
Williamsburg Libraries Strategic Plan

2023-2027



Meekins and Haydenville Libraries
Williamsburg, Massachusetts

Acknowledgements

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**Plan approved by the Board of Library Trustees
November 21, 2022**

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Mission Statement

The Meekins Library, flagship of the Williamsburg Libraries, is the public learning center of our community and the place people turn to for information, entertainment, inspiration, and connection. Community needs drive our services and we take a personal interest in ensuring they are met in a welcoming and responsive manner grounded in inclusion, equity, and respect. Meekins also serves as the elementary school library, nurturing in young people the joy of reading, the development of critical research skills, and appreciation for the value of libraries.

Our Values

The Williamsburg Libraries are a cherished institution in our town, and this is due, in large part, to the values that shape and guide us. We recognize the importance of using a set of values to shape the library's future as well as to inspire our shared dedication to the institution. At this time, we find the following ten values to be of central importance.

Learning — We value being a center and resource for learning for people of all ages and abilities.

Staff Development — We value nurturing the skills and talents of staff and volunteers because they shape the library and the community's experience of it every day.

Access — We value full and equal access to library buildings, services, programs, and technology, as well as information and materials in various formats. Further, we value providing access to a broad spectrum of views and ideas, including controversial ones. We believe that access to all kinds of information is essential to a healthy community and democracy.

Confidentiality and Privacy — We value the protection of all patrons' privacy and confidentiality in irrevocable support of intellectual freedom.

Collaboration — We value collaboration among library staff, volunteers, and patrons on projects large and small. Further, we value existing and new collaborations with departments in town government, schools, businesses, other libraries, and other organizations.

Adaptability — We value staying current with trends in the library field, and we do our best to anticipate the changing library needs of the community.

Creativity — We value the development and exchange of ideas and talents to support individual growth and the cultural life of the community, and provide space for exhibitions, special programs, and community discussions.

Diversity — We value the diversity that exists in our community and nation, and our resources and services will reflect that diversity.

Preservation — We value the ongoing care of our buildings and grounds, the historical materials stored here, and the physical and digital resources that serve our patrons.

Neighborhoodness — We value being the community’s “living room” — a place where people can find friendly faces, conversation, and comfort.



Social Justice Statement

The staff, volunteers, Trustees, and Friends of the Williamsburg Libraries are committed to a culture of inclusion, equity, and respect. We strive to:

- Eliminate racial, social, and accessibility barriers in library services, facilities and staffing;
- Cultivate collections, programs, and services that highlight diverse voices with a range of life experiences;
- Facilitate conversations and partnerships that address community challenges, broaden awareness of racial and social injustice, and engage underserved residents; and
- Ensure that patrons, staff, and volunteers of all races, ethnicities, religions, sexual orientations, gender identities, ages, and abilities feel welcomed and supported.



Executive Summary

The Meekins Library is, at its heart, a community library. Over the course of its 125 years, it has unwaveringly served Williamsburg, Haydenville and the surrounding towns and villages. So, I am pleased to share the Meekins Library/Williamsburg Libraries Strategic Plan for 2023-2027, which represents the next phase in the evolution of this library. It's an exciting and ambitious document that provides a framework for the library to meet the needs of our communities and to deliver enhanced levels of service. Our Plan reflects input from local residents who participated in our Strategic Planning Community Advisory Group, Library staff, and community members and library patrons from all walks of life who responded to our survey. We also conducted SOAR (Strengths, Opportunities, Aspirations and Results) brainstorming exercises with the Community Advisory Group, the school community, the Friends of the Williamsburg Libraries, and Meekins staff. We spoke with local stakeholders regarding the anticipated challenges their organizations will face in the upcoming years and ways in which the library can help. Through these meetings, focus groups, survey responses, and one-on-one conversations, we worked together to identify the library's strengths and to create goals that will benefit the library and our communities.



— Bev Bullock, Director

Community Snapshot

Meekins and Williamsburg

Williamsburg is described on the town website as a “scenic, quiet little town at the ‘foothills’ of the Berkshires,” located in Hampshire County, Massachusetts, to the west of the Connecticut River. State Route 9, running right through town, connects the community to the Berkshires and Pittsfield to the west. To the east, it provides access to the Pioneer Valley bus routes and connects the town to larger communities, such as Northampton and Amherst, where educational, cultural, and shopping offerings abound. Williamsburg serves residents and outer rural communities with a variety of commercial establishments, including a bank, a well-stocked market, restaurants, a hardware store, a general store, a gas station, several car service centers, a golf course, and Meekins Library — centrally located like the town itself.

According to the 2020 census, the population of Williamsburg is 2,571, only 22 higher than in 2010, an increase of just 0.9%. Town records put the population at 2,535. According to the UMASS Donahue Institute, Williamsburg’s population is not expected to grow much over the next 20 years.

Approximately 25% of the population is 65 years of age or older, and about 33% is age 60 or older. Those under 18 account for 14%. The median age is 50.5. The town’s residents have a high level of education, with 95% of them high school graduates, 53% holding a BA/BS or higher, and about 30% receiving a postgraduate degree. The population is 97% white, 1% Black and .7% Asian, with 3% identifying as Hispanic or Latino. Since 2018 the town has become slightly more diverse. The Williamsburg median income is \$83,902, closely mirroring the state median of \$84,305.

Active community organizations in town include the Lions Club, Girl Scouts,



Grange, American Legion, 4-H, Hampshire Masonic Lodge, the Williamsburg Players, Williamsburg Woodland Trails, Mill River Greenway Committee, and the Williamsburg Dead Head Society, which maintains the public gardens. The Fire and Police Departments contribute to many local activities, such as the town-wide Halloween and Rag Shag parades. There are three active churches in town: The Williamsburg Congregational Church, Haydenville Congregational Church, and Our Lady of the Hills Catholic Church. Williamsburg recently celebrated the 250th Anniversary of its incorporation with a weekend of fireworks, food, and festivities, culminating with a grand parade. Many town residents, new and old, came together to make a fantastic experience for thousands of participants.

There are currently 275 pupils registered in K-12 with about half, 140, enrolled at Anne T. Dunphy elementary school and the remainder attending either Hampshire Regional Middle and High Schools, other area public or private schools, or receiving home schooling. Meekins is one of only two public libraries in Massachusetts serving as a school library. Anne T. Dunphy School classes visit each week for library instruction and reading book selections.

Currently, 2,949 registered borrowers call Meekins their “Home Library.” Librarians serve our patrons with reference services, programming, advice on materials, a robust local history collection, and an extensive variety of items to borrow, including books, newspapers, magazines, CDs, DVDs, audiobooks, activity kits, museum passes, and mobile wifi hotspots, as well as a host of online resources. In fiscal year 2022, 50,559 items were checked out, a large number for a time when the town was just emerging from COVID building closures and resuming everyday

activities. What we heard most often from everyone who contributed to the strategic planning process was the need for us to raise awareness of the services that the library already provides.

As Meekins seeks to further connect, engage and reach out to the community, there are many possibilities, as well, for networking and collaborating with community groups to strengthen Williamsburg. People want to see more of Meekins at the center of town life, with more outdoor programs and greater use of the grounds, a visibly open door, and an enhanced variety of cultural, social and learning offerings and activities. Meekins has a wide range of resources and a dedicated staff, both highly valued by library patrons. Patrons and residents are eager to learn about and use the materials and information we make available. Our focus now is to increase access to online resources, continue to offer the range of traditional and evolving library materials our patrons seek, strengthen our programming for all ages, and expand library services outside our walls and into the community in new and creative ways.

Our Strategic Plan is based on five priority goals. Specific objectives and actions will be developed to accomplish these goals. These will be incorporated into annual action plans and submitted to the Massachusetts Board of Library Commissioners (MBLC). The annual review will allow for keeping steady and focused, adjusting course as needed, and expanding activities over time. The Strategic Plan is intended to be a living document, responsive to change as needs evolve, and a continuous benchmark for excellence in service to our community. The Strategic Plan will help us budget, prioritize activities, and continue to plan for the future. It presents a clear sense of purpose for the library staff, Trustees and Friends of the Williamsburg Libraries.

Meekins has been and will continue to be innovative, creative and focused on our community. Recognized as a Library Journal 4 Star Library for many years, we look toward a future of dedicated service to Williamsburg and its surrounding towns.

Strategic Goals



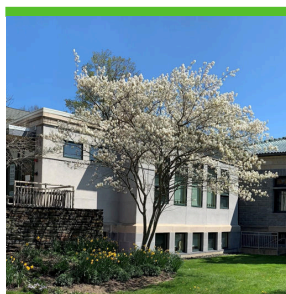
Training/Teaching

- Train staff on database use, online resources, and other technology
- Offer patron training on digital library resources
- Offer patron training on basic computer, tablet, and cell phone skills
- Feature Meekins Local History collection and resources



Bridge Building

- Collaborate with community groups to expand and diversify programming to reach a wider audience
- Facilitate the exchange of ideas and information within the community
- Increase promotion of library events and online resources



Our Physical Space

- Re-evaluate use of indoor library space
- Explore ways to use outdoor spaces and connect with downtown
- Improve library signage
- Improve accessibility of new library materials
- Establish disaster preparedness plans



School/Library Connection

- Develop crossover programs
- Improve communication
- Establish a library presence at the school



Financial Sustainability

- Explore new funding sources
- Advocate for staff pay equity
- Advocate for increased town funding of materials budget



Methodology

The Trustees began discussing the Long Range Plan in 2019, as new Director Bev Bullock came on board. The arrival of the Covid-19 pandemic in 2020 derailed that conversation and led the Massachusetts Board of Library Commissioners (MBLC) to grant an automatic one-year extension of all expiring plans. Williamsburg's efforts resumed in April 2021 with the formation of a Strategic Planning Committee, consisting of Director Bev Bullock and trustees Joan Coryat, Ken Borden, and Charlotte Meryman. This group immediately began gathering information about the community, identifying core constituencies, and developing an outline for the process.

A wide range of town groups and departments were invited to participate in a Community Advisory Group, which met three times over the course of the planning process. Those ultimately attending included representatives from the Select Board, Cultural Council, Senior Center, Williamsburg School Committee, Grange, Historical Society, Council on Aging, Friends of the Library, and library staff. In June 2021 this group participated in a SOAR (Strengths, Opportunities, Aspirations and Results) visioning exercise led remotely by MBLC consultant Kristi Chadwick. Bev Bullock subsequently conducted additional SOAR exercises in person with three other constituencies: the Friends of the Library, library staff, and a small group of elementary school staff and parents.

SOAR Visioning Exercises

SOAR (Strengths, Opportunities, Aspirations, Results) brainstorming sessions were held with four groups: the Strategic Planning Community Advisory Group, Library staff, Anne T. Dunphy School stakeholders, and the Friends of the Williamsburg Libraries.

Community Advisory Group SOAR

June 12, 2021 – Present: Library Director Bev Bullock; Trustees Joan Coryat, Charlotte Meryman, and Ken Borden; Archivist and member of the Grange, Historical Society and Council on Aging Daria D'Arienzo ; Circulation Assistant Amber Smith-Harder; Friends President Susan Waltner; Senior Center Director Melissa Wilson; Cultural Council member Zevey Steinitz; Select Board Chair Bill Sayre. Facilitator: Kristi Chadwick, MBLC

STRENGTHS

Staff

- Great staff
- Knowledgeable and long-term staff
- Welcoming and accommodating
- Staff goes above and beyond, hand delivered books during pandemic, fine forgiveness
- Colleagues support each other through time, longevity, committed to Meekins and each other
- Playfulness in library – staff in costumes, light quality

Adaptability

- Library has been adaptable over time, has evolved
- Recreated itself through time

Community Support

- Longevity and commitment in trustees, staff, Friends, volunteers, people have long connection to the library
- Supportive community
- Donations and volunteers
- Support at Town Meeting
- Strong supportive Friends
- Friends has a good relationship with Director
- Friends has good relationship with Board of Trustees, communication between groups
- Rely on volunteers, critical to manning areas of library

Connection

- Small town library, know patrons well
- People who come in feel safe and not judged, critical asset for decades
- Kids in town connected to library starting in preschool through elementary
- Kids use the library outside of school
- Heartbeat of the Town
- Teens and children gather
- Library is a place to have fun, a happy place to come to
- Good for kids and seniors
- Rotating art exhibit helps connect to artistic neighbors, locals

Site

- Beautifully centralized library, center of town
- Very esthetic, gardens,
- Meeting room
- Children's area
- Space is divided well

Resources

- Exceptional collection of books
- Always delighted by books on shelves
- Great collection of historical documents
- Climate control for historic documents, protects town documents

Programming

- Wonderful traditions – Halloween Open House, families can count on
- Book groups, poetry group, speakers
- Programming staff comes up with is wonderful

OPPORTUNITIES

Financial

- Improve staff salaries

Technology

- Serve seniors with more technology
- Affordability and access of technology for seniors
- Circulating technology – library is getting hotspots
- Teens and seniors matching to learn tech at library
- Learning tech tools – seniors, in real time and place
- Podcasting, digital media interest with teens and older
- Diversifying services for patrons who consume media in other ways

Community Advisory Group SOAR (cont'd)

Programming

- More programming in collaboration with other organizations, departments
- More publicity, finding ways to reach users and non-users
- More information/publicity about town events, to know what is going on
- Young readers read to service dogs
- Leverage agricultural basis of town, seed swap
- Tap more into wealth of creative people in the community
- Expand museum passes available

Connection

- Conversations about reaching people in different ways
- Library ambassadors – communication, creating relationships with library, welcome new residents
- Attracting more non users
- Reaching non-tech users
- More sharing of information and communication – word of mouth is most successful
- Formalize delivery to homebound/do not have library access
- Town services communicated through Library – information hub – formalized
- Integrate library activities with Town events that are coming back

Diversity

- More conversations about challenging issues – diversity, current issues, etc.
- Disinformation and divisiveness – assist in conversation
- Town is getting more diverse – children in schools
- Collection represents not just the town but everyone is equally valued
- Library can introduce more Diversity into town

Site

- Physical space of the library – does it support people who need working space, gathering space?
- A space for teens – feel more ownership
- Attracting teens – not on their path from school
- Making use of lawn space for community events
- Outdoor art installation, interactive poetry station
- Greenway completion – can library be part of destination?
- Williamsburg – downtown campus – where can library fit?
- Water fountain
- Visibility of library on Route 9

ASPIRATIONS

Staffing

- Staff is paid what they are worth
- More staff and staff hours
- More days that library is open
- Less pressure on volunteers
- Salaries attract experienced staff when positions are open
- More diverse staff and Board

Site

- Additional parking
- Library outdoor space used by many organizations and artists
- Create covered public space – gazebo, seating
- Connect public spaces – library, grange, historical spaces, work together
- Haydenville library – make it a writers' space, writers in residence
- Gut Haydenville library – create open covered space for Greenway, amphitheater

Programming

- More outdoor art and rotating sculpture
- More readings and book talks
- Author workshops – all ages and types
- More art workshops and classes
- Library serves social and emotional needs as hub, conversation site
- On-site programming – in-service for library
- Library field trips – historical, grave sites, local trails with arborist
- Literary field trips – QR codes, and virtual, geocaching

Connection

- Always see that the library is doing something, inside and out
- Library feels like “the Town Center”
- Library goes to the community – physical, virtual, group, individual
- Library is the place that people start at in the community
- The Library is “the space” for town center events and communication
- High school projects with library and town
- Library has role in 250th Anniversary of Town
- Library PR campaign
- More recognition of digital tools and website
- Library has Outreach vehicle (motor/non motor)
- Statement/policy on library space availability

Community Support

- Library is so integral that Town Meeting never asks for reductions in budget
- Money is provided by Town

Community Advisory Group SOAR (cont'd)

- Tensions of “library people” and “non library people” is gone
- Everyone supports the Library

RESULTS

How will we know we are succeeding?

Connection

- Library is the center of the community for everyone
- More cross-town collaboration
- Library is a “crossroads” (ideas, people, future)
- Smooth and productive collaboration between library and school
- People from various identities/demographics are using the libraries
- Library has information to serve everyone in area: information acquired from those not served so Library can provide what they need to bring them in
- Communication of Town departments is provided
- Elementary school to Library Director
- Library continues its playfulness and welcoming location for all
- Library is open more after school and evenings

Community Support

- Library finances are smooth and provided
- Strong endowment for the Library
- Staff and volunteers are more appreciated and well cared for
- Library has all the resources it needs: people, funding, tech, space
- Library staff can cover all essential hours, volunteers not critical
- Enough staff to serve all patrons needs
- Open more hours
- People are always willing to volunteer at the library
- Funding is supplied beyond local community
- Grant writing
- Staff development is increased
- Meekins is recognized around the world – virtual and physical

Site

- Library is a model for sustainability and resiliency
- Always can get a parking spot at the library
- Old front door refurbished and screen door reinstalled – people know it is open
- Gardens on the North Street side

FINAL THOUGHTS

- Incredible what library has done with resources it has
- Library has been recognized since 2008 as Library Journal Star Library

Library Staff SOAR

July 7, 2021 – Present: Library Director Bev Bullock, Assistant Director Rochelle Wildfong, Technical Services Librarian Bobbin Young, Archivist Daria D'Arienzo, Circulation Assistants Amber Smith-Harder and Beth Kilduff, Bookkeeper John Palmer

STRENGTHS

Staff

- Relationships with patrons
- Highly personalized service

Programs

- Summer Reading
- Use of online virtual programming

Building and grounds

- Outdoor spaces
- Safe place
- Art Gallery

OPPORTUNITIES

Teaching and training

- Staff Enrichment/training

Programming and Outreach

- Reach a wider audience with broader programming – thriller book club, fix-it workshops
- Multi-generational knitting yarn spinners, homebound service
- Reach out to school/teacher community
- Reach out to home-school community

Library resources

- Teaching catalog use, Libby, databases, websites, BPL, Novelist
- Online offerings such as Hoopla, Kanopy, Libby, databases, Newsbank
- Hotspot lending

ASPIRATIONS

What are we passionate about? What do we want to accomplish in the next 5 years?

Connect with community

- Senior Center- Seniors in general Tap into Seniors–Library table at Senior Lunch
- Community groups -The Grange, church groups, Boys and Girl Scouts
- Connect with surrounding towns
- Tech Help outreach

School outreach

- Seek ways to connect outside of school classes
- Presence at school events kindergarten registration - school play
- Staff meeting

Promotion

- Improve communication of services and resources
- Promote programs using monthly calendar, posting flyers everywhere
- Outdoor gazebo/bulletin board

Staff Development

- Library conferences, online trainings, CWMARS site training resources, mentor partners

RESULTS

How will we know we have succeeded? Measure? Evaluations? Feedback?

- Assess progress against measurable Strategic Planning goals and objectives
- Use annual MBLC-required Action Plans to target objectives and solutions



Friends of the Williamsburg Libraries SOAR

November 8, 2021 — Present: President Susan Waltner, Becky Houlihan, Susan Farrell, Anne Bussler, Freda Brackley, Nikki Gardner

STRENGTHS

Services

- Staff knowledgeable and welcoming
- Good communication re: holds, return reminders, auto renewals
- Accessible open hours
- Pandemic pickup system, staff adaptability during pandemic
- Timely, relevant displays for kids and adults

Site

- Building aesthetics, natural light, friendly and welcoming
- Meeting space, gallery open to the community
- Integration of/flow between old and new building spaces
- Grounds and location

Resources and Materials

- Strong Inter-Library Loan (ILL) program
- Online resources — Hoopla, Libby, etc. — easy to access
- Materials kept current and topical, lots of new materials, collection always growing
- Museum passes

Programming and Events

- Children's programs
- Community event traditions — holiday reading, Day of the Dead, etc.
- Meekins Market
- Friends Book Sale!

Community Support

- Patrons LOVE the library, community enthusiasm/support
- Volunteers!

OPPORTUNITIES

Expand programming

- Greater variety of programs (music, etc.)
- Virtual programming (especially for older people and Hilltown residents)
- Educational/informational programming (tax support, timely topics, etc.)
- Teen programming, teen space, special teen-only hours
- Partnering with local businesses for things like outdoor movies, beer/wine tastings, readings on the lawn (a la "Read Around the Clock" fundraiser), river festival

Friends of the Williamsburg Libraries SOAR (cont'd)

Site

- Visibility of our site/outdoor space
- Making use of our riverside location

Community Support

- Fundraising from non-Burgy patrons
- Attracting new patrons through programs
- Engaging non-users and gaining their support
- Educating residents about the library's value

ASPIRATIONS

Financial

- Annual budget less dependent on fundraising
- Better pay for staff
- Create endowment and solicit bequests

Services

- More open hours
- More staff and volunteers

Resources

- Evolve for and with technology (use of space, etc.)
- Keep technology current

RESULTS

How will we know we are succeeding?

Community Support

- Unreserved support in town and among town officials
- Library fosters a sense of community
- Enough staff and volunteers to meet needs
- Staff well compensated and feel valued

Usage

- More town residents using the library
- Increased program attendance
- Events and programs well publicized, people know what's available
- Programs address community/patron interests

Anne T. Dunphy School SOAR

December 9, 2021 — Present: Library Director Bev Bullock, Assistant Librarian/Children's Librarian Rochelle Wildfong, Kmit Children's Programming Librarian Naomi Schmidt, Principal Stacey Jenkins, Teacher Katie Joyce, PTO member Becky Houlihan, School Committee member Marissa Nye

STRENGTHS

Staff

- Welcoming
- Everybody knows your name
- Knowledgeable
- Non-judgmental

Curriculum

- Progression of skills
- Build in confidence in using resources
- Learn research skills as a foundation for future studies

Collection

- Kept up to date
- Topical books that coincide with curriculum
- Organized for easy understanding
- Books for all levels and types of readers (promote reading)

OPPORTUNITIES

After-school activities

- Library information at school
- Homework clubs
- Homework help

Library Connections

- Information Literacy — discerning what is a good resource
- Connect more to frameworks (curriculums)
- Kids book club(s)
- Navigating graphic novels
- Highlight poetry month, American history month
- Develop relationships in 1st and 2nd grade to maintain connections when kids get older

Outreach

- Highlight authors, visiting authors
- Library displays at school
- Share Discovery kits (and update them?)
- Library bulletin boards at school

ASPIRATIONS

Integration of school and library offerings

- Book to Movie family night (don't forget the popcorn)
- Extended day programming
- Highlight diversity of library collection through programs like social justice reading clubs, financial literacy with Florence Bank
- Annual theme for school and library such as The River, The Community

Gain connection to school

- Library rep attends school staff meetings
- Coordinate calendars

RESULTS

How will we know we are succeeding?

- Regular check ins
- Attention is paid to work and plans
- People are involved
- Kids are involved (brings the most energy)



Strategic Planning Survey

November-December 2021

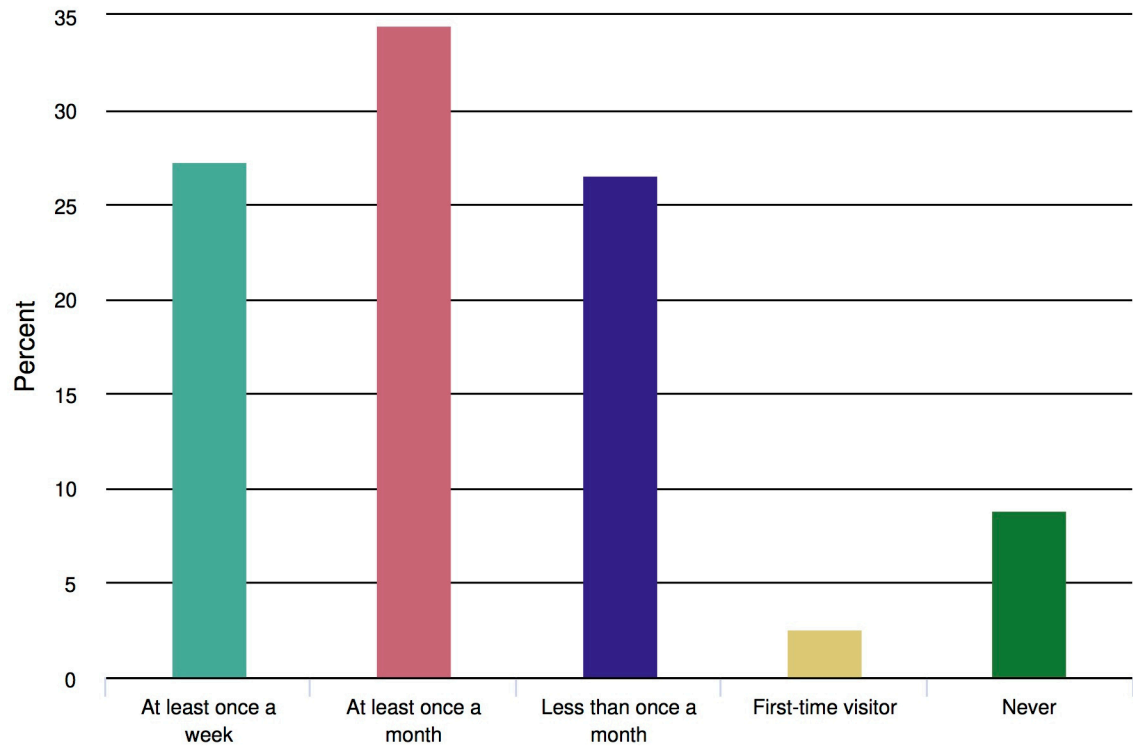
Response Counts



Totals: 304



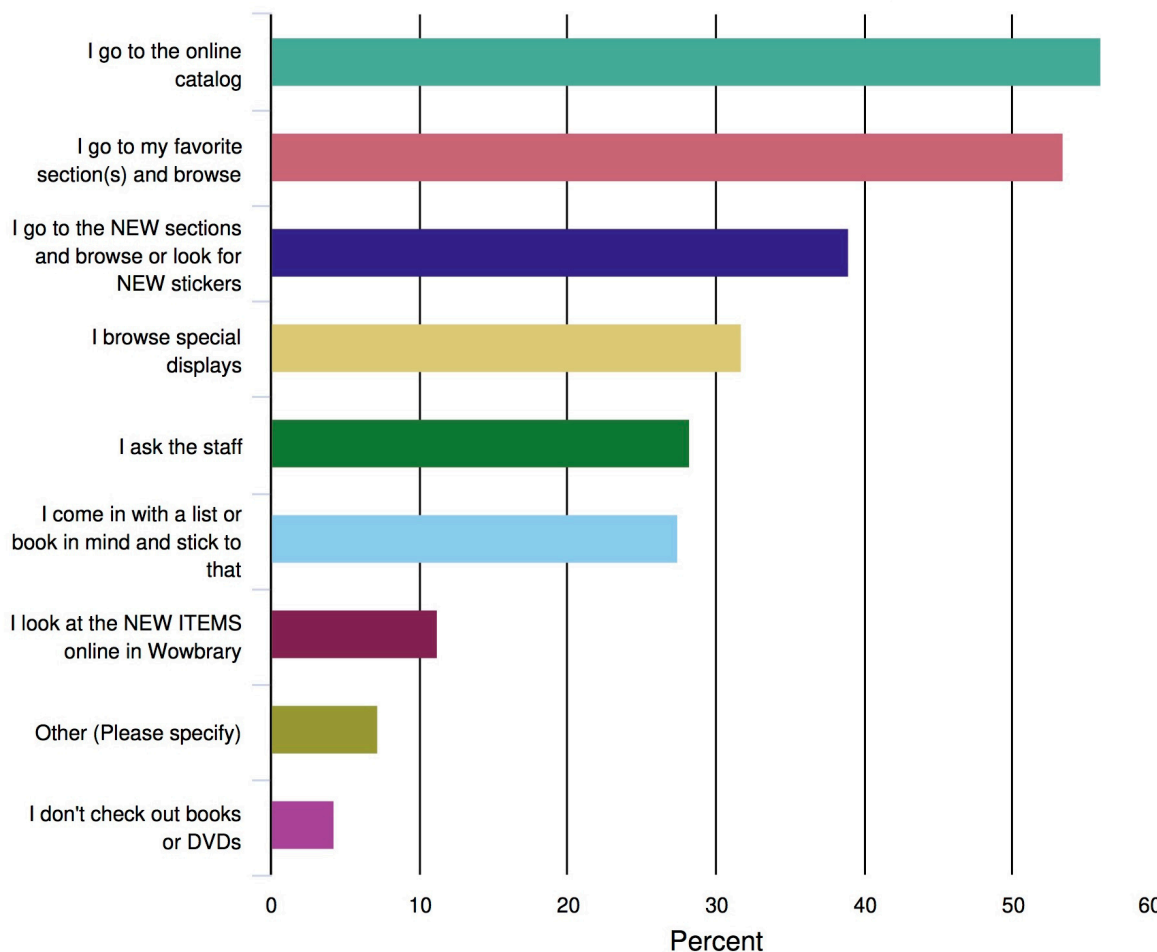
1. How often do you use the Meekins Library (in-person or online)?












Value		Percent	Responses
At least once a week	<div><div></div></div>	27.3%	83
At least once a month	<div><div></div></div>	34.5%	105
Less than once a month	<div><div></div></div>	26.6%	81
First-time visitor	<div><div></div></div>	2.6%	8
Never	<div><div></div></div>	8.9%	27

Totals: 304

2. How do you search for books or DVDs? (Check all that apply)



Value		Percent	Responses
I go to the online catalog		56.0%	155
I go to my favorite section(s) and browse		53.4%	148
I go to the NEW sections and browse or look for NEW stickers		39.0%	108
I browse special displays		31.8%	88
I ask the staff		28.2%	78
I come in with a list or book in mind and stick to that		27.4%	76
I look at the NEW ITEMS online in Wowbrary		11.2%	31
Other (Please specify)		7.2%	20
I don't check out books or DVDs		4.3%	12

3. How important is each of the following library services to you?

	Very Important	Important	Somewhat Important	Not Important	Don't Know/ Not Applicable	Responses
Borrowing materials (books, DVDs, music, etc.) Count Row %	226 83.1%	37 13.6%	6 2.2%	1 0.4%	2 0.7%	272
Research assistance from librarians (Reference) Count Row %	49 19.1%	72 28.0%	66 25.7%	53 20.6%	17 6.6%	257
Programs (classes, storytimes, etc.) Count Row %	22 8.7%	62 24.6%	82 32.5%	63 25.0%	23 9.1%	252
Computers, printer, photocopier, fax Count Row %	16 6.2%	34 13.2%	67 26.1%	117 45.5%	23 8.9%	257
Help using computers, printer, etc. Count Row %	17 6.7%	19 7.5%	40 15.7%	149 58.7%	29 11.4%	254
Community meeting room Count Row %	31 12.0%	62 24.0%	78 30.2%	60 23.3%	27 10.5%	258
WiFi/ Internet access Count Row %	63 24.6%	65 25.4%	41 16.0%	75 29.3%	12 4.7%	256

	Very Important	Important	Somewhat Important	Not Important	Don't Know/ Not Applicable	Responses
Interlibrary loan Count Row %	206 76.0%	39 14.4%	15 5.5%	6 2.2%	5 1.8%	271
Online services (website, catalog, research databases, etc.) Count Row %	139 53.3%	64 24.5%	27 10.3%	19 7.3%	12 4.6%	261
Newspapers and magazines Count Row %	22 8.7%	50 19.8%	86 34.0%	83 32.8%	12 4.7%	253
Neil Hammer Gallery Count Row %	21 8.3%	48 19.0%	78 31.0%	56 22.2%	49 19.4%	252
Museum passes Count Row %	73 28.1%	64 24.6%	57 21.9%	42 16.2%	24 9.2%	260
Quiet space Count Row %	48 19.0%	85 33.6%	53 20.9%	48 19.0%	19 7.5%	253
Conversation space Count Row %	20 7.9%	67 26.5%	66 26.1%	74 29.2%	26 10.3%	253
Photo and large document scanner Count Row %	21 8.5%	37 15.0%	64 25.9%	80 32.4%	45 18.2%	247

	Very Important	Important	Somewhat Important	Not Important	Don't Know/ Not Applicable	Responses
Overall, how important is the library to you and your family? Count Row %	205 74.3%	52 18.8%	16 5.8%	3 1.1%	0 0.0%	276

Totals

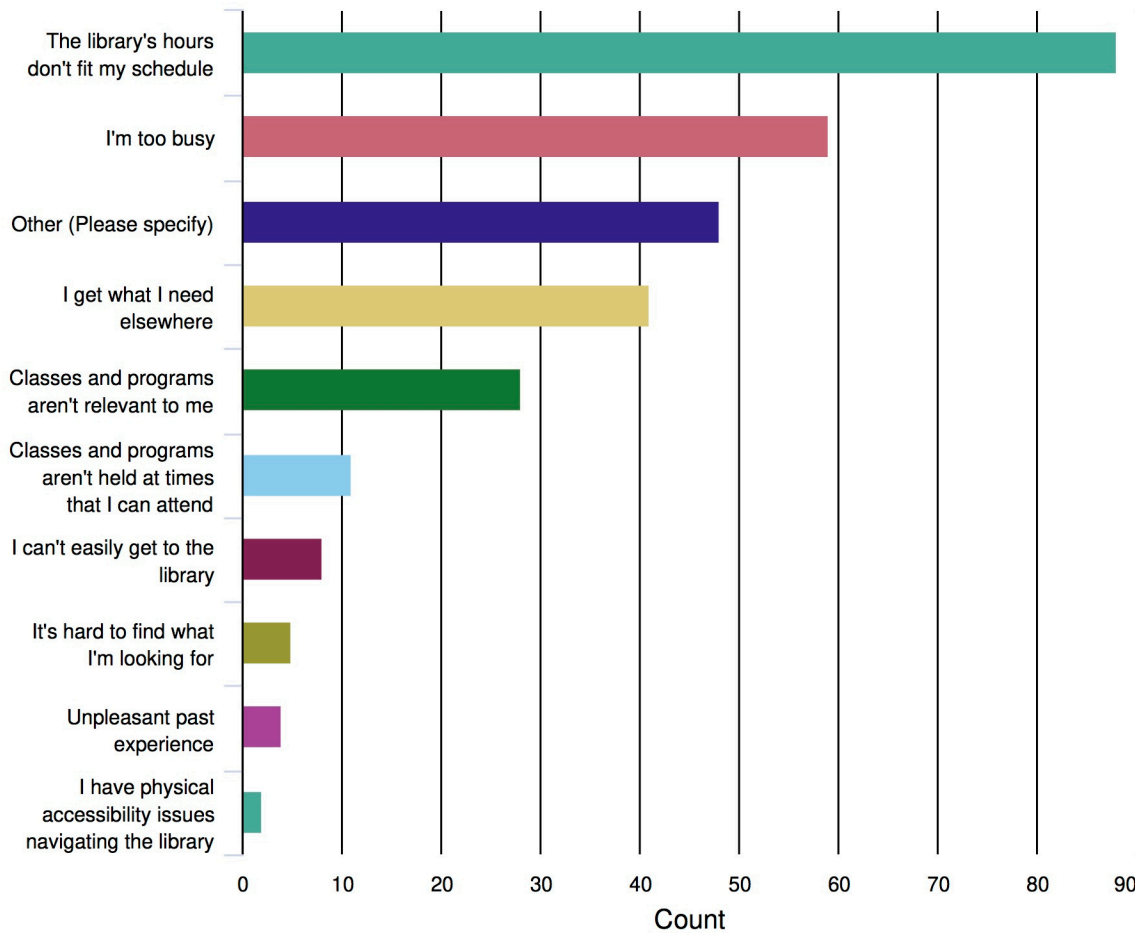
Total











Responses

276



4. What, if anything, prevents you from using the library? (Check all that apply)



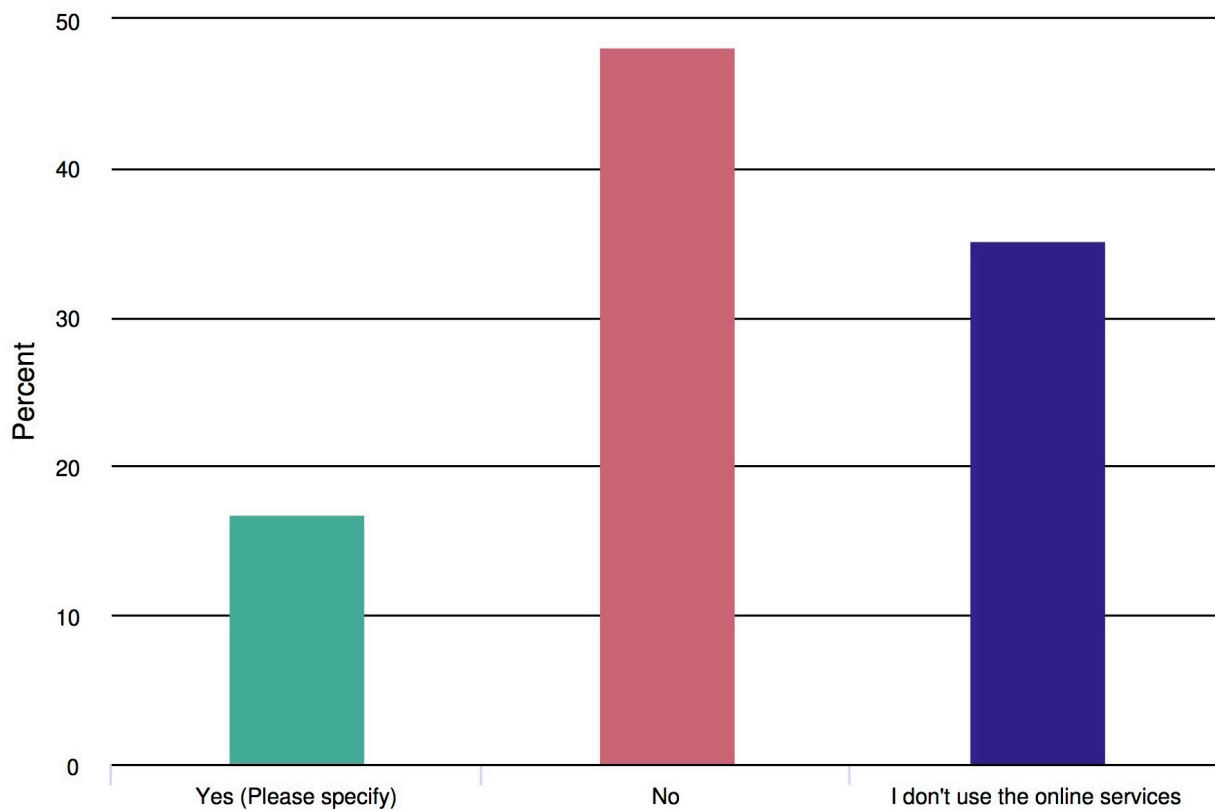
Value		Percent	Responses
The library's hours don't fit my schedule		47.1%	88
I'm too busy		31.6%	59
Other (Please specify)		25.7%	48
I get what I need elsewhere		21.9%	41
Classes and programs aren't relevant to me		15.0%	28
Classes and programs aren't held at times that I can attend		5.9%	11
I can't easily get to the library		4.3%	8
It's hard to find what I'm looking for		2.7%	5
Unpleasant past experience		2.1%	4
I have physical accessibility issues navigating the library		1.1%	2

5. Did you know the library has these FREE ONLINE SERVICES?

	Yes	No	Responses
Downloadable books, audiobooks and magazines (Overdrive/ Libby)			
Count	213	81	294
Row %	72.4%	27.6%	
Downloadable movies, tv shows, books and magazines (Hoopla)			
Count	129	163	292
Row %	44.2%	55.8%	
Local History resources - maps, cemetery records, yearbooks, photographs			
Count	155	136	291
Row %	53.3%	46.7%	
Research Databases - provided by the state of Massachusetts			
Count	136	154	290
Row %	46.9%	53.1%	
World newspapers including New York Times and Boston Globe			
Count	156	132	288
Row %	54.2%	45.8%	
Totals			
Total Responses			294

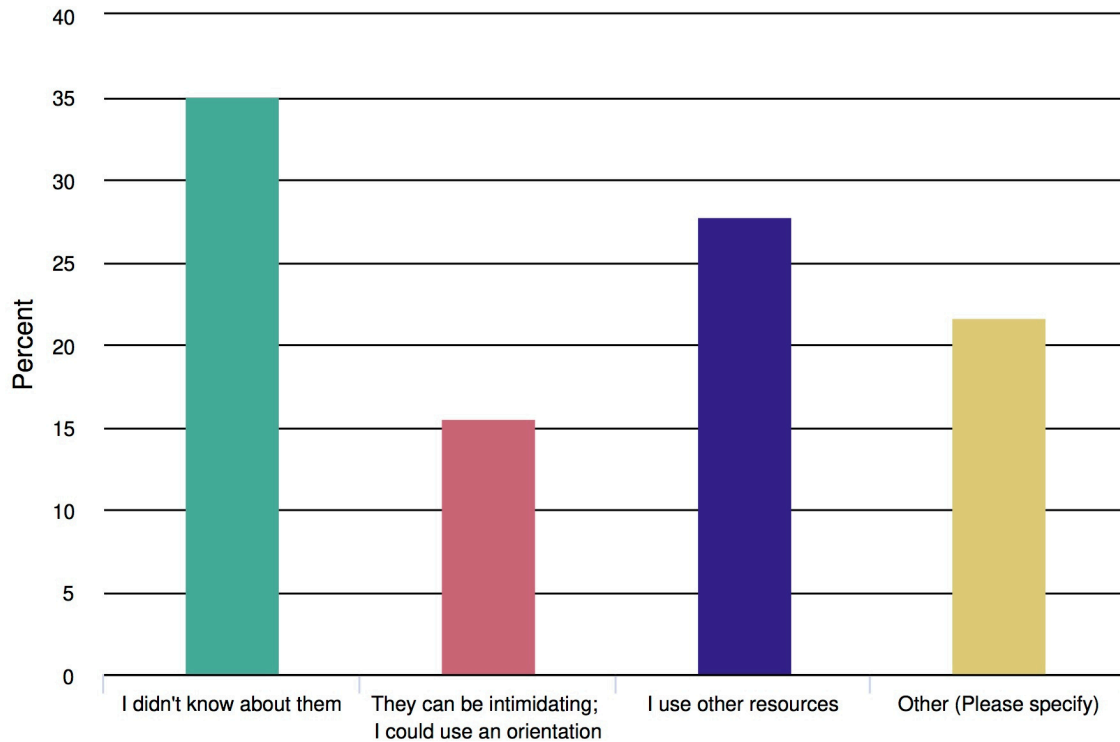






6. Have you had any frustrations/difficulties in working with the FREE ONLINE SERVICES above?



Value		Percent	Responses
Yes (Please specify)	<div><div></div></div>	16.8%	49
No	<div><div></div></div>	48.1%	140
I don't use the online services	<div><div></div></div>	35.1%	102
Totals: 291			

7. Why don't you use the online services?



Value		Percent	Responses
I didn't know about them		35.1%	34
They can be intimidating; I could use an orientation		15.5%	15
I use other resources		27.8%	27
Other (Please specify)		21.6%	21

Totals: 97

8a. How do you find out about library events? (Check all that apply)

Value	Percent	Responses
Posters and flyers	22%	149
Word of mouth	21.6%	147
Library website	20%	135
Email	14.7%	100
Facebook	14.3%	96
School communication	5%	34
Texts	1.3%	9
Other	1.2%	8
100%		Totals: 680

8b. How do you find out about local events? (Check all that apply)

Value	Percent	Responses
Posters and flyers	25.4%	139
Word of mouth	25.2%	138
Facebook	16%	88
Email	13.3%	73
Library website	9.2%	50
School communication	6.9%	38
Texts	2.2%	12
Other	1.8%	10
100%		Totals: 548

9a. What is the best time for adult library events? (Check all that apply)

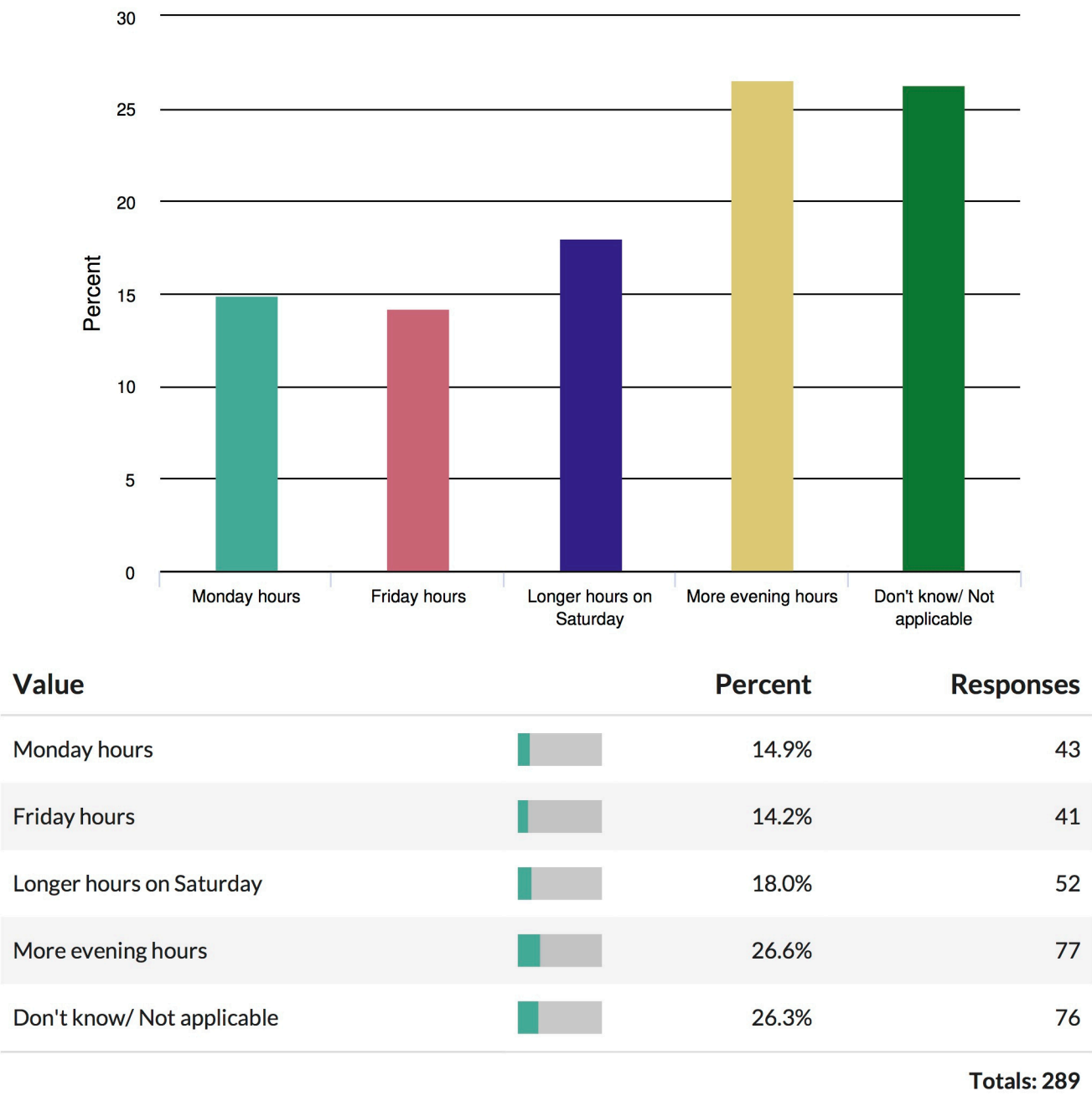
Value	Percent	Responses
Weekday evening	25.3%	148
Saturday afternoon	22%	129
Saturday morning	18.7%	110
Weekday afternoon	14.3%	84
Weekday morning	11.7%	69
Not applicable	8%	47
100%		Totals: 587

9b. What is the best time for child/family library events? (Check all that apply)

Value	Percent	Responses
Saturday afternoon	25.5%	64
Saturday morning	25%	63
Not applicable	22%	55
Weekday afternoon	12.7%	32
Weekday evening	10%	25
Weekday morning	4.8%	12
100%		Totals: 251



10. The library budget currently does not allow for additional operating hours. If that option were to become a possibility in the future, which hours would help you most?

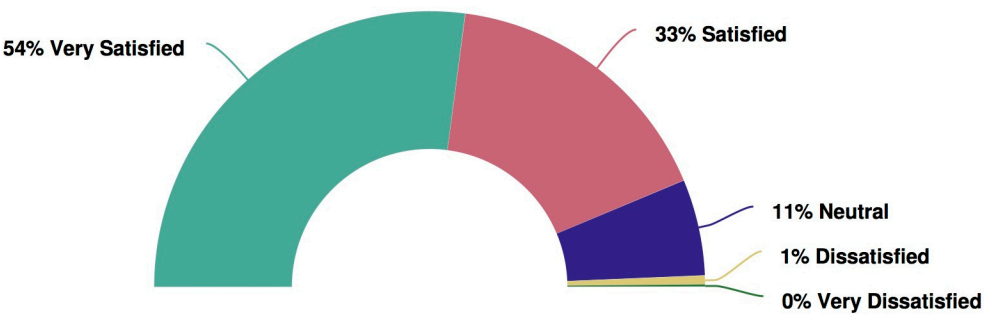


11. How interested would you be in the library's adding the following?

	Very Interested	Interested	Somewhat Interested	Not Interested	Don't Know/ Not Applicable	Responses
Topical community conversations Count Row %	33 12.1%	68 25.0%	75 27.6%	63 23.2%	33 12.1%	272
More community events in library's outdoor space Count Row %	44 16.4%	95 35.4%	80 29.9%	28 10.4%	21 7.8%	268
Scanning for family photographs Count Row %	27 10.2%	43 16.2%	51 19.2%	108 40.6%	37 13.9%	266
Virtual programming Count Row %	18 6.9%	49 18.7%	63 24.0%	96 36.6%	36 13.7%	262
More online resources (such as Consumer Reports) Count Row %	43 15.9%	76 28.1%	69 25.6%	62 23.0%	20 7.4%	270
Services for homebound individuals Count Row %	34 12.7%	66 24.7%	50 18.7%	43 16.1%	74 27.7%	267
Totals Total Responses						272

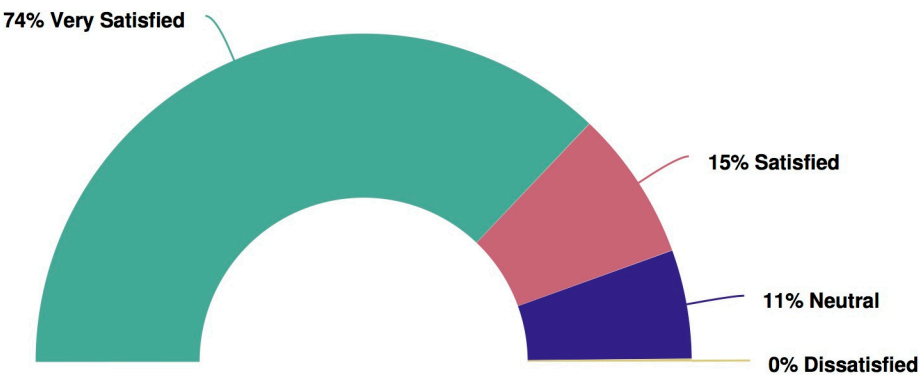
12. Are there any other programs, classes or services you wish the library offered?
See Appendix A

13. Please rate your overall experience with Meekins Library's collection.



Value		Percent	Responses
Very Satisfied	<div><div></div></div>	54.1%	158
Satisfied	<div><div></div></div>	33.2%	97
Neutral	<div><div></div></div>	11.3%	33
Dissatisfied	<div><div></div></div>	1.0%	3
Very Dissatisfied	<div><div></div></div>	0.3%	1
			Totals: 292

14. Please rate your overall experience with Meekins Library's customer service.

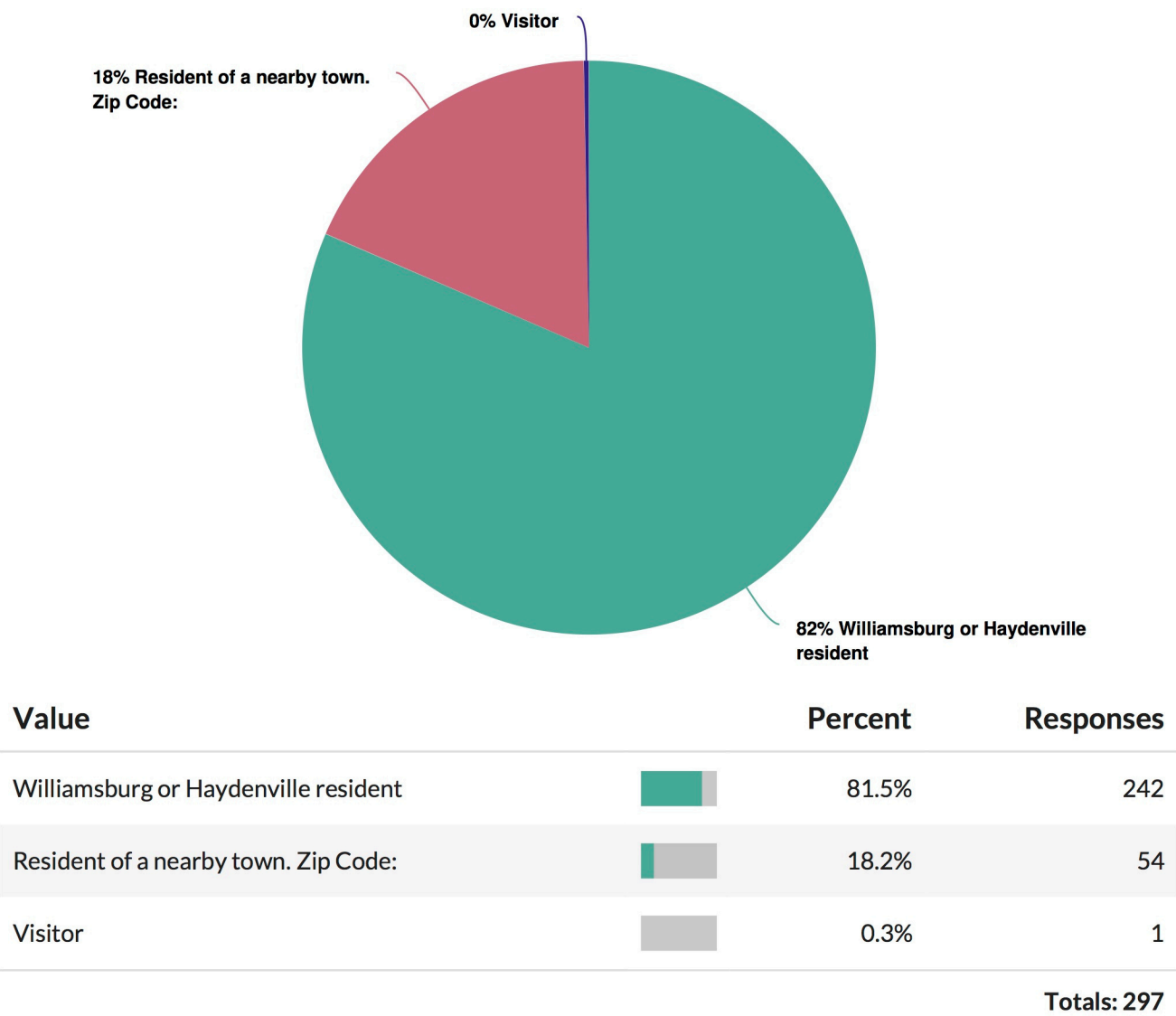


Value		Percent	Responses
Very Satisfied	<div><div></div></div>	74.2%	216
Satisfied	<div><div></div></div>	14.8%	43
Neutral	<div><div></div></div>	10.7%	31
Dissatisfied	<div><div></div></div>	0.3%	1

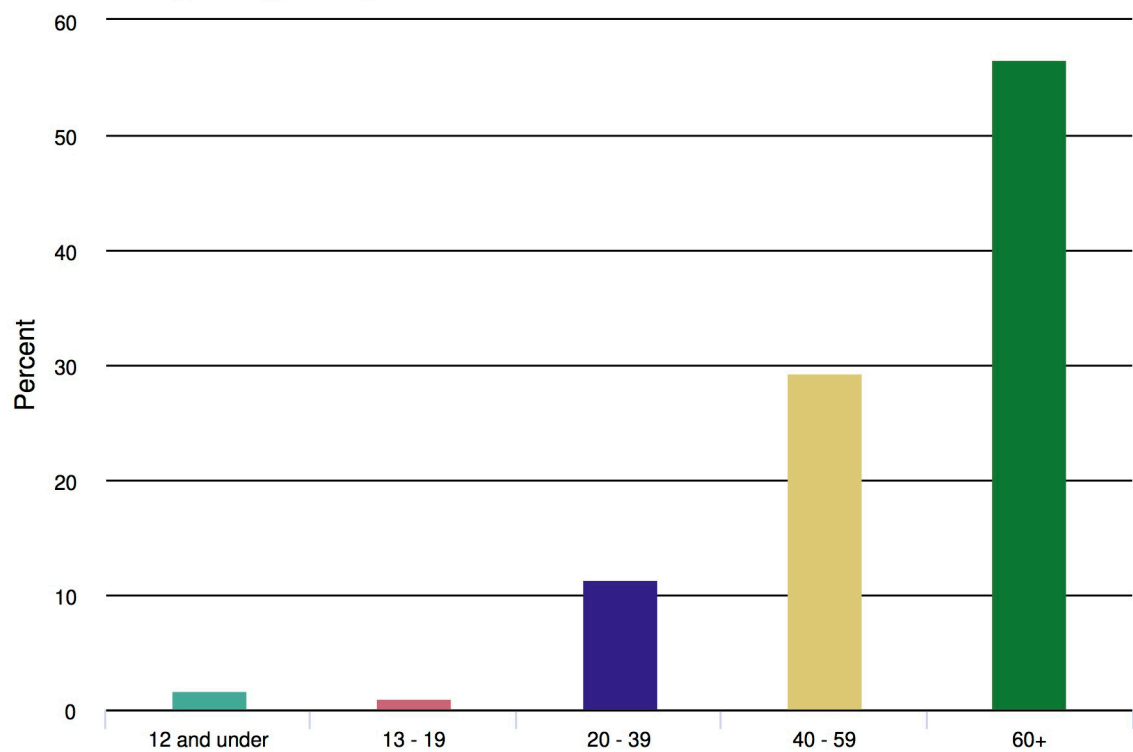
Totals: 291

15. Is there anything else you would like us to know that we haven't already asked?
See Appendix B

16. Please tell us a little about you.



17. Please select your age range.



Value		Percent	Responses
12 and under	<div><div></div></div>	1.7%	5
13 - 19	<div><div></div></div>	1.0%	3
20 - 39	<div><div></div></div>	11.4%	34
40 - 59	<div><div></div></div>	29.3%	87
60+	<div><div></div></div>	56.6%	168

Totals: 297

Appendix A

Survey Question 12 Are there any other programs, classes or services you wish the library offered?

More lectures/discussions about books

Spotlight expertise of town residents with events!

Local history programs offered virtually.

Author book readings.

Ongoing genealogy research

As I work with seniors, I'd like to see homebound people get books, etc. delivered if possible.

Classes for young business professionals/professional development and leadership resources

Currently just use the library to check out books but adult events could be great especially in winter.

This is wacky but if there could be a "phone booth" space in the library I could do some work from home there and take my calls in the booth without disturbing anyone or battling with the Route 9 noise outside.

The Ashfield library has recently added a book club discussing LGBTQ issues for teens. I'm not a teen/don't have one, but I am a teacher and could see a similar program being a great add to the community.

I'd like residents to be able to bring their family photos and documents to the library for scanning or copying so copies of those materials could be added to the Meekins and WHS collections.

A way to pick up books when the library is closed. Maybe some type of locker system or something.

DIY/ how to classes, storytellers, especially tales from different lands, maybe print out guides as to how to navigate the library's online options. Family events.

Loved when the library had yoga. More book groups. More Authors presenting.

Library of lending things (tools, sewing machine, etc.)

Programs for older children/tweens. My daughter loved the weekend programs so much as a small child, but now they feel a little babyish. Not sure what to suggest but it would still be nice to have the gathering space for kids. Legos is still a hit at age 10.

Some morning adult classes, crafts, skills, etc.

How about a seed library? People can donate extra seeds for others to use.

I told Rob Stinson and I told Beverly about the Dr. Seuss Museum - where they converted the basement space to a dedicated children's area. I thought Meekins could do the same instead of filling them with clutter and old books that few used or looked at. There is only so much \$ in Burgy. The children's activities need to take percent over artists. If the building can't house both - move the gallery work to the walls of Town Hall. The children - whose "job" now is to learn - need a HIGHER PRIORITY than they're presently given (in my estimation) within the Community Space. I'd volunteer to help paint the converted basement area.

Art classes, writing for adults, holiday-themed crafts

I would like more thematic displays. How about overhead signs. It took me forever to find "new books." Probably too lazy. How about a librarian giving a group orientation tour? Might be a way to meet other folks as well.

More maker programs for kids to adults to gather and share their ideas and creations in a library environment in honor of Leonardo DaVinci.

I just wish the books were better displayed and reachable. Better nonfiction in natural sciences and a better way and place of displaying new books. Faster turnover of new books to regular shelving. The entire library needs to think about the difficulty of accessing books for people of limited mobility, who are short, who can't easily lean over to read titles at ankle level. But new books ALWAYS SHOULD BE AT EYE LEVEL!

More book displays and celebrations of diverse cultures. For example, I didn't see a Dios de los Muertos display (perhaps I missed it?) recently.

Learning how to use the computer one on one.

Would like to know more about activities for children. I know LEGO is being offered 1x per month, but I don't know about other activities/programs.

I think I would go to the library more often if hours were more consistent from day to day. It's hard to remember the schedule as it is right now.

I would like more opportunities to learn about local history.

I think the library is providing everything within its limits, location, staffing.

Book clubs for elementary school age kids by age/interest.

Computer programing/ Minecraft/ D&D/ Tween and Teen classes -more museum passes -More YA Graphic Novels

My kids would love more opportunities to meet local authors.

Focus on local writers

Paperback book exchange

More morning hours

Computer classes

History/ History walks/ Ghost stories

Genealogy research class/support

I would like a game night

Online programs with authors

Book groups

More audio books



Help with schoolwork; tutoring

Play groups for families with small children

The hours are ridiculous. If you can't add, then be consistent. 1-5 M-F plus Saturday or skip Monday. The current random hours might suit the staff but they make it nearly impossible to visit. Plus any real set of Trustees would fundraise to get the place staffed better. Set a goal. 1-5 M-F plus 11-5 on Saturday. Do the math. Raise the money. Not a hard task. Then people could actually go to the library.

Classes that teach children and adults how the library works, how to take advantage of all its resources, and how to contribute to the library and its community.

Help with how to navigate endless phone or computer sites relating to government programs or services. They never work right for me.

Book club for adults (25-45 age group) Writing workshop for writers

Craft classes for adults. Knitting, crochet, other needle crafts. Calligraphy, art classes. Photography classes

Fun kid programs like music, movement, or yoga - after school community building

Tutoring or peer Partnering between older and younger students. Daily Hampshire Gazette online access. Tangible prizes for the summer reading program. Read to a dog program

Please bring back talks by local historians and authors, as well as fun kid activities like gingerbread houses and seasonal crafts.

Debates on current political topics

More children and family events

Our school community is hurt very much by not offering after school programs or care for enrichment and to support working families. There is grant money available for this; why can't the library team up with the school to offer topical clubs and afterschool sessions to fill this need?

I'd like to see more art exhibits in the community room.

You have a good beginning to a hilltown regional historical/genealogical section in the basement. Expand it by increasing the collection and advertising it.

Computer classes

More varied programs for kids, crafts, arts, writing, nature, animals, social justice, book club for girls 7-10

Social events that bring people together in informal ways. Programs/workshops with multiple sessions through which you can really master a new skill like genealogy research or making different styles of homemade books.

Knitting Crochet Sewing

Presentations on health-related topics -- In person or virtual

Language and writing classes

More local history



Appendix B

Survey Question 15 Is there anything else you would like us to know that we haven't already asked?

I appreciate all you did to make resources and programs accessible in the early part of the pandemic, and am so excited to be able to browse again.

You're doing a great job!

Best big little library ever! I cherish your services and applaud you for asking for patron feedback

Did you have people take this survey as a trial?? As a retired librarian I would have offered some advice on a few questions. But wish you good luck and that you get lots of good Information back.

I have used the Meekins library for more than 20 years. I used it to design interpretive programs, to get books for myself and my children. I have gone to programs there and also provided programs at Meekins. It is a great library. It is a great location and the staff go above and beyond to help. I have never been in a library where the staff were so pleasant and willing to find just what you need. I think that they make up at least 80% of the reason why I started to use the library so many years ago. They always have a smile to offer you when you come in, and all are dedicated to providing the best customer service to you when you come in. We also really enjoyed the Meekins market over the years and gave and got many gifts from there. My children also loved the summer reading program.

No, and I think the library staff do a fantastic job!!!

Establish a 1/2 circle of one-way parking in the front of the building for Public Safety. No one should be forced to cross RTE 9 and/or North Street due to traffic. Make it Climate Change Friendly instead of asphalt. Grass is nice but with a focus on the needs of the library and the public - people can go to a park or Forest if they need to view more trees and grass. Since a filled parking lot discouraged visits, the issue needs addressing to promote our community's - and Hilltown - learning.

The Meekins offer a wonderful oasis in the chaos of daily life. The grounds are lovely,

the building welcoming, the staff helpful in many ways. It is also a place for multiple generations and cultures to meet and interact. Kudos for all the Library does with limited budget, staffing and resources.

A gem of a library with fab staff. I thought you were only on Facebook. Now will look over your web site more carefully.

Our beautiful library with its indoor and outdoor space, and its dedicated, helpful staff is a town treasure that I am truly grateful for! Thank you for all you do for our community!

I love the library and will always use it, but what it does less well than other small town libraries I know and love is display and shelve books!

The pandemic has influenced many of my responses. Before, I visited the library weekly, and I browsed the collection. Interlibrary loan has been a very valuable resource for me. Large document scanner sounds very interesting.

I'm proud of our wonderful Libraries and their staff and volunteers. Our Libraries enrich our town.

I have never understood why the library is closed on Fridays. Especially in the winter when one wants a good book to read on the weekend. I am extremely glad that you brought back a ten AM opening. That is my preferred time to come in.

You are a community treasure!

Ask about willingness to volunteer?

I'd like to see children's books that are more inclusive - gender, race, religion. The same for the books on display.

The library clearly offers more than I was aware of. Perhaps I would benefit from a library orientation!

Meekins has one of the most terrific staff of any of the local libraries I've patronized.

Thank you for being here for us

I think you are GREAT! A huge service for those of us aging!!

Uses Lilly library.

We love the library!

Never been to the library

I would like to be involved with the Haydenville Library clean-up crew and idea generation. I have limited capacity but I'm good for generating ideas.

I'd love for there to be Sunday afternoon hours, especially in the winter. Maybe 2-5? It would be such a lovely way to spend a Sunday afternoon in the winter.

Everyone who works at Meekins is amazing and what they did to provide books during the pandemic was incredible! The day the library re-opened again after the worst of the pandemic was over was just about the best day EVER!!

I am glad to have this local resource

Would be good to schedule orientation to online services in Libby

I love coming to the library!

I have used the library's services in the past. Not often however

Sometimes the library appears to be "over the top" in how money is spent compared to say the fire house sitting across the river or having a broken bench between the general store and the historical building. I realize they are different money streams but optics ain't good

Staff is great! interlibrary loan is also great

I love you all! The best library!

Staff are always pleasant and very helpful. Very welcoming!

Lovely people in a lovely library!

Used the library a lot when I had kids, not at all now.

I am not in favor of adding anything more to the library that will cause my taxes to

increase any more than I already pay. Given the tax rate the library is fully funded as far as I am concerned.

I like that the library is linked to the elementary school.

I wish there were more board game programs.

I love this place what you make possible. Heartfelt thanks for all your hard work.

Awesome staff. Love you all.

Thank you for being so welcoming to a regular out-of-towner

Meekins is a gem! A very big part of why I love Williamsburg.

I love Meekins and the Meekins staff!

We LOVE our library. Thank you for all that you do!!

All of your staff are very helpful and knowledgeable! A real treat for the hilltowns.

The staff at Meekins is fantastic! They go above and beyond. The service provided during the pandemic shutdown was a lifesaver. Thank you for all you do!

Very happy with CW/MARS resource and service thru Meekins. We use it often!

Staff are always helpful I would like to see library open on either a Monday or Friday as if one can't make it on Saturday, one has to wait 4 days for it to be open.

Expanded, more regular hours if possible

See 2 questions back. Set rational hours. Keep the sign up if you have insane hours. We don't need pithy sayings, we need to know the weird hours you are open. Fundraise. Get more regular hours.

we love the library. thank you

There are not enough NEW books!

I feel strongly that the library should remain completely neutral politically to ensure

that all people feel welcome and comfortable in the library and its outside spaces.

Thank you for being patient while many of us oldsters mourn the loss of various library staff as they move on in life.

I'm a retired academic and a rather traditional library user. Because of this survey, I will now make use of the research online resource. I get my periodicals, including scholarly journals, online but NOT books.

Expanded hours would be much appreciated.

Daria and Rochelle are amazing! So helpful every time!

We love the relaxed atmosphere at Meekins. Thank you for everything you provide our family and the community at large. We love calling Meekins "our library".

The best library in the world, with the best people!

Since covid we telecommute 100%. I wish there was a high-volume color/bw printer that we could use (at cost), like the ability to send in a print job online and pickup later in self-serve lobby.

More hours open evenings and weekends are needed to better serve the community. Especially working parents.

I think the library staff has done an outstanding job during the pandemic.

Meekins is the most user-friendly library that I have experienced. THANK YOU!

I adore Meekins Library. The only reason I don't go there more frequently is because most of my life brings me more towards Florence and Northampton. Is there an email list notifying about library events? I would be on it. Thanks!

The personal connections to library staff and other patrons are a big part of what makes Meekins so special. Feeling welcomed and known makes me feel part of the community.

Could you please get Boston Globe (Sunday) Library staff are ALL lovely & helpful

I greatly appreciate all you do

Excellent staff and staff services

Y'all do a great job. I moved to town this year, and feel super lucky I'm within walking distance of Meekins, and you're a real asset to the community.

Please consider adding newer or changing your logo. The logo is empty and depressing - library should be represented by something lively or life affirming and interesting. Current logo is eternal winter.

The staff is great -- Always very helpful Thank you!

