



# OAKBLUFFS PUBLIC LIBRARY



## *Strategic Plan* *2013-2018*

56R School Street  
Oak Bluffs, Massachusetts, 02557  
508-693-9433

Submitted: October 1, 2013  
smurphy@clamsnet.org  
oakbluffslibrary@gmail.com

# *Table of Contents:*

<i>Mission Statement.....</i>	<i>Page One</i>
<i>Goals and Objectives.....</i>	<i>Page Two</i>
<i>A Message From the Trustees.....</i>	<i>Page Five</i>
<i>Assessment of User Needs.....</i>	<i>Page Six</i>
<i>Library History: Past &amp; Present.....</i>	<i>Page Six</i>
<i>The Library at a Glance.....</i>	<i>Page Nine</i>
<i>Oak Bluffs as a Community.....</i>	<i>Page Thirteen</i>
<i>Community Survey.....</i>	<i>Page Sixteen</i>
<i>Planning Process and Methodology.....</i>	<i>Page Seventeen</i>
<i>Conclusion.....</i>	<i>Page Twenty</i>
 <i>Appendix:</i>	
<i>Community Survey Results.....</i>	<i>Page Twenty-three</i>
<i>Recent Photos.....</i>	<i>Page Twenty-seven</i>

# *Mission Statement:*



Supporting Community  
Building Cultural Awareness  
Providing Access



*Illuminate Your Life*  
*with The Oak Bluffs Public Library*

# Goals and Objectives

## *Learning:*

- 1) The Library will support education, academic excellence, and lifelong learning.
  - The Library will provide high-quality free instruction and programming to the island community.
    - The Library will ensure that all patrons have the skills to function in the digital world by offering two basic computer classes each year.
    - The Library will create learning opportunities with community partners to maximize island resources by hosting 2 programs centered on long-distance learning opportunities each year.
    - The Library will expand adult instruction and educational programs to engage Oak Bluff's growing senior population by offering two instructional classes for adults by each year.
    - The Library will offer at least one program focused on entrepreneurial skills each year.
  - The Library will create opportunities for children that enrich and help them grow in a safe environment/atmosphere.
    - The Library will collaborate with community partners to facilitate a safe walking route for children from the Oak Bluffs School to the Library by the end of FY 2014.
    - The Library will develop a skills program that will teach life skills and college readiness to teens by the end of FY 2015.

## *Community:*

- 2) The Library will promote itself as a focal point of the community.
  - The Library will convene civic discussions on key town and island topics.
    - The Library will host two island-centric programs each year.
  - The Library will connect patrons with resources that can assist with year-round housing and employment opportunities.
    - The library will hold two workshops on housing and employment resources by the end of FY 2015.
  - The Library will be a one-stop resource for reliable and accurate government information
    - The Library will have web pages and pamphlets available for library users on a variety of relevant and timely topics by the end of FY 2014.
  - With no community center present in the town, the Library will increase its family-oriented programming.

- The Library will host at least six all-ages family programs each year.
- The Library will foster partnerships within the community to bring at least two speakers on parenting to the Library by FY 2015.

## ***Infrastructure:***

### 3) The Library will strengthen its infrastructure.

- The Library will reshape policies and practices to maximize patron access to services and materials.
  - The Library staff will have two trainings with customer service professionals by the end of FY 2015, focusing on being the “public face” of the Library.
- The Library will utilize creative space planning in order to be flexible to the patrons’ and community’s changing needs.
  - The Library will complete a plan for a multi-purpose outdoor community space by the end of FY 2015.
- The Library will develop relevant collection materials and services that meet Oak Bluffs evolving needs and expectations
  - The Library will increase Juvenile eBook and YA eBook collections by 10% each year.
  - The Library will evaluate the children’s collection and perform a collection-wide weed by the end of FY 2014.
- The Library will collect and archive original materials relevant to Oak Bluffs and the island community.
  - The Library will complete a plan for the cataloging of the Library Conference room by the end of FY 2014.
  - The Library will collaborate with the MV Historical Commission on the cataloging of relevant Oak Bluffs materials, and their inclusion into the OBPL catalog for research purposes by FY 2016.
  - The Library will begin collecting materials for an oral history project and will outline a plan of action to be completed by Summer 2016.
- The Library will explore ways to have the library open at hours more convenient to the general public (i.e. Sunday afternoons)
  - The Library will propose a plan of action to the Board of Trustees by the end of FY 2014.
- The Library will provide more computers for children.
  - The Library will offer an additional computer station in the Children’s room by the end of FY 2014.
- The Library will foster a culture of innovation and all Library staff will be effective promoters of library resources and services.
  - The Library will train all staff to be technically proficient on basic computer programs and devices each year.
  - The Library will assess service models and staffing plans regularly to assure the Library budget is wisely allocated by FY 2018.

- The Library will gather and analyze relevant community data to determine the resources and programming needs of the population each year.
- The Library will advertise the availability of digital downloads and Library resources each year.

## ***Outreach:***

4) The Library will build its partnerships within the community and expand community outreach.

- The Library will bring its resources to where the people are
  - The Library will resume its homebound services trial by Winter of FY 2014 and gather community feedback about its effectiveness.
  - The Library will work with community partners to begin a bike-mobile book delivery service by the end of FY 2014.
  - The Library will maintain its Little Free Library Program in Post Office Square throughout FY 2018.
  - The Library will use social media and online services to maintain connections to visitors and summer people. Social media sites like Facebook and Instagram will be updated frequently in order to maintain connections with library patrons at a geographic distance throughout FY 2018.
  - The Library will continue to expand outreach island-wide, working with the MVLA throughout FY 2018.
- The Library will develop programs to provide bilingual children's programs..
  - The Library will add ten Portuguese language titles to the children's collection each year throughout FY 2018, with input from the Portuguese-speaking community.
  - The Library will develop partnerships within the Brazilian community, in order to bring more bilingual programming to library patrons by FY 2017.
- The Library will cultivate new partnerships within the community
  - The Library will ensure that every Oak Bluffs teacher and support staff member knows about the library resources available to every student each year.
  - The Library will provide more resources for homeschooled children by developing a collection of homeschooling resources (both in print and electronic) by the end of FY 2015.
  - The Library will develop an alliance with the Island Autism Group, with a goal of bringing a speaker to the island by the end of FY 2015, and add at least five titles with a focus on autism to the collection by the end of FY 2015.

## *A Message from the Trustees*

Since the early 1900's, Cottage City (as it was called) has recognized the need and importance of having a Library in Town. Since the construction of the new Oak Bluffs Public Library building in 2005, the library's role in the community has changed and grown in so many different ways.

We don't know what the future will bring, but with the creation of this Strategic Plan, we will be ready to respond to the current and future needs of our community.

A wonderful group of volunteers, Staff, and Trustees have worked hard to develop this living document. We are excited to present the *Oak Bluffs Public Library 2013-2018 Strategic Plan*, with great thanks to everyone who participated in the process.

The Oak Bluffs Public Library's 2013-2018 Strategic Plan was unanimously accepted by the Oak Bluffs Public Library Trustees at their meeting on Wednesday, September 18, 2013.

Signed,

Robert Huss, President

Beatrice Green, Vice President

Shelley Brown, Secretary

Lloyd Henke

Peter Palches

Ann Ross

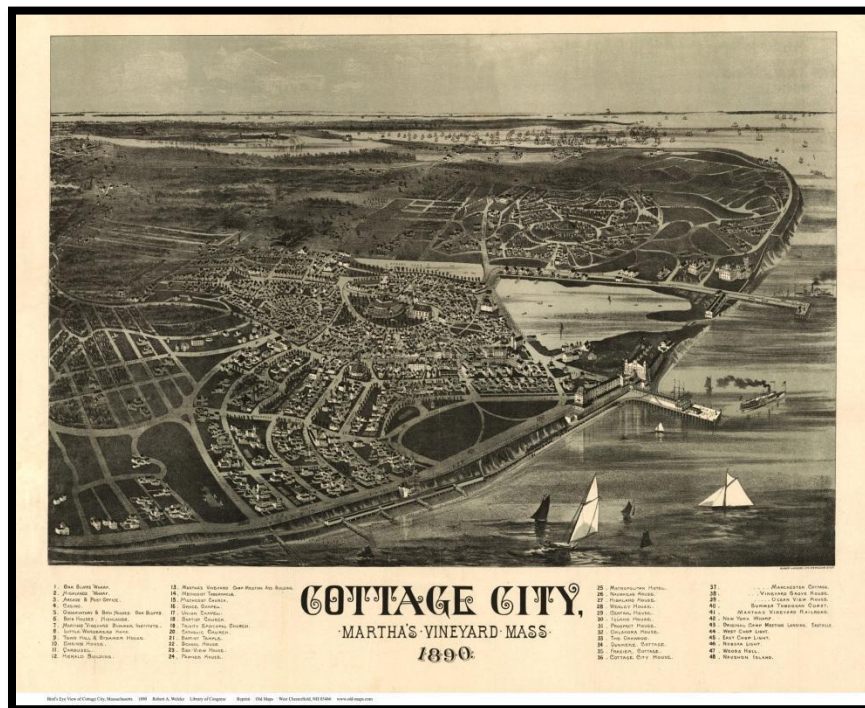
Sondra Murphy, Library Director

# Assessment of User Needs

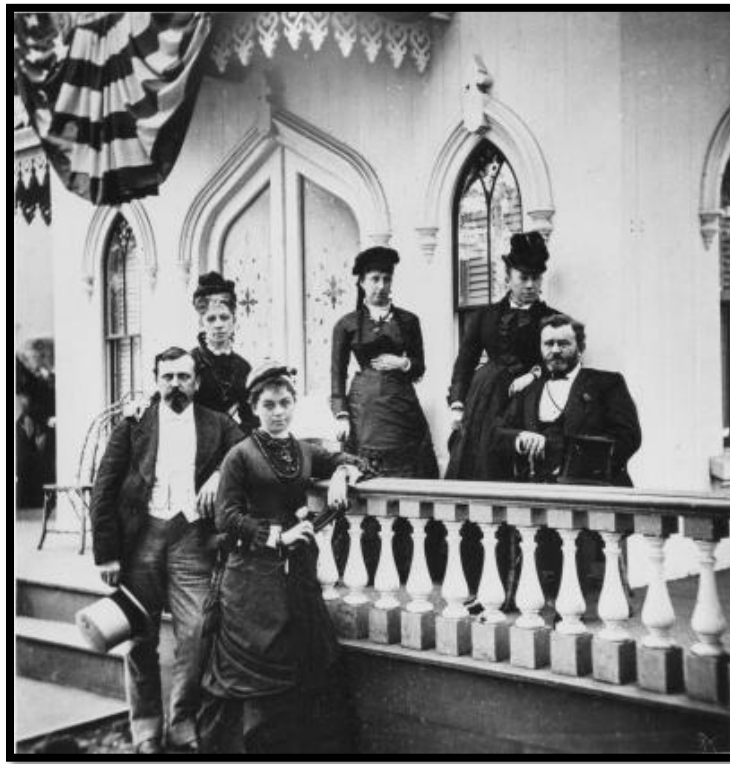
## Library History: Past & Present

The roots of the Oak Bluffs Public Library (OBPL) trace back to the 1880s, when a small but enthusiastic group of (then Cottage City) residents formed the Rural Improvement Association.

Among the group's many improvement goals was to "quicken the social and intellectual life of the people." By 1883, this had led to the recognition of the need for a town library. Lillie Chapman was put in charge and a call for book donations went out. Books accumulated and the collection grew quickly in the Chapman home on Lake Avenue.







*President Grant visits Cottage City.*

Within a year, it was clear that the library needed a home of its own, and it moved to a room upstairs in the Arcade Building on Circuit Avenue. The collection steadily increased, as did the responsibility of running the library. In 1905 the association offered the library as a gift to the town, which they voted to accept at the 1906 Town Meeting.

Subsequently, the library moved once again, this time to the Eldredge Building, which is now under construction to house Edgartown National Bank. During the 1930's, the library purchased and moved to the two-story building at the corner of Circuit and Pennacook Avenues, currently Conroy Apothecary. The first floor had formerly housed William McNeil's grocery store, and the second floor at one time had been used by a local post of the Grand Army of the Republic. Eventually, this building also proved too small and an addition was built by the Oak Bluffs Highway Department and dedicated in 1990.

With help from a state grant, construction of a brand new library began in spring 2004, and opened in October 2005. For the first time in its history, The Oak Bluffs Public Library operates in a building that was created specifically as a library, and in a building that meets all ADA requirements.



## *The Library at a Glance:*

(All statistics current through June 30, 2013)

- Along with the rest of the Island Libraries, the OBPL is a member of the Cape Libraries Automated Materials Sharing network (CLAMS).
- In January of 2013, the Library's new website went live, along with the release of the new logo, mission statement, signage, and decorations.
- The Library has an active Friends group who fund many adult and children's programs each year.
- The library building is 18,000 square feet, with the current building being constructed in 2005. There are 36 dedicated parking spaces available for library patrons.
- The seating capacity of the library is 108 people (excluding the meeting rooms.) There are 18 tables for users to utilize, and 81 chairs. The new YA room (or Lounge) has two small pub-style tables with four matching chairs, and four extra-large bean bags for teens to utilize.
- There are two meeting rooms in the library which are available for reservations by the general public. The larger downstairs meeting room is 884 square feet and the smaller conference room upstairs is 384 square feet. Both rooms were used for a total of 513 times in FY 2013 (excluding library staff meetings.)
- There are two small study rooms located on the first floor of the library. Each room is equipped with a table and two chairs, plus a whiteboard for notes.
- The Library's teen room was recently moved into a larger area, and was renamed the Lounge. It increased from 354 square feet to 633 square feet.

- There are 23 public-use Internet computers available in the library, and wireless access is available for any library user on the premises. Wireless access also extends to the exterior of the building. Seven of the public-use computers are set aside for children-only access. On an average week during FY 2013, 382 users accessed the Internet through a public-use library computer.
- The library has an acceptable-use policy for Internet access and use, but does not use filtering software on any of its computers.

## *About the Staff*

- Library staff consists of 6 full-time employees, and up to 7 part-time employees (some employees are seasonal, working only in the summer months.)
- The Library has an active community of volunteers who assist with basic library tasks like shelving and mail delivery. Sixteen library volunteers offered their services to the library for a total of 537 hours over FY 2013.
- Staffing at the library was in flux for three years prior to FY 2014. After the Reference Librarian left in FY2011, the position remained unfilled due to a hiring freeze and budget cut until FY2013. The Reference Librarian position was restored and the position filled in November 2012, but not to the previously budgeted amount. The position was demoted from Assistant Director/Reference Librarian to Reference Librarian and Adult Programming. About \$15,000 was cut from the position.
- Due to the passing of a long-time full-time employee, a circulation position was vacant for over a year. Aides were hired to fill the void temporarily, until one of the Aides was hired full-time in FY 2013.
- The Director resigned at the end of FY 2012. Prior to FY 2012, the Director had been on leave for almost a year. The Children's Librarian was made Interim Director, and then Acting Director upon the Director's official resignation.
  - The Acting Director was hired as the Director in January 2013.
- The Children's Librarian position was filled in June of 2013.

## *Operational Statistics*

- The Library is open five days per week. The general public can access the building 40 hours a week, including Saturdays and two evenings. Budgeted staffing allows for one hour completing opening tasks prior to the scheduled opening.
- The library was open for a total of 2,025 hours during FY 2013. The library was open for 306 hours on Saturdays throughout the year. The library was open for 404 hours after 5 pm throughout FY 2013.
- Total attendance was 71,012 for FY 2013.
  - Attendance at the Library was 71,012 in FY 2013, increased from 70,721 in 2012. The busiest month was August 2012, with 9,663 visitors in just 31 days, an average of 420 each day.

## ***Our Collection***

- There are over 55,650 in the library's collection as of the end of FY 2013. The collection is 57.3% print books, and 18.1% AV materials. The library has increased its digital book collection to 24.4%, to reflect the growing desire of the community to read books in both print and electronic formats. The library has 38,467 items in the Adult collection, 3,710 items in the Young Adult collection and 13,473 items in the Children's collection.
- The library has purchased four subscription databases in addition to the ones offered via the CLAMS network, MBLC and MLS.
- Total circulation at the library during FY2013 was 139,360.
  - Making up 24.2% of the collection, the Children's collection was 30.1% of the library's annual circulation in FY 2013. DVDS accounted for 39.9% of the library's circulation (adult DVDs were 29.8% of FY2013 circulation.) Adult fiction accounted for 28% of FY2013 circulation numbers.
- The OBPL fulfilled 25,570 loans requested by other libraries, and borrowed 12,078 items from other libraries during FY2013.
- The OBPL loaned 27,966 items to MA residents who were not OBPL patrons. 16,216 items were loaned to residents of other states. In total, 44,183 items were loaned at the OBPL to patrons whose home libraries is not the OBPL. (31.7% of circulation.)
- The OBPL has 9,956 registered patrons as of June 30, 2013. 4,051 of those patrons are OB residents and property owners.

## ***Reference Statistics***

- From April 17, 2013 thru June 30, 2013 there were 1568 unique questions asked at the reference desk.
- Of the 1568 questions, 812 questions were technical in nature, while the rest of the questions were reference or directional in nature.

## ***Our Budget***

- The Library is funded through the town's operating budget, supplying the Library with most of its operating income.
- The approved FY 2014 budget totals at \$467,519.34, an increase of \$5,832.51 from FY 2013. About \$5,000 was cut from the part-time aides line item for FY 2014, but both the Programming and Education & Training budgets increased.
- For FY 2014, \$96,145 is budgeted for books and materials, which will need to be increased in the next fiscal year in order to meet State requirements.
- The Education & Training budget has been fully restored to past fiscal years' levels at \$3,720.

## ***Current Programming***

- ***Children's***
  - In FY 2013, the Children's department programming suffered due to understaffing-- the acting director covered the Children's and Young Adult

librarian position's duties until June of 2013, when a full-time Children's librarian was hired.

- There were 106 children's programs in FY 2013, a decrease of 43 programs from the year before. However, attendance to the programs held in FY2013 is steady at around 2,400 a year, even with a decrease in programs held.
- During FY 2013, weekly storytime was held and occasional Saturday programs continued to be offered. Annual programs, such as National Fossil Day, a Halloween party, Animal Interviews with Gus Ben David, and the Easter Egg Hunt were held, and drew large crowds, sometimes up to 350 people. Many of these programs are funded by the Library Friends of Oak Bluffs.
- The children's Summer Reading Program continues to increase in participation. In FY 2013 there were 215 participants in the program, an increase of 25 patrons since the year before.

- *Adult*

- The reference librarian position was filled in November of 2012, after being vacant for over two years.
- There were 191 adult programs held in FY 2013, an increase of 27 programs from the year before. Program attendance for Adult Programs was 2,038- a decrease of about 418 people from FY 2012.
- Programs held in the past year include a monthly book club, a genealogy program, an island birding panel, technology roundtable discussions, a two-day Library Mini Golf, a ukulele show, an underwater photography show, a weekly writer's group and weekly Scrabble/chess sessions, and several author talks.

- *Accessibility*

- The OBPL ran a trial delivery program to homebound patrons, in order to get library materials into the hands of users who could not leave their home. The initial trial period ran from April thru June, and was used by 6 people. Volunteers delivered books, DVDs and other materials to library patrons with cards in good standing who were unable to leave their homes due to accident, illness or other events.
- During the flu months of January and February, library patrons who were ill had the option of door-to-car service. Library patrons with cards in good standing could phone the library, and request books and DVDs be delivered to their car waiting outside. This allowed individuals or families with sick members to remain in their car, and not spread the germs to other library patrons. This program proved extremely popular with library patrons, both sick and well alike.
- The library has available to the general public a sight-impaired computer, which can be reserved for 120 minutes at a time (double the time of an ordinary computer reservation period.) This computer offers larger visuals and an easier operation for those users who are sight-impaired.

## ***Social Media***

- A Facebook page for the Library was created January of 2011. The Library posts daily questions, as well as event photos and news. There is a dedicated photo album that features upcoming program posters, so the public can view what ongoing library events. The Library has 415 people who “like” its page, an increase of 340 people in FY 2013.
- The Library’s Instagram account has 81 followers, and has posted over 172 times since its inception in January of 2013.
- The Library’s Twitter account has 92 followers, and has tweeted 205 times. Many other Twitter accounts retweet us on a consistent basis.
- The Library Pinterest account has 33 followers, and over 400 pins on 11 boards.

## *Oak Bluffs as a Community:*

*The island of Martha's Vineyard is located south of Cape Cod, and is well-known for hosting summer homes for the rich and famous. The year-round population, however, isn't nearly as affluent. A study by the Martha's Vineyard Commission found that the cost of living on the island is 60 percent higher than the national average. The Commission also found that the average weekly wage on Martha's Vineyard was 29 percent below the state average.*

*The island has a land area of 100 square miles, and is part of Dukes County. During the off-season, Martha's Vineyard is home to over 16,000 residents, and in the summer season, the island's population is conservatively estimated at over 100,000. 56% of the Vineyard's homes are seasonally occupied.*

*Life in Oak Bluffs, as in all towns on Martha's Vineyard, has a highly seasonal character. The population triples during the summer season. Oak Bluffs hosts many very popular summer events, such as Illumination, the Monster Shark Tournament, and the Annual Fireworks. Tourists visit Oak Bluffs for these events, the beaches, the harbor, restaurants, the rich history, and much more.*

*During the off-season months (September through May), the town is less active. With many stores and restaurants shuttering for the year, the library becomes a place for community gatherings. Open five days a week year-round, the library fulfills many of the cultural, educational, social and entertainment needs of the town.*

### ***Fast Facts:***

- The town population of less than 5,000 year-round residents swells to over 15,000 in the summer months.
- Off-season cultural life slows down considerably, during which time the library helps to fulfill the cultural, social, educational, and entertainment needs of the town.
- Historically, Oak Bluffs is a culturally diverse community. It has a long history as a summer destination for African-Americans, and it is home to a seasonal Methodist Camp. Its current largest immigrant group is from Brazil. In addition, there is a swell of Eastern European students who come to the Island to work for the summer season.
- The Island's high school and hospital are both in Oak Bluffs, and are the island's two largest employers.
- The town's economy is primarily visitor-based, with the largest portion of the Town's income coming from property taxes.

## ***Our Year-Round Community:***

There are 4,500 people in the town of Oak Bluffs, who live in 1,429 households. 26% of households in the town have children 18 years or younger in them. The Library plays an important role in the development of the cultural and educational lives of these children. 35% of households in the town are single households, with the occupant living alone. For these households in particular, the OBPL offers a place of community, and has year-round entertainment and educational opportunities available. Of the over 4,300 housing units available in the town, fully 50% of the units are used seasonally, or for occasional use only.

### ***Community profile facts:***

- There are 1,429 households in the town of Oak Bluffs
- 20% of the Oak Bluffs population is 62 years of age or older
- 17% of the Oak Bluffs population is 16 years of younger
- The median age of the town is 44.4 years
- 26% of Oak Bluffs households have children 18 years of age or younger
- 35% of year-round residents of Oak Bluffs live alone
- 50% of housing units in the town are seasonal/occasional use only
- The median household income is \$78,000
- 92% of Oak Bluffs residents have completed high-school or higher
- There are 4,346 housing units in the town
- The median house price of Oak Bluffs is \$610,000



## Community Survey

The aim of the survey was to gather a cross-section of the Oak Bluffs population, with at least 10% of the registered population of 4,500 taking the survey. With 367 recorded results, the final results were approximately 8% of the population. There was a good mix of islanders (62%) and summer visitors (38%) who had the opportunity to register their opinions about the library. Responses were uniformly positive, with some survey-takers utilizing the blank lines of the survey to comment on library services.

### *Sample comments:*

- *"provide kids with the tools for a literary future"*
- *"more non-english materials"*
- *"More computers, MORE HOURS - Sunday when everyone is off and able to use the library"*
- *"The O.B. Library has the physical resources to develop a broad range of programs and presentations to better serve the community and enhance and enrich the menu of same (programs and presentations) which begs expansion."*
- *"A quiet place to work"*
- *"It seems like a very special place..."*
- *"...Your library is excellent. We've enjoyed using it for a 9 consecutive years. I especially like the variety in children's area- multicultural books, toys, and games, # of activities offered. My hometown library's director and staff (small MA town w/ a college) could benefit from visiting the OB library!"*

What was clear from the survey is that the patrons of Oak Bluffs want the hours of the library extended, with 26% of survey takers indicating this was a top concern. 25% of those surveyed also want more books and digital resources available to the public. These are concrete issues that the library can address within the next few years.

The survey takers named "providing books, materials and digital resources" as the top service a library provides. Second was "providing technology materials to people who might not otherwise not have access", proving library patrons want the Oak Bluffs Library to continue to act as a bridge mechanism, across the digital divide. Other popular services from the library includes programming, and specifically children's programming. More and more, the library is being recognized as a viable 'third-space', or an anchor of community life on the island.

It's also clear from the survey results that there is some work that needs to be done, particularly when communicating to patrons about library services and events. Many library patrons were not aware that they could check out free eBooks from the Oak Bluff's OverDrive website. Many library patrons also were not aware of ongoing library programs, which means the Library has to do a better job of marketing events and services. Library patrons are not interacting with the library's website very much, with a majority of users going straight through to the CLAMS catalog to search for books and access their accounts. More content has to be placed on the Oak Bluffs website, in order for users to want to visit the Library website, and utilize it frequently for their information needs.

Although survey-takers expressed satisfaction with the Oak Bluffs Library, there are still areas in which the Library can improve. Outreach and infrastructure, as well as collection development, are all areas that have specific goals and measurable outcomes by

which the Library can measure success. In partnership with the community, the Library will continue as a vital community organization, providing patrons not just with books and materials, but a place to socialize, to learn and to grow.

# The Planning Process & Methodology:



*A word cloud created using keywords from our strategic planning notes from the first two meetings.*

Public Libraries in Massachusetts write strategic plans for several different reasons. A current strategic plan is required by grant-making organizations and agencies; federal, state, local, and private grants are an important source of funding to libraries. A strategic plan also provides an authoritative description of the needs and desires of the community for its public library. A strategic plan is an ever-changing document, and serves as a valuable guide to library staff and Trustees as they plan for the future.

This document expands upon the library's previous strategic plan, which expired in 2011. After two years of not having a current strategic plan, due to staff changes and vacancies, the staff prioritized the strategic planning process.

MLS consultant Deb Hoadley came to the Library on May 28th, 2013, to lead a Strategic Planning Workshop for all Island libraries. Many trustees and staff members were

in attendance. After hearing Mrs. Hoadley's recommended Strategic Planning procedure and processes, the Director decided to use that process for the basis of this Strategic Plan.

The Director then advertised that the Strategic planning process was about to begin, calling for volunteers from the community. The response was almost overwhelming! Many people from all different community groups and factions were interested in joining the committee. A final group of 17 members were selected.

The following is a list of strategic planning committee members:

*Sondra Murphy*

*Beatrice Green*

*Miki Wolfe*

*Rosemary Hildreth*

*Jessica Giambattista*

*Kathleen Callahan*

*Deirdre Bohan*

*Mike Santoro*

*Mary Vail*

*Lynn VanAuken*

*Leon Brathwaite*

*Mary Holmes*

*Maurice Young*

*Ken Rusczyk*

*el Edwards*

*Peter Palches*

*Bill McGrath*

*Geraldine Moriarty*

*Abe Seiman*

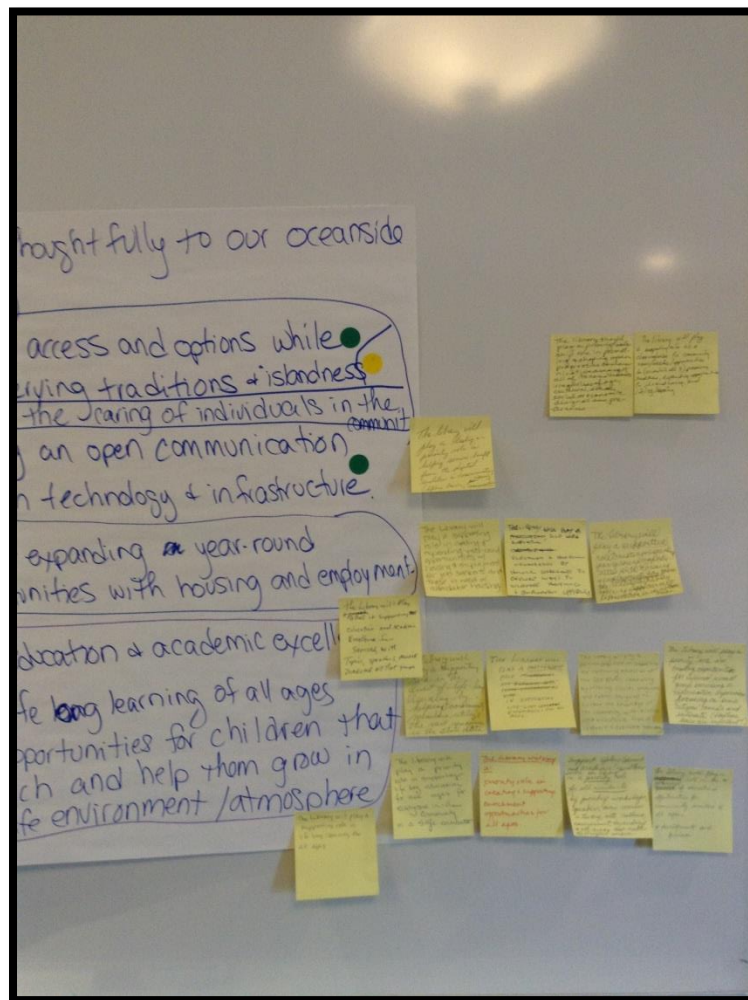
Members of the Committee represented a variety of stakeholders within the Oak Bluffs community, and the island in general. The committee met in the Library three times. During the first meeting on Saturday, April 27th, the group discussed the Community profile and completed a SOAR exercise. The second meeting, on Tuesday, May 28th, was where the group discussed community visioning, was led by Deb Hoadley from the MLS. A survey was released to the community during the entire month of July, and was posted in various places. Two separate focus groups were held for the summer residents, but attendance was slim. The final meeting was held on September 6th, and the Director led a discussion about the survey results and findings, and goals for the strategic plan.

After the second meeting, library staff designed a survey covering library usage and needs, with a goal of reaching at least 10% of the Oak Bluffs population of 4,000 year-round residents. The survey was offered both online, and in print, so that there would be no accessibility issues. The survey was printed and distributed at the circulation desk, and also at library programs and events. Library staff wanted to ensure non-library users, and those

who used it remotely, were also able to contribute to the survey, and so library staff requested passersby on the popular Circuit Avenue to pause and take the survey. The OBPL also made an appearance at the Oak Bluffs Harborfest, where many visitors and summer residents had an opportunity to voice their opinions about the library. Online, the survey was posted on the library website, and submitted to the town papers so that readers could access the survey via a quick link. The survey was also posted on Patch MV, a popular place for locals to post opinion pieces and get news. The survey was included in several email drives and newsletters, with a good response rate. A total of 365 people took the survey, which was just under goal of the 10% response rate for the town population.

\*See appendix for complete survey

The Trustees unanimously approved this Strategic Plan at their meeting on Wednesday, September 18, 2013.



*Ideas about our community from the second Strategic Planning meeting.*

## *Conclusion*

The Library will use this Strategic Plan as the framework to provide services to the residents of Oak Bluffs, and the greater island community. The town's lack of a community center places the Oak Bluffs Public Library in a pivotal role by providing services for the community. Many of the plan's objectives and action steps echo the Library's redefined identity as a crucial "third space" for residents-- beyond work, home, and school. This new definition cements both the library's value to the community, and our responsibility to meet their ever-changing needs.

Incorporating the feedback from the strategic planning committee, community focus groups, and user assessment surveys, the Library was able to identify service priorities, and strategize potential action steps to meet these needs.

The Strategic Plan is not a static document. The Library staff will continue to welcome feedback from library patrons, and such information ensure that library services meet the wants and needs of the Oak Bluffs community.

The Library Board of Trustees encourages community members to become an active member of the library family through membership in the Library Friends of Oak Bluffs, or as library volunteers. Both volunteer groups are active in library processes, and essential to the day-to-day operation of the library.

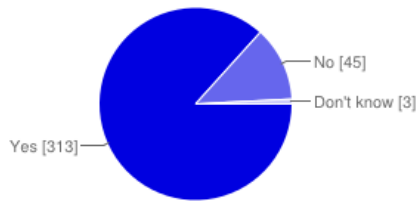


# Community Survey

**Link to survey (accessible to the general public):**

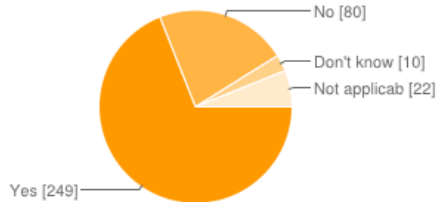
<https://docs.google.com/a/clamsnet.org/spreadsheet/ccc?key=0AsgEVIAuQ8NGdGpOLWtHWGVUVzFjWXY2RDNLV2NVNnc#gid=0>

**Do you have a library card?**



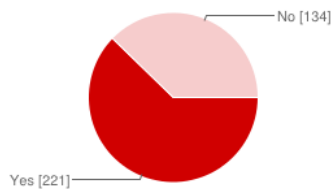
Yes	313	87%
No	45	12%
Don't know	3	1%

**Do other members of your household have a library card?**



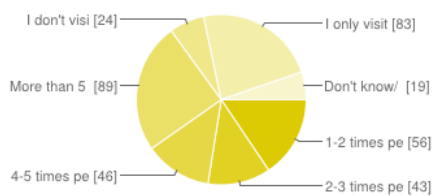
Yes	249	69%
No	80	22%
Don't know	10	3%
Not applicable	22	6%

**Are you a year-round resident?**



Yes	221	62%
No	134	38%

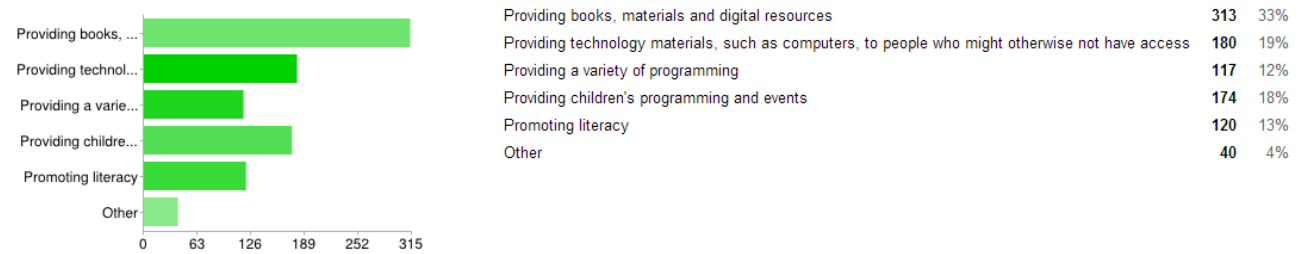
**How often do you or family members visit the OBPL in a typical month?**



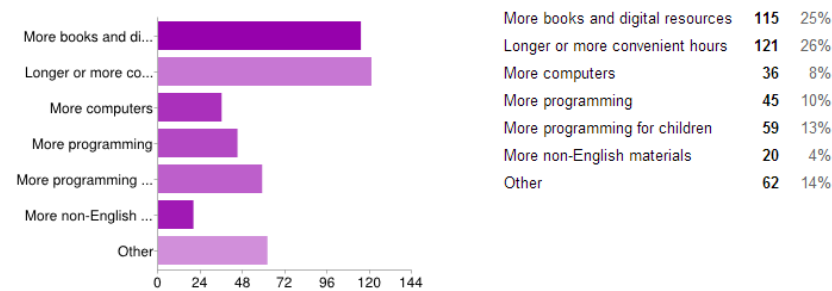
1-2 times per month	56	16%
2-3 times per month	43	12%
4-5 times per month	46	13%
More than 5 times per month	89	25%
I don't visit the OBPL at all	24	7%
I only visit during the summer months	83	23%
Don't know/ prefer not to answer	19	5%



#### What are the most important services the library offers?



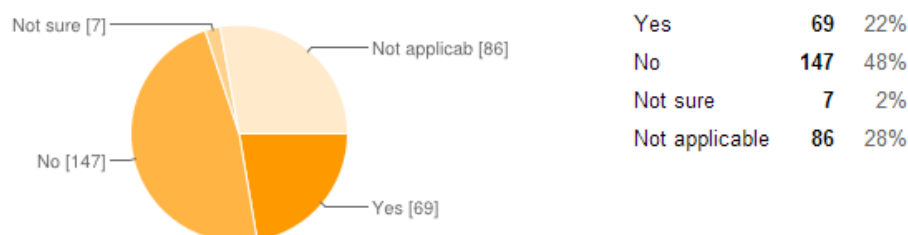
#### What additional resources would you like from the library?



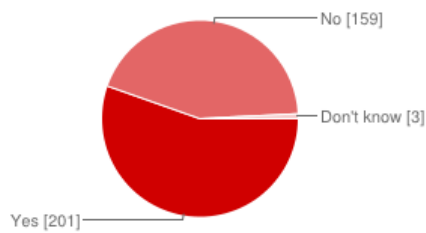
#### Do you own an eReader, or device on which you can read eBooks/listen to audiobooks?



#### If you own one of these devices, have you ever used it to check out material from the library?

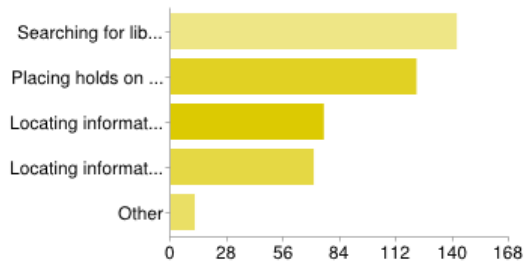


### Have you used the library website within the past six months?



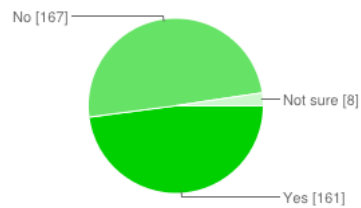
Yes	201	55%
No	159	44%
Don't know	3	1%

### If the answer is yes, what have you used the library website for?



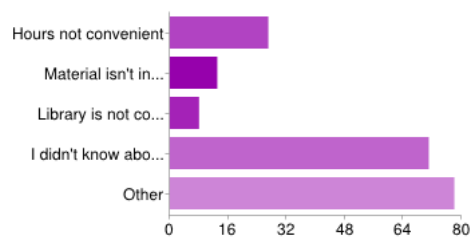
Searching for library materials	142	34%
Placing holds on material, or renewing material on my account	122	29%
Locating information about the library	76	18%
Locating information about library events	71	17%
Other	12	3%

### The library offers a variety of programming options for the community. Have you attended a library program within the past six months?



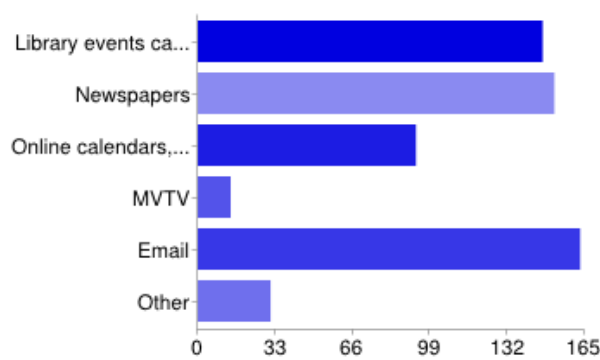
Yes	161	48%
No	167	50%
Not sure	8	2%

### If you have not attended a program at the library within the last six months, why not?



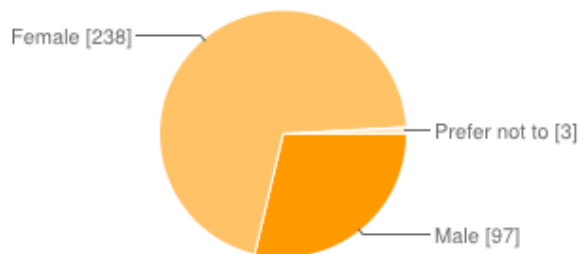
Hours not convenient	27	14%
Material isn't interesting	13	7%
Library is not conveniently located	8	4%
I didn't know about the program	71	36%
Other	78	40%

### What are the most effective ways for you learn about upcoming library events?



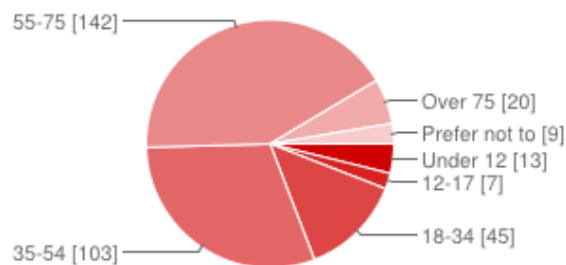
Library events calendar	147	25%
Newspapers	152	25%
Online calendars, such as MVOL	93	16%
MVTV	14	2%
Email	163	27%
Other	31	5%

### What is your gender?



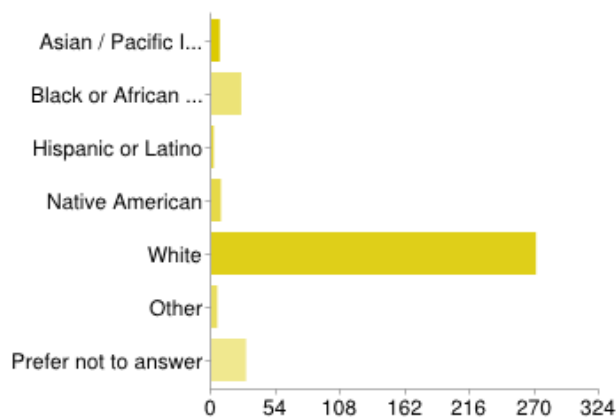
Male	97	29%
Female	238	70%
Prefer not to answer	3	1%

### What is your age?



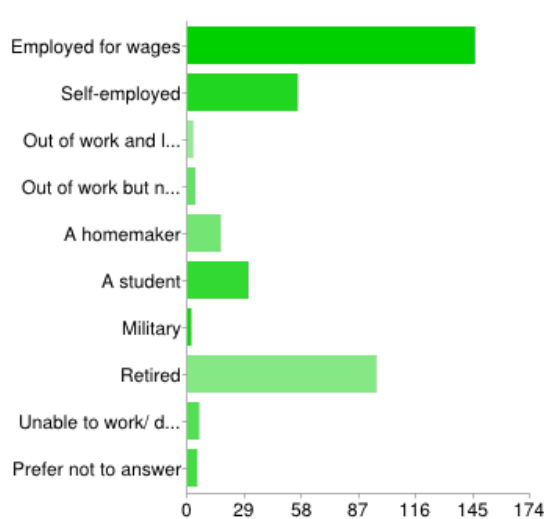
Under 12	13	4%
12-17	7	2%
18-34	45	13%
35-54	103	30%
55-75	142	42%
Over 75	20	6%
Prefer not to answer	9	3%

### What is your ethnicity/race?



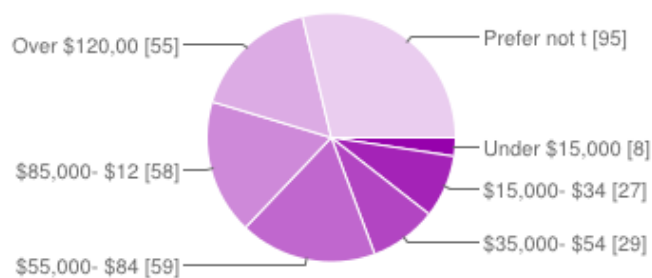
Asian / Pacific Islander	7	2%
Black or African American	25	7%
Hispanic or Latino	2	1%
Native American	8	2%
White	271	78%
Other	5	1%
Prefer not to answer	29	8%

### Are you currently...



Employed for wages	146	40%
Self-employed	56	15%
Out of work and looking for work	3	1%
Out of work but not currently looking for work	4	1%
A homemaker	17	5%
A student	31	8%
Military	2	1%
Retired	96	26%
Unable to work/ disabled	6	2%
Prefer not to answer	5	1%

### What is your total household income?



Under \$15,000	8	2%
\$15,000- \$34,000	27	8%
\$35,000- \$54,000	29	9%
\$55,000- \$84,000	59	18%
\$85,000- \$120,000	58	18%
Over \$120,000	55	17%
Prefer not to answer	95	29%

## *Recent Photos:*



*Rosemary shifts large print books in a large-scale reorganization project.*



*The first year of our Library garden, thanks to the MV Garden Club, 2013.*





*We will soon be getting new heirloom exterior signs to replace the ones crafted twenty years ago.*



*The Library hosted a month-long art exhibit with the purpose of “sustaining the bridge between art and literature.”*

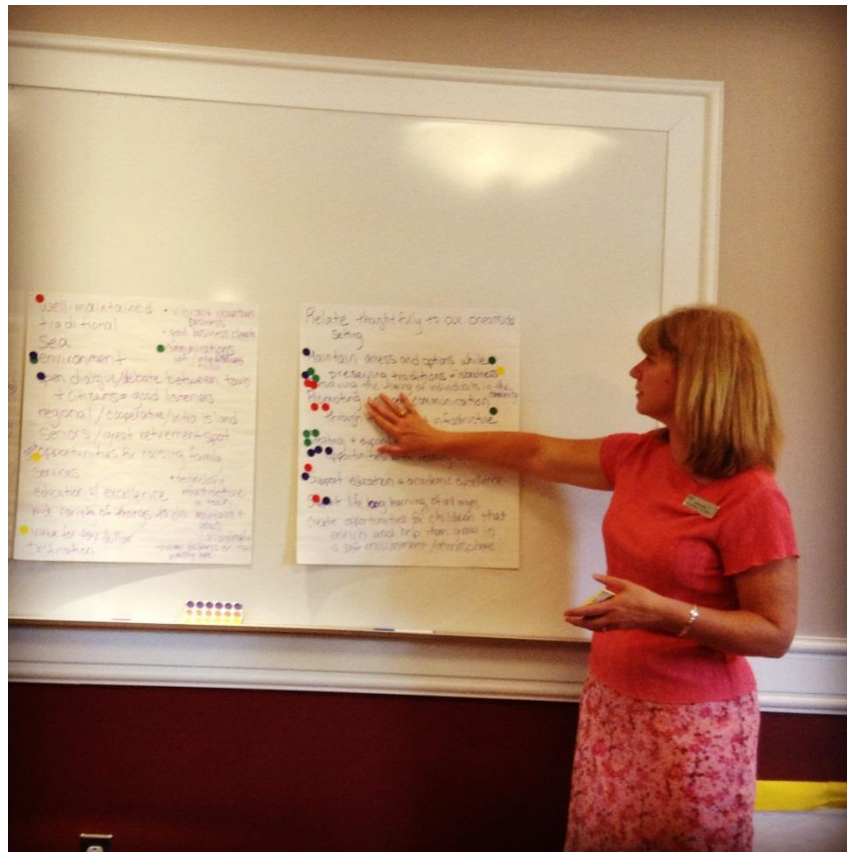


*Exterior painting for the entire building.*



*Popular a cappella group The Vineyard Sound performed to a packed room.*





*MLA's Deb Hoadley conducts a community visioning exercise at the second strategic planning meeting.*





*The Reference collection was weeded and shifted in order to move the Magazines upstairs.*



*New signage in the Library.*



*The Children's Room collection is proudly displayed.*



*The teen room, now dubbed 'The Lounge' was moved to give the growing collection more space.*





*The winter months bring a lot of patrons looking for movies to watch. Over 100 new DVD TV Series were added to meet our patron's needs .*



*The Adult Non-fiction collection is very popular.*



*The Children's Room has a growing Fiction and DVD collection.*



*The Children's Room computers are in constant use.*