

Board of Library Trustees Meeting

April 1, 2014

7:00 p.m.

Medway Public Library

Attendees:

Trustees:

Carol Brown

Diane Burkhardt (7:28 p.m.)

Ed Duggan

Karen Kassel, Secretary

Chris Monahan, Vice Chair (7:10 p.m.)

Wendy Rowe, Chair

Margaret Perkins, Library Director

Meeting called to order by Wendy Rowe: 7:08 p.m.

A. Approval of Agenda

Motion to approve agenda: CB1; WR2; passed unanimously.

B. Secretary's Report (March 4)

Motion to approve the minutes as written: CB1; KK2; passed unanimously.

C. Citizens Speak

None present.

D. [Budget Report](#)

FY2014

Nothing new to report.

FY2015

The Library will receive an additional \$20,000 via a warrant at Town Meeting. That leaves the library \$4,700 short of the \$295,921 level services budget that Margaret submitted.

E. Director's Report

Today (April 1), Paula and Margaret went to see the seed library in Concord. It was very impressive. Concord's is the first and probably the biggest in the state. They have two people working on it. They will share with us everything they have used, which they have spent many hours developing: instructions, templates, etc; so we don't need to start from scratch.

Tomorrow (April 2), Margaret and Mariah are going to the teachers' meeting, where they will be discussing summer reading.

Tammy is still receiving requests for e-reader training sessions.

The first book club went well. Five people including Lorie attended. It was a spirited discussion. The next one is scheduled for April 22.

F. Old Business

Replacing the Library's Website (librarywebsites.com)

At the March meeting, Ed had requested more information on Library Websites.com from Piper Web. Margaret provided (via email) all of the information she had received from her contact at that company for our review.

ED: The sample sites look good. The company seems willing to work with us.

MP: Yes, they are very willing to help.

CM: I like that it is easy to update and several of us can do updating.

WR: Where will the money come from to pay for this? Tuchinsky Interest or Memorial

Donations?

MP: We will have to spend some of the Memorial Donations on books, but either of those funds can be used.

WR: We may need to spend Tuchinsky Interest; I think it is worth it for this.

CB: Yes, I agree.

All agree this website upgrade is worthwhile and therefore okay to be funded with money from Tuchinsky Interest fund, if necessary.

Discussion of Library Director's Annual Review

Chris compiled the Trustees' evaluations into one document and distributed it to the Trustees for review. The average score was 3.72 (range of 1-5). A few highlights: "Given our budget, the collection is quite good for what the community needs; Margaret lives and breathes Library Science." She also maintains strong relationships with her staff, the Friends, and other town departments.

ED: My scores reflect my thinking of where we want her to be; I have very high expectations.

CM: I looked at things very matter of factly, some things are just done or not done, so those got a score of 3 (adequate).

MP: I may need to make some things that I do more apparent. Some areas that Trustees rated as "n/a", I actually do. I would really like to work more closely with the schools.

WR: Some of our goals/objectives are vague and need fleshing out; which may affect the ratings.

WR: The next annual review is scheduled for March 2015, but we may want to consider doing it earlier so that we can include any salary adjustments in the budget. In FY2015 budget, we included a salary increase to \$64,018.08 (grade 9, step 5) as of July 1. This increase is built into the budget, which we have approved. If we feel that we want to adjust that, now would be the time to discuss that. I would stick with it for now.

All agreed we will stick with the salary increase already factored into the budget.

ED: Before the next review, we should take a closer look at the assessment form. Some parts should be refined, some removed; Margaret could have input on this as well.

Long Range Strategic Plan Update

Wendy replaced Goals & Objectives with the new ones; Margaret submitted this to the state. We may want to adjust the Needs Statement, which was written based on data from a survey done several years ago with the Franklin Library.

MP: The more recent survey was completed by 38 people. This survey is from MBLC, and some of the questions are not applicable.

After discussion of the weaknesses of the survey, we decided it is inadequate and should not be included in the update to the Long Range Plan. Any references were removed. We also decided to add a note on the first page to state that Medway Library is no longer associated with Franklin Library, and that we have hired a full-time Library Director.

WR: The current version of the Strategic Long Range Plan goes through 2015. We can make changes now just to make it accurate, then will need to do a more thorough edit for next year.

The revised version of the [Long Range Strategic Plan](#) is included with these minutes.

Motion to approve the Long Range Plan Update, as discussed and revised: CM1, CB2; passed unanimously.

G. New Business

ED: We should hire a secretary so that the present secretary can be more involved in the meetings.

H. Special Programs, Fundraising, Sponsorships

The Southern Rail Bluegrass concert was very popular and successful. The Cole Room holds 147 people; it was full and there were also people in the lobby. The Friends made money from a portion of the ticket sales and from food sales.

WR: For summer programs in the park... The Library is sponsoring Shakespeare in the Park because I'm paying for it. Quintessential Brass received full funding by the Cultural Council for a concert. They are all ready to go, just need a date. Are the Trustees okay with saying that the Library is sponsoring these concerts and shows in the park?

CB: Yes

CM: Will you be able to coordinate?

WR: Yes.

All: Yes, we are happy for the Library to sponsor these events.

WR: I will work on getting them booked.

WR: The next meeting is my last. The Trustees may want to consider allowing me to keep my keys so I can still help with programs when the Library is closed.

I. Adjournment. Meeting adjourned at 8:53 p.m. Next Meeting May 6, 2014.

Motion to adjourn: CB1; CM2; passed unanimously.

Medway Public Library
Director's Report
April 1, 2014

Staff

The second staff meeting took place on March 28th. We are preparing to move to the "Sierra" software on the day after Patriot's Day, and staff are familiarizing themselves with the preview version. Several staff are planning to attend the Minuteman Library Network Technology Fair, either virtually or in person.

I hired two substitute library assistants, Diane Busa and Laura Kurzontkowski. Diane came in for training last week, and Laura will work this week.

Budget

I met with John Foresto the morning of March 18th, and that evening with the Board of Selectmen, to discuss the Library's FY15 budget proposal. On the 24th, an article for an additional \$20,000 for the Library for FY15 was added to the warrant. That would leave the Library only about \$4,700 short of the \$295,921 level services budget I submitted.

When the Library received a one-time appropriation of \$20,000 for materials in FY13, the MBLC told me that we did not have to count it as part of the Municipal Appropriation Requirement. I checked with the MBLC concerning the FY14 one-time appropriation of \$20,000 for materials and the Community Steward, and she said that it would be acceptable not to count that as part of the MAR either, but that if we were to receive another one-time appropriation in FY15, that would be a problem, because three times would be a pattern.

The Town is going to start providing a "P card" for departments to use for situations where we would have had to use a personal credit card and then be reimbursed.

Programs

- Droids and Dragons Fantasy/Science Fiction monthly book club for teens and adults (Mariah)
- Read With Me monthly book club for children from 8-12 and their parent (Mariah)
- It's Storytime! – weekly storytime (Mariah)
- CraftWars program for pre-teens and teens (Mariah)
- Paws to Read
- Toddler Jam (Amy Kaufman)
- Tablet and eReader Help (Tammy)
- Tuesday Night Book Club (Lorie)
- A record number of people, 147, attended the Southern Rail Concert.

- Lorie is coordinating the collection and display of patron's poems for National Poetry Month

Upcoming programs include:

- It's Not About the Hike (for adults/older children)
- Teen Poetry Slam (Mariah)
- Team Magic (literacy program for children)

Kathy Schroeder (Karen Kassel's mother) is working hard on Library publicity, and has taken a lot of pictures at various programs. I have sent several of these to area newspapers, and at least one has been published in the Medway-Millis News. She will also take pictures at It's Not About the Hike, on April 2nd.

The old card catalog that we plan to use for our Seed Library is in place, near the Director's Office. Paula and I will visit the library in Concord to learn about their Seed Library program.

Building

After talking to the Registry of Deeds and the company that surveyed the plot when the Library was enlarged, we were able to determine the owner of the land on the other side of the stone wall. The property boundary runs down the middle of the stone wall, and the damage appears to be all on the Library side. The insurance company asked me to send photographs of the damage so they can provide a repair estimate.

Replacements for the eight recalled surge protectors have arrived, and I have replaced them.

We received a third quote for carpet, and another quote for the dehumidifiers. DPS brought in a roofer to look at several leaks, which will be repaired shortly.

The Selectmen approved putting both the dehumidifiers and the replacement of the fire alarm system on the Town Meeting warrant, as recommended by the Capital Improvement Planning Committee.

Meetings

I attended the following meetings in March:

- Town of Medway – Department Heads Meeting to discuss Safety and Emergency Guidelines Document
- Medway Library Staff
- Minuteman Library Network Board of Directors
- Minuteman Library Network Policy

- Minuteman Library Network Membership
- Minuteman Library Network Steering Committee (virtual)
- Minuteman Library Network Technology Interest Group
- Minuteman Library Network Reference Interest Group
- Toastmasters (3), including special meeting at the Medway Library

The Medway Middle School has invited Mariah and me to participate at the Literacy and STEM night in May. In addition, they have invited us to attend their next teacher's meeting, where they will be discussing summer reading and we will have an opportunity to share information about upcoming programs and e-resources of interest to middle schoolers. Other upcoming meetings and events include:

- Minuteman Library Network Board of Directors
- Minuteman Library Network Tech Fair
- Network Retreat to discuss statewide coordination of networks
- NELA/Information Technology Section
- Toastmasters (2)
- Medway Clean Sweep

I am working on the sixth and final week of the online Advocacy course.

Other

I am in the process of weeding the Reference Section. All reference books, as well as the items on the Community book shelves, will be moved to the low reference shelving near the photocopier and along the wall. Adult non-fiction will be shifted so that there will be room to move the YA non-fiction, as well as other YA titles, to the shelving along the wall just outside the YA room, near the emergency exit.

The meeting rooms and lounge have been used after hours a total of 400 times so far this fiscal year, by 296 individuals and for 104 meetings.

Margaret Perkins
Library Director

Medway Public Library
Strategic Plan
FY2011 - FY2015

*Revised Introduction and Needs Statement approved April 1, 2014
Update approved February 4, 2014 by the Medway Board of Library Trustees
Originally approved August 3, 2010 by the Medway Board of Library Trustees
("Needs" statement added June 2011 by MBLC request.)*

Introduction

Work began on the Medway Public Library Strategic Plan in October 2009. A committee of three, comprised of the chairs of Franklin and Medway Library boards and the director of Franklin and Medway Libraries, guided the process. Medway board members, staff, and the community had opportunities to contribute to the plan.

The committee met weekly from October to March to research the feasibility of providing joint library services between the Town of Medway and the Town of Franklin, and to focus on the needs of the community of Medway.

Organizational and comparative data on both institutions was gathered and analyzed. A survey was administered in January and March to identify the needs of the community of Medway and to recommend the ways in which both institutions could collaborate to meet them.

The end result was a report that detailed the benefits of collaboration for both communities and a strategic plan for Medway Library.

Survey information was also used to select six service responses:

- Connect to the online world-- Public Internet Access.
- Create Young Readers-- Early Literacy.
- Make Informed Decisions--Health, Wealth and other life choices.
- Stimulate Imagination--Reading, Viewing and Listening for Pleasure.
- Succeed in School--Homework Help, Resources needed for school.
- Visit comfortable place--Physical and virtual spaces, welcoming physical environment.

From these service responses, goals and objectives were created.

This plan will guide the Library's decision making through 2015. It provides the structure for organizational change, enhanced services, and innovation. It includes recommendations for augmenting our collection expanding our presence in the community reaching out to teens, seniors and the underserved, building partnerships, and making the library more accessible. We are committed to providing the best possible service to the community. By focusing on the needs identified by the community and examining our internal processes, we will ensure the best allocation of resources and the best delivery of services. The plan will be reviewed regularly and updated as needed.

We want to acknowledge and express our appreciation to all those who contributed to this process, especially the many residents of Medway.

It is important to note that the relationship with Franklin Public Library was dissolved as of July 1, 2011, and as of August 2013, Medway hired a full-time Library Director. In October 2013, the Trustees initiated a review of the Strategic Plan in keeping with the new Director's goals and objectives for library services.

Patron requests, community input, and data from the MBLC's online customer satisfaction survey all factored into the update.

Vision

Medway Public Library will be recognized in the community as an essential and reliable partner in the delivery of information resources, education, self-advancement, and recreation.

Mission

Medway Public Library is an indispensable part of the community, dedicated to providing residents of all ages with dynamic collections, innovative programs, and wide-ranging and sustainable services.

We Value:

Our patrons, their opinions, capabilities, needs, and interests

A skilled, knowledgeable, and courteous staff

Freedom of information

Equitable access to library resources and services

Creative solutions, integrity, and innovation

Goals and Objectives

Goal 1: Library services will be accessible, courteous and responsive to the needs of the community.

Objective 1: Expand community access to library resources and services.

Activities:

- Advocate for additional hours on Tuesday and Thursday mornings by July 2014.
- Make picture books easier for preschoolers to find by putting many of them in “browsable bins” by topic by March 2014.

Objective 2: Evaluate workflow, staffing levels, and budget allocation to maximize customer satisfaction with resources and services.

Activities:

- Hire a part-time Library Assistant to cover staff shortages on Mondays and Tuesdays by March 2014.

Objective 3: Develop, encourage, and sustain expertise, skill, commitment, and an innovative spirit in staff to offer the highest levels of customer service.

Activities:

- Provide in-person or webinar training to each staff member, through the Massachusetts Library System, conferences, or other sources at least twice a year by July 2015.

Objective 4: Provide varied opportunities for community input on the quality of library services.

Activities:

- Track patron satisfaction using well-publicized online survey by December 2014.
- Add patron suggestion box by July 2014.

Objective 5: Offer regular feedback opportunities for employees.

- Hold monthly staff meetings by March 2014.

Goal 2: The Library will meet the public’s needs for current and popular materials, information, education, culture, and entertainment.

Objective 1: Provide a quality collection of materials in current and emerging formats that reflect borrowing trends, interests, changing habits, and the use patterns of the community.

Activities:

- Use Decision Center software provided through Minuteman Library Network and other resources to help guide allocation of materials budget among children's,

young adult, and adult materials, and between non-fiction and fiction by December 2015.

- Add an “Awesome Box” for patrons to use in order to share books and other materials that they highly recommend by September 2014.

Objective 2: Support education, the development of reading for pleasure, and language and comprehension skills in children and young adults. Provide an environment rich in stories, literature, reading and research.

Activities:

- Provide a broad range of fiction and non-fiction at all reading levels.
- Work with schools to encourage teachers to send research assignments to Library so sufficient materials for school projects can be provided, by December 2014.
- Participate in school sponsored Literacy Events by May 2014.

Objective 3: Foster interest in self-development among adults with timely, accurate, and reliable information to assist in school, work, and decision making.

Activities:

- Offer career-related and educational electronic resources such as Career Cruising and Mango.
- Maintain an up-to-date and comprehensive (within budget constraints) collection of career and self-help non-fiction.

Objective 4: Maintain functional and appealing library collections.

Activities:

- Regularly and systematically weed books that are out-of-date or in poor condition.
- Use Decision Center software (available summer 2014), patron request lists, and reviews to select materials.

Goal 3: Residents of all ages will regard the Medway Library as a prominent place to meet and interact with others in the community.

Objective: Make the library facility available to educational, civic, and cultural groups to foster and enhance a sense of community.

- Publicize the availability of meeting rooms to community groups, town boards, and others, and encourage patrons to reserve rooms online by July 2014.

Goal 4: Residents will have access to a variety of innovative programs.

Objective: Expand current library programs and strengthen community outreach through targeted programming.

Activities:

- Increase adult and family programming by a minimum of two new programs annually involving areas from science to cultural traditions, customs, and holidays by July 2015.
- Encourage local artists and performers and authors to participate in programs by July 2015.
- Work with schools, family shelters, and nursing homes to identify unmet needs for those with special needs by July 2015.

Goal 5: Library patrons will have access to high quality information technology.

Objective: Medway Public Library will employ new technologies to deliver and facilitate access to library resources and services.

Activities:

- Identify and evaluate future technology needs; develop strategies to meet those needs through listservs and by attending programs and conferences sponsored by library associations and MLS, and relevant MLN interest group meetings, by July 2015.
- Acquire the hardware and software upgrades and replacements necessary to support public access to high-quality technology, including obtaining high-quality color and wireless printer(s) by September 2014.
- Investigate feasibility of integrating emerging technologies into library services by July 2015.
- Develop a plan for obtaining several additional tablets for patron use, including, at a minimum, one additional iPad and an Android tablet by September 2014.
- Utilize web and social networking tools and emerging on-line resources.
- Train staff in use of Zinio, Overdrive, and OneClick Digital on iPad and Android by July 2014.
- Investigate feasibility of purchasing a fax with autofeed or a scanner with autofeed and fax software by July 2014.

Goal 6: The Library will develop a comprehensive public relations campaign to increase visibility and raise the public's awareness of the many services and opportunities available.

Objective 1: Develop, implement, and update a complete marketing plan to inform, support, engage, and excite the community.

Activities:

- Issue timely press releases of library activities, special events, and programs.
- Develop a display cycle to market new and featured materials at Town Hall and Senior Center by September 2014.
- Provide concise, attractive signs throughout the library.
- Place promotional items in a variety of media.

- Promote library services to schools and other community groups.
- Promote coverage of library programs on local cable channel by September 2015.
- Work with the Council on Aging to investigate the feasibility of initiating homebound services. Initiate and publicize homebound services.
- Increase the Library's web and social media presence within the community.

Objective 2: Investigate effective ways to provide library services to the underserved.

Activities:

- Solicit needs input through the schools, local home schooling networks, and business council.
- Research usage of library services by different age groups by December 2014.
- Discuss with the Council on Aging ways to serve seniors.
- Contact organizations and agencies who work with the disadvantaged.
- Investigate ways to provide transportation to the library for residents who do not have transportation.

Goal 7: Medway Public Library will be an inviting and safe part of the community.

Objective: Evaluate the facility, its systems, and procedures to increase safety and enhance efficiency.

Activities:

- Maintain a clean environment with welcoming and inviting entrances.
- Maintain emergency readiness status of all staff through appropriate training. Work with fire/police to conduct workshops to help employees respond to workplace emergencies by December 2014.
- Review annually all policies and procedures related to patron behavior, order, safety, and security by July 2014.
- Work with town to investigate changes to lighting to improve quality and reduce costs by July 2015.
- Develop, implement and update emergency procedures based on town-wide plan by July 2014.
- Work with Town to develop a disaster plan by 2015, based on town-wide plan.
- Work with the Medway Emergency Planning Committee to ensure that the Library is available and equipped to serve as a staging area and/or shelter in the event of an emergency by December 2014.

Goal 8: The library will explore creative ways to ensure fiscal sustainability of library services.

Objective 1: Use volunteers efficiently.

Activity:

- Develop and update recruitment and evaluation criteria for all volunteers.

Objective 2: Pursue non-municipal funding sources.

Activities:

- Support staff in seeking grant funding.
- Seek grants for special programs and projects by July 2015.
- Continue to encourage donations and bequests to the Library's Gift Fund.

Objective 3: Identify, initiate, and foster collaborative ventures that maximize the use and distribution of library and community resources.

Activities:

- Identify partnerships and collaborative and cross-marketing opportunities.
- Develop a list of agencies, businesses, charitable and civic groups who will be possible program collaborators by December 2015.
- Meet with at least 3 community groups to promote opportunities for cooperation and partnerships by December 2014.
- Work with teachers and school librarians to provide coordinated efforts in awareness, programming, and collection development by December 2014.
- Prepare Library information welcome packets for all new residents, available at the Town Clerk's office by January 2015.
- Conduct library card drives at school and community events by July 2015.

Needs Statement

Patron feedback highlighted the Library's value to the community and also noted specific areas for improvement.

Access

Access to the library and to its resources is a source of concern. Patrons would like more morning and longer weekend hours. We also need to continue our after-hours access for public meetings and computer use.

Services

We need to increase our program offerings for children, adolescents, teens, adults, and seniors. We need to expand and update all of our collections, particularly to offer more copies of best sellers and more children's books.

Partnerships and Collaboration

Recent budget restorations have allowed us to hire a full-time Library Director and a half-time Children/Teen Librarian, but we are still relying on one-time appropriations and on donations to pay for most of our materials and programs. We need to collaborate with schools, local groups and businesses, and neighboring libraries to expand services in a cost-effective way.

Medway Public Library Budget Report 03/31/2014							
Account	Acct #	Start Bal- ance	Expen. To Date	End Bal- ance	% Spent	Current Month Ex- pend.	Materials Expendi- tures
Salaries - Full Time	5110	\$108,386. 00	\$76,471.4 3	\$31,914.5 7	70.55%	\$10,114.7 8	
Salaries - Part Time	5111	\$80,087.0 0	\$50,570.6 6	\$29,516.3 4	63.14%	\$4,522.56	
Longevity	5150	\$1,450.00	\$1,100.00	\$350.00	75.86%	\$0.00	
Electricity	5211	\$18,900.0 0	\$13,016.8 0	\$5,883.20	68.87%	\$1,336.70	
Heating Fuel	5212	\$5,500.00	\$5,538.75	(\$38.75)	100.70%	\$1,560.05	
Trash	5232	\$1,671.00	\$434.58	\$1,236.42	26.01%	\$144.86	
Water & Sewer	5231	\$270.00	\$189.80	\$80.20	70.30%	\$47.45	
R & M Miscellaneous	5240	\$792.00	\$4,327.66	(\$3,535.66)	546.42%	\$1,819.16	
Telephone	5341	\$1,100.00	\$804.25	\$295.75	73.11%	\$40.81	
Supplies	5400	\$2,800.00	\$1,670.87	\$1,129.13	59.67%	\$309.55	
Postage	5343	\$250.00		\$250.00	0.00%	\$0.00	
OPS - (Minuteman bill)	5380	\$23,833.0 0	\$23,883.0 0	(\$50.00)	100.21%	\$0.00	
Travel	5710		\$172.10	(\$172.10)		\$0.00	
TOTAL - GENERAL FUND		\$245,039 .00	\$178,179 .90	\$66,859. 10	72.71%	\$19,895. 92	
TM: Library Programs	5521	\$6,500.00	\$3,784.55	\$2,715.45	58.22%	\$900.55	
TM: Expenses	5200	\$20,000.0 0	\$11,833.3 9	\$8,166.61	59.17%	\$890.43	\$11,833.39
TOTAL - TM		\$26,500. 00	\$15,617. 94	\$10,882. 06	58.94%	\$1,790.9 8	
		Start Bal- ance	Expen. To Date	Income to Date	Account Bal	Current Month Net	
Memorial Donations	5400	\$19,308.7 5	\$20,224.6 9	\$2,461.42	\$1,545.48	-525.85	\$17,134.13

Tuchinsky Fund Interest		\$28,985.6 8	\$242.14	\$103.50	\$28,847.0 4	\$5.53	
Tuchinsky Fund Principal		\$102,869. 11		\$281.76	\$103,150. 87	\$51.41	
Library Restitution Fund	706-4773	\$274.10	\$1,865.18	\$1,681.58	\$90.50	(\$338.83)	
Copier & Printer Rev. Fund	722-4840	\$4,656.87		\$1,039.33	\$5,696.20	\$128.50	
Meeting Room Rev. Fund	723-4840	\$2,660.76		\$370.00	\$3,030.76	\$25.00	
Free Public Library	2017	\$10,532.4 2	\$13,094.1 8	\$5,031.91	\$2,470.15	(\$2,205.5 9)	\$12,809.22
TOTAL - OTHER FUNDS		\$169,287 .69	\$35,426. 19	\$10,969. 50	\$144,831 .00	(\$2,859. 83)	\$41,776.7 4