



100 Tinkham Lane  
Harrisville, Rhode Island 02830

<http://www.jmslibrary.org>

# Long-Range Plan

February 8, 2018 – February 8, 2023

Submitted February 2018

## **Mission Statement**

The primary mission of the Jesse Smith Library is to serve as a full-service public library providing access to a wide variety of materials and services to meet the educational, informational and recreational needs of the community.

## **Library Vision Statement**

The slogan of our library is “Cornerstone of the Community.” The library strives to be an integral and vibrant center for our community. The Jesse M. Smith Memorial Library will continue to provide access to diverse materials, services and programs in an atmosphere which encourages the free flow of ideas to educate, entertain, enrich and inform the residents of the Town of Burrillville. The library will continue to serve as the community's principle resource for reference, and special emphasis will continue to be placed on supporting students at all academic levels and on stimulating the interests of young children to develop an appreciation for reading and learning. The library will continue to strive to acquire up to date technology that will allow patrons access to the latest in educational, informational and recreational services.

## **Plan Objective and Evaluation Statement**

In April 2018, the library will celebrate 10 years in our Tinkham Lane location. In the next 5 years, the library will continue its transition into a community center in keeping with our motto “cornerstone of the community”. Our patrons still are looking to borrow materials, but libraries across the country are becoming more of a community center. We have kept up with that change by increasing our programming efforts and community connections. This plan will be reviewed annually to assess the progress being made in meeting goals.

## Community Analysis

Burrillville is a rural/suburban community in the northwest corner of Rhode Island. Historically, it was an agricultural and textile manufacturing town consisting of 13 distinct villages, each of which grew up around its own mill. Today, Burrillville is primarily a “bedroom community” with the majority of residents employed outside of the town. There are some small manufacturing and service industries located within the town, but the town’s primary revenue source is residential taxes.

According to the 2010 census, Burrillville’s population is 15, 955. 97.1 percent of the population is white, and other groups are represented at ½ percent or less. 74.3 percent of the population is over 21. The median age is 42.4 years. The two largest population centers are the villages of Pascoag, which has historically been the commercial center, and Harrisville, which is the seat of local government.

76.5 percent of the population resides in owner-occupied housing. There are three major senior housing complexes and several nursing homes. Numerous rental housing units exist in town including a substantial number of units in the newly renovated Clocktower Apartment Complex which is part of the Stillwater Mill Center in which the library is located.

The town has many outdoor recreational facilities available to the public. Residents and visitors alike enjoy three state owned forest recreation areas, and numerous ponds and lakes that provide an abundance of fishing, boating, canoeing and swimming areas. The town also contains a bike/walking path, a skateboard park for local youth, two golf courses and a number of sports fields. The Town lacks other types of public and family entertainment facilities.

The library is located in the village of Harrisville. Located in the Stillwater Mill Center, we are on a main traffic route and within walking distance of the town’s high school, two elementary schools, the Burrillville Farmer’s Market Pavilion, the Clocktower Apartment Complex and two major senior centers.

JESSE M. SMITH MEMORIAL LIBRARY  
LONG-RANGE PLAN 2018-2023

## Library Overview

Our current facility is 24,900 sq. ft. and was completed in 2008. The library has 2 floors, the 2nd floor dedicated to children's services. The library has 4 rooms available for use by nonprofit organizations for meeting space.

### Library Collection

Total Physical Collection	68,198
Total Electronic Collection	72,877

### Registered Patrons

6,098

### Key Historical Library Usage Statistics

#### Circulation (includes physical and electronic)

FY 2007	50,147
FY 2008	55,331
FY 2009	88,532
FY 2010	89,497
FY 2011	87,610
FY 2012	88,942
FY 2013	80,050
FY 2014	73,845
FY 2015	69,460
FY 2016	70,294
FY 2017	77,482

#### Library Visits

FY 2007	49,673
FY 2008	56,200
FY 2009	84,177
FY 2010	78,769
FY 2011	76,532
FY 2012	74,702
FY 2013	69,479
FY 2014	69,169
FY 2015	64,989
FY 2016	67,402
FY 2017	74,650

JESSE M. SMITH MEMORIAL LIBRARY  
LONG-RANGE PLAN 2018-2023

<b>Programs</b>		
<b>FY</b>	<b>Number</b>	<b>Attendance</b>
FY 2007	189	1,921
FY 2008	136	1,543
FY 2009	354	1,833
FY 2010	409	5,173
FY 2011	359	4,872
FY 2012	432	4,579
FY 2013	462	5,871
FY 2014	476	5,968
FY 2015	547	8,305
FY 2016	564	9,345
FY 2017	792	14,062

Source: FY 2007-2017 Annual Report

## GOALS & OBJECTIVES

### GOAL: Ensure Proper Functioning of Library Building

- **Objective: Assess building security**

*Strategies for Implementation:*

1. Verify security systems functioning on monthly basis
2. Install fob or card security system by 2020
3. Upgrade camera system by 2021

- **Objective: Assess emergency preparedness**

*Strategies for Implementation:*

1. Review annually and update the Disaster Plan as needed
2. Provide staff training on any updates to Disaster Plan at annual staff day
3. Work with town emergency agencies to provide staff training and support. Conduct biannual fire drills and fire extinguisher training

- **Objective: Ensure all building systems are functioning properly**

*Strategies for Implementation:*

1. Implement Preventative Maintenance Plan including monthly, quarterly, and annual maintenance reviews of electrical & lighting systems, HVAC system, water system and elevator

- **Objective: Maintain building condition**

*Strategies for Implementation:*

1. Assess need for capital repairs as building ages. Develop a plan and budget for necessary repairs
2. Schedule annual cleaning of heavy traffic carpet areas and flooring on rotating basis
3. Schedule annual washing of windows starting in 2018
4. Pursue funding for replacement of worn flooring including CIP requests and grants.
5. Replace entrance doors
6. Install LCD lighting throughout library

- **Objective: Review/revise policies at least annually**
- **Objective: Ensure building meets the needs of the community**

*Strategies for Implementation*

1. Explore redesigning the reference area to increase visibility and make more user friendly. Investigate CIP or grant funding
2. Obtain grants to redesign the former Teen Room into a business center for better security in the area and to consolidate all printing and faxing services into one area
3. Investigate options for a dedicated teen space including a roof expansion

**GOAL: Improve customer service**

- **Objective: Provide customer service training for staff**

*Strategies for Implementation:*

1. Dedicate staff day biannually to customer service training

- **Objective: Solicit customer input to improve customer service**

*Strategies for Implementation:*

1. Conduct online and paper patron survey at least every 2 years

**GOAL: Improve library collection development and collection maintenance practices**

- **Objective: Update Materials Selection Policy Annually**
- **Objective: Continue routine collection maintenance**

*Strategies for Implementation:*

1. Continue weeding initiative for all collections
2. Update date sensitive subject areas on a rotating basis
3. Continue Repair Initiative
  - a. Review basic repair techniques with all staff annually at scheduled semi-annual staff training sessions
  - b. Have circulation staff clean and perform minor repairs during routine handling of materials
  - c. Assign Circulation III regular hours to accomplish repairs

- d. Promote patron education of the proper care of library materials through newsletters, handouts, posters

- **Objective: Diversify Audio-Visual Collection to reflect changing technologies and meet patron requests**

*Strategies for Implementation:*

1. Increase support of downloadable audio books and E-books. Promote E-zone service through web page, training and posters
2. Investigate other emerging digital resources

- **Objective: Improve access to the local history collection**

*Strategies for Implementation:*

1. Undertake a complete reorganization of the local history collection by 2018 to protect and better make use of this collection. Follow archival and special collections standards
2. Develop a searchable database to index the local history collection
3. Survey collection by 2019 to identify preservation needs
4. Locate funding to purchase archival supplies to better preserve important materials in local history collection
5. Seek grant funding and alternative funding sources to supplement budget for purchase of local history resources
6. Seek cooperation with local schools and historic preservation groups to expand and utilize collection
7. Investigate digitization of collection

## **GOAL: Improve access to technology and promote digital literacy**

- **Objective: Maintain library technology plan and update every 2 years**
- **Objective: Upgrade technology on a rotating basis annually**

*Strategies for Implementation:*

1. Develop a schedule of computer maintenance/upgrade.
2. Explore additional funding for new technology including grants, and work to increase the budget line to ensure adequate funds for an equipment replacement schedule

- **Objective: Develop Digital Literacy initiative for all ages**

*Strategies for Implementation:*

1. Initiate monthly computer instruction classes. Investigate computer instruction for children including home schooled children
2. Promote digital literacy for non-library users through newspapers, social media, and outreach to community centers including schools and elderly housing

- **Objective: Increase Computer and Wireless Access**

*Strategies for Implementation:*

1. Explore possibility of allowing borrowing of laptop computers for use in the library
2. Acquire and promote assistive technology
3. Publicize wireless services

## **GOAL: Increase library use by Burrillville residents**

- **Objective: Increase library use by senior citizens**

*Strategies for Implementation:*

1. Increase programming specifically for seniors.
2. Advertise all adult programming at area elderly apartments and nursing facilities
3. Provide programming to area senior centers and nursing homes including crafts, and intergenerational pen pal and story time programs

- **Objective: Promote library access for patrons with special needs**

*Strategies for Implementation:*

1. Research available assistive devices to facilitate collection and program access including vision enhancement equipment
2. Promote use of personal amplifiers
3. Promote and maintain walkers available to patrons at key service areas
4. Develop inclusive story time programs
5. Work to obtain grants for training on serving patrons with special needs



JESSE M. SMITH MEMORIAL LIBRARY  
LONG-RANGE PLAN 2018-2023

6. Provide delivery services on a biweekly basis to homebound patrons

- **Objective: Increase public awareness of library and library services**

*Strategies for Implementation:*

1. Develop a welcome packet for new patrons
2. Coordinate with other town and community groups to maximize attendance at, publicity for, and coverage of local community events
3. Keep public informed about new and existing library services
4. Update and promote social media presence
5. Continue to publish and email monthly newsletter. Expand email list through promotion
6. Maintain informational kiosks throughout library including electronic kiosks
7. Maintain and update library website
8. Increase newspaper publicity by issuing press releases for all programs and activities
9. Merchandize collection through rotating book displays and brochures
10. Investigate “branding” options to make all publicity uniform including social media, web site, newsletters, etc.

- **Objective: Increase cooperation with local school media specialists and teachers to bring students into the library**

*Strategies for Implementation:*

1. Continue tours for kindergarten and first grade classes
2. Developing programs for Steere Farm, Callahan, Middle School and High School – local history resources, history day help, artist series, murals
3. Work with school librarians to integrate summer reading programs

- **Objective: Expand children’s programming**

*Strategies for Implementation:*

1. Continue storytimes from birth to preschool
2. Continue summer reading programs for school age and preschool children

JESSE M. SMITH MEMORIAL LIBRARY  
LONG-RANGE PLAN 2018-2023

3. Continue to offer a pre-teen book club, Lego club and Pokemon Club
  4. Develop parenting programs at least once a year
  5. Develop early childhood literacy programs
- **Objective: Expand adult programming**  
*Strategies for Implementation:*
    1. Expand existing Adult Summer Reading Program. Obtain grants to fund programs
    2. Continue to offer book discussion group. Encourage the development of new book discussion groups
    3. Offer public training sessions in OSL catalogue searching, Internet searching, e-Readers and general computer use
    4. Offer local history and genealogy research seminars at least annually
    5. Work with local groups and business to develop programs
  
  - **Objective: Expand YA programming**  
*Strategies for Implementation:*
    1. Add line item in annual budget for Young Adult programming
    2. Begin feasibility study to locate dedicated area for teen services. Investigate roof addition and other options
  
  - **Objective: Expand community programming**  
*Strategies for Implementation:*
    1. Commit to library participation at all large community events such as Family Fair, Celebrate Burrillville Day, Green Festival, Santa at Stillwater and any events held at the Stillwater Mill Center
    2. Continue to offer children's storytimes at the Burrillville Farmer's Market
    3. Continue intergenerational programming to area nursing homes

**GOAL: Staff Development**

- **Objective: Provide continuing education and in-house training opportunities for all staff members**  
*Strategies for Implementation:*

JESSE M. SMITH MEMORIAL LIBRARY  
LONG-RANGE PLAN 2018-2023

1. Encourage attendance at library conferences and professional meetings
2. Allow staff to attend Ocean State Libraries and OLIS training
3. Provide in house training as needed

▪ **Objective: Increase staff cooperation**

*Strategies for Implementation:*

1. Hold monthly department head meetings
2. Cross train staff to assist other departments during staffing crises

▪ **Objective: Keep staff informed**

*Strategies for Implementation:*

1. Hold staff development days annually
2. Hold monthly department meetings
3. Expand staff opportunities for continuing education
4. Increase staff attendance at conferences

**GOAL: Increase private, corporate and grant support**

▪ **Objective:** Explore support from local businesses

▪ **Objective:** Explore grant options

*Strategies for Implementation:*

1. Investigate grant options to fund services or to improve building.
2. Have administration and departments heads develop priority lists for grant requests

▪ **Objective:** Encourage charitable contributions by individuals

*Strategies for Implementation*

1. Explore the option for a campaign to encourage contributions through estate planning and bequests