATIVE: BE AN INFORMED CITIZEN - LOCAL, NATIONAL, AND WORLD AFFAIRS

*User Benefit: Residents will have the information they need to support and promote democracy, to fulfill their civic responsibilities at the local, state, and national levels, and to fully participate in community decision making.*

**Goal 1: The community will access information on local, national and world affairs through library programs and collections.**

#### Objectives:

1. Each year, the library will offer at least 3 programs on topics related to local, national, or world affairs.
2. Each year, 75% of adult survey respondents will indicate that the library's collection of materials on local, national, and world affairs is very good or excellent.

#### Initiatives:

- Sponsor discussion groups on national and world affairs, such as the "Great Decisions" program
- Provide access to paper and electronic copies of reports and other data related to current local and regional civic initiatives
- Continue to build collection of books, periodicals, and other materials covering local, national, and world affairs

**Goal 2: Residents will find the resources they need to be able to fully participate in the civic process.**

Objectives:

1. Each year, 50% percent of adult survey respondents will indicate that they use the library to become an informed citizen
2. Each year, the number of hits on the library's "Be an Informed Citizen" Web page will increase 10%

Initiatives:

- Create and maintain a "Be An Informed Citizen" section on the library website
- Invite local officials and community leaders to provide information for library programs or presentations
- Create informative displays prior to local and national elections

**STRATEGIC INITIATIVE: CREATE YOUNG READERS - EARLY LITERACY**

*User Benefit: Children from birth to age five will have programs and services designed to ensure that they will enter school ready to learn to read, write and listen.*

**Goal 1: The youngest library users will find programs and literary resources to foster reading, writing and listening, enabling them to enter the classroom well prepared.**

Objectives:

1. Each year, attendance at preschool programs sponsored by the library will increase 10%
2. By FY2018, 75% of parents of preschool children who attend programs sponsored by the library will say that the library plays an important role in helping children to enter school ready to read, write, and listen.
3. Circulation of materials for preschool children will increase by 3% each year of the plan

Initiatives:

- Introduce use of Public Library Association/Association of Library Service to Children "Every Child Ready to Read" and/or "Mother Goose on the Loose" literacy-enhanced storytime techniques
- Offer weekend programs for preschool children monthly or more often during the school year, to accommodate the schedules of more working parents
- Provide outreach services or on-site programs to local preschools and community organizations working with young children
- Make available additional up-to-date resources to support early literacy through library computers

**Goal 2: Parents will have access to the services and resources they need to encourage early literacy at home.**

Objectives:

1. Each year, at least 40 parents or caregivers will attend library programs designed to teach them how to support the early literacy development of their children
2. By FY2018, 50% of parents attending library programs will say they read to their children more often than they had before attending library training programs

Initiatives:

- Update the library website to include resources for parents of preschool children, including book lists, online e-books, and parenting resources
- Offer quarterly “Every Child Ready to Read” programs to teach parents and other caregivers how to support the early literacy development of their children
- Reassess and modify summer reading program to encourage participation by preschool children and their parents

**STRATEGIC INITIATIVE: SATISFY CURIOSITY - LIFELONG LEARNING**

*User benefit: Residents will have the resources they need to explore topics of personal interest and continue to learn throughout their lives.*

**Goal 1: Through the library, the community will have an inviting place to engage in social interaction, experience entertainment, explore topics of individual interest and continue to learn throughout their lives.**

Objectives:

1. Each year, the library will sponsor at least 50 programs for adults, including at least one in-depth program or series presented by a university-level instructor
2. By 2014, the library will sponsor regular programs or group activities with an emphasis on social interaction
3. By FY2018, attendance at adult library programs will have increased by 20%
4. Each year, 75% of adult patrons surveyed will indicate that they use the library for lifelong learning activities

Initiatives:

- Survey adults on their interests and hobbies to determine topics where additional materials or programs would be welcomed
- Provide training resources for library tools that allow patrons to explore topics of individual interest such as Ancestry and Mango
- Explore adult program alternatives that emphasize social interaction
- Investigate alternative venues and partnerships with outside organizations to offer programs at different times or for different audiences

- Study possible improvements to meeting spaces, public parking, and technology to support lifelong learning

**Goal 2: Young adults can access programs and activities that engage their diverse interests.**

Objectives:

1. Each year, the library will provide at least 2 programs per month that target the teen audience
2. By FY2018, attendance at young adult library programs will increase 50%

Initiatives:

- Engage in regular school visits to middle-school age classrooms
- Start a Teen Advisory Group and encourage teen library volunteerism
- Survey teens to determine topics of interest for programming
- Establish partnerships with community organizations, agencies, and businesses to present programs for teens.
- Offer workshops on Internet use and online research skills
- Establish annual budget for Young Adult programming, with funds from the Luce Fund and Friends of the Library
- Improve technology resources provided to Young Adult patrons

**STRATEGIC INITIATIVE: STIMULATE IMAGINATION - READING, VIEWING, AND LISTENING FOR PLEASURE**

*User Benefit: Residents who want materials to enhance their leisure time will find what they want when and where they want them and will have the help they need to make choices from among the options.*

**Goal 1: Patrons will have access to a diverse core collection in a wide variety of formats, and will have the ability to request and receive materials from outside the library with ease and efficiency.**

Objectives:

1. 90% of patrons surveyed will say the library collections of materials to enhance their leisure time are very good or excellent
2. The number of holds placed by Vineyard Haven Library patrons will increase 20% each year
3. Overall circulation of library materials will increase by 3% each year

Initiatives:

- Provide workshops on use of the CLAMS Catalog and Overdrive for library patrons

- Evaluate the adult and YA collections, using a variety of collection development tools, to remove or replace dated and worn items
- Survey patrons about their hobbies, interests, and preferred formats, and increase the core collection in those areas if materials are lacking
- Investigate patron-centered classification schemes, shelving alternatives, and additional display areas that would better market library materials

**Goal 2: The community will have access to reader's advisory resources that will allow them to make informed reading, viewing and listening choices with the help of a knowledgeable staff.**

Objectives:

1. 90% of patrons surveyed will say the staff assistance they receive when requesting help to locate an item to read, view or listen to for pleasure is very good or excellent
2. Use of online reader's advisory resources will increase by 10% each year

Initiatives:

- Provide workshops on Readers' Advisory, Reference Skills and Online Databases for library staff
- Provide workshops on use of Novelist and other Reader's Advisory Tools for library patrons
- Publicize new, recommended, and award-winning adult materials on the library websites, in the media and with promotional materials such as bookmarks, reading lists and displays

## SELECTED FY2014 ACTIVITIES

Assessment Activities:

- Conduct Patron Interest Survey for Adults and Young Adults (2013)
- Conduct Patron Satisfaction Survey (2014)

Trustee Activities:

- Review Library policy for Internet access in the Children's Room
- Form a committee to evaluate the library's future space needs, and alternatives for renovation or expansion

Staff Development Activities:

- Reference and Youth Services staff will conduct training on the use of Novelist for staff and patrons
- The Library will arrange training for library staff by an MLS Advisor on the use of statewide databases
- At least 2 professional staff will attend a national or regional conference

- All full-time staff will attend at least one roundtable or training offered by the Massachusetts Library System

#### Staff Activities

- All staff will participate in an overhaul of the library's website that will support a variety of the Library's multi-year objectives and initiatives. Activities will include:
  - Add Reader's Advisory content to the Children's, Adult, and Young Adult web pages
  - Identify or create Early Literacy resources for parents to be added to the Children's web page
  - Make library and state-sponsored databases more visible, and include training materials for use of online resources
  - Add a section to the website devoted to civic resources
  - Develop a method for collecting data on number of website visits
  - Survey websites for other libraries and identify best features for emulation
  - Evaluate alternative website platforms and web-hosting options
  - Create RFP if changes to website cannot be completed in-house
- The Director will acquire new display units in the adult and young adult book areas, which may include units for non print media
- The Director will evaluate alternative layout for public computing stations, and may acquire new workspaces to increase access for public computers
- The Reference Librarian, Young Adult Librarian and Director will conduct a major weeding of the reference collection, integrating volumes that are retained into adult nonfiction
- The Young Adult Librarian will liaise with technology staff at the schools, offer research and internet training to high-school level students, and arrange school visits with middle school classrooms.
- The Children's Librarian will develop Early Literacy programs for parents. Director and Children's Librarian will evaluate staffing and funding implications of adding a regular weekend storytime program and/or lap-sit program.
- Full-time staff will participate in reader's advisory discussions during staff meetings
- Circulation staff will work with the Director to create literature and signage to promote new books and encourage patrons to place holds.
- Reference Librarian, Young Adult Librarian, and full-time Circulation staff will provide training on use of downloadable media, library catalog, basic internet, and library databases by appointment
- The Reference Librarian will gather, catalog, and display informative literature in print and online format from regional and town agencies
- Adult Program Coordinator will work with the League of Women's Voters to offer the Great Discussions series, and a program on a local public affairs issue. Adult Program Coordinator will organize grant-funded "America's Music" film viewing and discussion series, or coordinate similar in-depth program series.

## METHODOLOGY

A Long Range Planning Committee was formed by the Board of Library Trustees in late 2011. Members of the committee included:

- Amy Ryan, Library Director
- Pamela Street, Chairperson and Library Trustee
- Karen Casper, Library Trustee Chair
- Myra Stark, President of the Friends of the Library and part-time staff member
- John Best, a year-round resident
- John Grant, a seasonal resident

The Planning Committee met a total of 5 times between January 2012 and June 2012. In addition, the Library Director and Committee Chairperson met on several occasions to formulate the first survey, to prepare for and access committee meetings and continually review the plan's status quo.

Several assessment activities were undertaken to gather information for the planning committee:

- In January, the Planning Committee met to complete a SOAR (Strengths, Opportunities, Aspirations, Results) exercise, conducted by MLS Advisor, Deb Hoadley. The staff also met to complete a separate SOAR exercise.
- A survey conducted from July - December 2011 asked patrons to provide information about which library services they used and their frequency of use. The survey also asked patrons to rate the importance of and their satisfaction with various library services and facilities.
- Two community forums were advertised in the local paper and on the library's website. Patrons were also notified by email alerts, and town employees received an invitation in their paychecks. The forums were led by library consultant Barbara Andrews and were held in March 2012. The discussion at the first forum focused mainly on the community vision. The second forum also reviewed the community vision followed by a discussion of library service priorities.
- Following the community forums, the library conducted a second survey asking respondents to select from a list of library service responses those that they felt were most important to the community. All surveys were available at the library and on the library's website.
- The staff also met to review the service responses and provide input.

The committee reviewed the survey results, reports from the forums, results from SOAR exercises, and demographic information, and identified 4 service responses to be prioritized over the next 5 years. In May, the service responses were presented to the Trustees and were approved. The Trustees also approved the Library Mission Statement and chose 8 goals, 2 for each service response. Based on the goals, the committee drafted objectives and initiatives for each goal. In July, with input from the Staff, the Action Plan for FY2014 was created.

A draft of the final plan was presented to the trustees in July, 2012 and approved in September, 2012.

## ASSESSMENT OF USER NEEDS

### COMMUNITY FORUMS:

It was clear from the participation at the two community forums that the Library is a vital part of the community and a place where people go for books, media, and information, but also for cultural events, as a gathering place, and as a hub for information about what is going on in the town. People place a high value on the services the Library provides and are appreciative of everything the Library and staff does to enhance their experience in the community as a whole.

Participants at both forums voiced concern about the high cost of living on the Island. This impacts the ability of Vineyard Haven to attract businesses and provide opportunities for young people to find employment and thrive on the Island. The Island has a large retirement community which is growing, many seasonal residents, and a tourist economy. For the town to be able to attract more young people it was suggested that more knowledge based businesses be created as well as small scale manufacturing. At the same time, both groups stressed that it is important to maintain the Village mentality.

Of great concern was the high volume of traffic in the summer and the need to improve the safety for walkers and bicyclists. While public transportation is good, there is a need to improve this service particularly off season and be able to better coordinate this with the ferry service and trips off of the Island. There is also a need for more public transportation to the Library. There is a need for more adult educational opportunities particularly at the university level, more specialty health services, and greater collaboration within the town and regionally to be more productive and effective.

The residents of the Island are a great source of very talented people who are willing to volunteer to better the community. Residents value the community's diversity, and noted the importance of the Brazilian cultural influence. The Island Grown Initiative was also mentioned as a way to improve nutrition and keep expanding the food industry on the Island.

In terms of Library Service Responses, it was clear that the library plays a major role in early literacy, lifelong learning, and provides a commons environment to provide interaction between members of the community. In addition, the community looks to the Library to stay ahead of technology and provide guidance on this issue. There is a high value placed on the expertise of the Library staff members who assist with the use of materials, recommend recreational reading, interact with children and teens, and contribute to both early literacy and lifelong learning.

Some other issues identified were the need for flexible hours, and providing support for working families. Weekend and evening story hours, child care for meetings and events, homework help, and reaching out to the Brazilian Community were suggested as beneficial services. The Library is seen as a hub for information about the Town. The website and bulletin boards were all of high value to the community. Encouraging participation in Town Meeting by closing early on those evenings was also seen as a benefit to the community.

### SURVEY:

A survey conducted from July - December 2011 asked respondents to provide information about which Library services they used and their frequency of use. The survey also asked patrons to rate the importance of and their satisfaction with various Library services,

collections, and facilities. Overall, survey respondents indicated a high level of satisfaction with all Library services that were included on the survey.

A total of 148 patrons completed the survey. 82% indicated they were full-time residents, most of these residing in Tisbury. 64% of respondents were age 50 or older, and 36% reported that children lived in their household. 60% of the respondents visit the Library weekly or more often, and those with children were slightly more likely to make frequent visits.

Survey respondents assigned the highest importance to having courteous, helpful, and knowledgeable staff to assist them. The CLAMS catalog was also rated as highly important, as were comfortable indoor spaces and public computers. Although both quality ratings and the majority of comments indicated that respondents found the Library to be comfortable, some desired more book displays, more comfortable seating, and better lighting, particularly on the lower level. Several comments also indicated that more computers would be desirable, while others felt the computer desks should be more spacious.

Daytime hours were rated as more important than evening or weekend hours, however some respondents commented that they would like evening and weekend hours expanded. Respondents were less concerned with the external appearance of the Library and with Library programs, although those who had actually attended programs rated them as more important.

## COLLECTIONS AND SERVICES:

The most popular activities among survey respondents were borrowing books or magazines (90%), using the CLAMS catalog or Library website (76-79%), and borrowing DVDs (73%). 44% borrowed music CDs, and 35% borrowed books on CD. 10-12% had used downloadable media from the Library's collection. 34% reported using reference databases or seeking reference assistance. 17% reported using Mango or other language learning resources, and 7-9% had used the microfilm or genealogy resources.

All of the Library collections were rated highly by respondents, although there was slightly less satisfaction with the size of the collections than with their quality. Among the print collections, nonfiction for children and young adults show room for improvement. The size and quality of non-print resources received lower ratings overall than the print collections, and some respondents indicated that they found that some DVDs were in poor condition.

The largest disparities between high-quality ratings and lower quantity ratings were for large-print books, children's nonfiction, audiobooks on CD, and downloadable audiobooks, indicating that more space or a larger portion of the materials budget might also be allocated to these areas.

## PROGRAMS:

58% of survey respondents reported that they had attended one of the Library's adult programs during the past year. Among those who had not attended programs, most indicated it was because they were too busy. A few specified conflicts with the times programs were being offered or a lack of available child care. Eight respondents indicated that the topics offered were not of interest, and four were not aware the Library offered adult programs. 80% of those who indicated they had attended an adult program in the past year rated the importance of such programs highly, and 92% rated the quality of programs as good or excellent.

71% of respondents with children in their household reported that they had attended Library programs for children in the past year. 61-66% of those whose children or grandchildren had attended programs rated the importance of children's programs highly. 86% rated the preschool program quality as good or excellent, but the quality of programs for older children was rated less highly. 79% of these respondents indicated that the summer reading program was important, and 86% rated the quality of the summer reading program as good or excellent.

## TECHNOLOGY:

90% of survey respondents reported that they have a home computer, and 79% have access to the internet in their home. 20% of respondents reported that they own an eReader or tablet, 33% own an iPod or other MP3 player, and 27% own a smartphone. These results were similar to those gathered in 2011 by a survey performed by the CLAMS network.

More than 50% of survey respondents reported using the Library computers, and appear more likely to use them to access the internet than for word processing. 37% reported using the Library's wireless. Even among those who reported they had home internet, more than 40% reported that they had used the Library computers during the past year, and nearly 50% reported they had used other Library technology (including printers, copier, fax, or scanner). The Library has recently installed an automated system to manage public computer use and printing that will provide accurate usage statistics from FY2013 forward.

Although only a small percentage of survey respondents had borrowed downloadable books from the Library, usage is growing and expected to expand. Downloadable eBook and audiobook checkouts in fiscal year 2012 were more than double the prior year, and currently account for more than 2% of circulation. The Library will need to discover ways of ensuring that downloadable media are made available conveniently to all patrons who desire access.

## FACILITY:

The Library building is well utilized with a variety of spaces to meet user needs, and little or no wasted space. Library users appreciate the "commons" atmosphere the Library provides, but some desire more private space and quiet areas. The program room does not meet current needs for larger programs, and although the upstairs may be utilized for larger events, the labor required to set up for programs is always an issue.

Some users reported that the children's room feels cramped, with no space for comfortable furniture or for children's programs, and older children who are not Young Adults do not have a space of their own. Outdoor spaces may be underutilized. Building upkeep is important, especially the interior spaces. While the building is no longer new, it needs to be maintained, could be due for a facelift, and may be made more energy efficient.

The Library has a great location in a quiet area just outside of the busiest part of downtown, but parking can be a problem especially for events. The Library should look for opportunities for outreach to communities that have trouble visiting the Library, and to better educate patrons about Library services. Patrons are often surprised to learn what more the Library can provide, and they could be empowered to be more self sufficient and confident about their use of the Library. The size of the collection has outgrown the building, and shelving is not conducive to face out displays which would better promote the Library's excellent core collection. More inviting signage could be helpful.

The building currently meets basic compliance under the Americans with Disabilities Act, but could be made more user-friendly for some patrons. The handicapped parking spaces may not be fully accessible for disabled drivers. Some interior and exterior signage could be made more legible. Currently the only accessible catalog station is in the children's room, and improvements should be made to the Library's website to allow it to be read by accessibility software. Library brochures are not available in large type, and the Talking Book Service should be visibly marketed. In addition to exploring outreach opportunities for disabled patrons, the Library should make available assistive technology for Library computers, and review staff protocols for assisting patrons with disabilities.

## OTHER COMMUNITY ORGANIZATIONS PROVIDING SERVICES:

Several organizations provide services for children and families on the island, although most are headquartered in other towns. The Boys and Girls Club of Martha's Vineyard provides an afterschool program for grades K-6. Bus transportation is provided each day from the Tisbury School to their location in Edgartown. The Alexandra Gagnon Teen Center at the YMCA of Martha's Vineyard opened in late 2011. The center is across the street from the Regional High School in Oak Bluffs and is open for students age 13-18 during the afternoon and evening hours. Several privately owned day care centers, afterschool programs, and summer programs operate in Vineyard Haven.

The MV Family Center provides education and support to parents of children ages 0-14, including the pre-natal/ pre-adoptive period, as well as to providers who care for them. The Family Center has operated from the Regional High School but will be required to relocate within the next 1-2 years. Vineyard Haven Library staff regularly attend meetings of the Martha's Vineyard Council for Young Children, organized by the Family Center.

A number of local community organizations provide opportunities for lifelong learning and facilities for public programs. The Tisbury Senior Center provides programming for older adults in the community, particularly during the daytime hours. The Martha's Vineyard Adult Learning Program (MVALP) is a community-based program that provides free English language instruction for adults whose first language is not English (ESOL). Classes are offered at the High School but are open to all.

Since 2008, Adult and Community Education of Martha's Vineyard (ACE MV) had been providing educational opportunities "for community centered learning, enrichment, practical training, college credit, and life-long learning that bridge generations and cultures to promote sustainability and innovation to improve the quality of life for all members of our community." Classes are currently offered at the Regional High School in Oak Bluffs. Vineyard Haven Library staff currently participate on the Advisory Board.

The Nathan Mayhew Seminars, with a campus located across the street from the Library, was founded in the 1970s to provide courses of study in the liberal arts, the performing arts, social & Physical sciences, vocational arts & skills, and physical education. The organization has been inactive for some time with a deteriorating facility, but has recently received funding for property improvements.

The Martha's Vineyard Museum (formerly the Dukes County Historical Society) is dedicated to furthering an interest in, experience of, and appreciation for the history and culture of the Island and its environs. The Museum mounts exhibitions on a variety of topics, presents collaborative educational programs, supports scholarly research, and preserves museum, Library and archival collections. The Museum is currently located in Edgartown but plans to relocate to an expanded facility in Vineyard Haven within the next two years.

Other major cultural organizations in Vineyard Haven include the Vineyard Playhouse and the Martha's Vineyard Film Society, both of which are currently undertaking renovations and expansions of their facilities. The Island Theatre Workshop is the oldest running theatre company on Martha's Vineyard, with programs and opportunities for children, teens and adults. The Martha's Vineyard Hebrew Center Summer Institute presents provocative and entertaining films, and speakers from the front lines of politics, economics, science and the arts. A great many additional arts and cultural organizations and venues exist in other towns on the island.

## REGIONAL PROJECTS AND MUNICIPAL FACILITIES:

A number of major projects are underway locally that may affect future demand for library services and programs. Currently the neighboring towns of West Tisbury and Edgartown are in the final planning stages of new building programs which will result in greatly expanded library facilities. The West Tisbury Library will move to temporary quarters when construction begins in November of 2012, and will re-open in late 2013. The Edgartown Library building project is expected to begin in late 2013.

These building projects are likely to put more pressure on the Vineyard Haven Library in the short term, as these libraries are likely to be providing limited services during the construction periods. Following construction, both facilities plan to offer greatly expanded space for programming, collections, and public access computing, which may relieve some of the current demand at the Vineyard Haven Library. However, as a great number of Vineyard Haven patrons have indicated that they prefer to use the library in their own town, the effect may be minimal; in the past, the expansion of the neighboring Oak Bluffs Library did not have a detrimental effect on Vineyard Haven Library circulation or attendance.

The three "up-island" libraries that are not current members of the CLAMS network are expected to join the network in FY2013. Several hundred patrons from these communities already have CLAMS cards, and may begin to utilize their local libraries to a greater extent. There is likely to be greater interlibrary borrowing by these libraries, which may impact circulation staff and the availability of materials on the shelves for local patrons.

In 2008, when the Planning Board completed an assessment of building needs, the Library was not included in the assessment as there were a number of more urgent priorities. The Town of Tisbury has recently completed building a new municipal building for Emergency Services, and has funded planning for renovating or rebuilding the Tisbury School, and is investigating building a new Town Hall. The Katharine Cornell Theatre at the Tisbury Town Hall may have greater availability for public programs over the next few years if the Town Hall is relocated, and the new Emergency Services building includes a large meeting room that may be available for public programs.

The Town of Tisbury is also actively seeking the Massachusetts "Green Communities" designation, which will require the town to reduce its energy consumption over the coming years, but would also allow the Town to apply for grant funding for projects that would improve energy efficiency. The Library HVAC system has been identified as a potential project.

## THE ISLAND PLAN

In December 2009, the Martha's Vineyard Commission adopted the Island Plan "as a regional planning document to be used by the Commission, the community and the Towns for guidance and inspiration, in conjunction with Town master plans and other plans and

policies which have been and may be adopted from time to time. Many of the concerns that were identified during the community forums mirror the goals of the Island Plan:

- Conserve enough of the Vineyard’s distinct ecological regions to retain their biodiversity, to protect the Island’s scenic character, and to support recreational uses.
- Restore the ecological vibrancy of salt ponds and bays with healthy expanses of eelgrass, sustainable shellfish populations, and varied recreational opportunities.
- Maintain a community that is economically, culturally, and ethnically diverse, remaining intimately connected to the traditional ways of the Vineyard.
- Protect the distinct and diverse character of the Island’s six towns, while forging a stronger regional perspective for dealing with Island-wide issues.
- Stimulate a vital and balanced local economy that is more self-reliant and more diverse.
- Produce as much of our essentials, such as food and energy, as we can, and convert our waste into useful products.
- Address climate change by reducing use of fossil fuels, harnessing renewable energy sources, and adapting to anticipated impacts on the Vineyard.
- Sustain our year-round community by addressing housing affordability and the high cost of living.
- Direct development to town and village areas, and limit building in environmentally sensitive areas. Reinforce compact, mixed-use, walkable town and village centers.

## COMMUNITY PROFILE

### GEOGRAPHY

Tisbury is located on the island of Martha's Vineyard, seven miles off the coast of Cape Cod. It has a land area of approximately 7.5 square miles. The town is bordered by Vineyard Haven Harbor, Lagoon Pond and Oak Bluffs to the east, West Tisbury to the southwest. Most of Tisbury is low-lying and near sea level, with elevations rising up to 100 feet or so.

### OUR TOWN'S HISTORY

The original Town of Tisbury was incorporated by Governor Lovelace of New York in 1671, for a new wave of English settlers, mostly from the Plymouth Colony, in the center of the island. In 1692, the entire Island came under the jurisdiction of the Commonwealth of Massachusetts. A century later, after the Revolutionary War, a small village called Holmes Hole sprang up along the western shore of Holmes Hole, the harbor in the Northeast corner of the Town. It grew as the whaling and mercantile industries prospered during the 19th century. With the separation of West Tisbury from the Town in 1892, it extended into most of, but never co-terminus with, the remaining Town of Tisbury.

In 1871, to make the village more alluring to tourists, it changed its and the harbor’s name to Vineyard Haven. The earlier US postal service to Holmes Hole then became consolidated into the Vineyard Haven Post Office. The Library, though officially of the Town of Tisbury, because of its origin in the village, is called the Vineyard Haven Public Library.

## GOVERNMENT

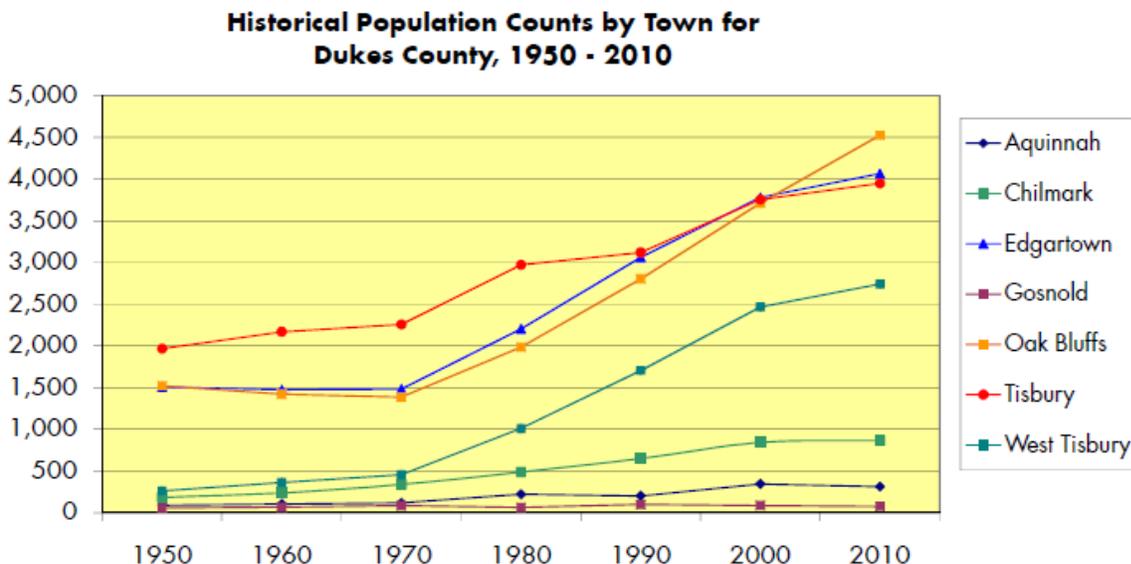
Tisbury is part of Massachusetts' 10th congressional district. On the State level, it is represented in the Massachusetts House of Representatives as a part of the Barnstable, Dukes and Nantucket district, which includes all of Martha's Vineyard and Nantucket, as well as a portion of Falmouth. The town is represented in the Massachusetts Senate as a portion of the Cape and Islands district, which includes all of Martha's Vineyard, Nantucket and most of Barnstable County. Locally, it is governed by the open town meeting form of government with a three-member Board of Selectmen and appointed Town Administrator.

## SCHOOL SYSTEM

Tisbury is served by the Martha's Vineyard Public Schools and a Charter School. Tisbury Elementary School is the only public school located in the town and serves students from kindergarten through eighth grade. Built in 1929, The Tisbury School is the oldest school on the island. Tisbury residents also send their children to two off-Island schools. The breakdown for where Tisbury students attend school is as follows:

- Tisbury School (K-8): 320 students, 35 of whom are from other elementary schools through School Choice.
- School Choice (at other elementary schools other than The Tisbury School): 47
- Falmouth Academy, Falmouth (7-8 grades): 7
- The Waldorf School of Cape Cod, Cotuit (K-8): 2
- Martha's Vineyard Public Charter School (K-8): 33; (9-12): 9
- Martha's Vineyard Regional High School: 150
- Home Schooled: 4

## DEMOGRAPHICS



Overall, the population of Dukes County, which includes Martha's Vineyard and the Elizabeth Islands, grew 10.3 percent in the decade 2000-2010, well down from the 29 percent growth

of the previous decade, but still the highest by far of any county in Massachusetts. The Town Hall records show Tisbury's population at 4399 while the 2010 Census figure is 3949, with a growth rate of 5.2 percent from 2000. The median age is 44.3. For men it is 41.9 and for women, 46.4. At 42 percent, Tisbury has a majority of year-round residents on the Island. The town's seasonal population during the summer months greatly swells the above population figure. The year-round population on the Island of about 16,000 increases to approximately 75,000 during July and August.

According to the 2010 Census, the total number of households in Tisbury is 1,806. The number of family households in Tisbury is 975. Those with a male householder, no wife present, is 72, and with own children under 18 years is 37. The number of households a female householder, no husband present, is 173, and with own children under 18 years, is 103. The lowest median home value of the six Island towns was in Tisbury, where it was just under \$600,000.

The major ethnic groups are as follows: 3,408 white, 144 Black or African American, 118 Hispanic or Latino and 31 Asian. Although there are no figures from the 2010 Census documenting the Brazilian population on the Island, it is significant. Peaking at an estimated 6,000 to 7,000 by about 2005, it now has dwindled to about half that as the Island economy has offered fewer work opportunities.

For the first time, in 2011, the Island Brazilian community formed an association, The Brazilian Association of Martha's Vineyard, to better represent them and to represent themselves to the whole Island community. The association claims there are 3,500 Brazilians on the Island. Elio Silva, one of the founders of the Association, estimates there are approximately 700 Brazilians living in Tisbury.

More than 70 percent of working-age Brazilians were recorded as being employed: The jobs are heavily concentrated in the services and construction sectors. Their unemployment rate was just four percent. Most (58 percent) were married, and of particular significance for an aging community like the Vineyard, they were young, with a median age of just 31. According to the 2010 Census, Vineyard Haven ranked 7th among American cities with the highest percentage of people claiming Brazilian ancestry.

## LIBRARY PROFILE

### OUR LIBRARY'S HISTORY

In 1850 there was one library in Tisbury, connected with the school system and housing 200 volumes. Over the years, the contents grew and the name changed. First, in 1878, it was known as the The Ladies' Library League and was located on Main St. When that building burned down in the town's Great Fire of 1883, it relocated in a new building further north on Main St. Then in 1895, steps were taken to dissolve the League and turn over the collection to the town as a public library. It was formally opened later that year as The Vineyard Haven Public Library. In 1909, it moved to its present location, a former summer residence, further north, at 200 Main Street. In 1969, the original building was torn down and replaced by the current building, which was renovated and expanded in 2001.

### FACILITY

The new Vineyard Haven Public Library reopened in 2001, and is now a 9,000 square foot facility with approximately 4,000 linear feet of shelving. The Library has a separate

Children's Room and a Young Adult space. The Program Room has a maximum capacity of 60 and is used for 7-10 programs each week. The Vineyard Room, maximum capacity 15, holds the Library's special collections and microfilm reader. It is used for quiet study, group study, research, and is available as a meeting space for government and nonprofit groups by reservation. There is a specified quiet study area on the lower level, and the Library garden is used extensively in the warmer months.

Although the Library expansion project was successful in many aspects, after 10 years, limited space and functional design present problems for providing optimum library service. Difficult decisions and choices have to be made regarding collection reduction. For every book added to the collection, one has to be removed in order to fit the allocated book shelf space. In order to accommodate new and expanding formats including DVD and CD, older formats such as VHS and Cassette have been eliminated from the collection.

Although there is a specified quiet study area in the Library, its proximity to actively used areas means it is sometimes difficult to maintain quiet conditions. The open layout of the entire Library can make it difficult to balance the needs of computer users and those that desire quiet and privacy, while also allowing the Library to serve as an active and social community gathering place.

Responses to a survey in 2008 indicated that the downstairs of the Library was dark and uninviting. Since that time the Library has taken a number of measures to improve the area, including adding a comfortable seating area, installing additional light fixtures and task lighting, and creating a gallery area for monthly art exhibits. New area rugs were purchased for the Young Adult area and the Program Room. Most of these improvements were partially funded by the Friends of the Library.

## COLLECTION

The Library holds approximately 48,000 items in physical formats and an additional 22,000 in virtual, electronic formats. Adult collections include Periodicals, CDs, DVDs, Large Print, New Books, Reference, Adult Books, Art & Oversize. Children's collections include Juvenile Fiction and Nonfiction, Easy Readers, Picture Books, Board Books, Parent/Teacher, CD's, VHS, and DVDs. E-books, downloadable audiobooks, music, and video are available for all age groups. Discounted admission Museum passes are purchased annually by the Friends of the Library and circulated to patrons.

The Library holds several special collections: the Lillian Hellman Drama Collection, Vineyard History Collection (including Vineyard Gazette on microfilm since 1835), and a Brazilian Book Collection. Recent grants have been used to create a genealogy collection and a collection of books and media for English language learners. The Library has a small collection of materials pertaining to the local artist Captain John Ivory, and has 12 of his paintings on display, along with additional works of art.

## LIBRARY TECHNOLOGY

The Library maintains membership in the CLAMS (Cape Libraries Automated Materials Sharing), a network including 35 locations with 230,000 registered cardholders, more than 1.5 million items, and total circulation of more than 3.5 million annually. CLAMS mission is to allow member libraries to automate in a cost effective manner and to easily share resources and collections. Member libraries benefit from CLAMS' centralized cataloging, staff development, and system support. CLAMS is supported by annual membership dues from each library that are determined by a usage formula (approximately \$26,000 for Vineyard Haven in FY 2012.)

CLAMS maintains an integrated library system called Millennium, and operates a wide area network (WAN), which connects its member libraries to the Millennium system and to the Internet. The Library's public computers connect to the Internet via a separate Comcast network. As part of the Town's contract with Comcast, there is no charge for this connection.

The Library maintains several subscriptions to databases and other online resources that are renewed annually, including the Ancestry Genealogy Database, Teen Health and Wellness, Novelist (reader's advisory tool), Mango (language learning), Freegal (music downloads), and TumbleBooks (children's E-books and language learning). Several of these subscriptions are supported annually by the Friends of the Library. In addition, a large number of databases including full-text magazine, journal, and newspaper content, are made available at no charge to the Library through the State Board of Library Commissioners.

Wireless access is available throughout the building and grounds, with two access points on the lower level. The Library currently provides thirteen public Internet access computers (nine in the adult area, including one iMac, three laptops for young adults, and a PC in the reference area). Public computer reservations and printing are managed using EnvisionWare PC Reservation and LPTOne software. The children's room holds two PCs that are used for gaming, and an Early Literacy Station that was purchased by the Friends of the Library in 2011. Internet access is currently not available in the Children's room.

Four public OPAC terminals (online public access catalog) are located throughout the building. The Friends of the Library purchased and maintain a designated computer as an audiobook download station, and have recently provided funding to equip one or more computers with assistive technology. Copying, printing, and fax services are available for a per-page fee. Scanning services are provided at no charge. The Friends of the Library maintain the copy machine.

The Library website, [www.vhlibrary.org](http://www.vhlibrary.org), provides access to the Library's electronic resources and the centrally maintained CLAMS catalog. The website is hosted by Martha's Vineyard Online for an annual fee, and most updates are performed by Library staff members. Library staff also maintain adult and teen blogs, adult and young adult Facebook pages, and a Twitter account.

## PROGRAMS

Beginning in 2008 in response to a Library survey, the Library expanded its adult programming by offering weekly adult programs on Tuesday evenings. Occasional programs are also offered on Wednesday evenings and Sunday afternoons (often sponsored by the Friends of the Library). Program offerings include cooking classes, lectures and author talks, musical performances, poetry, and films. In addition, the Library offers one-on-one computer help and training on Library services, during scheduled drop-in hours or by appointment. A book discussion group coordinated by a Library staff member meets monthly, and a "Conversation Circle" for English language learners meets weekly. In FY2012, 162 programs were held, with nearly 3,000 attendees.

The Library's program offerings for youth include preschool storytimes on Tuesday mornings, Thursday afternoon crafts, and gaming afternoons for Teens and "Tweens". Movies for school-age children and teens are also offered monthly. Special events funded by the Friends of the Library feature professional performers including storytellers, musicians, puppeteers, theater groups and animal shows. Nearly 3,000 youth and caregivers attended the 210 programs for children and young adults offered in FY 2012. The annual summer reading program focuses on a theme to inspire and encourage children to read during the

summer months. Approximately 260 children and teens participated in the 2012 summer reading program.

The Friends of the Library host annual special events including a 5k race and kids' fun run, Halloween party, winter holiday party, Sunday lecture series, and "mini" book sales on the third Saturday of each month. The Friends also provide food, supplies, and funding for many of the Library's ongoing programs. Additional funding for Library programs comes from the Library's Luce Fund endowment, and gifts from the Ruth J. Bogan-Ruth Redding Memorial Fund, and the Anderson Foundation. Costs for some children's programs are shared by Island libraries through the Martha's Vineyard Library Association.

## STAFFING

The Library staff includes the Library Director, 3 full-time Librarians, and three full-time Library Assistants. Permanent employees other than the Director are represented by a union. Several part-time/substitute Library Aides each work fewer than fifteen hours per week, and several volunteers provide shelving and shelf-reading assistance.

## FINANCIAL INFORMATION

The Library has to date received fair and equitable municipal financial support. The Library's funding from the Town of Tisbury for FY2013 is \$503,205, representing 2.4% of the FY2013 municipal budget. Seventy seven percent of the library's budget goes towards salaries.

Funding from non-appropriated sources include gifts from the Friends of the Library, interest and investment income from the Stephen C. Luce Foundation, state and federal grants, and individual donations. In FY2012, the non-appropriated sources represented about 13% of the Library's expenditures.

## SELECTED SOURCES:

Annual Reports of the Town of Tisbury, 2010

"Tisbury 1671-1971 on the Island of Martha's Vineyard," a book published to celebrate the town's centennial

<http://factfinder.census.gov> for 2010 Census data relating to Tisbury

Martha's Vineyard Chamber of Commerce

The Martha's Vineyard Times, May 18, 2011

The Vineyard Gazette, June 20, 2011

<http://www.history.vineyard.net/banks2e.htm>, a scan from Annals of Tisbury, pp. 70-82, The History of Martha's Vineyard Mass., Vol. II, 1908, by Dr. Charles E. Banks.

"Walking in Vineyard Haven Massachusetts," by James H.K. Norton, published by The Martha's Vineyard Historical Society (Martha's Vineyard Museum), 2000.

## APPENDIX A: 2011 PATRON SURVEY

### Vineyard Haven Public Library Planning Survey

The Library is planning ahead and setting our priorities and goals for the next 5 years. Your input is critical as we develop our Long Range Plan. What is important to you? What can we improve or add to make the library more valuable to you? Your responses will help in the process and help the community in years to come.

You may choose to complete the survey online at [www.vhlibrary.org](http://www.vhlibrary.org)

<b>Enter Zip Code for your permanent address:</b>						
<b>Select gender:</b>		<b>Select your age group:</b>				
M	F	Under 18	18-35	36-49	50-65	66+
<b>Do any children reside in your household:</b>					Yes	No
<i>If yes, select ages:</i>		0-4	5-7	8-11	12-18	
<b>Which of the following best describes you?</b>						
Year round Resident		Seasonal Resident		Vacationer		
<b>How often have you visited the Library during the past year?</b>						
Daily	Weekly	Monthly	Occasionally	Rarely	Never	
<b>Do you own / use the following (select all that apply):</b>						
Home Computer	Home Internet	E-Reader	MP3 Player	Smart Phone	IPad/Tablet	
<b>In the past year have you (check yes or no for each)...</b>				<b>Yes</b>	<b>No</b>	
Borrowed books or magazines from the library?						
Borrowed DVDs from the library?						
Borrowed Music CDs from the library?						
Borrowed Audiobooks on CD from the library?						
Downloaded eBooks from the library?						
Downloaded Audiobooks from the library?						
Visited the library's website for information about the library?						
Used the library's computers for Internet access?						
Used the library's wifi to access the Internet on your laptop?						
Used Word or other software on the library's computers?						
Used the CLAMS catalog?						
Used other library technology (printer, copier, fax, scanner)?						
Used the microfilm reader for research (Vineyard Gazette)?						
Used library databases or asked library staff for information about health, financial, consumer or other issues?						
Used library language learning resources (Mango or CDs)?						
Researched genealogy at the library (using Ancestry or print resources)?						
Used online children's books and games (Tumblebooks)						
Attended any of the library's adult programs?						
<i>If yes, please specify:</i>						
Attended any of the library's children's programs?						
<i>If yes, please specify:</i>						
Seen any announcements or articles about the library?						
<i>If yes, please state source:</i>						

***If you have time, please continue with the questions on the back. Your input is important!***

Please indicate how **IMPORTANT** each of the following are to you, and rate the **QUALITY** of how well the library currently meets your expectations:

	IMPORTANT (1 = lowest, 4 = highest)				QUALITY			
	1	2	3	4	Poor	Fair	Good	Excellent
Exterior appearance and signage	1	2	3	4	Poor	Fair	Good	Excellent
Interior appearance and signage	1	2	3	4	Poor	Fair	Good	Excellent
Seating/workspaces	1	2	3	4	Poor	Fair	Good	Excellent
Hours of operation - daytime	1	2	3	4	Poor	Fair	Good	Excellent
Hours of operation - evening	1	2	3	4	Poor	Fair	Good	Excellent
Hours of operation - weekend	1	2	3	4	Poor	Fair	Good	Excellent
Helpfulness and courtesy of staff	1	2	3	4	Poor	Fair	Good	Excellent
Ability of staff to assist you	1	2	3	4	Poor	Fair	Good	Excellent
Programs for adults	1	2	3	4	Poor	Fair	Good	Excellent
Programs for pre-school children	1	2	3	4	Poor	Fair	Good	Excellent
Programs for children ages 5-7	1	2	3	4	Poor	Fair	Good	Excellent
Programs for children ages 8-11	1	2	3	4	Poor	Fair	Good	Excellent
Programs for teens ages 12-18	1	2	3	4	Poor	Fair	Good	Excellent
Summer Reading Program	1	2	3	4	Poor	Fair	Good	Excellent
Public access computers	1	2	3	4	Poor	Fair	Good	Excellent
One-on-one computer assistance	1	2	3	4	Poor	Fair	Good	Excellent
Printing, copying, faxing service	1	2	3	4	Poor	Fair	Good	Excellent
CLAMS online catalog	1	2	3	4	Poor	Fair	Good	Excellent
Website (www.vhlibrary.org)	1	2	3	4	Poor	Fair	Good	Excellent

Please indicate your satisfaction with the **QUANTITY** and **QUALITY** of each of the following:

	QUANTITY				QUALITY			
	Poor	Fair	Good	Excellent	Poor	Fair	Good	Excellent
Adult Fiction Books	Poor	Fair	Good	Excellent	Poor	Fair	Good	Excellent
Adult Nonfiction Books	Poor	Fair	Good	Excellent	Poor	Fair	Good	Excellent
Large Print Books	Poor	Fair	Good	Excellent	Poor	Fair	Good	Excellent
Young Adult Fiction Books	Poor	Fair	Good	Excellent	Poor	Fair	Good	Excellent
Young Adult Nonfiction Books	Poor	Fair	Good	Excellent	Poor	Fair	Good	Excellent
Children's Fiction Books	Poor	Fair	Good	Excellent	Poor	Fair	Good	Excellent
Children's Nonfiction Books	Poor	Fair	Good	Excellent	Poor	Fair	Good	Excellent
Adult DVDs	Poor	Fair	Good	Excellent	Poor	Fair	Good	Excellent
Children's DVDs	Poor	Fair	Good	Excellent	Poor	Fair	Good	Excellent
Audiobooks on CD	Poor	Fair	Good	Excellent	Poor	Fair	Good	Excellent
Music CDs	Poor	Fair	Good	Excellent	Poor	Fair	Good	Excellent
Magazines and newspapers	Poor	Fair	Good	Excellent	Poor	Fair	Good	Excellent
Downloadable E-Books	Poor	Fair	Good	Excellent	Poor	Fair	Good	Excellent
Downloadable Audio Books	Poor	Fair	Good	Excellent	Poor	Fair	Good	Excellent

Please comment on any aspect of the library you would like to see changed or improved:

## APPENDIX B: 2012 SERVICE RESPONSE SURVEY

### VINEYARD HAVEN LIBRARY PLANNING SURVEY –II

Age group:    \_\_\_ Under 18    \_\_\_ 18-35    \_\_\_ 36-49    \_\_\_ 50-65    \_\_\_ 66+

Children in household:    \_\_\_ Y    \_\_\_ N

The library provides programs and services in the following categories. Please select the six library service areas below that are of greatest importance to our community:

- BE AN INFORMED CITIZEN: Local, National, and World Affairs** - Residents will have the information they need to support and promote democracy, to fulfill their civic responsibilities at the local, state, and national levels, and to fully participate in community decisionmaking.
- BUILD SUCCESSFUL ENTERPRISES: Business and NonProfit Support** - Business owners and nonprofit organization directors and their managers will have the tools they need to develop and maintain strong, viable organizations.
- CELEBRATE DIVERSITY: Cultural Awareness** - Residents will have programs and services that promote appreciation and understanding of their personal heritage and the heritage of others in the community.
- CONNECT TO THE ONLINE WORLD: Public Internet Access** - Residents will have highspeed access to the digital world with no unnecessary restrictions or fees to ensure that everyone can take advantage of the evergrowing resources and services available through the Internet.
- CREATE YOUNG READERS: Early Literacy** - Children from birth to age five will have programs and services designed to ensure that they will enter school ready to learn to read, write, and listen.
- DISCOVER YOUR ROOTS: Genealogy and Local History** - Residents and visitors will have the resources they need to connect the past with the present through their family histories and to understand the history and traditions of the community.
- EXPRESS CREATIVITY: Create and Share Content** - Residents will have the services and support they need to express themselves by creating original print, video, audio, or visual content in a realworld or online environment.
- GET FACTS FAST: Ready Reference** -Residents will have someone to answer their questions on a wide array of topics of personal interest.
- KNOW YOUR COMMUNITY: Community Resources and Services** - Residents will have a central source for information about the wide variety of programs, services, and activities provided by community agencies and organizations.
- LEARN TO READ AND WRITE: Adult, Teen, and Family Literacy** - Adults and teens will have the support they need to improve their literacy skills in order to meet their personal goals and fulfill their responsibilities as parents, citizens, and workers.
- MAKE CAREER CHOICES: Job and Career Development** - Adults and teens will have the skills and resources they need to identify career opportunities that suit their individual strengths and interests.
- MAKE INFORMED DECISIONS: Health, Wealth, and Other Life Choices** - Residents will have the resources they need to identify and analyze risks, benefits, and alternatives before making decisions that affect their lives.
- SATISFY CURIOSITY: Lifelong Learning** - Residents will have the resources they need to explore topics of personal interest and continue to learn throughout their lives.
- STIMULATE IMAGINATION: Reading, Viewing and Listening for Pleasure** - Residents who want materials to enhance their leisure time will find what they want when and where they want them and will have the help they need to make choices from among the options.
- SUCCEED IN SCHOOL: Homework Help** - Students will have the resources they need to succeed in school.
- UNDERSTAND HOW TO FIND, EVALUATE, AND USE INFORMATION: Information Fluency** - Residents will know when they need information to resolve an issue or answer a question and will have the skills to search for, locate, evaluate, and effectively use information to meet their needs.
- VISIT A COMFORTABLE PLACE: Physical and Virtual Spaces** - Residents will have safe and welcoming physical places to meet and interact with others or to sit quietly and read and will have open and accessible virtual spaces that support social networking.
- WELCOME TO THE UNITED STATES: Services for New Immigrants** - New immigrants will have information on citizenship, English Language Learning (ELL), employment, public schooling, health and safety, available social services, and any other topics that they need to participate successfully in American life.