

Board of Library Trustees Meeting

March 4, 2014

7:00 p.m.

Medway Public Library

Attendees:

Trustees:

Carol Brown

Ed Duggan

Karen Kassel, Secretary

Chris Monahan, Vice Chair

Wendy Rowe, Chair

Margaret Perkins, Library Director

Meeting called to order by Wendy Rowe: 7:03 p.m.

A. Approval of Agenda

Motion to approve agenda: CB1; CM2; passed unanimously.

B. Secretary's Report (February 4)

Motion to approve the minutes as written: CB1; CM2; passed unanimously.

C. Citizens Speak

None present.

D. [Budget Report](#)

FY2014

Expenditures from the Tuchinsky Fund Interest have now been fully reconciled.

FY2015

Margaret met with Melanie Phillips and Carol Pratt to discuss the budget. The meeting went well; They said “this could be the year of the library.” They think there’s a good chance we will get much of the funding we are asking for.

They suggested that the presentation to the Board of Selectmen should include photographs showing the many uses of the library (kids, town groups meeting, etc), not just numbers.

Margaret’s main priority is to extend the library hours so we can be open on Tuesday and Thursday mornings.

Ed would like to have the rugs cleaned.

The sidewalk in the front of the library needs to be repaired. The money for this was approved at Town Meeting last spring and the work will be done after the winter.

E. Director's Report

Susan Allison was hired as a 12-hour per week library assistant. She is very enthusiastic.

The Junior Architect program was well attended (20 kids plus 6 on the waiting list) and very much enjoyed. Several patrons requested that it be held again.

We’re very excited about the parent and child book club that Mariah has just started.

The security monitor has been installed above the desk in the Circulation Office. It is not functional yet because IT needs to set it up so that only the security feed from the library cameras is visible on the monitor (and not the security feed from the Treasurer’s office or other town spaces). IT says this will be done “soon.”

F. Old Business

Library Director Goals & Objectives

Motion to approve the updated draft of [Goals and Objectives from the LRP 2011-2015](#) (pages 3-7 of draft document from February 2014 minutes): CM1, CB2; passed unanimously.

Long Range Plan Update

Document: "Roles, goals, and objectives" (page 1-2 of draft document from February 2014 minutes)

- Eliminate "Sharpen the Saw" because all of these points are covered in Goals and Objectives.
- Eliminate Roles because they are listed elsewhere.
- Retain the "Vision", "Mission", and "We Value" components. These are already part of the long-range plan.

G. New Business

Proposed salary increase for subs

Subs don't get salary increases automatically because they are not in the union. They are paid \$13.72/hour now, and have not had an increase in a few years. Margaret would like to increase this rate by 3-4%, which would bring the sub salary up to the equivalent of the starting salary for a permanent Library Assistant 1.

WR: How does this affect the budget?

MP: We shouldn't be using subs as much because of our recent hires. I estimate using subs about 4 hrs/week, which translates to an increase of about \$200/year.

CM: How do other towns pay their subs?

MP: Poorly.

Motion to increase sub pay from \$13.72/hour to \$14.20/hour: CB1, CM2; passed unanimously.

Discussion of Replacing Library's Website

Wendy has been hosting and updating the website. Now, thanks to additional program funds and Mariah's new programs, we have many, more frequent website updates. It is time for a new design that better integrates various library services, and allows staff members to update the site.

Margaret has researched other options for our website and she recommends Library Websites from Piper Webs (librarywebsites.com). They specialize in content management for small libraries. They have several designs, are easy to update, and can support the features we need. Libraries that use this host are Holliston, Hopkinton, Millis, Sutton, and Guilford, NH.

The cost is \$650 for initial setup (right now, a special promotion drops this to \$350), then \$600 annually. The mobile site is \$250 for set up with no additional annual fees.

Library Director's Annual Review

Each Trustee brought a completed evaluation form for Margaret. Chris collected the evaluations; he will compile and summarize all the information into one document. Chris will email the summary to the Trustees.

Outside Programs

Discussion of programs, their cost, attendance, & value

ED: Do we have a method to evaluate the cost of each program and the value to the library? How do you determine which programs we should have?

MP: I have a folder of people's reviews of programs (from other libraries), also planning to go to a Power Program Breakfast to learn; I strive for a fair distribution across ages.

ED: Is there anything written down for what we do? The specifics of what we spend on each program and which age groups they are for?

WR: Margaret gave us a [list that includes the programs done in FY14](#). Are you looking for more details on the cost of these programs? I feel this is something we leave up to the discretion of our Library Director.

MP: The reason we have toddler programs is because there is a huge demand.

ED: Want to make sure we are serving all the audiences.

CB: From this list, I see that we are serving all audiences. She has the list of the programs on the ProgressFY14 document. What further information are you looking for?

ED: Do you have a specific monetary amount allotted for programs? How do we choose which programs to spend the money on? Are we missing some groups

because we spend money on the other groups?

MP: The architecture program was popular because it was a full day. We don't have much for 20-somethings.

WR: We often get Cultural Council grants for larger programs.

WR: We used to have no programs, except for a few from Cultural Council. Now we have a greater variety than we previously had.

CM: It's a good idea to step back and check that we are covering all groups.

MP: Coming up is "It's Not About the Hike." The presenters began hiking in their 50s, and their presentation is designed for patrons of middle age and older. It may appeal to all ages.

ED: I want to see which groups we are focusing on with the paid programs.

MP: The science fiction program attracted a few 20-somethings.

WR: Some age groups we can get good programs for free, but not other age groups.

CB: I think it's fair to ask the question and I'm counting on our director to offer a variety of types of programs for various age groups. When I see the list, I see that's what the Director is doing.

MP: We've tried for three years to have book clubs during the day for seniors and we have little to no attendance.

H. Special Programs, Fundraising, Sponsorships

None discussed.

I. Adjournment. Meeting adjourned at 8:32 p.m. Next Meeting April 1, 2014.

Motion to adjourn: CM1; CB2; passed unanimously

Medway Public Library

Director's Report

March 1, 2014

Staff

I hired Susan Allison as our new Library Assistant. She will be working 12 hours/week, on Monday and Tuesday from 2-8.

The first staff meeting took place on February 12th. Everyone was able to attend, and we had an interesting discussion of many topics, including policies and procedures.

Budget

I met with the Treasurer/Collector and the Town Accountant to discuss the budget I submitted. The presentation to the Selectmen will be sometime in March, and will include photographs of activities at the Library.

Programs

- Participants enjoyed the first meeting of Mariah's Fantasy/Science Fiction book club for teens and adults on February 25th.
- "How to Catch a Mouse: Simple Machines at Work" had a good turnout in spite of the fact that it was held during a snowstorm.
- Jan Ham, a librarian who ran a non-profit through which she taught design and architecture programs to children for a number of years, ran a six hour program, "Junior Architects: Dream House Design Studio" for 5th-8th grade children during February vacation. Twenty children attended, and about six more were on the waiting list. Several patrons have asked if we could schedule another session of this program.

Upcoming programs include:

- Mariah will hold weekly story hours on Friday morning beginning March 7th
- Mariah's parent and child book group for children from 8-12 will begin on March 4th.

Kathy Schroeder (Karen Kassel's mother) has generously volunteered to help with publicity. She worked for many years in public relations, and has some wonderful ideas on ways to promote the Library. I have met with her a couple of times, and she has taken some really nice photographs of the Toddler Jam and of children using the toys in the children's area, some of which we plan to send to local newspapers and post on the website with her captions.

Technology

I selected Zinio magazines for this year. Unfortunately, due to price increases, I had to reduce the number of subscriptions to 30 from about 50. On several occasions, I have asked senior volunteers to read magazines on our iPad in the periodical area, and encourage other patrons to try it out.

The Minuteman Library Network installed a new Gigabyte switch at the Library. This switch should last for about 5 years.

Building

An Emergency Response Tabletop Exercises workshop was held in the Cole Room, attended by about

35 town personnel from Medway as well as nearby towns. Fire Chief Lynch invited me to participate as well. A hypothetical disaster scenario was presented, and the participants discussed responses, from the perspective of what questions would need to be answered before decisions could be made. The workshop was very informative, and provided opportunities for me to offer the Library as a staging area (a place to which responders report and from which they are deployed), and as a shelter.

The Town has completed its Town Hall Emergency Procedures document, which includes a brief evacuation plan for the Library, based on Needham Library's plan, which the Town had asked me to edit for our Library. I plan to use the emergency procedures template created by the Massachusetts Library System to develop a more detailed emergency procedures plan specific to the Medway Library.

When the police officer came to try out the projection system for the Emergency Response workshop, we had problems with the converter box causing the video to go out, problems which became worse over the next two days. At co-president of the Friends' (Diane Busa) suggestion, the police officer used his own laptop with our projection equipment to get around the problem. Our Steward, Andy Busa, and Diane spent many hours working on this problem, and came up with a workaround which involved using the computer's DVI output instead of the VGA output and the converter box.

A patron's car hit the stone wall on the far side of the back parking lot. I called the police; the EMT's were called and the patron was transported to the hospital to be checked. Her automobile insurance company called about arranging for an estimate of the damage to the wall. It looks like only a couple of stones were dislodged. I have not yet been able to verify whether the stone wall is on Library property. The site plan does not show that boundary, and Town Hall does not have a plot plan. I should be able to get a plot plan from the Registry of Deeds.

Eight of our surge protectors, dating back to the late 90's and early 2000's, have been recalled. I have submitted the request for replacements, which required photographs of each serial number label.

The CIPC has recommended funding the replacement of the fire alarm system, and installation of dehumidifiers in the lower level. I sent the quote for the fire alarm system to Fire Chief Lynch and asked if there was anything else that needed to be included. He had one question, for which I received an answer from the installer. A third company will give us a quote on dehumidifiers within about a week. This company also came to measure the building in order to provide an additional quote for carpet replacement, which the CIPC did not recommend for FY15 but I hope will for FY16. All three carpet companies recommended using carpet tiles.

The Information Services Department will install a new computer in the Children's Librarian office. They had not done so previously because at the time no one was using that office.

Meetings

In addition to the staff meeting and the Emergency Planning workshop, I attended the following meetings:

- Minuteman Library Network Board of Directors (virtual)
- Minuteman Library Network Policy Meeting
- Reader's Advisory webinar
- NELA Information Technology Section (2, including one virtual)
- Toastmasters (2)

Upcoming meetings include:

- Minuteman Library Network Board of Directors
- Network Retreat to discuss statewide coordination of networks
- Minuteman Library Network Technology Interest Group
- Minuteman Library Network Membership
- Toastmasters (3), including special meeting at the Medway Library

I have completed the first week of a free online course on Library Advocacy through the college consortium, EdX. I am finding the discussions very interesting, as librarians of all types from many countries are participating.

Other

The Library did not open on Wednesday, February 5th, or Thursday, February 13th, due to snowstorms. I was promised that Town Hall would try to add my email address to the list of recipients for snow closing notifications, which are sent out to Town Hall employees. I am already on the list to receive automatic calls and emails via Blackboard Connect, but apparently when Town Hall closes early this is often not communicated by Blackboard Connect. I found out as the snow was beginning to taper off on February 18th that the Town Hall had closed early, but the Library would have stayed open anyway due to the science program that was going on at the time.

I submitted the Annual Report, including a selection of photographs highlighting library usage.

The meeting rooms and lounge have been used after hours a total of 347 times so far this fiscal year, by 257 individuals and for 90 meetings.

Margaret Perkins
Library Director

Goals and Objectives from the LRP 2011-2015

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.

Medway Public Library Long Range Plan, Introduction

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

Medway Public Library - Progress in FY14

Staffing:

- Hired Children's/Teen Librarian
- Hired Library Assistant
- Added monthly staff meetings

Programming:

- Additional weekly Toddler Jam program to accommodate demand
- Weekly drop-in story hour
- Monthly children's parent-child book club
- Monthly teen/adult Fantasy/Science Fiction book club
- Monthly adult book club
- Hosted children's music program and family music program originally scheduled at Choate Park
- Science program for children
- Children's author program
- Architecture program for Middle School children
- Muslim Culture program for adults and older children/teens
- Scheduled inspirational and gardening programs for the spring
- Planning five or more children's science and literacy programs for the spring and summer
- Monthly one-on-one eBook/eAudio/Zinio training

New Services:

- iPad for in-library use
- Online Room Booking and Event software: currently 463 upcoming events & bookings
- Browsable bins for picture books

Schools:

- Met with school librarians to improve communication between the public and school libraries
- Worked with Middle School teachers to display students' art work at the Library
- Invited to participate in school Literacy night in May

Publicity & Advocacy:

- Offering branded library cards
- Working with volunteer to develop publicity plan
- Serve as Vice President of the Minuteman Library Network, member of MLN Finance Committee, Steering Committee, and Policy sub-committee

Budget

- Passage of Special Town Meeting article of \$20,000 for materials and Community Area Steward
- Worked with Massachusetts Coordinated Family and Community Engagement to arrange funding for upcoming science and literacy programs
- Worked with DPS to get quotes for dehumidifiers, a new fire alarm system, and carpeting; worked with CIPC to prioritize capital requests
- Developed level and enhanced services budget proposal

Medway Public Library Budget Report 02/28/2014

Account	Acct #	Start Balance	Expen. To Date	End Balance	% Spent	Current Month Expend.	Materials Expenditures
Salaries - Full Time	5110	\$108,386.00	\$66,356.65	\$42,029.35	61.22%	\$9,891.22	
Salaries - Part Time	5111	\$80,087.00	\$46,048.10	\$34,038.90	57.50%	\$4,608.45	
Longevity	5150	\$1,450.00	\$1,100.00	\$350.00	75.86%	\$100.00	
Electricity	5211	\$18,900.00	\$11,680.10	\$7,219.90	61.80%	\$1,595.39	
Heating Fuel	5212	\$5,500.00	\$3,978.70	\$1,521.30	72.34%	\$1,447.95	
Trash	5232	\$1,671.00	\$289.72	\$1,381.28	17.34%	\$0.00	
Water & Sewer	5231	\$270.00	\$142.35	\$127.65	52.72%	\$0.00	
R & M Miscellaneous	5240	\$792.00	\$2,508.50	(\$1,716.50)	316.73%	\$440.00	
Telephone	5341	\$1,100.00	\$763.44	\$336.56	69.40%	\$89.04	
Supplies	5400	\$2,800.00	\$1,361.32	\$1,438.68	48.62%	\$228.35	
Postage	5343	\$250.00		\$250.00	0.00%	\$0.00	
OPS - (Minuteman bill)	5380	\$23,833.00	\$23,883.00	(\$50.00)	100.21%	\$0.00	
Travel	5710		\$172.10	(\$172.10)	0.00%	\$0.00	
TOTAL - GENERAL FUND		\$245,039.00	\$158,283.98	\$86,755.02	64.60%	\$18,400.40	
TM: Library Programs	5521	\$6,500.00	\$2,884.00	\$3,616.00	44.37%	\$310.00	
TM: Expenses	5200	\$20,000.00	\$10,942.96	\$9,057.04	54.71%	\$4,829.98	\$10,942.96
TOTAL - TM		\$26,500.00	\$13,826.96	\$12,673.04	52.18%	\$5,139.98	
		Start Balance	Expen. To Date	Income to Date	Account Bal	Current Month Net	
Memorial Donations	5400	\$19,308.75	\$19,595.69	\$2,358.27	\$2,071.33	44.17	\$17,134.13
Tuchinsky Fund Interest*		\$28,985.68	\$242.14	\$97.97	\$28,841.51	(\$235.97)	

Tuchinsky Fund Principal		\$102,869.11		\$230.35	\$103,099.46	\$56.89	
Library Restitution Fund	706-4773	\$274.10	\$1,346.02	\$1,501.25	\$429.33	\$18.00	
Copier & Printer Rev. Fund	722-4840	\$4,656.87		\$910.83	\$5,567.70	\$98.87	
Meeting Room Rev. Fund	723-4840	\$2,660.76		\$345.00	\$3,005.76	\$25.00	
Free Public Library	2017	\$10,532.42	\$10,888.59	\$5,031.91	\$4,675.74	(\$1,000.00)	\$10,603.63
TOTAL - OTHER FUNDS		\$169,287.69	\$32,072.44	\$10,475.58	\$147,690.83	(\$993.04)	\$38,680.72
* Adj. for \$242.14 supplies & heat encumbered in FY13 in MUNIS but not withdrawn from bank until Jan.							