

Boyden Library

Long-Range Plan FY 2018 – FY 2023

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Introduction and Methodology

The Boyden Library's Long Range Plan for FY2018-FY2023 began in the Spring of 2017. Innovative expectations, new technologies, and constricted resources challenge us more than ever as we operate in an electrifying time of change and evolution for public libraries everywhere. Our success or failure will be calculated by how significant and important we continue to be in our community.

This plan serves as guide to facilitate the delivery and development of library services and meet patron expectations. Implementation of the plan is subject to funding from the Town of Foxborough, the Board of Library Trustees, and various sources. Endorsement of this plan does not commit the current (or future) Boards of Library Trustees to any specific expenditure of funds or to follow the plan diligently. We recognize the evolving landscape may compel modification to the plan.

Boyden Library's FY2018-FY2023 Long Range Plan is intended to guide and depict the Library's priorities for the next five years. The plan was created through a series of meetings, data collection, staff input, and a patron survey. Information gathered was examined to recognize those goals considered to be paramount to strengthen and advance progress toward execution of the Boyden Library's mission.

The goals and objectives in this plan do not address every need identified by the Long Range Plan Committee, and do not include all work activities the Library will carry out over the course of the next five years. Staff will continue to work on providing excellent customer service to our patrons, while focusing on the goals acknowledged in this plan. The Library Administration will be responsive to emerging patron needs despite whether a particular need is identified or not identified in this plan.

The Long Range Planning process was a group effort. Members of the community were crucial to the process, by participating on the Long Range Plan Committee or in the Patron Survey. Library Staff also shared their views through an analysis moderated by Assistant Town Manager, Mary Beth Bernard. The Massachusetts Library System (MLS) was vital to the planning process. The first meeting was moderated by Nancy Rea, formerly of the Massachusetts Board of Library Commissioners (MBLC). The Committee participated in an S.O.A.R. exercise to identify the Library's Strengths, Opportunities, Aspirations, and Results. The Committee's second meeting was moderated by Michelle Eberle of the MLS and involved a Community Vision exercise and a brainstorming activity to produce goals and priorities for the Library. Between the second and third meeting, a draft plan was prepared by the Library Director. The third meeting provided results of the survey, staff analysis, and the draft of the Long Range Plan.

Boyden Library Mission Statement

The Boyden Library provides:

- *the best materials, both contemporary and traditional, for all ages and all interests...*
- *expert guidance to the world of information ...*
- *opportunities for lifelong learning...*
- *a connection to Foxborough's history*
- *a community gathering place...*

The Boyden Librarywe've got something for you!

Boyden Library Vision Statement

The Boyden Library brings tradition, imagination and curiosity together, enriching lives and helping to build a vibrant and inspired community.

Boyden Library Profile

The Boyden Library, is situated in Foxborough, Massachusetts, a medium-sized suburban community with approximately 16,900 residents. The library is open fifty-nine hours per week in the winter months and is staffed by nineteen full and part-time employees. In FY 2017, the library's collection of 147,382 items yielded over 172,588 circulations. The collection count of 147,382 items includes over 12,701 E-books and downloadable audio items available to Boyden Library patrons through the SAILS Library Network website.

As a member of the SAILS Library Network, Boyden Library provides its patrons with access to the more than 4.4 million items owned by the sixty-eight network member libraries. In Fiscal Year 2017, the library's interlibrary loan service loaned 47,826 items to non-SAILS libraries, and borrowed 46,852 – once again being a “net lender”.

Program offerings for adults include lectures, book discussion groups, and musical performances. Revolving exhibitions in the library's gallery space feature the works of area residents involved with the Foxboro Art Association and student artists from the local schools.

Library service to children, parents, caregivers, and teachers continues to be an important element of the library's overall service plan. Story times, book talks, craft programs, and special events are presented by the Children's Room staff throughout the year.

During fiscal year 2017, the library had more than 143,269 discrete visits from patrons. Of those, more than 5,733 people attended 175 Children, Young Adult, and Adult programs presented last year. The Friends of Boyden Library sponsors many of these programs. Additionally, more than 2,300 library users benefit from borrowing one of the many museum passes provided through the generosity of The Friends of Boyden Library, local individuals, community groups, and businesses. Current library museum memberships include Blithewold Mansion, Boston Children's Museum, Boston Harbor Island Cruises, Children's Museum in Easton, Davis Farmland, Hall at Patriot Place, Isabella Stewart Gardner Museum, John F. Kennedy Library, Museum of Fine Arts, Museum of Science, Mystic Aquarium, New England Aquarium, Pawtucket Paw Sox, Plimoth Plantation, Providence Children's Museum, Roger Williams Zoo, Winter Skate at Patriot Place, and Zoo New England.

In addition to providing an outstanding selection of new fiction and non-fiction, the Boyden Library also offers a full-range of reference services, on-line access to several electronic databases, and public Internet access through the SAILS Library Network (www.sailsinc.org). There are presently twenty-six Internet accessible personal computers available for public use. All public access computers have printing capabilities (for the cost of \$.15 per page). Photocopying services are available at a nominal fee. The library's Local History and Genealogy collections contain a wealth of information on Foxborough's past and people.

Assessment of User Needs

Foxborough is a community of individuals with a multitude of interests and needs requiring creative approaches to the delivery of content. Our programs and collection reflects this diversity providing innovative event options and formats, at a variety of comfort and interest levels in order to connect our patrons and aid them in their quest for information. We were pleased to learn that programs loom large in the responses to our survey. The survey suggests patrons want more programming, from lectures to concerts. The survey also showed an interest in computer classes, device demos, app training, and to stay ahead when it comes to the latest technology. One thing that was clear from the results, there's a need for a librarian that specializes in Young Adult services. This is an age group we must reach out to, for fear the Library will lose them. There were responses for patrons lack of/never using of the Library. These responses ranged from: lack of parking to 'the Internet is all I need at home'.

Marketing will be vital in our efforts to promote our services, and to combat those who think libraries are becoming extinct. Boyden Library has the talent within our staff to achieve the following goals and the Board of Library Trustees will continue to be advocates to our constituents.

Goals, Objectives, Activities, Outputs

Goal: Marketing

Increase public awareness of the Library's services and collections through reliable and versatile marketing and promotion.

Objective 1: Increase Boyden Library's social media presence. This objective will be overseen by the Adult Services Supervisor, Children Services Supervisor, Department Coordinator, and the Library Director.

Activities:

- Create a social media content calendar to ensure a constant and consistent social media presence on our current platforms: Facebook, Twitter and Instagram.
- Update website for a more user friendly experience and mobile responsive. Include links to local community organizations.
- Take photos during programs for social media posts and build a stock photo library for future marketing needs.

Objective 2: Improve all channels of communication about services Boyden Library provides. This objective will be overseen by the Adult Services Supervisor, Children Services Supervisor, Department Coordinator, and the Library Director.

Activities:

- Create a new brochure reflecting on "Tradition", "Imagination", and "Curiosity".
- Promote Library events and new services offered through software and social media.
- Create an informative system for signage throughout the library to inform patrons of programs and services.
- Perform a signage audit with reviews every six months.
- Create instructional videos and guides on how to use digital library services and post on Library's website.

Objective 3: Using existing Brand Guidelines to integrate throughout the Library. This includes all marketing materials, signage and social media postings.

Activities:

- Standardize fonts, colors and layouts used for slides and all marketing materials and create a brand guideline to be used by staff.
- Work with Friends of Boyden Library to continue brand continuity with their publications and marketing.

Goal: Technology

Acknowledge the ever-present role of technology in daily life and offer opportunities for training, education, and usage of digital library services and new emerging technologies.

Objective 1: Provide increased opportunities for technology training and access towards new technologies. This objective will be overseen by the Reference Librarian, Adult Services Supervisor, Children Services Supervisor, and Library Director.

Activities:

- Install wireless printing that is compatible with mobile devices.
- Hold a "technology fair" for residents to gain new information about emerging technologies.
- Provide monthly technology classes for patrons.
- Develop a mobile app for Boyden Library.

Objective 2: Improve functions in the Library through technology use and upgrades. This objective will be overseen by the Reference Librarian, Adult Services Supervisor, Children Services Supervisor, and Library Director.

Activities:

- Increase digital content to Reference and Children Services
- Assemble a Technology Committee to create a Technology Plan to ensure resources are updated and replaced on a regular basis.
- Continue to educate the staff on emerging technologies through workshops provided by the Massachusetts Library System (MLS) and SAILS Network or attend the Massachusetts Library Association (MLA) annual conference.

Goal: Young Adult Services

Objective 1: Boyden Library will be aggressive with providing services to Young Adults. This objective will be overseen by the Adult Services Supervisor, Children Services Supervisor, and Library Director.

Activities:

- Develop a Young Adult Librarian. This position will be under the supervision of the Adult Services Supervisor.
- Create a Teen Advisory Board overseen by the Young Adult Librarian.
- Increase programming geared towards Young Adults.
- Stay current with Young Adult collection and services.

Goal: Collections and Services

Continue to enhance core collections and services for the enjoyment and educational endeavors for patrons of all ages.

Objective 1: Increase the number of diverse programs offered to patrons of all ages. This objective will be overseen by the Adult Services Supervisor, Children Services Supervisor, and the Library Director.

Activities:

- Increase programming for culture, art, music, author talks, lectures, and theatre throughout each year of the plan.
- Offer more local exhibits throughout each year of the plan.
- Offer educational programs for patrons of all ages partnering with local educators throughout each year of the plan.

Objective 2: Improve upon existing library services in response to community needs. This objective will be overseen by the Adult Services Supervisor, Children Services Supervisor, Reference Librarian, Technical Services Librarian, and the Library Director.

- Reduce the size of the Reference Collection and focus on purchasing digital and new print Reference resources throughout each year of the plan.
- Expand digitization program, digitize materials utilizing Boston Public Library's program, by obtaining grants, and identifying materials of interest to patrons to view online through the Digital Commonwealth.
- Explore adding streaming music and video to the Library's digital offerings throughout each year of the plan.

Objective 3: Conduct two patron surveys as a way to gather statistical measurements and information to evaluate the successful achievement and execution of the Long Range Plan. This objective will be overseen by the Adult Services Supervisor, Children Services Supervisor, Department Coordinator, and the Library Director.

Activities:

- Conduct the first patron survey by the end of September 2018.
- Meet with the Long Range Planning Committee to examine and evaluate the responses by the end of FY2019.
- Conduct the second patron survey by the end of September 2020.
- Meet with the Long Range Planning Committee to examine and evaluate the responses by the end of FY2021.

Goal: Staff Training

Continue to provide outstanding service in all areas of traditional library services as well as new services and technologies.

Objective 1: Increase staff training in all areas including customer service, technology, reader's advisory service, and safety. This objective will be overseen by Adult Services Supervisor, Children Services Supervisor, and the Library Director.

Activities:

- Offer technology training sessions to familiarize staff with frequently used technologies throughout each year of the plan.
- Coordinate with Public Safety to provide emergency training and practice drills throughout each year of the plan.
- Supervisors will attend a workshop geared towards improving supervisory skills.
- Librarians will be asked to attend the Massachusetts Library Association Conference.

Objective 2: Conduct quarterly Staff meetings to further build teamwork and provide time for discussion. This objective will be overseen by Adult Services Supervisor, Children Services Supervisor, Department Coordinator and the Library Director.

Activities:

- Have an annual staff development day in the spring.
- Update staff on all processes and information as it pertains town and library procedures.

Town and Statistical Information

The Town of Foxborough

Narrative and statistical sketches of the town of Foxborough are provided below. These sketches have been updated from those in previous Plans to adequately reflect Foxborough's current composition.

Narrative Description:

The Town of Foxborough, incorporated in 1778, is an economically developed residential suburban community located 24 miles south of Boston and 22 miles north of Providence, RI. Situated at the intersection of Interstates 95 and 495, Foxborough is a community of nearly 17,000 individuals.

The town is bordered by Walpole on the north, Norfolk on the northwest, Sharon on the northeast, Wrentham and Plainville on the west, and Mansfield on the south and southwest, and has a total area of 20.89 square miles (with a land area of 20.08 square miles).

Foxborough is the home of the five-time Super Bowl Champion New England Patriots National Football League franchise. Other large businesses in the town include Schneider Electric, The Kraft Group, and Brigham & Women's Mass General. While pursuing a moderate level of economic development, Foxborough also prides itself on maintaining its small town feeling and rural characteristics. The 1,700-plus acres of conservation land scattered throughout the town nicely complement the town's close-knit neighborhoods.

Foxborough Common, located in the center of town, (and just across the street from the Boyden Library) is the focal point for many town activities, including the annual Founders' Day parade, Independence Day and Memorial Day celebrations, summer band concerts, holiday lighting displays, and the library's annual Teddy Bear Picnic.

The town was named for the Honorable Charles James Fox, member of the English House of Commons, and a staunch supporter of the Colonies.

In its early days, Foxborough was a farming community, but, in the words of Jack Authalet, Town Historian, "...In the early 1800's dependence upon the land would ease as large numbers of people went to work for wages manufacturing products of straw. They became the economic engine that would drive the 19th century and brought the community to its pinnacle as the "Straw Hat Capitol of the World."

Foxborough's population increased as many people left their farms in neighboring towns and states to work in the straw industry. Many newcomers to this country who were seeking political and economic opportunity joined them in this pursuit.

In 1900 the largest straw manufactory ever built, the Union Straw Works, was destroyed by fire – and the town's straw industry never regained its prominence.

Not long after, the company that came to be The Foxboro Company (and now continues as Schneider) began its operations in town. The Foxboro Company eventually became internationally prominent in the field of "process and control instrumentation," and served as the town's largest employer for many years.

In the post WWII years Foxborough's population doubled. The 1960's saw a burst of new public school construction, a new Town Hall, a new Highway Department building, and in 1967, a new Boyden Library building.

This population surge has now leveled off, with a much slower rate of growth projected for the next twenty years.

Statistical Summary:

A review of population and demographic statistics show Foxborough to be a medium-sized town with a relatively stable population size, overwhelmingly white in racial composition, and well educated. Data from the 2010 U.S. Census has the population of Foxborough at 16,886. The primary language spoken is English. The population of those aged 0-14 years (3,285) is greater than that of those aged 15-24 years (2,013). The overall population has grown by 3.8% from 2000 to 2010.

In Foxborough CDP Population Growth: Census 2000 to Census 2010 data, Foxborough shows a population growth rate of 2.1%, compared to the 9.7% national average.

The unemployment rate is up to 4.10% from its 2016 level of 3.40%. According to the 2010 Census, the median household income was \$64,290.

While single-family homes, at substantial prices, constitute the bulk of Foxborough's housing stock, there are a number of condominium and apartment complex developments that help to diversify -- economically, racially, and generationally -- Foxborough's population mix.

There are few local outlets providing information services, although there is a weekly newspaper, The Foxboro Reporter and a community cable-access channel, Foxboro Cable Access. Regional and national news and information is primarily provided by sources outside the community.

Medical care and social services are also primarily delivered by non-local providers. There are nine active and well-attended churches, and more than two dozen clubs and community organizations.

FY 2018-2012 Long Range Plan Committee Members

Kevin Penders, Library Trustee Chairman

Christine Igo Freeman, Library Trustee

Manuel Leite, Library Director

Kathy Bell-Harney, Adult Services Librarian

Christina Metcalf, Department Coordinator

David Crimmins, President, Friends of the Boyden Library Foundation

Christopher Calnan, Community Representative