



Strategic Plan FY2022-FY2027



Approved by the
Millbury Public Library Board of Trustees
September 21, 2021

Millbury Public Library
128 Elm Street
Millbury, MA 01527

Introduction

The Millbury Public Library began a new 5-year Strategic Planning process in 2019. Due to the COVID-19 pandemic, it was completed in September 2021. We gathered feedback from two community focus groups, surveys distributed during Curbside and digitally, and mailed seventy-five surveys at random to Millbury residents

Strategic Planning Sub Committee

Stephanie Phillips Richter
Christine Fintzel

Staff of the Millbury Public Library

Ann Dallair, Director
Kaitlin Malixi, Children/Young Adult Librarian/Assistant Director
Jill Brindisi - Library Clerk
Marie Guillory - Library Assistant
Lisa Boudreau - Library Assistant
Carrie Courteau - Library Assistant
Fay Ferland - Library Assistant
Kimberly Caouette - Library Assistant
Olivia Fenuccio - Library Page
Samantha Kelly - Library Page
Dennis Rawinski - Custodian

Millbury Public Library Board of Trustees

Stephanie Phillips Richter
Eric Boll
Carol Burke
Christine Fintzel
Keith St. Denis

Library Director's Message to the Community

Welcome to the Millbury Public Library's FY2022-27 Strategic Plan! I am very excited to share this new vision for our library's future with our community.

As our building reopened to the public on June 1, 2021 from the COVID-19 pandemic, it was a wonderful feeling to see many dedicated patrons come to visit us. It has been a pleasure to watch our library grow with many innovative ideas from the library staff to help continue to offer as many services as possible during this difficult time. As we look forward, the staff and I will continue to work hard to connect, outreach, support, and sustain our community needs as best as we can.

I am happy to share one common response that was gathered from the survey results: the Millbury Public Library staff have a large positive impact on many patrons. Thank you to the 131 community members who filled out our survey, our two focus groups' participants, and feedback gathered from the community during visits and phone interviews. Your overall feedback is very important: **The Millbury Public Library appreciates our community members, their continued support, and positive connections with us. Thank you to the community members, Strategic Planning Sub-Committee, Library Board of Trustees, and library staff who helped put together this 5-year Strategic Plan.**

Ann Dallair, Library Director

"We love our library, community, and staff."

Library Vision

The Millbury Public Library will be a welcoming social gathering place to access information. The Library will empower our patrons with free services, community activities, and support for an engaged community. We will strive to continue to offer skill building for our staff and to meet the ongoing needs of our patrons to promote new technologies and resources.

Library Mission

The mission of the Millbury Public Library is to provide an information repository and accessible community-gathering place for Millbury residents of all ages to meet their information needs and interests. This includes helping members of the community to:

- Learn in formal and in self-directed ways
- Seek information relevant to their work, family and day-to-day lives
- Remain current on topics and titles of popular interest
- Come together through local organizations in formal and informal gatherings
- Conduct business and access information that will help them excel

Our Community and Library

Town of Millbury:



Initially, what is now the Town of Millbury was once part of the Sutton North Parish. With citizens petitioning for township for a number of years through the late 1700's, the Town of Millbury was officially established on June 11, 1813. The new town consisted of 160 families, and held their first town meeting on July 1, 1813.

In the years to come, industry would flourish in the town, using the surrounding waterways, including the Ramshorn Stream, Singletary and Blackstone Rivers, as a tool to make and ship goods. A number of mills and workshops produced an abundance of textiles, which railroads would eventually carry out of the town to larger cities, including Worcester and Providence.

Among the pillars of the community and industry was The Waters family, who owned and operated an armory which supplied the American Army with weapons. Asa Waters II built a stunning mansion, which still stands today.

Now, the Town of Millbury boasts a population of just under 14,000, an increase in population of about 5% since the 2010 Census. Similar to many industrial towns, which have experienced growing pains, and ups and downs, Millbury's population is presently growing and seeing a revival in numerous places. Some old mills have been repurposed into apartment homes and businesses, and development and construction continue to rejuvenate the town.

Millbury Public Library:

The Town of Millbury owes a debt of gratitude to the Waters Family, and the library is another piece of their historic contributions. In 1903, Asa Waters II's granddaughter, Delia Torrey, donated what was her cow pasture across from their home to provide the land on which the library would be constructed. Andrew Carnegie, also of a famed Scottish/American family, donated the



\$12,500 to construct the building, one of only 43 such libraries built in Massachusetts.

Today, visitors to the library can take a step back in time into the original library by checking out The Brady Reading Room on the second floor, dedicated to Mary Gibson Brady who devoted seventeen years of service to the library. The remainder of the library was built in 1997 as an expansion project, when the library was awarded by the state \$1,174,660 from the Massachusetts Public Library Construction Program (MPLCP) and the Library Services and Construction Act (LSCA), enabling the library to expand services and better meet the needs of the community.

Much as the library changed and expanded nearly 25 years ago to better serve the community, the library strives to continue working to serve a diversifying and growing population. At present, the library offers expanded digital services and technologies, including hotspots and mobile printing; an expanded programming calendar for families; and superior customer service. The library strategic plan offers a compass for the library to continue growth and as a tool to support our mission and vision.

Sources:

BJ Hill. "Millbury Celebrates Rich 200-Year History." *Telegram.com*, Telegram.com, 8 May 2013, www.telegram.com/article/20130508/TOWNNEWS/130509725.

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"Carnegie Library." *Carnegie Library - New World Encyclopedia*, www.newworldencyclopedia.org/entry/Carnegie_library

Massachusetts Board of Library Commissioners. *108th Annual Report*, State Library of Massachusetts, 1997, file:///C:/Users/books2/Downloads/ocm07270477-1997.pdf.

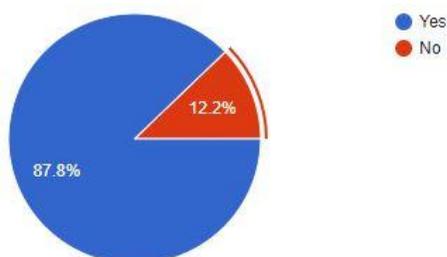
Sinacola, Chris. *Images of America: Millbury*. Arcadia Publishing, 2012.

U.S. Census Bureau. "Quick Facts: Millbury Town, Worcester County, Massachusetts." https://www.census.gov/quickfacts/fact/table/millburytownworcestercountymassachusetts_US/PST045219

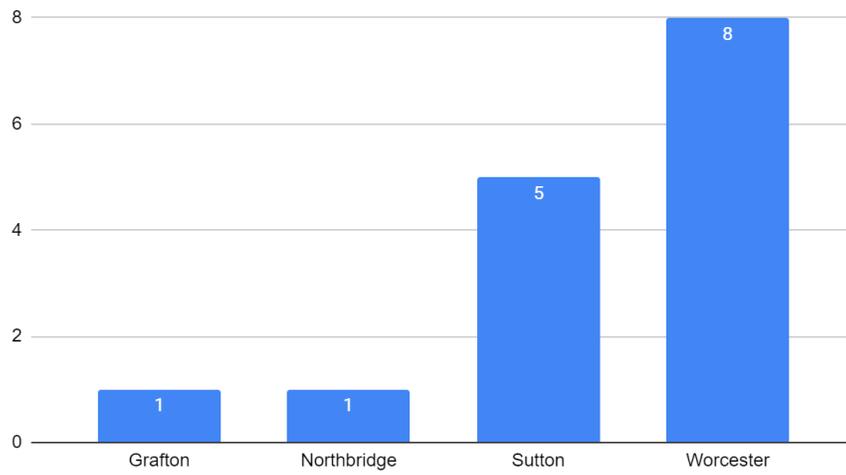
Community Survey Results:

Are you a Millbury resident?

131 responses

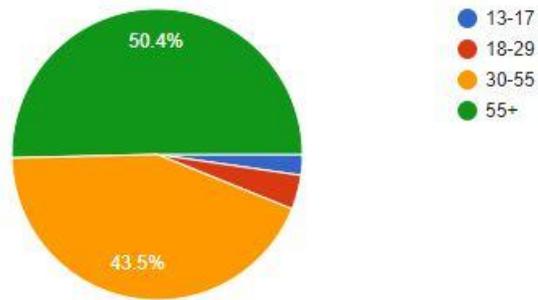


Non-Millbury Residents



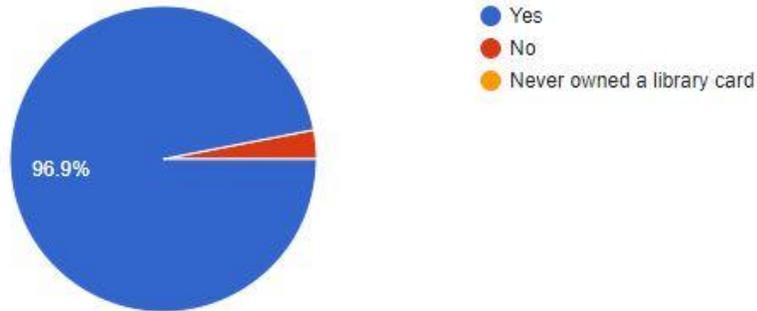
What is your age range?

131 responses



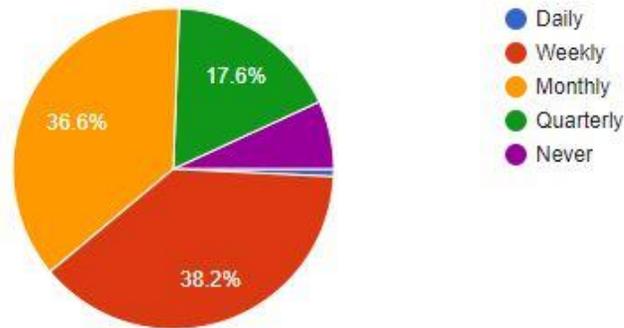
Do you own a CWMars library card? (Any library card in central/western Massachusetts.)

131 responses

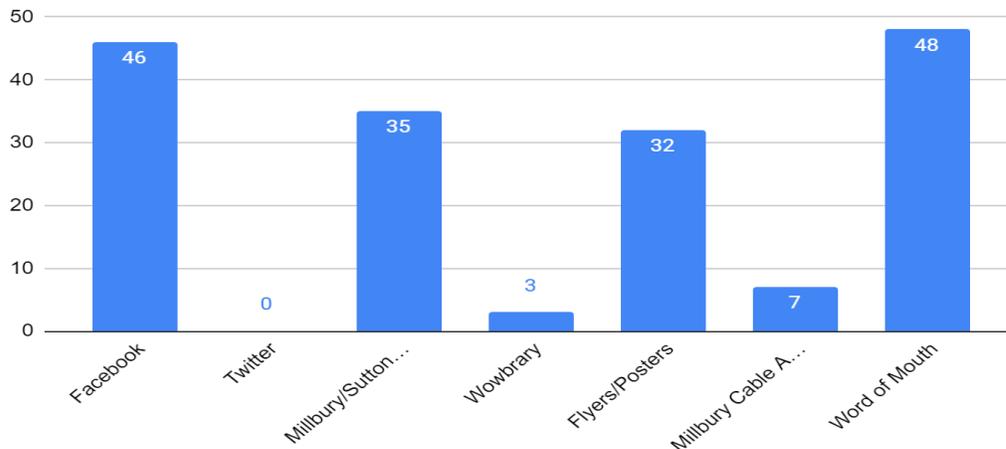


How often do you visit the Millbury Public Library?

131 responses

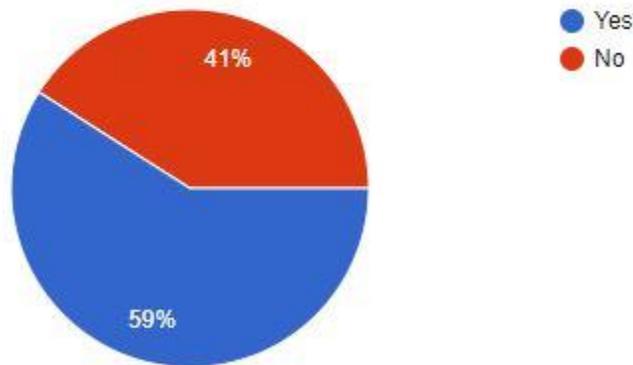


How do you hear about library programs?

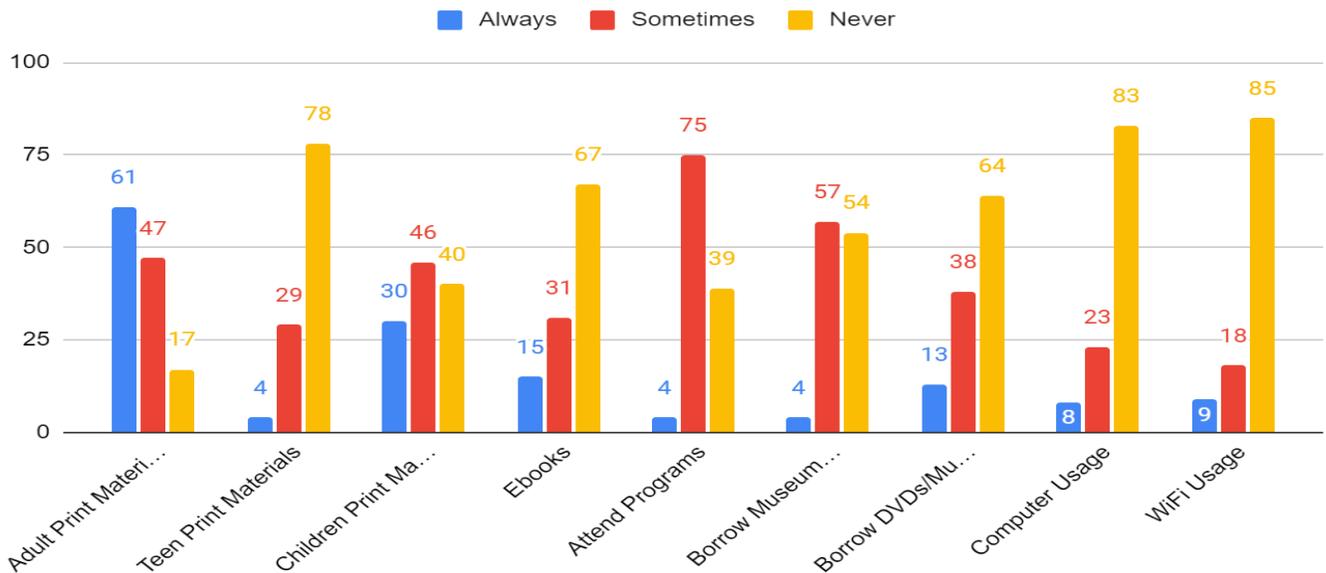


Would you be interested in signing up for email communications from the Millbury Public Library through Constant Contact? If yes, please visit our website at www.millburylibrary.org and wait for the pop up.

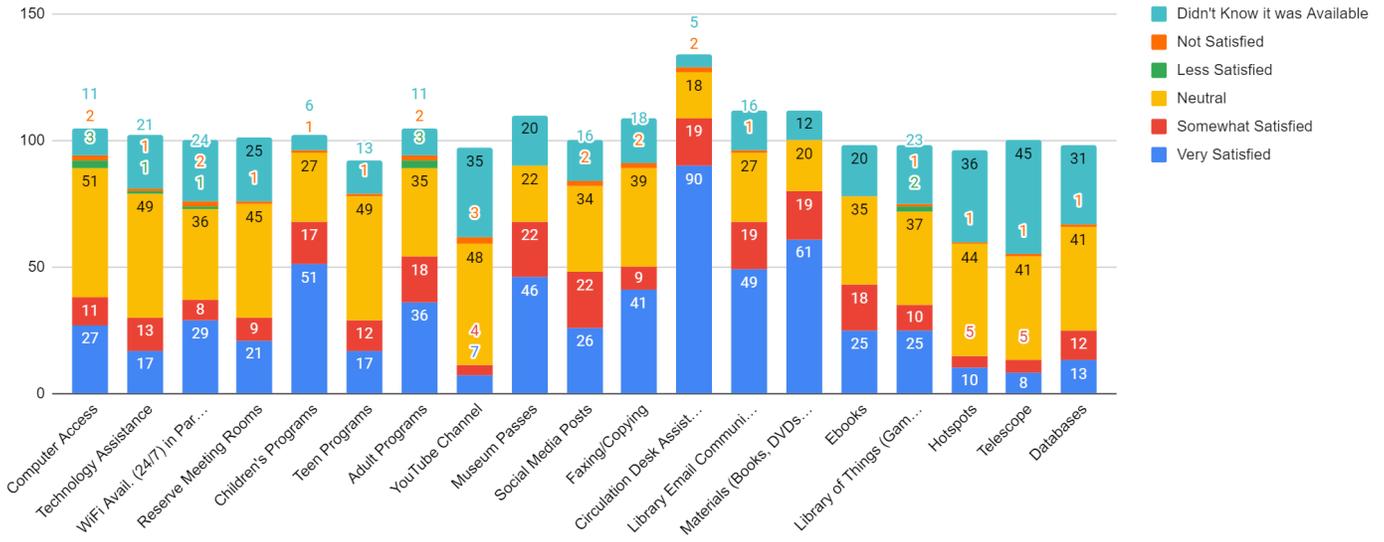
122 responses



How Often Do You Utilize the Following?

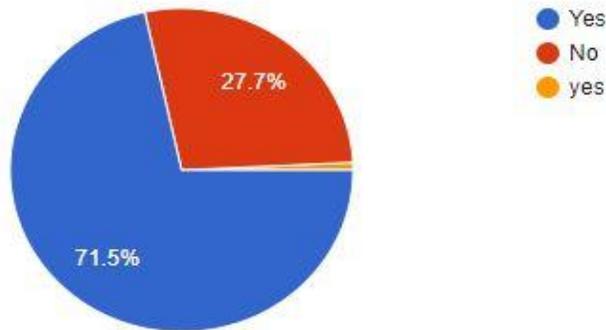


Satisfaction with Offered Services

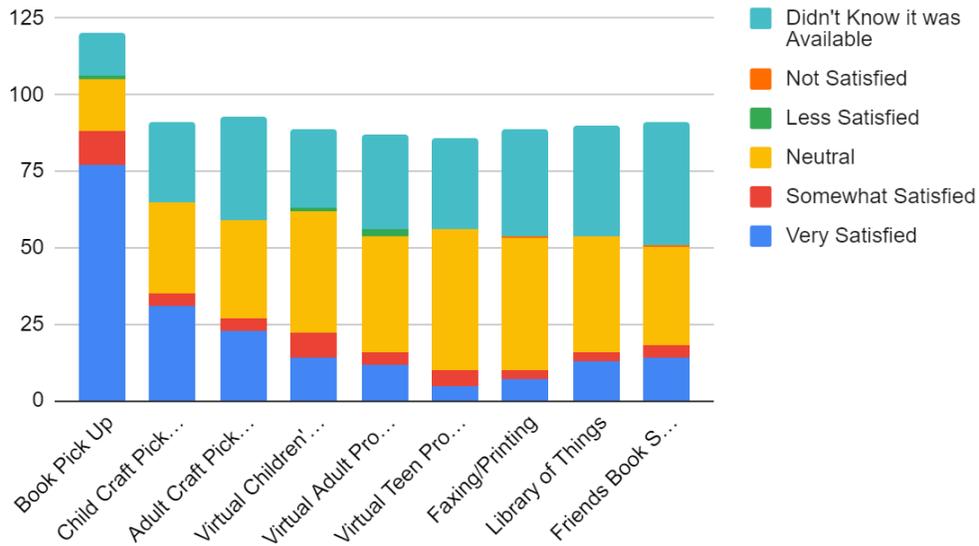


Have you used our Curbside and/or Home Delivery Service during the COVID-19 pandemic?

130 responses

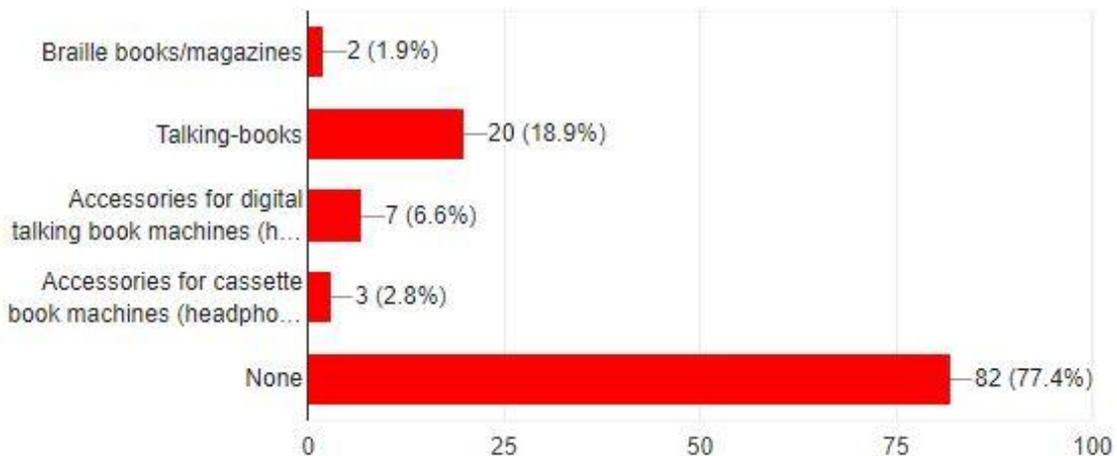


Satisfaction with Curbside Options Available During Pandemic



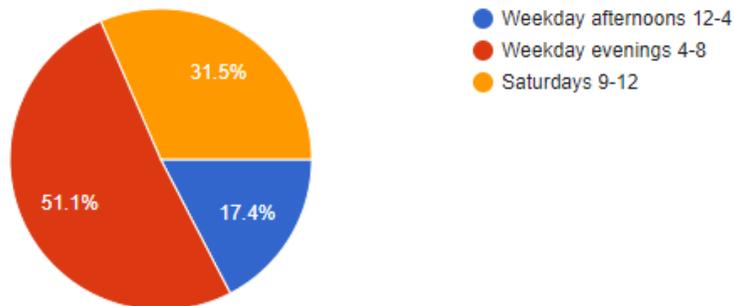
Which types of these services would be utilized:

106 responses



When would you prefer to attend virtual library programs?

92 responses



Services You Would Like to See Offered:

No Suggestions/Satisfied with Offerings:

"No"

"N/A"

"No"

"N/A"

"Not at this time"

"Not that I can think of"

"Not that I can think of"

"None that I can think of"

"Not that I know of, you've got pretty much everything covered"

"Nothing I can think of"

"I don't know"

"NA"

"I love what is offered and have not found a lack! [My child] loves the treasure hunts each month"

"My granddaughter enjoyed the scavenger hunt, the preschool story time, presentations ie. owls"

Library Open (*Survey completed pre-reopening)

"Would like the library to open up for a few days"

"I miss being able to go in and look for books on shelves from my favorite authors"

"Please open the library"

Additional Programs:

"Music classes"

Adult Programs:

“Would be interested in Adult Programs - lectures, crafts”

“Common sense classes for the people that dont know how to do adult things”

Book Club:

“Do you have a book club?”

“A monthly library book club”

“Book clubs, book discussions”

Non-Christian Holiday Events/Celebrations:

“Islamic Holidays celebrations same as Christmas and Other religions”

Museum Passes:

“More variety of museum passes”

“N/A - I am fairly new to Millbury so I didn't get a chance to use the library pre-COVID. It would be great to see more museum pass options in the future.”

Online Booking:

“Ability to reserve a library room/space for Girl Scout meetings online”

Book Sale:

“Book sale”

Children's Materials:

“Kids tablets and bag with theme”

Additional Comments:

“I may have answered the above questions differently if it asked me to rate how important those things were instead of if I was satisfied with them”

Patron Records:

“Some sort of system that may keep track (for those who wish to) of books you have read- would have been helpful during covid when you couldn't see the sheet in the back of the books”

“Email communication when books are due and automatically renewed if no one else is waiting for the book”

Database Access:

“Ancestry research info”
“Access to Genealogy programs”

Tax Services:

“Help in filing state and federal income taxes”

Children’s Area:

“Children's play area (similar to Oxford Library)”

Digital/Audiobooks:

“This probably falls more into the hands of the senior center, but I would like to have services using e-books, accessories for digital talking books, etc”

“Easier access to ebooks”

“Audiobooks?”

Other Materials:

“Seed library”



Why do you love the library?

(interview questions through phone service and in-person)

“I get to browse for books and read a physical hard copy book.”

“It’s convenient and has very helpful staff, and I’m pleased with the services.”

“The staff is very helpful. I love this library, including the architecture.”

“Everything! The hours, getting movies, copying, and getting books.”

“Book Sales!”

“Staff are great, nice, and polite.”

“In walking distance; staff are wonderful. I like to sit and read in the old part upstairs plus grandkids love it.”

“The selection and good old books.”

“I love to take out movies.”

“Selection better than other towns; able to get books from other libraries.”

“CWMars app for placing holds, saves a lot of money, layout of Children’s room, good selection for children and adults.”

“A grandparent of a child said she loved story time. Grandma loved that the craft was well organized too. Just overall pleased and they’ll definitely be back next Wednesday!”

“It is very spacious. I like the games that are put out. Suggest a Teen Game night.”

“Loves large print”

“Happy with the parking, staff, and material choices.”

What do you think the library needs?

“I need to think about that one.”

“Nothing that I could think of.”

“I like it the way it is.”

What types of library programs would you like the library to host?

Children:

“More events for kids (crafts, reading, etc)”

“Boy stuff for 8 year Olds”

“Music dance for kids. Story times”

“Children's programs”

“Continue children's programs”

“Earth Day pick-ups for kids”

“We like the creature features and author book readings. We also enjoyed the end of summer reading parties. Maybe something like ‘mad science’ or ‘Dr. Who’ type of a program. There hasn’t been a big truck event for a while”

“I have a toddler and I would like to see ‘book packs’ and ‘activity kits’ available to support his early literacy. Music classes!”

“Anything fun for kids”

“Children's programs”

“More events for the kids. Auburn Public Library does a lot”

“Love the children's programs and children's room- my grandchildren really use it- maybe more computers for their age (3+4)”

“More kids activities”

“Already provides a wonderful selection of programs for kids of all ages!”

“More children’s focus . Nighttime story hour where the kids comes in PJs”

“I’m not sure. I always enjoyed origami and chalk drawings as a kid”

“Theme parties for kids, teens”

“Harry potter”

“Workshops for children aged 5 to 8”

“Children programs”

Adult:

- “Jewelry making, guest writers and poets, a writing class”
- “I attended an ancestry program last year. Will you have it again?”
- “Ones which I have attended: genealogy and pastel painting with oil and acrylic on canvas”
- “Traveling”
- “I see library postings as the senior center too”
- “Adult programs, book clubs for adults, programs for people in their 20s and 30s”
- “More adult classes - teach about programs on computers”
- “Adult”
- “Ancestry research class”
- “Crafts for adults”
- “More adult programs would be fun, crafts or maybe an adult book club where we read and discuss children/teen favorites and their impacts on us?”
- “Writing Group for seniors”
- “Book club seniors”

Tweens/Teens:

- “More teen events”
- “Babysitting courses”
- “Tween/Teen programs”
- “Reptile shows, tween/teen events”
- “Anything for teens”

General:

- “I like the hands on programs”
- “Local authors and artists”
- “Crafts”
- “Local history”
- “Guest authors speaking about their work”
- “Cooking demos”
- “Not applicable to me”
- “N/A”
- “I just moved to Millbury”
- “More children’s activities and adult classes”
- “N/A”
- “Historical”
- “There's a beautiful room upstairs in the original library. Maybe once a week for example have tea in that room - use the couches and ‘Be with like minded people’ and open to the community for reading”

“Drawing, painting, crafting, nature, environment, history, book sale”
“Open to new ideas”
“Town education series - history - both for children and adults”
“CDC (Covid) education especially for people resisting to being vaccinated”
“More adult crafting, more children’s activities”
“Paint night”
“Dungeons and dragons sessions, fundraisers, author talks”
“Cooking classes, computer classes, adult yoga”
“No idea”
“Book Clubs, DIY how to events, musical programs, celebrity book signing”
“Vacation groups”
“Satisfied with what you do now”
“Book reviews and recommendations”
“Author meet and greets”
“Author talks”
“I’m not sure”
“A cooking class or something similar would be fun”
“No”
“N/A”
“To be honest, I’m not sure what kind of programs are available at the Millbury Public Library. My computer skills are limited, as is using my cell phone”
“Not sure”
“N/A”
“Adult yoga and middle school crafts and cooking class without cooking in a mug (easy 3-10 step cooking, measuring/ cutting and cooking tips)”
“The current offerings are very diverse and interesting”

Library Future Goals

The Millbury Public Library will improve our information hub which offers current information resources to its community.

- Provide information resources
 - Post information resources on the website, new pamphlets, and in person
- Update library website with information resources
 - Systematic review of the library website

- Produce recommendations for improvements
- Collect analytics to study current patterns of use, identify problem areas



The Millbury Public Library will improve service, outreach, and resources to its community.

- Provide opportunities for professional development for staff
 - Library staff will attend a minimum of three professional development webinars/workshops.
- Provide frequent community surveys
 - Create patron surveys for feedback

The Millbury Public Library will increase access to digital resources through our local network.

- Update wireless functions for the community
 - Circulate hot spots
 - Offer wireless printing
 - Extend WiFi hours for the community



The Millbury Public Library will increase our young readers' current information to supplement their educational needs.

- Purchase current material
 - Order material from suggestions from library journals, Goodreads, book vendors, and the community
- Develop educational programming
 - Offer education programming related to STEM

- Rotate dynamic book/window displays
- Develop new signage in the Children and Young Adult Rooms
- Promote material that mirrors the Common Core Standards



The Millbury Public Library will collaborate with the local school media centers to share resources to assist young readers with their educational goals.

- Create a shared resource delivery system
 - Series of meetings to develop a delivery system
- Coordinate outreach to public/private schools and child care centers
 - Visit local schools during open houses, book fairs, faculty staff meetings, etc.
 - Outreach at local businesses with table and resource sharing

The Millbury Public Library will strengthen our cataloging system by recataloging our collection material in areas where appropriate.

- Recatalog collection material
 - Recatalog adult material in areas where appropriate
 - Recatalog Children/Young Adult material for easier identification for children and families
 - Weeding material from its collection where appropriate

The Millbury Public Library will expand our circulation of material and offer non-traditional material for circulation in our “Library of Things” collection.

- Continue to expand our “Library of Things” collection
 - Add six new “Library of Things” to our collection per year
 - Promote our “Library of Things” on our website and social media



The Millbury Public Library will gain greater visibility in the community through increased marketing and communication efforts.

- Bring the library into the community
 - Collaborate with the Friends of the Millbury Public Library
 - Create a focus group made up of patrons, Library Board members, or Friends of the Millbury Public Library

The Millbury Public Library will enhance our local history artifacts to digitization.

- Evaluate and select material to digitize where appropriate
 - Contact a representative from Digital Commonwealth to review our current print collection to convert to digital
 - Digitize print material with guidance from Digital Commonwealth



The Millbury Public Library will improve our informational hub for the town of Millbury, working under and reflecting a cohesive communication model that empowers and support staff.

- Create an external communication plan
 - Update the library's mission statement
 - Create a vision for the library
 - Update the library's policies

Strategic Planning Process

In 2019, the Library Board of Trustees and the Director of the Millbury Public Library, Ann Dallair, began the Strategic Planning process. The initial group consisted of a Strategic Planning Sub Committee of three Library Board members and Ann Dallair. We took this time to evaluate survey questions that were asked before and began to create possible new ones. After completing our initial few meetings, continuation of this process was completely halted early in 2020 due to the COVID-19 pandemic. At this time, the Library Board restructured their sub committees. Progress with two Focus Groups consisting of Library Board members, library staff input, other town employees, and the community offered wonderful feedback on what type of survey questions would benefit the future of the library and any other feedback that would benefit this process. In addition to the Focus Groups, a survey which was approved by the Library Board Strategic Sub Committee was distributed to the community in early spring of 2021. Surveys were distributed to local schools digitally, hard copies to patrons during Curbside Pickup, digitally up on our library website, and mailed seventy-five to randomly selected residents from the Millbury street listing. The survey was open to the community from mid March 2021 to mid May 2021. Throughout this process, the Library Board Strategic Sub Committee met often to check in on the progress and any updates. The Strategic Planning Sub Committee met one more time on September 8, 2021 to review the Strategic Plan FY 2022-2027 draft, and to support any additions or deletions to the draft. The final draft of the Strategic Plan was presented to the Library Board of Trustees on September 21, 2021 meeting, at which it was approved for adoption and submission to the Massachusetts Board of Library Commissioners.