



# Stockbridge Library Association Strategic Plan 2012-2017

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*Stockbridge, MA*

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# **Stockbridge Library Association Strategic Plan 2012-2017**

## **Acknowledgements**

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Thanks to Nancy Hahn of the Bushnell-Sage Library in Sheffield, MA, who served as facilitator for our first planning meeting.

Thank you to trustee Roberta Shearn who worked with our Director to compile data from our User Surveys.

We also would like to express our appreciation to advisors Deb Hoadley and Mary King from the Massachusetts Library System, who guided us through the planning process, and facilitated our second planning session.

Finally, thank you to our patrons who responded to the User Survey, and to all the members of our community who help and inspire us to fulfill our mission every day.

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

The Stockbridge Library Association's Board of Trustees accepted and adopted this Strategic Plan 2012-2017 on Tuesday, August 14, 2012.

# **Stockbridge Library Association**

## **Strategic Plan 2012-2017**

### **Planning Methodology**

In July 2011, the Stockbridge Library Association's Board of Trustees voted to begin the process of developing a new long-range plan. At the same time, the library began a study of determining how to make the historic building handicapped accessible, funded by a grant from the Stockbridge Community Preservation Committee. This process, which focused attention on the question of how to provide accessibility to all areas of the building while meeting the code and functional needs of the library, also gave the board some goals to apply to the strategic plan.

Between November 2011 and January 2012, the Director, together with members of the library board, began a review of the library's previous long-range plan, and drafted a new mission statement. The Director also researched the most recent census data on the community, and rewrote the previous user survey. The survey was distributed to members of the public at the library, and an online version was created using SurveyMonkey. Links to the online survey were sent out via the library's monthly email newsletter, and posted on the library's homepage. Survey responses were solicited and collected between January and March 2012.

In March 2012, the Director and the board president attended a long-range and strategic planning roundtable, led by advisors from the Massachusetts Library System (MLS). The advisors presented a three-meeting outline for the planning process, which the Director and Trustees decided to follow. With input from library staff and trustees, the Director reached out to additional community members to serve on the strategic planning committee, and a group of twelve was formed. The Director then led an initial SOAR (Strengths, Opportunities, Aspirations, and Results) exercise with staff.

The first meeting of the strategic planning committee was held on April 19, 2012. The Director gave an overview of the long range and strategic planning process, and reviewed the results of the community survey. Another local library director, acting as facilitator, then led the committee through the SOAR brainstorming session. The Director compiled the results of the two SOAR exercises conducted with the staff and committee, and shared this information with the full library board and staff.

The second meeting of the strategic planning committee took place on May 9, 2012. The committee briefly reviewed the SOAR results from the previous session, and welcomed Massachusetts Library System Advisor Mary King, who led the group in a community vision statement exercise. All ideas were recorded, and the group then prioritized those vision statements it felt could best be achieved and supported by the library and its strategic plan. Recurring themes arose among statements that were most valued by committee members: supporting both the Stockbridge senior and youth populations and promoting inter-generational contact; building and strengthening connections between local organizations and the library; and fostering a spirit of community and volunteerism. The Director and Chair of the strategic planning committee then met to develop draft goals based on these vision statements.

Strategic planning committee members reviewed and discussed the goals drafted by the Director and Chairman at their third and final meeting held on June 20, 2012. During July, the Director further

developed the goals, objectives, and action portions of the plan, and finished writing the overall plan for submission to the full board of library trustees.

The plan was completed and approved by the Stockbridge Library Association's Board of Trustees on August 14, 2012. The plan will be submitted to the Massachusetts Board of Library Commissioners (MBLC) in the fall of 2012, and subsequently shared with the Town of Stockbridge Board of Selectmen.

The Director will update the Library Board on the progress of the plan each fall, and develop a new action plan for the following fiscal year (July-June). This action plan will be submitted to the MBLC by December 1 of each year.

# **Stockbridge Library Association Strategic Plan 2012-2017**

## **Community Description**

### **About Stockbridge**

The Town of Stockbridge is blessed with both great physical beauty and a rich cultural history. Located in southern Berkshire County in western Massachusetts, the town lies in a broad level valley nestled in lovely rolling hills. The Housatonic River curls through the town on its way to Long Island Sound; Stockbridge Bowl (or Mahkeenac Lake) sits at the north end of town.

Named for an English municipality, Stockbridge was incorporated as a town in 1739 for the purpose of establishing an Indian mission for the Mahican Indians in the area. John Sergeant, often considered the father of Stockbridge, was the devoted protector of the Mahicans, but after his death in 1749, the Indians sold their property (under some duress) and eventually were resettled in New York State. In 1850 the railroad came to Stockbridge, making the community easily accessible to New York City. Thus began the era of the “Berkshire Cottages” and the tourist trade.

The cultural and artistic community in the town has been and continues to be unique. Religious leaders from Jonathan Edwards to Reinhold Neibuhr; writers from novelist Catharine Sedgwick to playwright William Gibson; and artists such as Norman Rockwell and Daniel Chester French have made this small town their home over the past two hundred and seventy years. Tanglewood, the summer home of the Boston Symphony Orchestra, and the Berkshire Theatre Festival are located in Stockbridge, drawing musicians and actors of international renown. Psychoanalyst Erik Erickson worked at the Austen Riggs Center’s psychiatric facilities, and Kripalu Center for Yoga & Health is the largest retreat center of its kind in North America. This rich heritage has contributed to the town’s long respect for, and love of, books and learning, history and religious faith, arts and creativity.

According to the 2010 U.S. census, Stockbridge has 1,947 residents, up slightly from 1,855 recorded in 2006. The average age is 53.6 years. The town no longer has enough children to support the operation of an elementary school, which was consolidated with a regional school district in 2004. The median family income was \$67,188 – a figure that was higher than the national median family income of \$60,609 (2006-2010 American Community Survey). In 2011, the average assessed house value was \$444,875, and the average single family property tax was \$3,328. Approximately sixty percent of homes are occupied by seasonal residents.

The economic structure of the community is heavily influenced by these second home owners and the tourist trade. The largest employers in town are the Red Lion Inn and the Austen Riggs Center. Many employed residents commute to other towns or work out of their homes. Most of the retail businesses in town are geared to the tourist trade; residents tend to travel to nearby towns for groceries, hardware, and most other goods and services. Many residents are retired or semi-retired. They tend to have been professionals during their working lives, and many were also active volunteers within their communities.

## **Library Description**

### **Stockbridge Library History**

In July 1789, about the same time the U.S. Constitution was being ratified, twenty-five Stockbridge residents signed a charter forming the Berkshire Republican Library. In 1822, it was reorganized into three branches in Stockbridge, Glendale and Curtisville (now Interlaken). Little else is known about this forerunner of the current library. However, in 1861 Nathan Jackson offered Stockbridge \$2,000 toward a library, provided the additional sum of \$1,000 could be raised by the town. The challenge was met when the people of Stockbridge raised \$2,500, and the Stockbridge Library Association formed in 1862 to accept the donations. The original library building, now known as the Jackson wing, opened its doors in July 1864; the current lobby area and the Bement Room were added in 1938. Since 1937, the Stockbridge Library also has housed a collection devoted to the history of Stockbridge and its residents. The space was renovated in 2003-2004 to provide security and climate control for the growing collection of books, manuscripts, art, and artifacts. A professional Curator, who reports to the Library Director, manages the Historical Museum & Archives.

2012 marks the 150<sup>th</sup> anniversary of the founding of the Stockbridge Library Association, as well as the 75<sup>th</sup> anniversary of its Historical Museum & Archives. With support from the Town of Stockbridge's Community Preservation Committee, the library has begun the process of determining how to make the historic building universally accessible. Centerline Architects of Bennington, VT performed a thorough review of the Massachusetts building codes and identified deficiencies which currently exist at the library. The architects focused particular attention on the question of how to provide accessibility to all areas of the building, and presented many schemes for how to meet the code and the functional needs of the library. The resulting concept would provide elevator access to all three floors as well as handicapped accessible bathrooms. This plan also would turn currently unusable and underutilized space into more functional space, all with relatively minimal changes to the current footprint. Further evaluation is needed of the building itself and its mechanics, as well as the feasibility of raising funds for such a project. Yet, as the library's board of trustees assesses these challenges, it is excited about the opportunities to expand access to the building for all library visitors.

### **Library Governance and Staffing**

The library is a private association governed by a self-perpetuating, twelve-member board of trustees. This board is responsible for raising funds to operate the library, and for maintaining the building and grounds. The board has delegated the day-to-day management of the library, its collection development, and the provision of services to the public to the Library Director.

The Library Director and the Historical Museum Curator are the only two full-time personnel at 32 hours per week. Five other part-time employees work a total of 73 hours per week (for a full-time (32 hour) equivalent of 2.3). Four of these staff members work in the main library; the fifth works exclusively in the Historical Museum & Archives, which also makes use of several regular volunteers to help with various projects. In addition, the library has a maintenance person, who works approximately 10 hours per week, and two contract employees: a bookkeeper, who works 10–12 hours a month, and a person to manage donor relations, who works approximately 10 hours per month.

### **Hours**

The library is open a total of 43 hours per week. Its year-round hours of operation are: Tuesdays and Fridays from 9:00 AM to 8:00 PM, Wednesdays and Thursdays from 9:00 AM to 5:00 PM, and Saturdays from 9:00 AM to 2:00 PM. The library is closed on Sundays and Mondays.

## **Collections & Services**

Based on the FY2013 Annual Report Information Survey (ARIS), the library had:

Total holdings: 35,043

Holdings per capita: 18

Annual circulation: 30,368

Circulation per capita: 16

Items loaned to other libraries: 6,450

Items provided by other libraries: 4,267

Total visitors: 24,551

Total number of registered borrowers: 1,185

Some of the library's other accomplishments over the past year:

- Completion of building accessibility study
- Receipt of grant funding from the Stockbridge Cultural Council and the Community Preservation Committee
- Creation of library Facebook page, and more regular updates to the library's website
- Transition to monthly e-newsletter format, with additional e-reminders about special events
- Increase in adult, special, and local history programming
- Reestablished GabFests (recorded discussion groups regarding library & local history)
- Revamped children's area with new décor, toys, and materials
- Creation of graphic novel collections for adults, teens, and children
- Consolidation of magazines for easier browsing
- Relabeling and re-shelving of non-fiction audiobooks to distinguish them from their fiction counterparts
- Removal of audio cassettes and VHS tapes from the collection, with emphasis on increasing DVD and audiobook on CD holdings
- Received and accessioned new donations to the historical collection
- Production of Stockbridge Library history booklet
- Addition of full-time staff member with Master of Library and Information Science degree
- Revised and new job descriptions, and updated employee handbook
- Increase in staff training opportunities



# Stockbridge Library Association Strategic Plan 2012-2017

## Assessment of User Needs

Results from the 2012 user survey (see Appendix), along with discussions conducted by the strategic planning committee, reveal that the public identifies the library as – and desires it to be – a friendly community gathering place. This supports the library’s mission, which is to be a vibrant center of community life in Stockbridge. From frequency of visits to reasons for usage to what respondents like best about the library, people come to the library for qualities inherent in what Ray Oldenburg called the “third place”: a “core [setting] of informal public life...that host[s] the regular, voluntary, informal, and happily anticipated gatherings of individuals beyond the realms of home and work” (*The Great Good Place* 16). Making the library ADA compliant – a task that the board of trustees has begun to undertake – would further strengthen the library’s foothold as an integral third place in Stockbridge.



Seventy-five percent of survey respondents visit the library at least once per week, with thirty-three percent visiting more than once per week. While books and magazines rank highest among reasons to use the library (nearly ninety percent and fifty-two percent, respectively), a significant proportion of respondents indicated that they come to the library for its more social aspects; attending a program, viewing an art exhibit, and visiting the museum each received a response rate of approximately thirty percent. In addition, actual use of library space is also popular – twenty-two percent come to the library to read or study, and seventeen percent to conduct research. Moreover, when asked “What do you like most about the Stockbridge Library?,” the overwhelming amount of responses named the “helpful” and “friendly” staff and “welcoming” atmosphere as chief among what people enjoy about the library (see left).

The most frequently recurring word respondents used when answering “How could we improve the Stockbridge Library to better serve your needs?” was “more.” Overall, respondents were pleased with library offerings and services, but desired more of them: more materials, more programs, more hours.

However, users confirm that the library’s technology offerings need improvement. While nearly twenty-three percent of respondents visit the library to use a computer or wireless internet access, users also site the need for newer computers, improved anti-virus software, and technology classes. This point is

underscored by the fact that thirty-four percent of those surveyed said that they do not use the library's online catalog or check their account online, while nearly twelve percent didn't even know that online library access exists. In addition, only sixteen percent of respondents check the library's website for news or events, and none checked the library's Facebook page. These results indicate that updating the library's technology systems and providing both patrons and staff with technology training must form an integral part of the library's strategic thinking.

Surveys and meetings of the strategic planning committee also suggest that improved marketing and outreach should be another area of focus for the library. While the library's new email notifications are gaining in popularity (fifty-three percent of individuals surveyed cite email as how they find out about library happenings), word of mouth and locally-posted promotional flyers also rank high. The success of both new and old methods of promotion could be built upon with consistent marketing efforts and improved outreach to organizations in Stockbridge and the surrounding communities.

The strategic planning committee also emphasized youth participation and engagement of the second-home owner community as opportunities for growth. While the Town of Stockbridge has experienced a decline in the number of young people in the community, there is a desire to support and provide enriching activities for youth in the regional local schools, and promote intergenerational contact at the library. In addition, the library would like to facilitate better communication and interaction with second-home owners, who form a large part of the Stockbridge community.

In summation, a strategic plan for the library's next five years should include: an upgrade of technology systems and training opportunities; an increase in promotion of library services and outreach to other local organizations; and an emphasis on attracting more youth and second homeowners to the library, and encouragement of community involvement. Such steps will enable the library to strengthen service for its existing members, and hopefully attract new or underserved users. Moreover, this mindset will help the library maintain its reputation as a helpful, friendly, and welcoming place within the Stockbridge community.

# **Stockbridge Library Association Strategic Plan 2012-2017**

## **Mission Statement**

The mission of the Stockbridge Library Association and its Historical Museum and Archives is to be a vibrant center of community life in Stockbridge. The Library serves the needs of the residents of Stockbridge and the surrounding communities by promoting lifelong learning, facilitating inquiry, fostering creativity, strengthening community, and preserving the historical record of the town.

## **Vision Statements**

**The Stockbridge Library will be a place for gathering and communication for all full-time and part-time Stockbridge residents.**

**The Stockbridge Library will promote collaboration and sharing among community organizations.**

**The Stockbridge Library will foster a spirit of volunteerism and community pride in Stockbridge.**

**The Stockbridge Library will continue to be a place that promotes inter-generational respect and universal appreciation for others.**

**The Stockbridge Library will offer engaging and entertaining activities for residents of all ages.**

# Stockbridge Library Association

## Strategic Plan 2012-2017

### Goals, Objectives, and Actions

**Goal: Upgrade and improve existing building in order to provide a current, accessible, and sustainable facility for all.**

*Objective: Maintain and preserve historic facility.*

- Actions:
1. By the end of FY2013, identify possible radon reduction methods.
  2. By the end of FY2013, complete exterior painting.
  3. By the end of FY2015, complete repair of front steps.
  4. By the end of FY2016, begin construction on renovation project.

*Objective: Complete design process for renovating historic building to full ADA compliance.*

- Actions:
1. By the end of FY2013, review existing use of space and complete building program to recommend to architect.
  2. By the end of FY2013, complete design development phase, including review of all library systems (plumbing, electric, climate control, etc.).

*Objective: Investigate funding opportunities for renovation project.*

- Actions:
1. By the end of FY2013, determine if library will pursue funds from the Massachusetts Public Library Construction Program.
  2. By the end of FY2013, identify other sources of funding for renovation project.
  3. By the end of FY2014, determine feasibility of raising adequate funds for construction.
  4. By the end of FY2014, begin capital campaign for library renovation project.

**Goal: Foster relationships and collaboration with other local organizations and community groups.**

*Objective: Improve external communications and outreach to the community.*

- Actions:
1. Continue to utilize website, email, and social media for promotion of library programs and services. Annually.
  2. By the end of FY2013, establish and implement plan for better publicizing the library and its happenings to the community.
  3. By the end of FY2014, there will be an increase in attendance at library programs.

*Objective: Identify and support needs of second home owner community.*

1. By the end of FY2014, improve awareness of library services to second home owners in Stockbridge
2. By the end of FY2015, identify any special needs of second home community.

3. By the end of FY2016, second home owners will feel more welcome at library and use it more frequently.

*Objective: Partner with other community groups on joint programs and initiatives.*

- Actions:
1. Continue to hold annual Pumpkin Walk in conjunction with the Stockbridge Chamber of Commerce Halloween parade.
  2. By the end of FY2015, partner with Stockbridge Board of Health to hold event(s) promoting community health and “walkability.”
  3. By the end of FY2015, organize community block party for the Town of Stockbridge in celebration of the library’s 150 years.

**Goal: Continuously provide an interesting array of programs to patrons of all ages that engage and challenge, and that support the library’s mission to be a center of community life.**

*Objective: Offer entertaining and enriching programs for local young people.*

- Actions:
1. Continue to pursue cultural council grants for funding of special youth programs. Annually.
  2. By the end of FY2013, expand outreach to local classrooms to include middle and high school students.
  3. By the end of FY2013, coordinate Friday evening music programs featuring local youth.
  4. By the end of FY2014, usage of library by young adults will have increased.
  5. By the end of FY2014, conduct Saturday storytime for preschoolers.

*Objective: Continue to present Sunday Program series.*

- Actions:
1. By the end of FY2014, consider possibility of expanding Sunday Programs across the full calendar year.

*Objective: Continue to host local artist exhibits.*

- Actions:
1. By the end of FY2014, include local youth artists in exhibitor rotation.
  2. By the end of FY2016, hold “My Stockbridge” photo exhibit.

**Goal: Offer a rewarding volunteer experience for members of the Stockbridge community.**

*Objective: Encourage volunteerism at the library and its museum and archives.*

- Actions:
1. By the end of FY2013, create timesheets for use by library volunteers.
  2. By the end of FY2013, establish annual appreciation event for volunteers.
  3. By the end of FY2013, host student volunteers from Berkshire School on Gracious Living Day.
  4. By the end of FY2014, identify new ways to utilize volunteers at the library.
  5. By the end of FY2014, establish partnership with Monument Mountain Regional High School to encourage youth volunteerism at the library.

6. By the end of FY2016, the amount of library volunteers will have increased.

**Goal: Support the maintenance and growth of the library's Historical Museum & Archives.**

*Objective: Improve access to the library's historical collections.*

- Actions:
1. By the end of FY2013, incorporate expanded museum and accompanying storage space into renovation designs.
  2. By the end of FY2015, all historical museum & archives items will be cataloged.

*Objective: Support growth and care of library's historical collections.*

- Actions:
1. Continue to pursue local cultural council and community preservation grants for funding of special projects. Annually.
  2. By the end of FY2013, establish separate acquisitions fund for the Museum & Archives.
  3. By the end of FY2013, review and update the Museum & Archives Collection policy.
  4. By the end of FY2016, communicate with Town of Stockbridge regarding cooperative care of historic town records.

**Goal: Ensure that the library has the appropriate technological tools needed to deliver services and programs to patrons, and to run an efficient fundraising and service organization.**

*Objective: Update the library's technology systems and offerings on a regular basis.*

- Actions:
1. By the end of FY2013, double the number of "likes" on Facebook.
  2. By the end of FY2014, purchase software to manage donor relations.
  3. By the end of FY2014, survey community on what kinds of technology support the library can offer.
  4. By the end of FY2015, begin offering formal technology classes based on user need.
  5. By the end of FY2016, upgrade all necessary public and staff computers to newer models with improved virus and spyware protection.
  6. By the end of FY2016, develop and institute a technology replacement plan.

**Goal: Continue to provide a welcoming atmosphere with friendly and knowledgeable staff.**

*Objective: Support staff professional development.*

- Actions:
1. By the end of FY2013, establish professional development portion of the budget to fund work-related trainings and travel.
  2. By the end of FY2013, each staff member will have attended at least one continuing education workshop. To be continued annually.
  3. Continue to update personnel manual annually.

4. Continue to hold regular bi-monthly staff meetings.
5. Review staff salaries annually.

**Goal: Revisit library governance to ensure maximum effectiveness.**

*Objective: Update library by-laws and committee structure.*

- Actions:
1. By the end of FY2013, complete review of by-laws and make any necessary updates.
  2. By the end of FY2013, reorganize board sub-committee structure and define objectives for each.

*Objective: Refine approach to development in order to expand fundraising capacities.*

- Actions:
1. By the end of FY2013, establish Fundraising committee.
  2. By the end of FY2013, establish Capital Campaign Committee to explore funding and determine feasibility of successful capital campaign.
  3. By the end of FY2014, begin pursuit of new grant funding.

**Goal: Establish independently-functioning Friends of the Library group.**

*Objective: Create an independently-functioning Friends of the Library Group that will support the library's fundraising and programming efforts.*

- Actions:
1. By the end of FY2014, create job descriptions for board liaison and Friends leaders and volunteers.
  2. By the end of FY2014, have Friends of the Library leader in place.
  3. By the end of FY2016, Friends of the Library group will relieve board of book sale duties.

**Appendix**  
**Stockbridge Library Association**  
**2012 User Survey**

Dear Friends:

We are actively involved in strategic planning for our library, and as part of that process we are evaluating our services to library users. Please share your ideas, opinions and suggestions by filling out this brief survey. We want our library to serve your interests and needs, so your input is very important to us!

Thank you,  
The Stockbridge Library Board of Trustees & Staff

1. Which category below includes your age?  
 Under 9     9-12     13-17     18-24     25-29  
 30-39     40-49     50-64     65-80     Over 80
  
2. Do you have a library card?  
 Yes  
 No
  
3. How often do you visit the library?  
 More than once a week  
 Once a week  
 Once a month  
 2-3 times per year  
 Never (please see #5)
  
4. What do you use the library for? (Check all that apply.)  
 Borrow an item:  
 Books     Large print books     Magazines     Audiobooks  
 Movies     Music CDs     Museum Passes     eBooks  
 Read/work/study  
 School projects or homework  
 Conduct research or ask a question  
 Visit the Historical Museum & Archives  
 Attend a program  
 Adult program     Children's program  
 View an art exhibit



- Use a computer for Internet access
  - Use WiFi for your own laptop computer or other device
  - Volunteer
  - Other (please specify) \_\_\_\_\_
5. If you don't use the library, why not?
- Hours aren't convenient (Please tell us which hours would be better: \_\_\_\_\_)
  - The library doesn't have what I need/want
  - Poor customer service
  - I buy my books/use the Internet
  - I go to another library: \_\_\_\_\_
  - Too noisy
  - Just not in the habit
  - Other (please specify) \_\_\_\_\_
6. The library would like to expand its program offerings. What kinds of programs have you attended or would like to attend? (Check all that apply.)
- Book group:  
\_\_adult      \_\_child      \_\_mystery
  - Community-wide reading program
  - Writing workshops
  - Music programs
  - Speaker series
  - Author visits
  - Technology classes (computers, ereaders, etc.)
  - Movie showings
  - Local history programs
  - Children's craft programs
  - Storytelling programs
  - Other (please specify) \_\_\_\_\_
7. How do you learn about the library's services and events? (Check all that apply.)
- Flyers/posters/brochures
  - Newspaper
  - Email notices
  - Website ([www.stockbridgelibrary.org](http://www.stockbridgelibrary.org))
  - Facebook
  - Word of mouth
8. Do you use the library's online catalog or check your library account online?

- Yes
- No
- Didn't Know It Existed

9. What do you like most about the Stockbridge Library?

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10. How could we improve the Stockbridge Library to better serve your needs?

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## 2012 Survey Results

- 96 complete responses received (57 paper, 39 web). Some numbers may vary.

### Q1. Which category below includes your age?

	Count	%
Under 9	0	0.00%
9-12	0	0.00%
13-17	1	1.04%
18-24	1	1.04%
25-29	3	3.13%
30-39	4	4.17%
40-49	11	11.46%
50-64	40	41.67%
65-80	32	33.33%
Over 80	2	2.08%

### Q2. Do you have a library card?

	Count	%
Yes	96	100.00%
No	0	0.00%

### Q3. How often do you visit the library?

	Count	%
More than once per week	32	33.33%
Once a week	40	41.67%
Once a month	20	20.83%
2-3 times per year	6	6.25%
Never	1	1.04%

### Q4. What do you use the library for? (Check all that apply.)

	Count	%
Borrow books	86	89.58%
Borrow magazines	30	31.25%
Borrow audiobooks	27	28.13%
Borrow movies	50	52.08%
Borrow music	14	14.58%

**Q4. What do you use the library for? (Check all that apply.) - CONTINUED**

	Count	%
Borrow museum passes	21	21.88%
Borrow ebooks	6	6.25%
Read/work/study	21	21.88%
Homework	1	1.04%
Research/ask a question	16	16.67%
Visit historical museum	27	28.13%
Attend an adult program	18	18.75%
Attend a children's program	6	6.25%
View an art exhibit	30	31.25%
Use an Internet computer	16	16.67%
Use Wifi	6	6.25%
Volunteer	9	9.38%
Other	4	4.17%
Meetings, newspapers, copier, wait for my mom, restroom		

**Q5. If you don't use the library, why not?**

**\*Percentage based on 13 responses**

	Count	%
Hours aren't convenient	0	0.00%
Doesn't have what I want/need	3	23.08%
Poor customer service	3	23.08%
I buy my books/use the Internet	1	7.69%
I go to another library	4	30.77%
Too noisy	0	0.00%
Just not in the habit	4	30.77%
Other	7	53.85%
2 <sup>nd</sup> home owner, interlibrary loan, too much hassle		

**Q6. The library would like to expand its program offerings. What kinds of programs have you attended or would like to attend? (Check all that apply.)**

	Count	%
Book group	44	45.83%
Community-wide reading	24	25.00%
Writing workshops	20	20.83%
Music programs	38	39.58%
Speaker series	48	50.00%
Author visits	46	47.92%
Technology classes	21	21.88%
Movie showings	35	36.46%
Local history programs	33	34.38%
Children’s craft programs	14	14.58%
Storytelling programs	12	12.50%
Other	6	6.25%
Language classes, travel program		

**Q7. How do you learn about library's services and events? (Check all that apply).**

	Count	%
Flyers/posters/brochures	40	41.67%
Newspaper	25	26.04%
Email notices	51	53.13%
Website	15	15.63%
Facebook	0	0.00%
Word of mouth	39	40.63%

**Q8. Do you use the library's online catalog or check your library account online?**

	Count	%
Yes	49	51.04%
No	33	34.38%
Didn’t Know It Existed	11	11.46%

**Q9. What do you like most about the Stockbridge Library?**

- The polite people
- Relaxed, welcoming atmosphere, programs, exhibits, layout/sitting areas, book selection & for sale, info center
- Staff & setting
- Magazines

- I love it's old-time atmosphere & friendly staff
- Convenience, selection of materials, friendliness of staff, general warm welcome of the space in addition to the people, willingness to get books from other libraries, my ability to return books from other libraries
- The books & Cathy
- Customer service is amazing
- Quiet, helpful
- Friendly staff, able to order books from other libraries
- People are helpful
- The people
- Everything - everyone is very helpful and get me anything they don't have.
- Atmosphere
- Small, people kind and helpful
- Very kind people!! Clean, welcoming, lots of really great books, new books and 010
- The vast number of books
- It is part of the community center in town, like the building, good to have the historical room there
- Atmosphere and collection
- Newspapers, window seats and chairs as well as computers. Librarians are friendly.
- It's here! Open evenings important - I work full time.
- The comfortable atmosphere and welcoming staff members - the ambiance.
- The existence
- Atmosphere and friendliness
- The friendly staff
- Small town, intimate, friendly atmosphere; historical museum; Sunday speaker series
- The friendliness of the staff
- Kind and friendly staff
- Staff - library help is excellent
- It's next door to my house
- Cultural, social center of town; a distinguished structure; good collections; CWMARS; monthly lecture/presentation with good variety
- The atmosphere
- Convenient location near post office and market and bank; beautiful, relaxing reading room (Bement room); art exhibits; access to books and audio books etc. from all libraries in CWMARS system.
- Polite staff, high ceilings
- Well done!
- Everything! The staff, the offerings, its ambience
- I like the location, hours late night; Very good customer service; I buy many books I'm happy with. I like the idea that I feel somebody listens to suggestions.
- The people who work here are great.
- Technically up to date, yet retains charm of historic building; Wonderful, helpful, friendly staff.
- Variety of books for all ages.
- Historic Feel; Good selection of new fiction and non-fiction
- Knowledgeable staff; pleasant atmosphere
- Friendly staff, and the quiet, and I live near it.

- It's convenient. I can get books from other libraries here.
- Atmosphere, cookies sometimes, great librarians
- The librarians and volunteers are friendly & knowledgeable. The library is beautiful and peaceful inside, great windows! We love and use the children's books and movies.
- Friendly, helpful staff
- Open late til 8PM on Tuesdays & Fridays. The staff is so friendly.

**Q10. How could we improve the Stockbridge Library to better serve your needs?**

- Computers too buggy; better sorting options for CWMARS catalog
- More computer info
- More movies
- More art magazines & books
- Continue to be! Libraries are the very best of what is good about our country! I love our library!
- Stay opened, don't shut down
- Better selection of current travel books - Lenox library has better selections
- It's great :)
- Longer hours
- Keep on - keeping on
- Later Sat. hours
- More programs
- Nothing
- The library is perfect just the way it is.
- Do the little things well (which most of the time you do.)
- Thumb drive access for the computer. I like to file my writing and usually go to another library for my thumb drive out of town.
- Language classes would be great - especially Italian.
- The idea of concern and attempt is good enough for me.
- I love it as is.
- Books offered on poetry and theater.
- More classic movies
- More DVD's and art magazines
- It's a perfect small town library!
- Continue work to increase town funding; Also, Sheffield Lib. Has a few ukuleles to loan (large factory makes them in Sheffield) , there is a ukulele class at Berkshire South weekly. How about if Stock. Lib. does this as well?
- Stay open 6 days a week (i.e. add Monday) and full day Saturday. I generally don't take advantage of evening hours, so that seems unnecessary to me. Provide more adult programs/events.
- It's good now.
- The large art and photo books are very difficult to see and use. Can you please display them properly. Many are just crammed in sideways. Thank you.
- I'm well satisfied, and I can't think of any additional needs.
- We - all of us - need to develop greater social exchanges - here I know we are trying - more music and language programming.

- More DVD's as stated above.
- I think you're doing great!
- More adult DVD's please.
- Open on Sunday
- It's awesome already!
- The above expanded programs would be great
- I am very happy with our experience at the Stockbridge Library.
- More recently published books
- Email me about upcoming events