

**MANCHESTER-BY-THE-SEA PUBLIC LIBRARY
PLAN OF SERVICE 2009-2014**

Mission Statement

The Manchester-by-the-Sea Public Library, small and suburban, seeks to be an integral part of its community by providing all residents and other users with a balanced range of resources and activities, meeting educational, cultural, and recreational needs. The library serves as the center for lifetime learning and enjoyment.

A knowledgeable library staff provides high-quality reader's guidance and research and assistance using local resources and interlibrary materials and services. The friendly environment of the facility promotes maximum resource utilization.

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Planning Process

This Long Range Plan was produced using *The new planning for results : a streamlined approach*, by Sandra S. Nelson, Chicago : American Library Association, 2001, and with the assistance of the Northeast Massachusetts Regional Library System (NMRLS) staff. The purpose of the plan is to guide Library services for the next five years (2009-2014) by developing long range goals and objectives which best match the Library's resources to the desires of the community.

The first step in the planning process was to invite members of the community to participate. A general invitation to the public was printed in the Library's column of the local newspaper, *The Manchester Cricket*. Individual invitations were sent to town boards, public and private schools, religious organizations, fraternal organizations, Library staff and volunteers, and most importantly, active Library patrons, with an eye to balancing gender and age. Two meetings were held in June 2007, with NMRLS staff leading the discussion. Vision statements extracted from the two planning meetings are:

- The Library will remain the center of the community
- The Library will collaborate with other town departments and organizations
- The Library will be a cultural center
- The Library will be a technology center
- The Library will focus on underserved segments of the community
- The Library will continue to offer traditional library services

Using the input from the SWOT exercise (strengths, weaknesses, opportunities, and threats), the vision planning session, and a 2001 customer satisfaction survey, a new survey was developed to measure current customer satisfaction, invite suggestions from the community and identify underserved populations. Two thousand copies of the survey were distributed in the *Manchester Cricket*, weekly newspaper, the week of August 10. Paper copies were available in the Library and in Town Hall and on the Library web site, manchesterpl.org, for the entire month of August. Paper returns outnumbered on-line returns 10:1. Library staff input the paper returns so that NMRLS staff could compile results in one place.

The Director gathered information and assimilated the feedback from the committee and the public surveys. The Board of Library Trustees determined actions based on the goals and objectives that resulted from the Long Range Planning committee and survey results. Library staff also suggested service areas that need improvement.

Acknowledgements

Long Range Planning Committee* #

#Andie O'Neil, Friends of the Library Board

*#Cheryl Shnider, Manchester Community Center

#Ann Harrison, School Committee

#Anne H. Kneisel, Hooper Fund, native Manchesterite

*#Steve Gang, Boy Scouts

*#Kathy Ryan, former Trustee, Manchester Singers, Manchester Garden Club, native Manchesterite

*#Bob Stewart, Library volunteer

Board of Library Trustees

*#Ric Rogers, Chair

Dorothy Jodice, Treasurer

*#Tim Browne, Secretary

Library Staff

*#Dorothy Sieradzki, Director

Michael O'Connor, Assistant Director

Sara Collins, Children's Librarian

*#Lori Dumont, Head of Circulation

*#Patricia Martines, Library Technician

Charlotte Minasian, Cataloger

Consultants

*#Susan Babb, NMRLS

*Scott Kehoe, NMRLS

#Mary Berhle, NMRLS

* Attended June 21, 2007

Attended June 28, 2007

Community Description

The Town of Manchester-by-the-Sea, established in 1645, is located 32 miles north of Boston on Cape Ann. This coastal community is 7.73 square miles and part of Essex County, a national heritage area. The Town is bordered on the north by the Towns of Essex and Hamilton, on the south by the Atlantic Ocean, on the east by the city of Gloucester, and on the west by the city of Beverly and the Town of Wenham. Routes 127 and 128 are the major thoroughfares to Town. Manchester is on the MBTA commuter rail. The physical landscape of Manchester is highlighted by 12.8 miles of shoreline. Singing Beach is the pride of the community and draws a large summer crowd. The picturesque New England Town is surrounded by woodlands and wetlands. The Library is situated on the Town green, next to the Town Hall and the Congregational Church.

The 2007 population of Manchester, as reported by the Town clerk, is 5,305. The Town's population has fluctuated very little in modern times. The population breaks down as 47% male, 53% female, with the median age 43.7 years. Seventy-six percent of the population is between the ages of 18 and 65. Five percent is under 5 years of age and 16% is over 65 years of age. Ninety-nine percent of the population is white and 96% are high school graduates.

Sixty-five percent of Manchester's residents are in the labor force, with an average commute of 31 minutes and a median household income of \$73,467. Five percent of the population lives below the poverty level.

On July 1, 2000 the Town of Manchester joined with the Town of Essex to create the Manchester-Essex Regional School District. The student population in 2007 is 1,311 plus 147 school choice students. The regional school system is currently building a new middle/high school on the grounds of the current middle/high school.

In 2002 the Town received a \$1 million grant for the improvement of its streets and sidewalks. The Downtown Improvement Project, which was completed in 2006, focused on pedestrian safety as well as the aesthetics of the community. Manchester remains a foot-traffic-friendly community.

Current issues facing the Manchester community are: paying for the new \$49 million regional school while keeping property taxes affordable, need for more affordable housing, the need for more space at the Town Hall and Police Station, the need for an expanded public library, and a shortage of public parking.

Library History

The Manchester Free Public Library was established in 1871 with a collection of books given to the Town by the Lyceum Association, a disbanded social library. The newly established public library quickly outgrew its space in old Town Hall and Delucena L. Bingham, the first appointed Librarian, approached summer resident Thomas Jefferson Coolidge with the idea of establishing a permanent Library and Memorial Hall. Town Meeting bought the land in 1886 and T. J. Coolidge gave the building to the Town. The building was designed by Charles F. McKim and dedicated, in three parts, in October 1887. The east room was the original Library, the west room was the headquarters for the Grand Army of the Republic, and the central hall was a Civil War Memorial. In 1927 the west room and central hall became part of the Library. In 1965 the Friends of the Manchester Library were founded and raised the funds necessary to add on and furnish a Children's Room. In 1974 the Library building was added to the State Historic Properties list. The 1987 centennial year brought computerization to the Library. In 1996 a feasibility study for expanding the Library was conducted. The Library Building Committee concluded that the community was in favor of expanding the current building rather than building on a new site. The town holds "first right of refusal" on the two adjacent properties needed for expansion. The Manchester-by-the-Sea Public Library Foundation was established in 2003 for the purpose of supporting, maintaining, improving, and promoting awareness of the Manchester-by-the-Sea Public Library. Plans to expand are on indefinite hold. Most recently, the Friends of the Library renovated the Circulation Hall (2006). In 2007 the Trustees initiated a capital campaign for the Library's 120th Anniversary, for continuing interior renovations.

Governance

The Library is a department of Town government, governed by an elected Board of Library Trustees. The Boards' authority is derived from Chapter 78, Sections 10 and 11 of the Massachusetts General Laws. Section 10 states in part that: "the Board shall have the custody and management of the library...and of all property owned by the town relating thereto. All money raised or appropriated by the town for its support and maintenance shall be expended by the board and all money or property that the town may receive by gift or bequest shall be administered by the board..." Responsibility for Library management, collection development, and provision of library services to the public is delegated by the Board to the Library Director. The Director is appointed by and directly responsible to the Board, and is an employee of the Town of Manchester.

Staffing

The Library employs a full time Director, Assistant Director, Circulation Librarian, and Children's Librarian. The current work week for full time staff is 33.5 hours. The three staff librarians are members of the American Federation of State, County, and Municipal Employees, AFL-CIO. As of July 1, 2007, three of the four full time librarians hold MLS degrees. The fourth holds a Bachelor of Arts degree. Library support staff, all part time employees working less than 19 hours per week, and receiving no benefits, include three Library Assistant Clerks, a Cataloger, a custodian, and several substitutes. Job descriptions for all employees are on file in the Director's office and at Town Hall.

The Collection

The following statistics are summarized from ARIS Reports and MVLC Reports:

Holdings	FY2007	FY2006	FY2005	FY2004	FY2003
Total materials	51,354	49,228	47,929	48,273	48,090
Audio	3,293	2,956	2,799	2,674	2,622
Video	1,522	8,13	291	0	0

Use Patterns

Circulation	FY2007	FY2006	FY2005	FY2004	FY2003
All circulation	55,5509	43,500	45,500	41,313	45,870
Audio	6,156	5,288	5,886	5,982	6,416
Video circulation	11,015	5,000	3,150	1,662	1,387

InterLibrary Loan (both incoming and outgoing)				
FY2007	FY2006	FY2005	FY2004	FY2003
17,400	15,300	13,800	12,020	10,507
Reference Transactions				
3135	2,470	2,139	2,258	2,279

Manchester Card Holders	FY2007	FY2006	FY2005	FY2004	FY2003
	4,825	4,835	4,649	4,384	4,907

From the above statistics one can see that the total library holdings and the total Manchester card holders remain constant over the years, since both the town and the Library have reached maximum capacity. The changes in holdings and services reflect the changes in technology and format, and the expectations of the public.

The internet has changed both reference services and interlibrary loan. Fewer people ask ready reference questions. Today's reference transactions often involve helping with the internet or technology issues. Staff time has shifted from reference services to handling interlibrary loan transactions. Patrons, always rushed, prefer taking a "reference book" home rather than using one in the library.

Changes in format are reflected in the gradual change in our collections, audiotape to compact disc, for instance. There is a small number of MP3 compact discs and Play-Aways on shelf, and downloadable audiobooks are available through the consortia. Although the Library skipped the VHS format, (we do have a small collection of donated VHS tapes) we are building a DVD collection and trying a downloadable video collection through Recorded Books.

In depth collection development plan and technology plan are in the 2009 action plan.

Building Facility

Outwardly, the 1887 McKim building has not changed very much in 120 years. The front entry was made handicap accessible in 1993. The Reference Room, which once housed the reference collection, three public internet stations, and mystery and science fiction collections, now holds the reference collection, five public internet stations, and a new, separate, young adult collection. Seating capacity dropped from 38 to 36 seats with the replacement of a large table in the Reference Room with a smaller table. Current renovation plans will add two seats to the Reading Room.

Since the building itself cannot be expanded, the Trustees have focused on interior space planning that reflects current trends and use by the public. Objective I of the 2003-2008 Plan of Service stated “to make the Library a comfortable and welcoming place.” To that end the Trustees have :

- repaired the original tower clock with help from the Friends of the Library (2001)
- replaced the heating system and installed central air conditioning, including the addition of insulation in the attic (2003)
- landscaped the grounds and installed three memorial benches (2004)
- restored the front doors to the original color (2004)
- installed wireless network (2005)
- repaired the slate roof and copper gutters, downspouts (2005-2006)
- re-pointed the exterior of the building (2005-2006)
- renovated the Circulation Hall (2006) with funding from the Friends of the Library
- replaced the outdoor sign (2007)
- currently renovating the Reference Room and Reading Room with funds raised through a capital campaign and the Public Library Fund (2007)
- plan to continue interior renovations of the Children’s Room and Director’s Office (2008-2009)

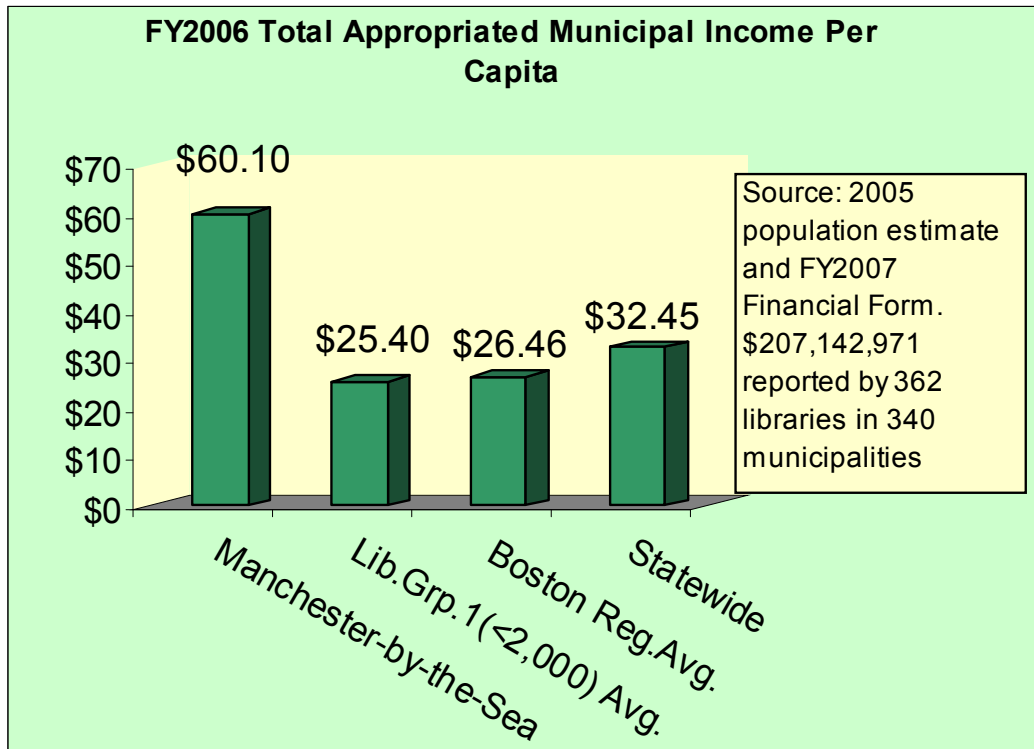
Updating the interior space and the grounds to make the Library a desirable destination has been the Trustees focus in the last decade since the expansion program was discontinued.

Funding

The residents of the Town of Manchester have consistently supported the Library by approving the municipal appropriations requirement every year and approving capital funds for projects such as re-pointing, roof repairs and the new boilers and air conditioning installation. In addition to taxing themselves to support the Library, citizens give generously for extras, whether through the Friends of the Library fund raisers or direct appeals. The Trustees conducted a 120th Anniversary Campaign in 2007 and raised \$70,000 for interior renovations.

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The Town is constructing a new regional middle school/high school, with an estimated cost of \$49 million. This expense will put a significant tax burden on the property holders starting in fiscal year 2009. Currently the average single family tax bill is \$7,618. Increases in Library funding will be challenging in the near future. The Trustees may have to be creative in funding more hours, more books, more space, as the responses to the Long Range Plan survey indicated.



Approved Sept 25, 2007

Ric Rogers _____
Dorothy Jodice _____
Tim Browne _____

Goals and Objectives

GOAL I

The Manchester Public Library will foster its role as the heart of the community.

(Collaboration)

OBJECTIVE : *To create partnerships with town boards and organizations for the benefit of the residents of Manchester.*

Activities: The Director will pursue joint programs with the Manchester schools, Council on Aging, the Parks and Recreation Dept., Manchester Historical Society, Manchester Cultural Council, and Manchester Community Center, at least one program per agency per year.

OBJECTIVE : *To provide an overall welcoming environment to make the Library a destination, not just a necessary stop.*

Activities: The Trustees will review Library policies annually to ensure their relevance to the community.

Activities: The Trustees will review custodial and maintenance procedures annually. A committee of interested citizens will examine the interior space annually to give an unbiased view of the public environment.

Activities: The Trustees will review the grounds maintenance plan annually. A committee of interested citizens will examine the Library grounds annually to comment on the exterior environment.

Activities: The Trustees will increase seating capacity in the Reading Room in FY09.

Activities: The Trustees will proceed with interior renovations to the Children's Room to create audio-visual shelving and attractive seating in FY10.

OBJECTIVE : *To ensure that first impressions are a positive experience and to promote repeat visits to the Library.*

Activities: The Director will conduct a Customer Service workshop at least once every three years to freshen the staff's commitment to public service.

Activities: The Trustees and Director will participate in community activities to advocate library services.

OBJECTIVE : *To identify segments of the Manchester population who do not utilize library services and target those groups.*

Activities: The Director will use the Long Range Planning survey (summer 2007) to identify non library users.

Activities: The Trustees and Director will participate in Cape Ann Chamber of Commerce activities to gain insight in the needs of the business community and develop resources and programs for local businesses.

Activities: The Trustees will seek funding to make the Young Adult librarian (the position will begin with the LSTA Teens N' Tweens grant, FY08-09) permanent after FY09.

Activities: With the assistance of a Young Adult librarian, develop/maintain a teen advisory board.

GOAL II

The Manchester Public Library will provide a physical plant that meets the library service needs of the Manchester community in the 21st Century. (The Building)

OBJECTIVE : *Continue to maintain and improve the unique, historical McKim building.*

Activities: Trustees will continue interior renovations and improvements, namely the Children's Room and the Director's Office, FY09-FY10.

Activities: Trustees will consider adding an outdoor book drop at side entrance, to include an audio-visual return, FY11.

Activities: Trustees and Director will meet with members of the community annually to assess the condition of the physical building.

OBJECTIVE : *To keep the Library Expansion Plan, developed in 1998, a viable goal in the minds of the residents and the town boards.*

Activities: The Trustees will grow the Library Foundation, which was established to fund the building expansion.

Activities: In conjunction with the Friends of the Library, the Trustees will develop a single plan for giving to the Library, with an explanation for the different types of library needs, short term and long term projects, and the different roles the Trustees and the Friends play to achieve those goals.

Activities: The Trustees and Director will keep abreast of local and state activities that effect a building expansion plan by attending state and regional activities.

GOAL III

The Manchester Public Library will be the cultural center of the community. (Programs)

OBJECTIVE : *To provide the community with a forum to meet and discuss current topics of informational, educational, and recreational interest.*

Activities: The Director will expand its adult programming to two events per month and vary the schedule to attract different segments of the community.

Activities: The Director will improve outreach by sponsoring programs at the senior center, preschools, and community center, at least one program per agency per year.

Activities: With the assistance of a new position, Young Adult Librarian, the Library will develop young adult programming, at least one program per month throughout the school year.

Activities: The Library will establish a community display area for local non-profit groups to distribute their information.

OBJECTIVE : *To increase public awareness of Library programs and services from 25% of Library patrons surveyed to 40% by 2011.*

Activities: The Trustees will develop a formal marketing package for the Library, FY12.

- Activities: The Director will investigate new avenues for press releases, i.e. radio stations, Cape Ann weekly newspapers.
- Activities: The Trustees will investigate using a commercial web designer, and include the addition of Web 2.0 technologies.
- Activities: The Trustees will seek funding to add an administrative aide position to give the Director more time to focus on Library services and programs, FY09.

GOAL IV
**The Manchester Public Library will be the
technology center of the community.**
(Technology)

OBJECTIVE : *To provide the public with the opportunity to try out new technology with an informed staff to assist.*

- Activities: The Trustees and Director will develop a new technology plan in FY09.
- Activities: With the assistance of a Young Adult Librarian, develop on-line tools directed toward young adults, i.e. blogs, Podcasts, other web 2.0 technology.

OBJECTIVE : *To increase the percentage of Manchester library patrons who use the state, regional, and local electronic subscription databases from 19% to 25% (as reported in the Long Range Plan survey) by 2011.*

- Activities: Have each staff librarian, full and part time, receive training in the electronic databases available to Manchester Library.
- Activities: Increase public awareness of the availability of these tax-funded resources through signage, press releases, demonstrations, and one-on-one instruction.

OBJECTIVE : *To take advantage of consortia resources closer to Manchester.*

- Activities: The Trustees and Director will investigate changing membership from MVLC to NOBLE in FY09.
- Activities: The Trustees and Director will encourage staff attendance of continuing education classes and workshops, to keep abreast of new technology.
- Activities: The Director and staff will make better use of web tools such as community calendars and electronic newsletters, to reach the segment of the population that prefers on-line services.

GOAL V
**The Manchester Public Library will maintain
and promote traditional library services.**
(Collections)

OBJECTIVE : *To assure the public that traditional library services, books, quiet space, and personal interaction with library staff will not disappear from their library.*

- Activities: The Trustees and Director will develop a new collection plan in FY09.

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Activities: The Trustees and Director will provide sufficient staff on duty to allow for a non-rushed approach to library services. Each reference and readers' advisory patron will receive quality time from the staff.

Activities: The Trustees and Director will endeavor to increase the full time staff work week to 35 hr/week (currently 33.5 hr/week) when the union contract is renegotiated for FY09.

Activities: The Long Range Plan survey results show the public desire for more hours, earlier mornings and summer Saturday hours, and winter Sunday hours. The Trustees and Director will determine what additional hours will suit the most patrons and find the funds to expand hours FY09.

Approved Sept 25, 2007

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Action Plan 2008-09

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- Activities: The Trustees will review Library policies annually to ensure their relevance to the community.
- Activities: The Trustees will review custodial and maintenance procedures annually. A committee of interested citizens will examine the interior space annually to give an unbiased view of the public environment.
- Activities: The Trustees will review the grounds maintenance plan annually. A committee of interested citizens will examine the Library grounds annually to comment on the exterior environment.
- Activities: The Trustees will increase seating capacity in the Reading Room in FY08.
- Activities: The Trustees will proceed with interior renovations to the Children's Room to create audio-visual shelving and attractive seating in FY9.

OBJECTIVE : *To identify segments of the Manchester population who do not utilize library services and target those groups.*

- Activities: The Director will use the Long Range Planning survey (summer 2007) to identify non library users.
- Activities: The Trustees and Director will participate in Cape Ann Chamber of Commerce activities to gain insight in the needs of the business community and develop resources and programs for local businesses.
- Activities: The Trustees will seek funding to make the Young Adult librarian (the position was begun with the LSTA Teens N' Tweens grant, FY08-09) permanent after FY09.
- Activities: With the assistance of a Young Adult librarian, develop/maintain a teen advisory board in FY08.

GOAL II

The Manchester Public Library will provide a physical plant that meets the library service needs of the Manchester community in the 21st Century. (The Building)

OBJECTIVE : *To continue to maintain and improve the unique, historical McKim building.*

- Activities: Trustees will continue interior renovations and improvements, namely the Children's Room in FY09.
- Activities: Trustees and Director will meet with members of the community annually to assess the condition of the physical building.

OBJECTIVE : *To keep the Library Expansion Plan, developed in 1998, a viable goal in the minds of the residents and the town boards.*

Activities: The Trustees and Director will keep abreast of local and state activities that effect a building expansion plan by attending state and regional activities.

OBJECTIVE : *To increase public awareness of Library programs and services from 25% of Library patrons surveyed to 40% by 2011.*

Activities: The Trustees will seek funding to add an administrative aide position to give the Director more time to focus on Library services and programs, FY09.

GOAL IV

The Manchester Public Library will be the technology center of the community.

(Technology)

OBJECTIVE : *To provide the public with the opportunity to try out new technology with an informed staff to assist.*

Activities: The Trustees and Director will develop a new technology plan in FY09.

Activities: With the assistance of a Young Adult Librarian, develop on-line tools directed toward young adults, i.e. blogs, podcasts, other web 2.0 technology.

OBJECTIVE : *To take advantage of consortia resources closer to Manchester.*

Activities: The Trustees and Director will investigate changing membership from MVLC to NOBLE in FY10.

GOAL V

The Manchester Public Library will maintain and promote traditional library services.

(Collections)

OBJECTIVE : *To assure the public that traditional library services, books, quiet space, and personal interaction with library staff will not disappear from their library.*

Activities: The Trustees and Director will develop a new collection plan in FY09.

Activities: The Trustees and Director will endeavor to increase the full time staff work week to 35 hr/week (currently 33.5 hr/week) when the union contract is renegotiated for FY09.

Activities: The Long Range Plan survey results show the public desire for more hours, earlier mornings and summer Saturday hours, and winter Sunday hours. The Trustees and Director will determine what additional hours will suit the most patrons and find the funds to expand hours FY09.

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Community Survey, August 2007, Results

Q.1 Are the Library's hours convenient?

YES	68.1%
NO	23.0%
UNCERTAIN	5.2%
UNANSWERED	3.7%

Q.2 Are the Library's Reference services adequate?

YES	63.7%
NO	3.0%
UNCERTAIN	24.4%
UNANSWERED	8.9%

Q.3 Are the Library's circulation services adequate? (checking out /renewing books, loan periods, picking up interlibrary loan material)

YES	89.6%
NO	0.7%
UNCERTAIN	5.2%
UNANSWERED	4.4%

Q.4 Are the Library's policies (rules & regulations) adequate for providing a positive experience for all patrons?

Too strict	0.7%
Too lenient	4.4%
Just right	73.3%
Uncertain	14.1%
UNANSWERED	7.4%

Q.5 Comments on Service - 38

1. Hours convenient except for summer Saturdays.
2. These comments are from a retired Senior citizen whose opinions may differ from more busy/student clients. Even though I do not use the library your hours are fine--your personnel A-1. I enjoyed the book sale. Bought more books.
3. I have found the staff very helpful.
4. The Circulation services are amazing.
5. Circulation services are above average!! Re institute fines!
6. When my children were in high school they needed the library open more on Saturday and on Sunday, I had to take them out of town for what they needed.
7. Winter Sundays?
8. I wish you had extend hours all year round.
9. Appreciate that there are no more late fees.

10. Stay open til 6 PM on Fri.
11. Wish library hours were the same every day--can't keep them straight.
12. Love the librarians -- very helpful!!
13. I've always found library staff to be very customer service oriented.
14. For its size I think the library is just fine. More hours would be nice, of course, but hard for you. Services have always worked for me. Policies seem fine.
15. Pleasant and reliable.
16. Commendable services.
17. Very good--I just don't know enough about them.
18. A drive up drop box would be ideal.
19. More early morning 8:30 am.
20. Librarians are ALWAYS pleasant and helpful.
21. Miss old man (***) Dewey Decimal File card system only computer-use patrons are able to locate books without assistance.
22. Seem fair
23. Friendly! The library hours, especially the 1 PM openings are not convenient.
24. Excellent
25. Excellent
26. Excellent
27. Library should be open more--in winter all day Saturday and Sunday.
28. Overdue books should be charged.
29. The library's hours are convenient for the most part--I wish the library was open at 10 each day.
30. Saturday hours in the summer would be great. Should go back to fines--too lenient.
31. Excellent. Would like more reference services on the stock market.
32. Found a book printed about 70 years ago for me.
33. Sarah Collins is an amazing resource and extraordinary gift to the library. She is welcoming and resourceful, making the library a comfortable place for children and parents. Although the majority of the staff are extremely pleasant, they are some librarians who seem impatient and are discourteous with patrons. A smile is a powerful tool and some librarians should be reminded that they are in a teaching/service profession where kindness and courtesy rule. Several times I have overheard librarians at the general circulation desk speaking disparaging or negatively about patrons. This should be certainly discouraged.
34. More evening hours.
35. Friendly
36. I look for the library updates weekly in Cricket.
37. Evening & weekend hours would be great.
38. Prefer same hours each day.

Q.6 On-line access when using the Library's computers

Good	45.5%
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Poor	0.0%
Not used	44.8%
Not answered	9.7%

Q.7 On-line access from home (Library web site)

Good	45.2%
Poor	0.0%
Not used	45.9%
Not answered	8.9%

Q.8 On-line catalog

Good	45.9%
Poor	0.7%
Not used	45.9%
Not answered	0.7%

Q.9 Online indexes and databases (EBSCO, Infotrac, etc.)

Good	19.3%
Poor	0.0%
Not used	64.4%
Not answered	16.3%

Q.10 Adult Book collection

Good	75.6%
Poor	4.4%
Not used	11.9%
Not answered	8.1%

Q.11 Children's Book collection

Good	39.3%
Poor	1.5%
Not used	51.1%
Not answered	8.1%

Q.12 Young Adult Book collection

Good	22.2%
Poor	3.0%
Not used	63.0%
Not answered	11.9%

Q.13 Interlibrary loan services

Good	81.5%
Poor	0.7%
Not used	13.3%
Not answered	4.4%

Q.14 Do the Library hours meet your needs?

Always	37.8%
Sometimes	53.3%
Never	1.5%
Not answered	7.4%

Q.15 Does the Library communicate information about programs and services adequately?

Always	57.0%
Sometimes	25.9%
Never	0.7%
Not answered	16.3%

Q.16 Comments on resources - 41

1. Love the online options. It adds to the convenience and is easy to use. I often request books through interlibrary loan and then pick them up when I have time.
2. Communication between the library and patron could be better to describe the up-coming programs.
3. Need quicker inter-library service.
4. Library hours meet my needs except summer Saturdays.
5. I have been very satisfied with service and have enjoyed a number of offered programs.
6. YA collection is "okay."
7. Physical space is limited--too many "mystery" books, collection not up to date.
8. Children's programs are wonderful.
9. Interlibrary loan services excellent!
10. Sarah's area is wonderful!
11. Library hours meet my needs most of the time.
12. Very good for my needs.
13. Young adult book selection could be larger but space always a problem.
14. Adult book collection is usually good, library hours are usually good, the library usually communicates information adequately.
15. ILL is sometimes slow, the library hours usually meet my needs.
16. Didn't know until now about the library web site!
17. Especially children programs.
18. Wish library opened Tues AM's too.

19. Again, it's a small library but considering other small libraries that I use when traveling, it does fine.
20. Perhaps on-line they do--why not get a spot in the Cricket?
21. More a.m. hours.
22. Wish you were open Saturdays in the summer.
23. The adult book collection is "OK." I realize your space is limited. Books on CD/tape is an odd collection.
24. Instructions for use of computers in library to find a book inadequate. I always have to get a librarian to help me.
25. Very little use of online catalog.
26. Early openings on Tuesday and Thursday would be great!
27. ILL services very good.
28. Miss Saturday hours.
29. Sometimes friends sit in front of the computers and chit chat with each other which is very bothersome if trying to use the computer--these are adults and not teenagers that do this, they never do use their computers.
30. The board out front is great.
31. Often late.
32. On-line catalog--what is it? Does the Library communicate information about programs and services adequately--who knows?
33. I will use more online services now that I am aware of them.
34. The adult book collection is OK.
35. Very satisfied.
36. Excellent one on one assistance.
37. Wish ILL was faster, sometimes takes 2 weeks from when it says in transit. Sara, Lori great.
38. Broader selection of books, some relief on summer Saturdays would be great but I understand why it is closed.
39. Excellent.
40. Was not aware of most resources. ILL site which I've used, seemed very confusing.
41. Good coverage in cricket.

Q.17 Are you a family with children or an individual?

Individuals	69.6%
Families	22.2%
Not answered	8.1%

Q.17a Are you male or female?

Male	16.3%
Female	62.2%
Not answered	21.5%

Q.17b Please check off your age group:

Under 13	0.7%
14-19	1.5%
20-30	5.1%
30-40 (omitted)	0.7%
40-50	22.8%
50-60	9.6%
60-70	16.9%
70+	30.9%
Not answered	11.8%

Q.18 I use the Manchester Library:

Never	3.0%
Once or twice a year	13.3%
weekly	42.2%
monthly	33.3%
Not answered	8.1%

Q.19 If you have not used the Manchester Public Library in the past 12 months, please tell us why? (Check all that apply)

Inconvenient hours	23.5%
Collection does not have what I want	8.8%
Poor customer service	0.0%
I use another library	17.6%
Out of the habit	26.5%
Other	23.5%

Q.19 If you have not used the Manchester Public Library in the past 12 months, please tell us why? (Check all that apply) - I use another library. Which one

1. Peabody Library Danvers and Beverly Farms Library
2. Hamilton I can spread out for work
3. Beverly, Hamilton
4. Beverly

5. Beverly, Danvers, Gordon, Boston, Gloucester
6. Fulton County/Atlanta/GA
7. Beverly Hamilton/Wenham

Q.19 If you have not used the Manchester Public Library in the past 12 months, please tell us why? (Check all that apply) - Other

1. I buy books.
2. My problem is I subscribe to 4 newspapers. I subscribe to 3 magazines. I do have a library card. I do enjoy dropping in. I'm thankful we have a nice library. Also, I have books, pocketbooks editions that I read in between. By the time I go through my mail.
3. I have a house full of books, too many unread; I buy paperbacks mostly and have a great deal of reference resources; I love books and do not use the internet at all. I am a museum member and have an extensive CD and DVD/VHS collection. I subscribe to 3 magazines.
4. I usually stop somewhere after work to buy a book--I work all week.
5. I get lots of paperbacks to read at book sales.
6. I use the Gloucester Y 4 mornings a week. The Sawyer is across the street. H-W is a pleasant experience particularly for DVD's. Parking is iffy in Manchester.
7. Internet purchasing of books is relatively inexpensive and prefer to purchase to share and read leisurely.
8. Large backlog of unread books, no need to use library.
9. Unfamiliar w/ layout, feel like an outsider.

Q.20 What could we do to bring you back?

1. I will have to re-instate myself to the library, as I think I have an original library card from LONG ago.
2. You're there for me-I should make it a point to drop in. No excuse that I can't drop in.
3. I am a supporter not a user.
4. Keep up the good work--advance the technology.
5. Update collection, increase hours of operation.
6. Moved to Gloucester.
7. Remind me through the local paper every free chance that you have.

Q.21 If you have used the Library in the last 12 months, please check all apply:

Manchester-by-the-Sea Public Library Plan of Service 2009-2014

Recreational reading	14.3%
Information	8.5%
Tax forms	2.6%
Quiet study space	1.8%
Children's programs throughout the year	3.3%
Children's summer reading program	1.9%
Annual Pet Parade	1.2%
Annual Vehicle Night	1.0%
Homework Center	0.4%
Adult programs throughout the year	2.9%
Manchester Reads (Feb.-March)	2.2%
Library book group	1.5%
Books @ the Beach (Singing Beach)	1.0%
Large print books at the Plains and Newport Park	0.3%
Computer training	0.3%
Audiobooks	6.4%
Videos	7.0%
Museum passes	8.1%
Access to subscription databases (EBSCO, Infotrac, etc.)	1.1%
Find community information	2.5%
Use public computers	3.3%
Use public restroom	5.1%
Wireless connection	1.1%
Meet someone	0.5%
Work related activities	1.1%
Browsing magazines & newspapers	7.7%
Book sales	10.4%
Other	2.6%

Q.21 If you have used the Library in the last 12 months, please check all that apply: - Other

1. Passes to museum and ordering or taking out a play I was auditioning for or acting in
2. Quiet study space is not possible--too small a building
3. worked on book sale
4. book sales are terrific
5. really like museum passes and browsing magazines and newspapers !!!
6. inter-library loans
7. Studying, references.
8. music CD's
9. movies
10. didn't know you had wireless connection
11. CD's

Q.22 Which electronic devices do you use regularly?

VHS	15.6%
DVD	30.2%
High definition	5.6%
Cassette	7.3%
CD	30.6%
MP3	8.0%
Computer games	2.8%

Q.23 How do you learn about Library services and programs? (Please check all that apply)

In the Library	27.6%
Library web site	7.0%
Billboard in front of Library	15.2%
Newspaper	25.4%
Fliers at local businesses	2.0%
Fliers from school	3.9%
Comcast community billboard	0.3%
Friends of the Library annual newsletter	8.2%
Word of mouth	8.5%
Other	2.0%

Q.23 How do you learn about Library services and programs? (Please check all that apply) - Other

1. Call library.
2. Former member of the library board.
3. Billboards are a great idea! It brings the library to life on the outside.
4. I was not aware that the Library has a website.
5. Monthly calendar by Sara Collins!

Q.24 What do you find the most valuable about the Manchester Public Library?

Summary of responses:

staff	26	22.8%
interlibrary loan	27	23.7%
collections	30	26.3%
location	21	18.4%
computer access	2	1.8%
service	5	4.4%
quiet space	2	1.8%
museum passes	2	0.9%

1. Location, friendly and helpful staff.
2. Books on cd from Merrimack Valley Library Consortium.
3. It's history.
4. Being able to order books from other libraries. Sarah is wonderful in the Children's library and helpful with book recommendations.
5. The ability to get the books you want in the system.If you can wait for them it is a great thing. Sometimes when doing school projects it takes to long to get the books. Although I don't need the young children's programs any more I think this is a wonderful program. People are always friendly and helpful.
6. The inter-library loans through the website. I can find books that I want to read without going to the library in person.
7. Research and passes (see above).
8. Inter-library loan capability.
9. Ability to secure books--both fiction/nonfiction -- via regular check out and book sales / sales cart.
10. Convenience
11. From what readers tell me they are able to do their research with what you have to offer.
12. That it is there.
13. Having it in town.
14. Employees
15. The ability to request books.
16. Able to borrow from other libraries--gorgeous building.
17. The employees and volunteers!
18. Children's Room, Interlibrary services.
19. Interlibrary loan
20. Children's Room
21. Books always available or may be ordered.
22. Fireplace in the winter. Close to home, friendly helpful staff, community resource.
23. The books.
24. Interlibrary loan/access from home.
25. The children's programs.
26. Location.
27. That its part of MVLC in a convenient location.
28. Easy access to books in many categories, very helpful staff, adult programs.

29. Proximity
30. Variety--good books, DVD's, and mags
31. If you don't have it--you'll find it. 2. Sara Collins is a gem (and I don't even have little kids anymore)
32. Just that it is here when I need books or info.
33. Nice atmosphere, friendly staff.
34. Interlibrary loan
35. Museum passes, children's books, inter-library loan, summer reading program.
36. Your constantly changing selection of new books.
37. Accessibility
38. That we HAVE a library in Manchester!
39. Location, convenience, a good place to study and do homework.
40. Books on CD's and ability to get books from interlibrary loan if not in the stacks.
41. Nice and helpful staff. No one complains. No town politics come up.
42. So available--central location--good hours for me--like AC.
43. knowledgeable, friendly staff
44. Friendly service, access to MVLC, interesting programs.
45. Beautiful location.
46. Mike
47. Sara Collins is Great! She has been instrumental in developing my daughter's love of reading!
48. Interlibrary loans
49. Friendly, helpful people, music CD's and DVD's, kids prog are GREAT.
50. Interlibrary loan
51. Interlibrary Loan
52. Ms Sara Collins Children's Librarian--energetic, knowledgeable, patient!!
53. Getting discarded magazines, interlibrary (MVLC) loans.
54. Internet access
55. Interlibrary resources booksales, new books.
56. Mysteries (the rest of the comment unintelligible).
57. Helpful/friendly staff.
58. Just having a local library.
59. Staff! Beauty of the building, feeling of community there and the evening lectures.
60. Friendly librarians--very helpful.
61. Access (books, parking, location)
62. The varied programs
63. NY Times, Wall St Journal, Bus. Wk, Fortune, Scientific American.
64. Books on tape.
65. Geographically convenient, children's books/DVDs/videos and programs.
66. Periodicals, book collection.
67. Helpful staff.
68. Friendliness and helpfulness of library staff.
69. Great resource for books and books on tape for us.

- 70. Available, friendly, quiet.
- 71. Variety of books, competent, gracious employees.
- 72. Librarians help.
- 73. Either has most books or can get them from other places.
- 74. It's got the stuff I need.
- 75. Use the Value Line reports.
- 76. Children's programs/information/access to books.
- 77. Access to regional libraries.
- 78. The large assortment of books-also, large print ones--book clubs--book sales.
- 79. Courtesy, competence and friendliness of staff.
- 80. Staff
- 81. Can request books.
- 82. Access to the whole Merrimac/Noble systems
- 83. Having a beautiful library right here in our town!
- 84. Very fine service.
- 85. Pleasant librarians. Obtain book on request.
- 86. Children's librarian Sarah Collins, interlibrary loan.
- 87. While I do not use the library a lot, I know it is an important part of the community and used by many.
- 88. Beautiful, special building, helpful librarians.
- 89. Convenient location.
- 90. Current listing of books, pretty accomodating schedule.
- 91. Employees, always friendly & helpful.
- 92. Its availability.
- 93. Diversity of activities, lectures, Manchester Reads, book clubs, number and high quality of CR activities are outstanding.
- 94. Staff are most helpful.
- 95. Ability to obtain books from other libraries, staff is very helpful.
- 96. Audiobook collection.
- 97. It is close.
- 98. Good ILL service.
- 99. Service provided by librarians very helpful.
- 100. Quiet space, beautiful architecture, helpful assistance, online services, ordering books online from home.
- 101. That it is so accessible.
- 102. Books

Q.25 What would you like to see changed to improve the Manchester Public Library?

Summary of responses:

more hours	27	51.9%
more books	14	26.9%
more space	11	21.2%

- 1. Open at least a few weekend hours during the summer.
- 2. More hours open.
- 3. Nothing

4. Maybe open more hours. More books would be good but you don't have the space.
5. Better announcements of the programs available. An email monthly newsletter might be an idea. The Beverly Public Library does this to some great success.
6. More hours / temp parking out front.
7. Open Saturdays part day in the summer.
8. No specific recommendation.
9. Better display of current Best Sellers.
10. Nothing.
11. I'd like to see it in a building suited to its needs and purposes.
12. No
13. A teen-friendly room, there is adult and children but nothing in the middle.
14. Physical space - increase new books.
15. Hours
16. Longer hours.
17. Add more couches. If a coffee house atmosphere were adopted it would be great--perhaps chairs on front lawn during summer--nothing expensive--but fun to sit, read, and visit.
18. I would like the library to routinely have the current NYT Best Sellers available.
19. Children's Room.
20. Increase size.
21. Hours more suitable to high school and college students.
22. Not sure
23. Parking
24. Evening hours on Fridays.
25. "Wish" there was a way to add space.
26. Sundays in winter.
27. More space!
28. Copies of popular / best sellers.
29. How about buying some new travel guides.
30. More books
31. Water bubbler.
32. More DVD's, subscriptions to Vanity Fair, GQ, Wired, Entertainment Weekly.
33. Nothing
34. Hours
35. I would often like to use the library on Saturdays during the summer.
36. Expand CD book collection if possible-but not truly a priority since interlibrary loan makes it easy.
37. More hours, but know it's impossible.
38. Give the library more space so more could be provided and it would not be so crowded.
39. Continued development of online access from home.
40. Subscribe to This Old House Interior mag.

41. Open on summer Saturdays.
42. Support for children just learning to read and pre-teen readers.
43. Earlier hours regularly.
44. More DVD's--educational ones.
45. Regular hours (e.g., 10-8 M-Th, 10-5 F,S,S) that I can actually remember.
Sunday hours would be great!
46. Open in the mornings Tues and Thursday.
47. Bring back old manual card file for many of us who prefer independent browsing without computers.
48. Book finding computer easier to use.
49. Nothing, they do a good job.
50. Improve collection. I love the new history, biography and collection of new novels at the Beverly Library and the fact that they are all located in one place. They jump off the shelves at me!
51. Nothing.
52. Hours to be the same everyday that it is open (10-8) or (10-5).
53. More space in the children's area and openings earlier on Tues & Thurs.
54. OK as is!
55. Saturday summer hours.
56. Open all day Saturday and Sunday, Sept-May.
57. Stop patrons using the computers from talking and either use the computer or get out of the seat--very disruptive.
58. How about a coffee bar?
59. No change.
60. Hours / days open.
61. Fix public bathroom.
62. More hours. Would love Sunday hours!
63. A larger area for children and families. A larger current fiction and non-fiction section. Sunday afternoon hours.
64. Not sure.
65. It should be quieter throughout library except during children's reading hours.
66. Greater selection of adult & children's books, I realize space is a constraint.
67. More space.
68. Serves my needs very well.
69. More morning hours.
70. Book collection has gone down hill, very few mysteries now, fiction is being neglected.
71. Hours of operation.
72. You've gotten rid of all my childhood favorite picture books.
73. Nothing.
74. More of a supply of best sellers.
75. Morning hours.
76. Open more hours, 9 am-9 pm, Mon-Fri, due date slips are easily lost, new way to keep track of due dates.

Q.36 Additional comments?

1. There's no 30-40 age bracket in the age group selection above. I am 36.
2. Shall return as a frequent visitor.
3. Find that you offer more things everytime I come to the library. I think this has been wonderful. I don't use the library weekly but about every other month. The library is a great place.
4. Commend all the library personnel for being friendly, courteous, so very helpful and for aggressively trying to provide services/programs to the public!! Congratulations.
5. Think we have a wonderful library.
6. Later nights for those who work.
7. It is a great resource for our community.
8. Really a terrific place!
9. Love the library.
10. Don't ever move from the current building!
11. I Think you do a wonderful job with the younger children--Sara's programs are top notch.
12. There is no substitute for a community library! Thanks to all the staff. The Children's Librarian does an excellent job. Interesting, fun and inspirational programs.
13. Looks as if there is a lot to learn about what I do not know is available!
14. We love the museum passes!
15. No.
16. The DVD collection, though modest, is excellent.
17. Thanks for all the work you do to make literature in all its forms available to us.
18. Librarian and staff most helpful and pleasant and available. Please continue Manchester Reads and Adult Programs throughout the year. They are stimulating, informative and educational.
19. You've peaked my interest. I'll be back more often.
20. Love the new DVD's.
21. We (myself and three kids) use the library a lot and are very dependent on it for reading material. As my kids get older and are more independent readers support for their reading habits will be welcome!
22. Thank you!
23. The current schedule (which changes from day to day) is something I've always found confusing.
24. Thanks for a wonderful place!
25. Keep current newspapers available. Great!
26. A good library. Keep up the good work
27. We are lucky to have it!
28. n/a
29. Would donate--or pay taxes--for longer hours. Persuade Sovereign Bank to allow library parking after hours. Acquire adjacent real estate--give back

- life estate if necessary. Establish research/writing evening class program with MERS.
30. The copier makes poor quality copies--any chance it could be improved?
 31. You all do a great job.
 32. Improve relations & co-operation with Friends.
 33. Lucky we are to have such a wonderful library.
 34. Thanks for soliciting our comments. I found the range of choices, essentially dichotomous, good/poor, yes/no, not reflective of my opinion. I wider range of choices would have produced more valid data.
 35. Shopped your book sale in July while on vacation. Helpful, friendly service and great selection of sale books. Loved your beautiful old building!
 36. Children's section is very cramped.

END