

**Whitman Public Library  
Long Range Plan  
July 2013—June 2018**

**Submitted by the Board of Library Trustees  
Elaine Melisi, Chair, and  
Jessi Finnie, Library Director**

**September 24, 2012**

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### **Approval of the Board of Library Trustees:**

The Whitman Public Library Board of Trustees approved the Long Range Plan for 2013-2018 at their September 11, 2012, meeting by unanimous vote.

## ACKNOWLEDGEMENTS

This plan would not exist without the generous time and insight contributed by:

### Trustees

Elaine M. Melisi, Chair  
Susan J. Durand, Vice Chair  
Jean Conditto  
Michael Ganshirt  
Janice Guillemette  
Tina Torello

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### Community Planning Committee

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Jackie Ferguson, Local Business Owner  
Tom Ford, Public Safety, Fire  
Kevin Harrington, Public Safety, Police  
Alex Hochstrasser, Teen Representative  
Marcia Holmes, Head Start/Self-Help Inc. Teacher  
Lauren Kelley, Parish Council Member & Local School Teacher  
Bonnie MacLeod, Senior Library User  
Pat Muldoon, Food Pantry Representative  
Deb Peterson, Whitman Mothers Club  
Samantha Soucy, Staff Representative  
Robert Sutherland, Dollars for Scholars  
Tina Torello, Trustee Representative

The Library is also indebted to the help of other key members of the Massachusetts Library community:

Mary King, Massachusetts Library System  
Abington Public Library

## **INTRODUCTION**

Presented here is the Whitman Public Library's Long Range Plan: FY14-18. It is the product of a lengthy planning process undertaken to identify and develop a focus of goals for the Whitman Public Library over the next five years. Trustees and staff officially undertook the project in February 2012, and with the help of the community, the Long Range Plan was completed in September 2012. The Methodology outlines the timeline and actions taken to complete the plan.

The plan consists of three main sections. The first consists of an Assessment of User Needs, which provides background on the community and the library, and its direction for the future. The middle section and bulk of the plan describes the chosen Service Responses. These include goals, objectives, and activities. Goals are broad-reaching aspirations, objectives are concrete examples of how a goal is embodied, and activities delineate concrete actions that will be undertaken to ensure the Service Response is realized. The final section is an appendix with data from the last six years at the library, Town of Whitman 2010 census, and some of the results of the Long Range Planning survey.

In addition to these three sections, there is a revised Mission Statement. The decision was made to account for the virtual space occupied by and expected of the Library. This Mission Statement concisely and explicitly defines Whitman Public Library's goals and actions, and will serve as a sound bite that summarizes the Library's *raison d'être*.

## **MISSION STATEMENT**

The Whitman Public Library seeks to be at the heart of its community by providing all residents with a wide array of popular and educational materials in both its physical and virtual spaces. The library also aims to deliver the resources and services to patrons which facilitate personal and intellectual growth.

## METHODOLOGY

The Whitman Public Library's Long Range Plan for Fiscal Years 2014-18 represents the cumulative work of over a year of planning, data gathering, and community input. The Library Director, Board of Trustees, Library Staff, and a Community Planning Committee were heavily involved in the process.

Sandra Nelson's *Strategic Planning for Results* was used as a guideline and a touchstone for this process, as well as various in-person and online training opportunities provided by the Massachusetts Library System.

Beginning in FY11, the library started to lay out a timeline for planning. The first step was to seek approval from the Library Trustees, which was granted at the monthly Trustees Meeting on March 8, 2011. Due to staff shortages and medical leave absences, the planning process was delayed until February 2012, when the process was begun again in earnest. At this time, a Trustee Representative was selected to serve on the Community Planning Committee and all Trustees were asked for other suggestions for committee members. The Library Director and Assistant Director began recruiting other members of the Community Planning Committee, resulting in a group of fourteen members (not including the Director) with the Assistant Director also serving as a Library Staff Representative. A full list of Planning Committee members can be found on the Acknowledgements page, but every effort was made to include representatives from a variety of backgrounds, community groups, and age brackets.

Once the Planning Committee was formed, an initial meeting was held in April 2012. This meeting focused on three key components: providing the Planning Committee with a community report led by the Assistant Director; providing an overview of the library and its last five years by the Director; and holding an exercise to examine the library's "Strengths, Opportunities, Aspirations, and Results", led by a facilitator from the Massachusetts Library System. After this meeting, library staff and trustees were led through the same presentations and exercises. All results were recorded and shared between groups.

A second Planning Committee meeting was held in May 2012. This meeting focused on examining the potential library service responses and possible activities that could fall under those responses. The process began with voting, and the service responses receiving the most votes were discussed in detail, with potential activities also suggested. Again, this same exercise was done with both library staff and trustees, with responses shared between groups.

In addition to relying on the input of the Planning Committee, trustees, and staff, the library also released a survey both online and in print. Several distribution methods were used to ensure the best response possible: a survey was mailed out to all Whitman residents who received water bills in May; at the same time, the survey

was included as an insert in the local newspaper, the *Whitman-Hanson Express*. Additionally, the survey was made available online through SurveyMonkey and posted on the library's Web site, through social media outlets, and sent out as an email to all Whitman patrons with an email address registered via the library's network. Nearly 700 responses were collected and analyzed.

Based on the feedback from all of these groups and individuals, the top five Library Service Responses were chosen. The Director and Assistant Director then fleshed out the goals, objectives, activities, and projected timeline for the Long Range Plan.

A finalized plan was submitted to and approved by the Trustees on September 11, 2012.

## **ASSESSMENT OF USER NEEDS**

### **COMMUNITY SNAPSHOT**

Whitman, Massachusetts, population 14,489 (according to 2010 census data) was incorporated in 1875. The town retains much of its traditional ideals and historic charm, while bustling with new business and activity. Residents take pride in their local history, as evidenced by recent restorations to a former shoe factory in the heart of downtown, renovations to the more than 100-year-old town hall, and the care taken with the local historic park, designed by the famous landscape architect, Frederick Law Olmstead. Whitman is the birthplace of the chocolate chip cookie, which was first baked at the Toll House Inn in the 1930s by Ruth Graves Wakefield. Although the Inn was destroyed by fire in 1984, it remains a part of the town's identity. Whitman also has a long history in manufacturing and agriculture, though these occupations have largely been replaced. Approximately 83% of residents commute to work, with a mean travel time of 32.5 minutes. A large percentage of Whitman's population works in educational services, health care, and social assistance—21.5%—with the rest spread between construction, retail, professional, management, and scientific services.

The commuter rail has a stop in Whitman, and its location 20 miles south of Boston makes it a very desirable place to live. The median household income in 2010 crested \$75,000, and though this is considerably higher than the \$55,000 from 2000, when the figures are adjusted for inflation the change is not significant. Less than 6% of families are below poverty level. Although the town is still largely homogenous (96.4% Caucasian) it is becoming more diverse. The African-American population increased by 222% from 2000 to 2010, and Asian and Hispanic populations are also rising. The age of Whitman's population is evenly distributed—each decade from under nine to 59 hovers around 1,500 persons—with the exception of a larger group of 40 to 49 year olds. The median age was 38.2 (2010 Census data), slightly older than the national median age of 36.8. Unemployment was at 7%, higher than the state average of 6.4%, in March 2012. High school

graduates comprise the largest percent of the population's educational attainment, at 39.5%. This is followed by 21.6% with some college, 16.2% with a bachelor's degree, 10.3% with an associate's degree, 6% with a graduate degree, and 6.3% with no high school diploma.

Approximately 56% of eligible residents hold library cards, and in FY11 around 86,000 visitors passed through the doors. Circulation in the same year totaled nearly 90,000, with a continuing rise in the use of e-books and library museum passes. Circulation continues to rise year after year, nearly 20% in the past five years. (Please see the Appendices for charts and graphs that illustrate both town and library data.)

## **HISTORY OF THE WHITMAN PUBLIC LIBRARY**

In 1879, a group of citizens in Whitman, then known as South Abington, lobbied to establish a free public library for the town. At Town Meeting that year, voters approved an appropriation of \$500 to establish the library and appointed five citizens to spearhead the project.

The first Whitman Public Library consisted of a room in the Village Hall housing 1400 donated books. By 1882 a salaried position of \$1000 was created for the town's first librarian, William Vining. By 1886, a new reading room was opened with tables and chairs, and the library collection was enhanced with magazines, newspapers and reference books. In 1908, the library moved into the newly built Town Hall, where it would remain for nearly 75 years.

In 1930, Miss Mary Ella Pierce left a sum of \$5000 to the library, with an additional bequest of \$32,500 given to the library upon the death of her niece. Miss Pierce also donated a bookcase and over 200 volumes. Her generosity allowed the library to flourish during the 1940s and 50s, as the collection continued to grow and circulation figures increased steadily. A Children's Room and the Mattie Jenkins Genealogical Room were created from space upstairs in Town Hall during this time.

In 1982, faced with the prospect that the library would soon outgrow its space, the Board of Library Trustees proposed a new building for the library. A community needs survey, completed in November 1983, indicated the citizens of Whitman overwhelmingly endorsed the idea; by 1988, the new library was constructed and opened on the site of the former Dyer School.

The library has adapted to changing information needs through the addition of technology and service enhancements made possible through a number of trust funds and endowments. These gifts include a trust fund of over \$300,000 from Carleton P. and Lillian F. Burrill; \$9000 from the Poole Family; and donations from other generous individuals.

In recent years, the library has begun to make significant updates and changes to its physical building, including developing some of its outdoor space and implementing much-needed building improvements such as new sidewalks, exterior painting, and a lighting overhaul.

## **LIBRARY ASSESSMENT**

When choosing the library's service responses, a number of things became clear. First, the library was seen not just as a repository for books, but a place where patrons can come to talk to neighbors, see friends, and gather as a community. In that vein, it was important to create a usable and patron-friendly physical space.

The library's current building was opened in 1989, and in 2004 an interior renovation was done that included new carpeting and paint. In the years that followed, the library suffered numerous building issues. In 2010, the Director began to take the steps necessary to call attention to those major and minor building issues that were areas of concern. Working with the Library Trustees, the Capital Improvement Advisory Committee, the Town Administrator, Building Commissioner, and the Finance Committee, the library is proud to have made a number of significant changes to the interior and exterior of the building.

In October 2011, the library's aging asphalt sidewalks, front walkway, and bike pad were replaced with long-wearing concrete by the town's Department of Public Works. At that same time, the front walkway was landscaped, bringing a welcoming atmosphere to the library entrance. Just a few months later, the library's interior lighting was upgraded. Thanks to a project coordinated by the Town's Building Commissioner with National Grid/Northern Energy Services, the library's lights were retrofitted and replaced with brighter, more energy-efficient ones. This was a great success for the library, since the dim lighting had been a source of patron complaints for many years. In August 2012, the library's parking lot was seal coated and more accessible handicap parking was added; then, in September 2012, the library received new exterior paint and repairs to damaged woodwork. In addition to these many repairs and upgrades, the library will also be replacing its 20-year-old book drop with a new one in FY13.

While these improvements have greatly added to the library's aesthetic appeal, there is still much work to be done. The interior paint job has suffered damage from leaks and other issues in recent years, and at this time these areas have been patched, but not painted. The library will also continue to work on its signage, including adding updated and detailed signage in the non-fiction section to make the collection easier to browse.

In addition to these smaller goals, the library will begin the work on creating a usable outdoor space for patrons to work, study, and play on the library's grounds.

These projects, along with the already-completed improvements of recent years, will continue to make the library a “**comfortable place**” to visit for patrons of all ages.

Children received special attention from the survey respondents and planning committee, who indicated that establishing pre and early literacy skills and supporting students in school should be a primary focus of the library in the next five years.

Because of the open floor plan of the library, where noise travels very easily, the library has long needed a separate play/interactive space for small children. That work has been discussed at length with town boards and officials, and at this time the project has been slated for FY14. The long range plan illustrates just how important this project is: one of our chosen service responses is to “**create young readers,**” which can often mean learning through interaction and play. Creating an enclosed play space will also aid in meeting the library’s service response to help children “**succeed in school,**” since school-aged children often need a quiet space to study and read.

The planning committee and survey respondents felt that the library should ensure that residents can “**connect to the online world**” by having free computers and high-speed Internet access, while also creating a strong virtual presence with its web site and social media activities.

In the past five years, the library has made great strides in its technology planning. The libraries’ patron computers were replaced in FY10, as well as its time management and printing system. These changes have given staff greater oversight of library computer use, while automating the ways computers are reserved and documents are printed. Additionally, a new wireless router was purchased in FY11 that greatly extended the wireless signal for patron use and allowed an open system that is not password protected (and therefore much easier for patrons to use). The library also purchased a WiFi extender for its Community Room, which aids community groups and non-profits with any presentations that are made in this space. While all of this has been beneficial, the rapid pace of technological changes necessitates that the library continue to work to improve its setup. Library patrons and community users also feel that this is an important goal, and the long range plan clearly outlines the ways that the library will continue to upgrade its technology resources and equipment.

The library has also sought to improve its virtual presence with the creation of a new web site in FY11. This site was designed to be a user-friendly discovery platform for library services, materials, and programs. In that vein, a direct search box to the network’s catalog was placed in the header bar on each page, as well as a 5-day preview of upcoming library events that links directly to the library’s full calendar. Changes were also made to meet the needs of modern-day patrons, such as adding links to the library’s social networking sites, quick links to relevant

databases, and the addition of a “staff picks” and “staff blog” page. These features greatly enhance the web site for the thousands of patrons who visit each month. Continuing to regularly update the library’s web site and social media presence will directly contribute to both the service response to “**visit a comfortable place**” (on the virtual side) and “**connect to the online world.**”

Additionally, our Community Planning Committee saw the library’s existing programming as both a strength and an asset, and something that should be built upon. Our survey responses indicated that additional programming for all ages was in demand. Community responses both from the survey and the Planning Committee specifically requested more cultural programming, such as those focused on authors, art, music, and poetry.

A significant change that has contributed to the library’s programming success in the years leading up to this long range plan has been the addition of an Adult Services Librarian/Assistant Director. The creation of this position has allowed for an increase in library programming and services offered to adults. This has also allowed the library to compete for and obtain two Library Service and Technology Access grants from the Massachusetts Board of Library Commissioners. Without this position in place, it would have been impossible to dedicate the time and resources necessary for these projects.

Prior to the creation of this position, the only programming offered to adults was hosted by the Library Friends. Now, the library hosts up to 40 adult programs per year, with as many as 1,000 participants. During the long range planning process, the library found that the public desired more author talks, craft classes, and other cultural programming. These programs will help the library meet the service response to “**stimulate imagination.**”

It should be noted that while the Friends no longer directly create programming, they are the sole funding source for library programming outside of grants. Their year-round fundraising efforts allow the library to create exciting programming for all ages, and without them the library’s efforts would be greatly reduced if not all together diminished.

## LIBRARY SERVICE RESPONSES

FY14 Action Items (called “Activities”) *are bolded and italicized* below. Please note that some activities continue from year-to-year of the plan.

### **Service Response:**

#### **Visit a Comfortable Place: Physical and Virtual Spaces**

*Residents will have safe and welcoming physical places to meet and interact with others or to sit quietly and read and will have open and accessible virtual spaces that support networking.*

**Goal:** To provide both quiet and interactive spaces for patrons of all ages.

#### **Objectives**

A. Offer a place for young children to explore and enjoy the library while still providing a quiet space for adults and school-aged patrons.

#### **Activities**

- A. Enclose a portion of the children’s area as an interactive play and learning space to be enjoyed by children with a caregiver.
- B. After the partition is built, offer quiet reading hours as needed by the community.

**Goal:** Create an outdoor space for reading and interacting.

#### **Objectives**

A. Utilize existing lawn space to create a comfortable and friendly space for patrons to read, study, and interact.

#### **Activities**

- A. Create a policy that will define how the library’s outdoor space can and will be used.***
- B. Hire or seek the services of a landscaper to develop a plan for a small and easily managed lawn space on the existing library grounds.
- C. Purchase durable outdoor furniture, including benches for reading and tables for study.
- D. Work with the Town of Whitman’s Technology Department to ensure that the library’s WiFi extends to its outdoor space.

**Goal:** The library will have reliable access to a user-friendly web site and updated information about the library and community.

#### **Objectives**

- A. Develop a more robust and engaging web site.
- B. Develop the Community Resources section of the library’s web site with information about community organizations, schools, important links, and other relevant information as needed.

#### **Activities**

- A. Create and follow a web site updating policy to specifically include frequency of updating and defined responsibilities.***
- B. Ensure all library events are highlighted on the site in a timely manner.***

- C. Continually update learning resources and links to state-subsidized and locally funded databases and learning tools.*
- D. Maintain a robust page of community resources, including links to local news outlets, town resources, school information, and other relevant community groups.*

**Service Response:**

**Stimulate Imagination: Reading, Viewing & Listening for Pleasure**

*Residents who want materials to enhance their leisure time will find what they want when and where they want them and will have the help they need to make choices from among the options.*

**Goal:** Foster a love of reading through library programming and outreach.

**Objectives**

- A. Boost community togetherness as a result of library outreach and programs— a sense of “bonding over books”.
- B. Provide patrons with increased opportunities to interact with others about books and media.
- C. Introduce and champion the pleasures and literary values of experiencing poetry.

**Activities:**

- A. Hold “One Book, One Town” programs at least once every three years.
- B. Provide a summer reading program for children, teens, and adults.***
- C. Hold an annual poetry writing contest and award prizes for children, teens, and adults.***
- D. Host in-library book groups for a variety of reader interests.***
- E. Outreach to local seniors by hosting a regular book group at the Whitman Council on Aging.***

**Goal:**

Foster lifelong learning and a love of reading by providing the community with a variety of leisure materials in all genres and popular formats, adding to and modifying the library’s collection development policies as necessary.

**Objectives**

- A. Help adults overcome boundaries that prevent them from reading.
- B. All Librarians will be equipped with readers’ advisory knowledge and resources.

**Activities**

- A. Help adults get information about learning to read for the first time by maintaining a list of local reading specialists and purchasing resources to aid beginning adult readers.***
- B. Expand the large print section as warranted by circulation statistics.
- C. Investigate the purchase of adaptive technology devices, such as those that magnify screens for use by patrons with low vision.
- D. Provide readers advisory online, at the circulation desk, and at community events outside the walls of the library building.***

- E. Maintain a current Staff Picks section to recommend books to patrons.***
- F. Create displays that highlight the collection and help readers discover new books and authors.***

**Goal:** Foster a love of art in the community and create a forum for local artists to share their works.

**Objectives**

- A. Design an art center within the library that will highlight the works of local and regional artists.
- B. Establish the Library as a cultural center within the community.

**Activities**

- A. Formulate a plan to assess space needs and associated costs, and create a timeline for the creation of an art space within the library.***
- B. Develop a policy that will address how and by whom the art space can be used.***
- C. Purchase materials (stands or display cases) that will house a small art display within the main body of the library.***
- D. Invite local artists to submit work for small art shows that will rotate out every 2-3 months.
- E. Host open houses to introduce new art exhibits.
- F. Promote the space through local media outlets and the library's own marketing forums.

**Goal:** Foster a love of music in the community through collection development and programming.

**Objectives**

- A. Expand the library's current music offerings.
- B. Offer more music-related programming.

**Activities**

- A. Expand the library's current music collection by adding more CDs to the existing collection.***
- B. Purchase more DVDs that feature music or documentaries that focus on music.***
- C. Explore options for digital downloads/streaming music.
- D. Create a "listening space" within the library for patrons to try new music before they borrow.
- E. Host a yearly "multimedia swap day" where patrons can swap CDs, DVDs, games, and records from their own personal collections.***
- F. Host at least one musical program a year.***

**Service Response:**

**Succeed in School: Homework Help**

*Students will have the resources they need to succeed in school.*

**Goal:** Develop and maintain a physical presence of the library in town schools.

**Objectives**

A. Coordinate with school librarians and teachers to identify materials that support the curriculum.

B. Promote and develop the library's summer reading program in conjunction with teachers and school librarians.

**Activities**

A. Get copies of textbooks to keep on reserve for in-library use.

***B. Provide links to school resources and projects on the library web site.***

***C. Youth Services Librarian will make regular school visits.***

D. Class visits to the library will be encouraged and facilitated by the Youth Services Librarian.

**Goal:** Create a strong relationship between the town library and the WHRSD school system.

**Objectives**

A. Library staff and administration will coordinate with school departments to stay informed of curricula, syllabi, and major projects requiring library research.

**Activities**

A. Library director will attend school board meetings at least 2 times per year.

***B. Youth Services Librarian will make his/herself available to WHRSD teachers and to the Summer Reading Selection Committees.***

C. The Library will inform school about new materials pertinent to the students' and teachers' studies and interests.

**Goal:** The Library will assess and provide for school information needs.

**Objectives**

A. Publicize library owned databases and staff expertise as patrons seek project research and study materials.

B. The collection development policies will account for flexibility to add materials to support ongoing school projects.

**Activities**

A. Offer training in locating and evaluating online resources and library databases.

B. Provide instruction in how to perform basic and advanced searches in the Library's online catalog.

***C. Collections that coincide with the core curriculum will be strengthened.***

***D. The test preparation collection will be strengthened, including guides for the state MCAS.***

## **Service Response:**

### **Connect to the Online World: Public Internet Access**

*Residents will have high-speed access to the digital world with no unnecessary restrictions or fees to ensure that everyone can take advantage of the ever-growing resources and services available through the Internet.*

**Goal:** The library will have the technology in place to meet the needs of modern-day patrons.

#### **Objectives**

- A. The library will replace aging hardware and software.
- B. The library will work with the Whitman Technology Director to create a Technology Plan and an equipment replacement schedule to keep up-to-date with changes in technology.

#### **Activities**

- A. Install a new firewall that will allow for better protection against harmful viruses and lessens the maintenance needs of local hardware.***
- B. Install a new server that will allow the library to be connected to the Town of Whitman's online resources and file sharing.
- C. Upgrade the library's outdated operating systems and office suites.
- D. Purchase a scanner for both staff and patron use.
- E. The library in conjunction with the Town Technology Department will explore replacing aging circulation, staff, and patron computers with virtual desktop/thin client solutions.

**Goal:** Library patrons will have the resources they need to connect and interact in an online world.

#### **Objectives**

- A. The library will provide free and dependable internet access to its patrons through public work stations.
- B. The library will provide free and dependable internet access to its patrons through the wireless network.
- C. The library will meet the needs of its virtual patrons by providing adequate access to an ebook lending service.

#### **Activities**

- A. Work with service provider to ensure that the library's internet connection speed is optimal.
- B. Purchase a system that will allow tracking of wireless use, and also ensure that wireless users agree to the library's Computer Use Policy.***
- C. Investigate a printing system for wireless network users.
- D. Collection Development staff will regularly evaluate the various and emerging ebook lending services.***

**Goal:** Patrons will have reliable technological tools, resources, and services to perform work, stay connected with others, get the information they need and perform the tasks they must for school and work.

Objectives

- A. Offer technological devices and tools that patrons may want or need.
- B. Provide online resources such as databases and online learning tools.
- C. Maintain a robust Web site that meets patrons' informational needs.

Activities

- A. Make headphones available for purchase so that patrons can participate in online learning opportunities while still providing a quiet space for others.
- B. Make USB or some other storage device available for purchase so that patrons can save work in the library.
- C. Loan ebook readers and hold regular training courses for use of these devices with free downloadable library resources.**
- D. Highlight the state's selection of databases on the library's Web site.**
- E. Purchase additional databases and online learning tools where appropriate.**
- F. Offer patrons courses in computer and Internet basics.

**Service Response:**

**Create Young Readers: Early Literacy**

*Children from birth to age five will have programs and services designed to ensure that they will enter school ready to learn to read, write, and listen.*

**Goal:** The Library will work to promote pre and early literacy awareness inside and outside the walls of the library.

Objectives

- A. The library will have resources available to parents and caregivers that promote pre and early literacy.
- B. The library will have programming available to parents and caregivers that promote pre and early literacy.

Activities

- A. Purchase materials that facilitate pre and early literacy skills.**
- B. Purchase educational toys that promote motor development and coordination.**
- C. Hold storytimes for all pre and early literacy stages, including programs for babies, toddlers, and preschoolers.**
- D. Create a "Books for Babies" program. The library will reach out to local healthcare providers and ask them to give out "Welcome to the Library" informational cards that will allow parents to stop in and get a free "introduction to early literacy" kit at the library.
- E. Create pathfinders and suggested reading lists that aid parents in promoting pre and early literacy skills.**

***F. Make regular visits to day care centers to present story times and other interactive experiences. Day care centers will receive information about library materials and programming.***

**Goal:** The library will promote pre and early literacy in an online learning environment.

**Objectives**

A. The library will use online learning tools to promote pre and early literacy skills.

**Activities**

***A. Maintain a subscription to an interactive story book service such as Tumblebooks.***

***B. Promote and maintain a literacy station, which offers educational games and interactive word play for the development of literacy skills.***

***C. Publish suggested reading lists and pathfinders on the library's Youth Services Web page.***

**Goal:** The library will provide tools and demonstrate techniques to help caregivers foster literacy and development of children.

**Objectives**

A. The Library will empower parents and caregivers with appropriate tools and skills that aid in their child's reading and language development.

**Activities**

***A. Encourage attendance at baby, toddler, and preschool storytime.***

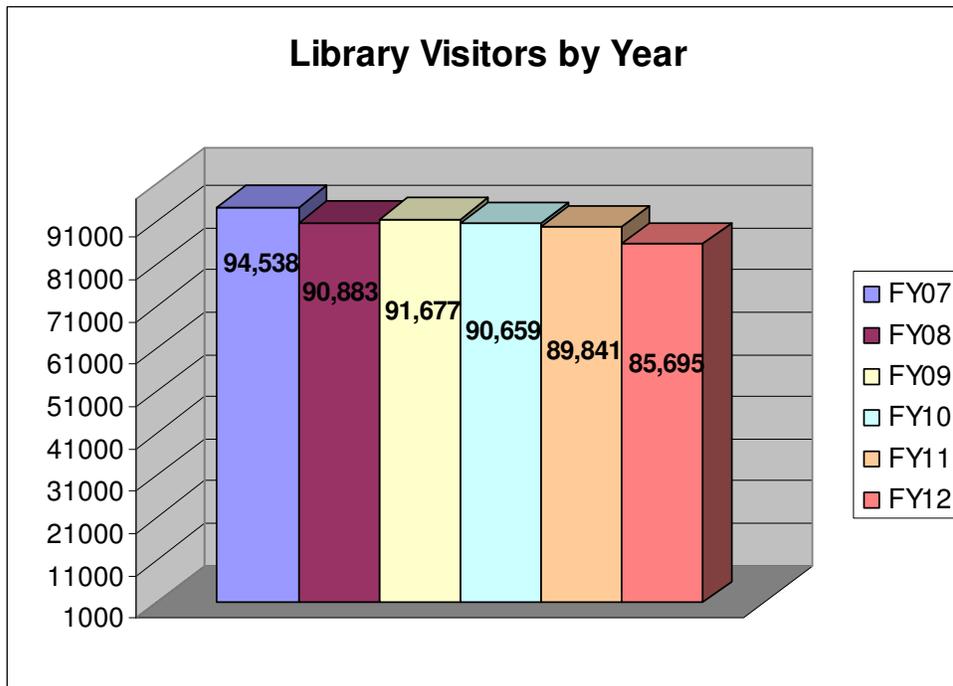
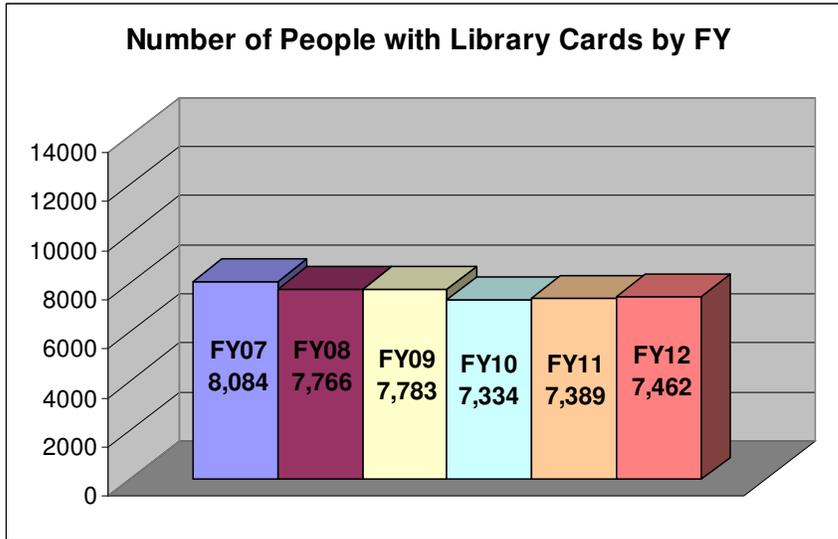
***B. The Youth Services Librarian will demonstrate techniques (such as finger plays, rhymes, and games) during story times that parents can later use at home.***

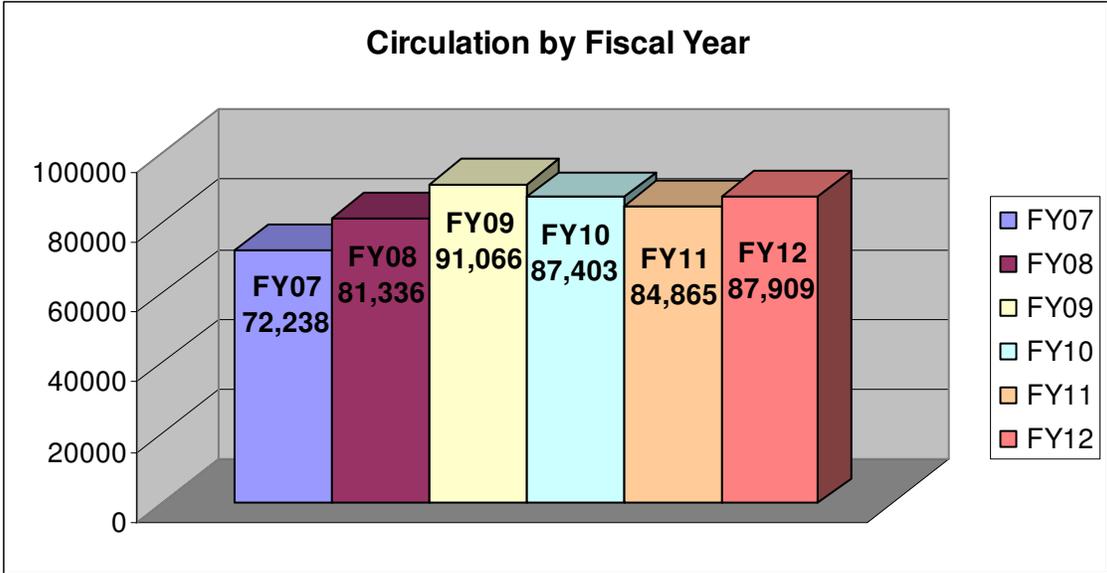
***C. The Youth Services Librarian will provide take-home handouts for parents to practice literacy development at home.***

***D. The Youth Services Librarian will encourage parents to provide books for their young children and to make reading fun. S/he will demonstrate that children who are exposed to books and reading early are able to develop literacy skills earlier and more quickly***

## APPENDICES

Please see below for graphs relating to library data from the last six years:



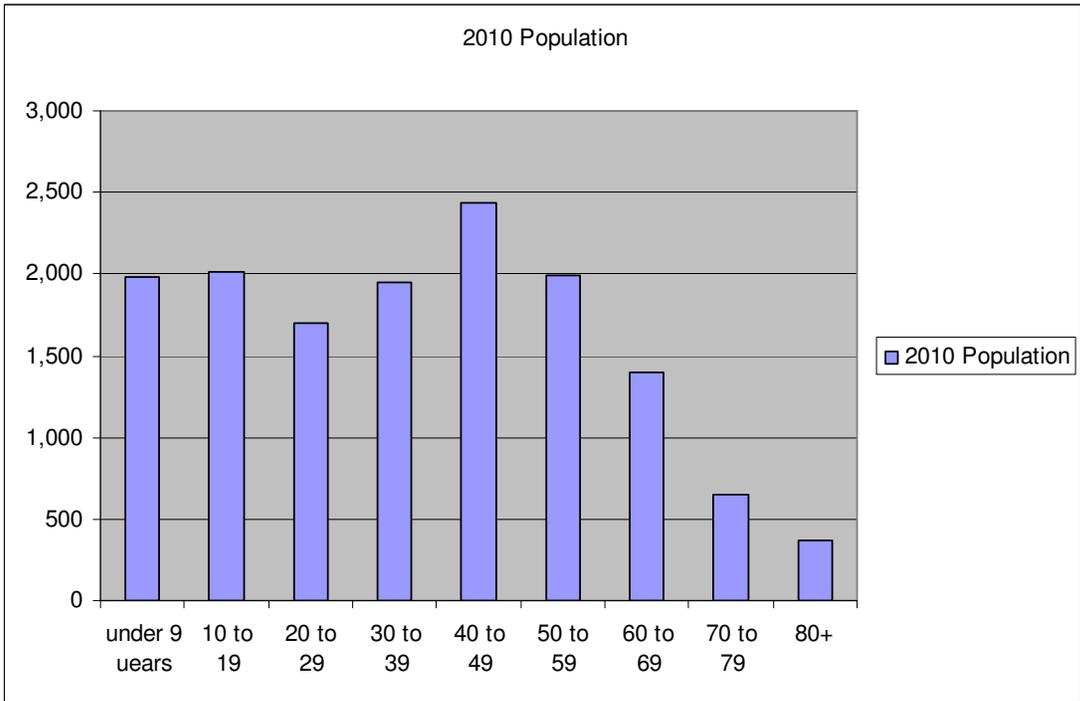


Please see below for charts and graphs related to Town of Whitman demographic data:

### Total Population

2000: 13,882

2010: 14,489

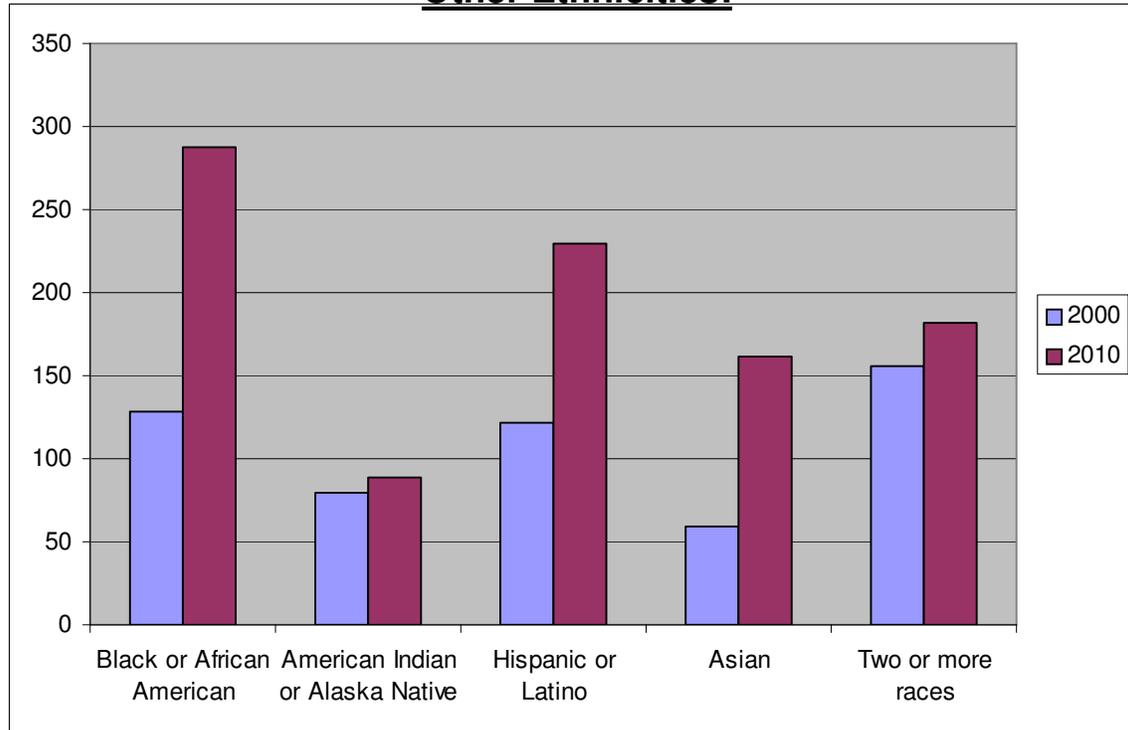


### Caucasian population

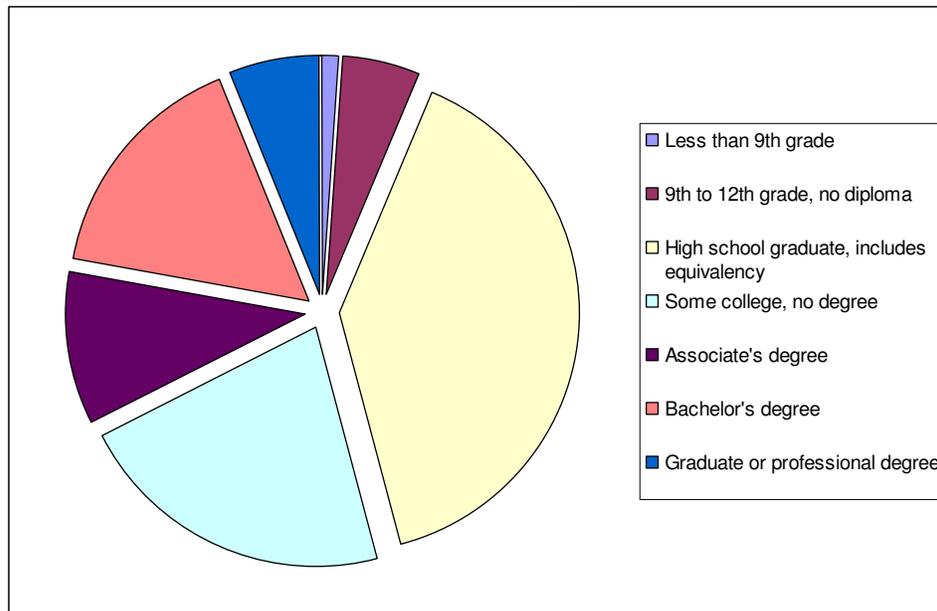
2000: 13,487

2010: 13,968

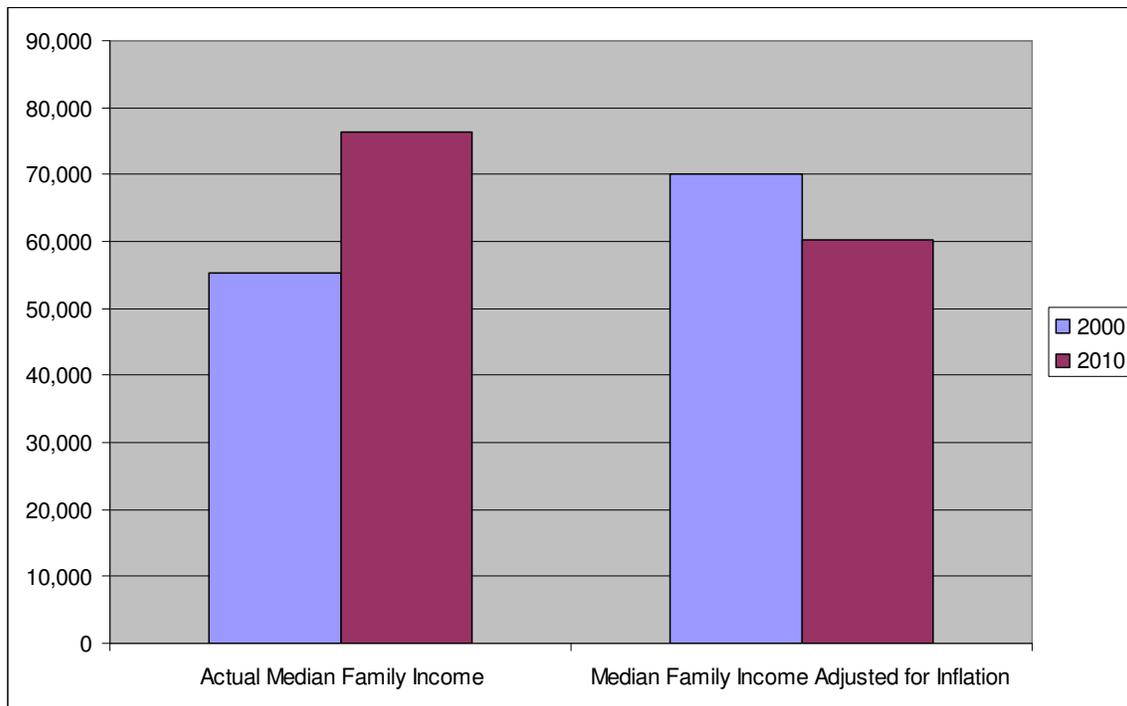
### Other Ethnicities:



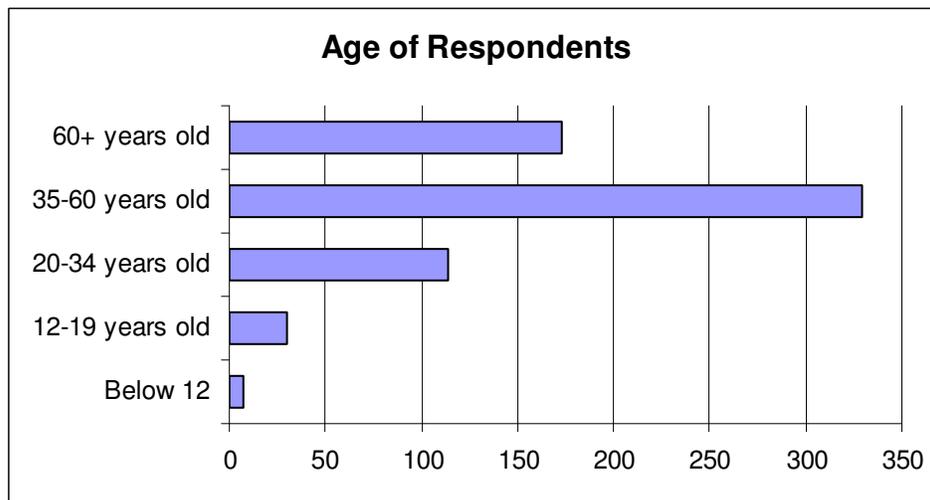
### Highest Educational Attainment:



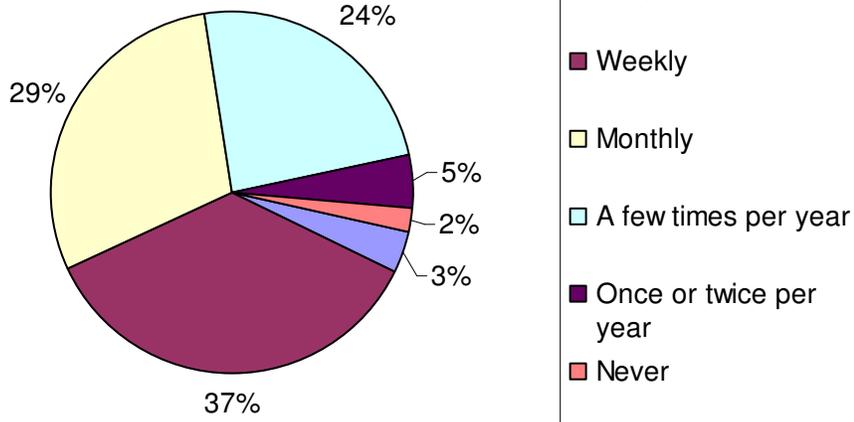
## **Median Family Income, 2000 & 2010:**



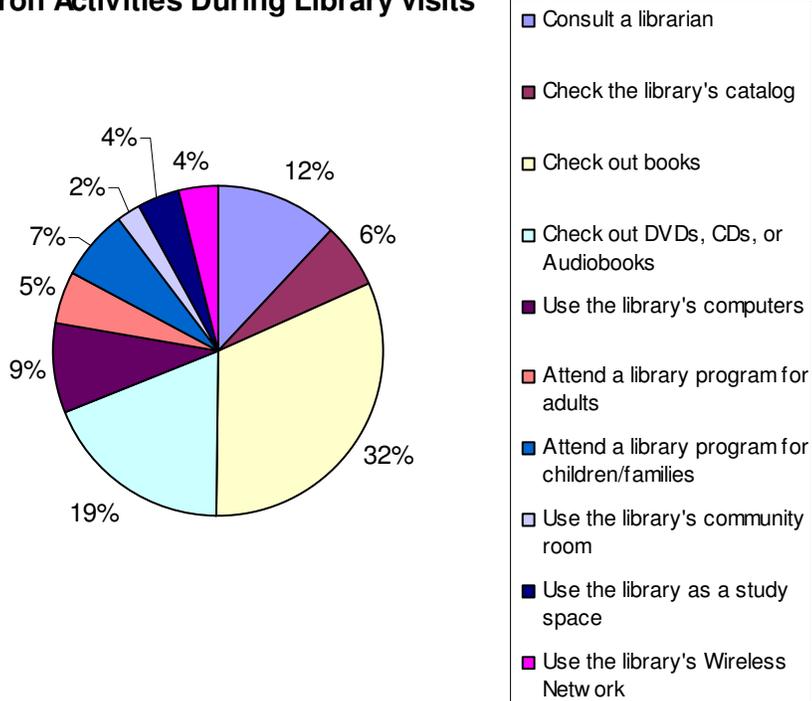
**Please see below for data from the Long Range Planning Survey (approximately 700 total respondents):**



### Visits by Frequency



### Patron Activities During Library Visits



<b>Service Response (Survey Respondents chose top 5)</b>	<b># of Respondents</b>
provide safe and welcoming physical space to read, work, and interact	406
foster a love for information, reading, writing and viewing	379
have the resources students ages 5-17 need to succeed in school	285
have reliable access to high speed Internet and wireless services	274
provide services for babies and young children so they will be prepared to enter school	215
help people learn how to find reliable information online to resolve a question	184
provide residents with a place to create and share ideas (writing, performances, and visual arts)	182
Have information for patrons to participate in local, national and world affairs.	168
provide resources to connect to people with family and town history	164
promote cultural awareness by providing resources and programs	154
provide support to adults to meet responsibilities as parents, citizens, and workers	141
have access to resources to develop and maintain professional work	131
have information to identify risks, benefits, and alternatives before making major decisions	119