

**Library Development Plan
for
Orange Public Libraries
2016-2021 planning cycle**

comprising the facilities of

**The Wheeler Memorial Library
And
The Moore-Leland Library branch
North Orange**

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Orange Libraries Mission Statement

The Orange public library, consisting of the Wheeler Memorial Library and Moore-Leland branch, is a center of community life, offering opportunities for people of all ages to come together for learning and recreation.

Orange Libraries Vision Statement

The libraries' goal is to serve as a dependable source of reliable information, and materials in various formats that enhance life-long learning, promote formal programs of education, and expand knowledge of current topics. Our libraries encourage the love of reading and learning, offering the assistance people need to find, evaluate, and use informational resources both in print and electronically. We are also an open, accessible community place, with collection materials and meeting space for recreation and relaxation in an egalitarian environment.

Assessment of User Needs

Needs Analysis: Part 1 Comparative data

The following comparisons for the Orange public libraries with the average for libraries in its population group, taken from 2015 statistics, sharply reveal some of the library's strengths and weaknesses:

Category of comparison	Orange	Group Median (Population Group 5000-9999)
Municipal Appropriation per capita for library	\$38.35	\$44.97
Salary Expenditure per capita for library	\$27.78	\$30.62
Materials Expenditure per capita for library	\$10.74	\$8.12
Annual Hours Open	2260	2026.5
Circulation per capita	7.98	12.16

The Orange public library is above average for libraries in its population size (5000 -9999) in the following areas:

- Materials expenditures per capita

- Annual Hours Open

Yet, the library is shown to be quite a bit below average in the circulation of materials.

A comparison of our library to 70 other libraries with similar demographics tells the same story:

Category	Orange	Athol	Montague	Ware	Adams
Salary Expenditure per capita	\$27.78 rank 38	\$29.01 rank 41	\$27.08 rank 36	\$13.96 rank 6	\$20.21 rank 19
Materials Expenditure per capita	\$10.74 rank 56	\$5.97 rank 25	\$8.40 rank 47	\$3.29 rank 4	\$4.45 rank 14
Hours open annually	2260 rank 53	2246 rank 52	2751 rank 70	1387 rank 5	1766 rank 22
Circulation per capita	7.98 rank 21	9.44 rank 29	13.62 rank 49	5.21 rank 7	5.26 rank 8
Number of registered borrowers	4345 rank 32	5219 rank 47	4767 rank 42	4656 rank 40	2405 rank 8

*Athol is in a different population demographic, (10,000 – 14,999), but was included in this analysis due to its proximity to the Wheeler Memorial Library in Orange.

Given the library's indicated strengths (materials expenditures, salary expenditures, and hours open per week), the circulation statistics and number of registered borrowers are decidedly weak.

Needs Analysis: Part 2 Community and library analysis

Analyzing and identifying community needs was the major purpose of the Orange Master Plan, 2005. Prepared by the Orange Master Planning Committee and the Franklin Regional Council of Governments Planning Department, this document was produced with information gathered from a number of sources including a public forum, community survey, records compiled by town departments, and U.S. census data.

The development process identified an overall concern with Orange's eroded infrastructure and its poor employment base. More specifically, the six most serious issues identified by citizens, in order of importance, were:

- open space and natural resources
- economic development
- housing
- pavement management
- community facilities services
- land use and zoning

(Town of Orange Community Development Plan, 2005, ES1-ES12)

Throughout, the plan stressed residents' concern for an improvement in the local economy, desire for business development, and desire for the redevelopment of abandoned and vacant property. Orange's per capita income level is among the lowest 5% of all municipalities in Massachusetts. Another issue addressed by this plan was the lack of recreational activities for children and young adults. Although not specifically articulated in this study, one unaddressed need is the lack of a community center in Orange, especially for middle-school and teenaged children without afternoon recreational and cultural programs. All four schools are situated within walking distance of the Wheeler Memorial Library. Many school children in Orange treat the Wheeler as their community center whether "hanging out" on our front steps or talking with friends in the library.

The Wheeler Memorial Library is prominently situated in the downtown, and is well positioned to play a key role in meeting the community facilities needs. Although it is one of the most beautiful structures in Orange, it is in sore need of an expansion and renovation. The failure, in 2003, of a building project (planned since 1988) was devastating to the community, devastating, in part, because it would have been a major force in the revitalization of the downtown. In addition, the building's innumerable shortcomings are a barrier to the staff's ability to adequately serve the public. The barriers presented by the building's inadequacies have been identified since 1988. These barriers affect all areas of service.

Wheeler Memorial Library – Physical Facility

- ADA Compliance: Many disabled persons are unable to receive library service because the library does not comply with the basic requirements of the American with Disabilities Act.
- Bathroom Facilities: Young library users and mothers with toddlers must climb stairs to gain access to the bathroom facility. Many library users are denied access to bathroom facilities when needed since one bathroom is shared by all adults, all children, and all staff. Library users and staff are denied a bathroom with ventilation.
- Study area: Library users are denied a quiet study area.
- Shelving: Library users are denied adequate shelving in the adult section. Library users are forced into cramped stacks to seek items. Staff must shift materials in stacks on a monthly basis.
- Electrical System: Library users have daily problems gaining access to the internet due to an inadequate electrical system (100 amps). Library users and staff must endure days of intolerable heat because the electrical system is not adequate to accommodate air conditioning.
- Space Constraints: Young adults are denied adequate space to socialize. Users of all ages are denied quiet areas due to lack of space. Library users in meetings are forced to share space with staff.
- Children's Room: Children and parents lack an adequate space for library service. Children and parents lack a ventilated, healthy physical space for library service. Children and parents lack a warm comfortable space for library service. Children and parents must cope with confusing arrangements of collection due to lack of adequate shelving.

The branch facility, the Moore-Leland library, is situated in the village of North Orange and five miles from the downtown center. Staff and trustees similarly see the role of this branch as meeting the articulated needs of the community. Most importantly, this small handicapped accessible facility provides a community center for Orange's most rural area and handicapped accessibility for those unable to enter the non ADA compliant main library. It is, however, a very small facility, and is only staffed 11.5 hours per week. Materials and building maintenance for the Moore-Leland library are all paid for from the Moore-Leland trust; staffing hours, however, are paid for from the same municipal

account as the Wheeler, and there is not additional funding to cover additional hours at Moore-Leland.

Goals & Objectives

What follows are the goals and objectives for the years 2016 -- 2021 organized by service category. While the goals indicate what issues the library must address to effectively meet the needs of the community, the objectives indicate how the library will go about addressing these issues and the time frame for addressing these issues.

Goal 1: Lifelong and Formal Learning

Residents of the town of Orange will have the information, resources and assistance needed to achieve success in their schooling and independent learning.

Objectives:

- An increasing percentage of library users will seek reference assistance during each year of the planning cycle.
- By 2021, at least five cooperative programs with the elementary schools aimed at improving library services to students and teachers will be concluded.
- During each year of the 2016 – 2021 planning cycle, the library will undertake a study to make its website more accessible and appealing to all members of the community. This will include exploring compatibility options for a range of mobile electronics.

Goal 2: Lifelong and Formal Learning

Children of the town of Orange will develop a lifelong love of books and a desire to learn that will help them live productive, thoughtful and satisfying lives.

Objectives:

- At least ten programs each year will be offered in collaboration with Head Start, Even Start, schools, or other area educational agencies.
- Circulation of children's materials will increase by 3% each year of the 2016-2021 planning cycle.
- Participation in the library's summer reading program will increase by 3% each year of the 2016 -2021 planning cycle.

Goal 3: Current Topics and Titles

Residents of the town of Orange will have access to current and popular materials and programs that stimulate their thinking, satisfy their interests, expand their knowledge, and make their leisure time more productive and enjoyable.

Objectives:

- The circulation of materials in subject area fields identified as being of high interest in our community will increase in each year of the 2016-2021 planning cycle.
- One public forum on a current topic will be held each year of the planning cycle.

- The library will offer eight adult reading and discussion events each year of the 2016 – 2021 planning cycle.
- The circulation of materials to our senior citizen population will increase by 2% during the 2016-2021 planning cycle, with a focus on increase in awareness of our home-delivery service option for home bound residents.

Goal 4: Renovation and Expansion

The library will apply for the 2016 MBLC Construction Grant, in order to provide a more modern and accessibly facility to the community.

Objectives:

- The building committee will work with OPM and designer to design a library suited for the needs of the Orange Community.
- The building committee will promote the building project to the community, stressing the need for a renovated facility, and providing regular updates on the project.
- The library director, with the assistance of the building committee, will locate a facility where the library may continue operations during construction, so that regular service will continue and the previous objectives may still be met.

Description of Planning Methodology:

The Library Board of Trustees adopted this new long range plan on September 28 2016. This plan was developed over the months of June 2016-September 2016. Plan documents were drafted by the library director who gathered and analyzed data and met with an informal committee of staff and community members who assisted in identifying community and library needs. The plans was produced using findings reported in the Orange Master Plan, 2005 prepared by the Orange Master Planning Committee and the Franklin Regional Council of Governments, with statistics from the MBLC website, and with regular input from staff and members of the community.

Individuals providing input included:

Staff members: Manuel King, Jason Sullivan-Flynn, Rusty Shaw, Candace Curran, Charlene Deam

Trustees: Candace Cross, Robin Shtulman, Nate Johnson, Sandra Johnson, Maria Bull

Community Members: Janice Lanou, Celia Hastings, Deborah Kent, Joanne Woodcock, Diane Salcedo.

It is important to note that an informal approach was adopted to the creation of this plan because much of the library's future over the next five years hinges upon the receipt and acceptance of a construction grant. It has been agreed by the board of trustees and the director that the plan should be revisited in 2017, after the status of the construction grant has been confirmed, and a more formal committee should be formed to work with the building committee to determine how best to proceed from 2017-2022.

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