



S. White Dickinson Memorial Library
Whately, Massachusetts

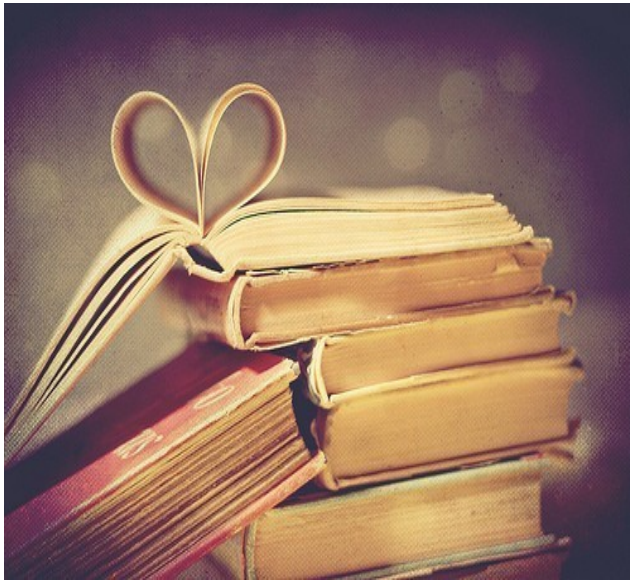
Strategic Plan

June 2019 – June 2024

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ACKNOWLEDGEMENTS

The Board of Library Trustees gratefully acknowledges all those whose participation made this planning process possible, including:

- The 65 community members who responded so thoughtfully to the Strategic Plan survey
- The many participants in the Community Input Session for their useful suggestions and insights
- Consultant Abby Strauss for her knowledgeable guidance and her conduct of the Community Input Session
- Library Director Candace Bradbury-Carlin for her leadership, organization, management, and hard work drafting this Strategic Plan.

Thank you all.

APPROVAL

The Whately Library Board of Library Trustees of the S. White Dickinson Memorial Library approved and adopted this Strategic Plan at their meeting on September 13, 2018.

Trustees:

James Ross
Sheila Powers
Lawrence Ashman
Robert Smith
Kenneth Moulton
Quinton Dawson, Chairperson



MISSION STATEMENT

The mission of the S. White Dickinson Memorial Library is to provide access to a diverse collection of library materials, information, media, resources, and services, as well as opportunities for cultural enrichment, entertainment, and community-building through regularly scheduled programs and special events.

VISION STATEMENT:

The Whately Public Library is your community center for lifelong learning.

WHY WE DO STRATEGIC PLANNING

The Massachusetts Board of Library Commissioners (MBLC) requires libraries to complete and submit multi-year strategic plans to be eligible for direct grants from the MBLC under the federal Library Services and Technology Act (LSTA) or any state funded grants.

A strategic plan is also a useful management tool. The planning process gave us a chance to talk about the library to many different members of our community. It helped us identify areas in which the library is already strong as well as areas in which our services need to be expanded or improved.

This plan will help us budget, prioritize activities, and continue to plan for the future.

It also provides a clear sense of purpose for the library staff, trustees, friends, and volunteers.



COMMUNITY DESCRIPTION

Whately is located in Franklin County, Massachusetts. According to the United States Census Bureau, the population is 1,543 and has a total area of 20.7 square miles. Whately lies along the western banks of the Connecticut River in the Pioneer Valley, and its three by six-mile area covers some of the most fertile land in New England. Whately lies along the southern border of the county, north of Hampshire County, and is bordered by Conway to the northwest, Deerfield to the northeast, Sunderland to the east, Hatfield to the

south, and Williamsburg to the west. Whately is located 11 miles south of Greenfield, 26 miles north of Springfield, and 95 miles west of Boston.

Whately was settled in the 1600's, in an area along the Connecticut River that belonged to the Norwottucks, or Fresh Water Indians, under Chief (Sagamore) Quonquont. Originally part of Hadley, the land in Whately was purchased by Hatfield in 1695 from Quonquont's widow and children, by a deed which still exists. Whately was incorporated in 1771 and named by then Governor Hutchinson for Thomas Whately, a political mentor of his in the British Parliament.

Today's Whately residents vary widely, from descendants of early settlers as well as the large influx of Irish and Polish immigrants in the early 1900's, to more recent transplants from all over the east coast, as the Pioneer Valley's reputation as a good place to live and raise one's family has grown. Due to this and Whately's proximity to employment centers in Hampshire and Franklin counties, development pressure has increased sharply in the last 17 years. Whately residents have recently formed the Whately Land Preservation group in response to this pressure, and an Agricultural Commission and Open Space plan are under consideration.

Today's residents vary from farmers to college professors and tradesmen, from teachers and artists to health workers and construction contractors. The local tax base includes some sizable regionally-known businesses as well as numerous home-based enterprises.

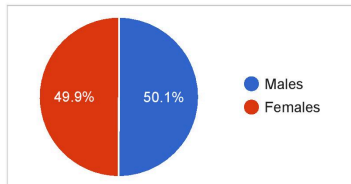
Today far more residents commute to jobs outside Whately than in the past, yet Whately residents hold a strong awareness of and commitment to our community. Participation in town events, from our town meetings to many volunteer positions on critical town boards, to school and recreational organizations, is high, and so Whately's community spirit is sustained.

In the 21st century, Whately retains much of its rural character, scenic landscapes, and abundant natural resources, as well as its historic character. The town is working to keep these cherished elements of the past as it strides into its fifth century.

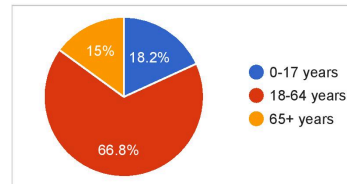
2010 United States Census Bureau Statistics

Population in 2010: 1,496.

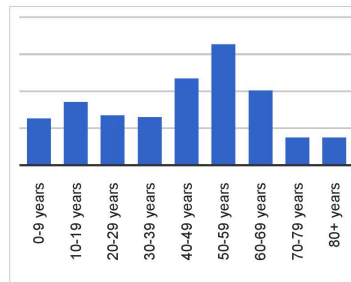
Further Population Figures:



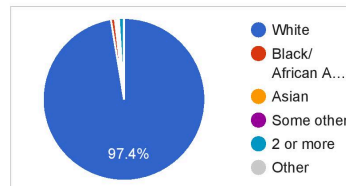
Gender (C 2010)	
Males	749
Females	747



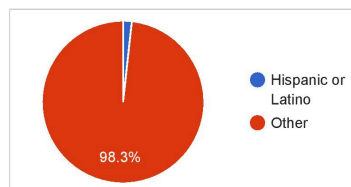
Age Groups (C 2010)	
0-17 years	272
18-64 years	1,000
65+ years	224



Age Distribution (C 2010)	
0-9 years	128
10-19 years	174
20-29 years	135
30-39 years	134
40-49 years	236
50-59 years	330
60-69 years	205
70-79 years	76
80+ years	78



»Race« (C 2010)	
White	1,457
Black/African American	12
Asian	6
Pacific Islander	1
Some other	6
2 or more	14



Ethnicity (C 2010)	
Hispanic or Latino	26
Other	1,470



LIBRARY DESCRIPTION

In 1833 Salmon White Dickinson was born and he would change the history of the town library. He lived to the age of 98 and had two daughters, Jennie and Anna. Upon his death he left his entire estate to Anna with instructions that it be given to the town to build a library in his memory. By sage investments, Anna, upon her death was able

to give the town \$225,000 for a library. The will was contested and by 1945 the amount dwindled down to \$165,000.

In 1945 the inhabitants of the town of Whately were deeded 7 acres of land on the east side of Chestnut Plain Road by Harold R. Waite. This was to be the site of the S. White Dickinson Memorial Library. The architect was Walter P. Crabtree of West Hartford Connecticut. The original plans called for an elaborate building with three stories, but due to monetary constraints, another plan was submitted to the town. Construction began in 1949. The new design was a small Georgian style building on the hilltop site with a view across the Valley. The building was finished a year later and the doors opened to the townspeople on December 17, 1950. The library houses its collection on the first floor, a meeting/community room downstairs, and an expansive outdoor space for programs and community use.

The library has become an integral part of the community. It continues to expand services and offers a variety of programs. We provide more open hours than most libraries with similar populations and demographics. We have great success with programming and high attendance at lectures, workshops, concerts, movie showings, and Summer Reading activities.

In 2017 a new director came on board with a mandate to take the library in new directions. Now local artist exhibits, drop-in activities, and even the occasional coffee house (replete with new furniture and lighting) keep the newly dedicated Robert Duda Community Room even busier than before. In the main rotunda, new furniture and a new arrangement have created comfortable, private reading and work spaces next to windows with amazing views of the Connecticut Valley. The children's area has been made more accessible for each age group. The library is currently working on improving the adult stacks room with new energy-efficient lighting, carpeting, and brighter paint on the shelving. Patrons now have access to an online interactive newsletter, Wowbrary, that provides weekly updates on the library's collection. The collection itself has been further diversified to suit our patrons and expanded to include more digital options and non-traditional items such as a telescope.

The S. White Dickinson Memorial Library is a town institution, reflecting Salmon White Dickinson's loyalty to his birthplace, and Whately's appreciation of it.

Library Brainstorm Party!



this is your library: we want your ideas!

PLANNING METHODOLOGY

There were three stages of planning that resulted in this strategic plan:

- An informal community brainstorming session led by the director
- A formal community input session led by an outside consultant
- A town-wide community survey

- 1) **The informal Community Brainstorm Session** happened in April 2017 and all community members were welcome. Director gave brief presentation on the role of libraries past, present, and future. Stations with written prompts for brainstorming ideas in a variety of categories (collection, collaboration, programs, etc) were provided and the response was large, varied, and enthusiastic. There was a flier and sign-up sheet for the formal community input session being held in October 2017.
- 2) **The formal Community Input Session** took place in October 2017 and was led by outside consultant Abby Straus of Maverick and Boutique. Approximately 22 people participated in this 3-hour session. The group was split into tables of 4-6 people with a laptop at each table that connected to a screen projection, and each table had a scribe that entered answers to show up with the other answers in one place. Questions were asked to the whole group in order of broad scope (What is the state of the world currently and how do you feel about that?) to a more local scope (How does this state of the world effect how we work, play, and live in Whately?) to the scope of the library (What is the role of the Whately Library in this picture?) to the questions on what to Keep, Abandon, Invent, or Reinvent in Whately, to the final question of what projects Whately Library can do to help these ideas become a reality?
- 3) **The town-wide community survey** announced in a town-wide robo call, was sent via email list and town newsletter, posted on the library website and inside the library during the months of December 2017 and January 2018. A total of 65 people responded to this survey.



ASSESSMENT OF USER NEEDS

The results of the three forms of community input were combined with the existing goals of the library staff and Trustees, and the town demographics, to create a picture of what is needed at the library to serve its community. Although the responses from the community meetings and survey questions showed a largely positive view of the library, there is always room for improvement.

It is strongly desired for this library to be viewed and used as a **community hub**. In Whately there are not many

places to gather as a community. People appreciate the opportunities that have already arisen at the library and see the many possibilities of how the library can bring community together. This would mean building upon a feeling of community that does already exist at this library. The Whately Library's summer concert series, lectures, workshops, and annual craft show have attracted many visitors from this town and surrounding towns for years. People want more opportunities for community gathering. Now is the time, in the ever-increasing role of library-as-community-center, to maximize these efforts for this library to be even more visible and engaging in its community.

There is a lot of enthusiasm for the idea of **community collaboration**, with the library sharing resources with other town organizations for educational and cultural programming. In order to have a wider reach, some suggest that the library work outside the bounds of its building and grounds to offer programs elsewhere in the community.

Two general areas that people view as needed improvements are complete handicap **accessibility** and more open hours. Accessibility is paramount for a library to truly serve all of its community members. There are many ways that our library services could have a greater reach to those with mobility or time issues, whether it be in our own facility or out in the community.

Tradition and Innovation together are what keep libraries appealing to the largest range of people. There are so many ways of reading, getting information, and forming community. The library community would like the library to continue to foster a love of reading, learning, and gathering for all ages – in a format that suits each individual. This can be done in ways that have worked for many generations, as well as through new and creative channels. As technology is a growing part of people's lives, there is a need for more education on technology as well as building awareness on what digital options are available through the library. But, a lot of folks still love printed books and physically coming to the library.

At our community forum, there were many comments on the subject of **Representation and Diversity**. These topics are the core of what makes a library truly welcoming to everyone, and while our library does provide diverse offerings, there are those who feel that the library services and programs could expand representation of the entire community and beyond. A library is a reflection of its community and encourages members to be aware of and appreciate "others" not represented well within community. People who do not feel represented at a library may never come in or only visit once. A library is a democratic institution.



OUR GOALS

WE IDENTIFIED FIVE STRATEGIC GOALS.

The underlying message for all of these goals is that a library is more than just a place, it is a service, within and beyond the walls of the library.

1) **Community Hub**

The Whately Library is a gathering place for our community, a hub of connection, sharing, and learning.

2) **Collaboration.**

The Whately Library is a trusted collaborator in building a vibrant, healthy, and unified community.

3) **Accessibility.**

The Whately Library strives to be accessible to all patrons through a variety of means, so every patron can benefit from the library collection, services, and programs.

4) **Tradition and Innovation.**

The Whately Library offers multidisciplinary materials and services that combine the best of tradition and innovation, to suit the range of patron needs.

5) **Representation and Diversity.**

The Whately Library welcomes everyone and aims to reflect its community with diverse materials, programs, and services.

6) **Enrichment of Staff and Governance.**

The Whately Library staff, Trustees, and Friends are given opportunities for enrichment and support, as these groups are integral to the success of the library.



STRATEGIES TO REALIZE OUR GOALS

WE DEVELOPED STRATEGIES FOR EACH OF THE GOAL
AREAS.

GOAL 1: Community Hub.

- 1) Increase library visibility in community
- 2) Provide opportunities for drop-in activities to bring people in at times that work for their schedule.
- 3) Develop regular, ongoing programs that the community can depend on and integrate into their lives.
- 4) Promote and facilitate the use of the library for community meetings and patron-led workshops.
- 5) Optimize library's physical spaces to diversify community usage of those spaces.
- 6) Work to increase and diversify ways for the community to gather.

GOAL 2: Community Collaboration.

- 1) Identify and reach out to individuals, organizations, and businesses that seem like good potential library partners in Whately and the surrounding area.
- 2) Identify services and programs needed in Whately that would benefit from collaborative projects.

GOAL 3: Accessibility.

- 1) Research and implement options for increased handicap accessibility within library building.
- 2) Look at possibility of bringing library items to those in the community with mobility issues.
- 3) Assess whether our existing library hours of operation really serve our community and whether to adjust those hours to appeal to more patrons.

GOAL 4: Tradition and Innovation.

- 1) Expand upon the tradition of literacy for all, and esp. young children.
- 2) Find innovative ways to promote literacy.
- 3) Identify what annual and traditional programs are still well attended.
- 4) Further implement innovative programs.
- 5) Add and promote new formats of technologically advanced reading materials.
- 6) Update and diversify library offerings and on-site patron-used equipment.
- 7) Give new twists on traditional library services and programs and find ways for tradition and innovation to overlap.

GOAL 5: Representation and Diversity.

- 1) Regularly plan programs that represent the different ages, lifestyles, ethnicities, and interests of the community.
- 2) Develop services and programs that educate and assist community members in need, in the areas of finance, civics, social welfare, and wellness.

GOAL 6: Enrichment of Staff and Governance

- 1) Explore opportunities for Trustees and Friends.
- 2) Explore expansion of staff hours, benefits, and paid time off (including snow days).
- 3) Continue to explore opportunities for staff education and professional development.

ACTION PLANS

WE CREATED PLANS TO PUT OUR STRATEGIES INTO ACTION.

GOAL 1: Community Hub

1.1 Increase library visibility in community		
ACTION	TIMELINE	RESPONSIBILITY
Design brochure that explains library services	2019	Director
Place brochures at community businesses and town departments like transfer station	2019-2020	Director/Trustees/Friends
Design and install more visible library signage at street	2020	Director/Trustees
Get library linked on local websites	2019-2020	Director
1.2 Provide opportunities for drop-in activities to bring people in at times that work for their schedule.		
Community art projects	Ongoing	Director
Regular rotated diverse drop-in activities for all ages	Ongoing	Director
Ongoing art exhibits	Ongoing	Director

1.3 Develop regular, ongoing programs that the community can depend on and integrate into their lives.

ACTION	TIMELINE	RESPONSIBILITY
Schedule regular sessions of “ask the expert” for topics like technology, finance, and wellness	2019-2020	Director
Establish book group formats that draw a larger crowd	2019-2020	Director
Find volunteers or fund through grant to run regular storytime for children	2019-2020	Director/Associate

1.4 Promote and facilitate the use of the library for community meetings and patron-led workshops.

Post calendar of library community meetings along with programs on library website and circulation desk	2019	Director/Associate
Encourage community residents to share their skills by running workshop at library	Ongoing	Director

1.5 Optimize library's physical spaces to diversify community usage of those spaces.

ACTION	TIMELINE	RESPONSIBILITY
Make "nooks" throughout the library for private reading/work areas	2019-2020	Director/Trustees
Renovate adult stacks room to have more welcoming atmosphere, with better shelving, more seating, better access to outdoor views.	2019-2020	Director/Trustees
Update children's area with new freestanding shelving and storage units to maximize space	2019-2020	Director/Friends
Further develop and diversify community room as art gallery	2019-2020	Director
1.6 Work to increase and diversify ways for the community to gather		
Community storytelling events	2019-2020	Director
Community potluck "feasts"	2019-2020	Director/Friends

GOAL 2: Community Collaboration.

2.1 Identify and reach out to individuals, organizations, and businesses that seem like good potential library partners in Whately and surrounding area.		
ACTION	TIMELINE	RESPONSIBILITY
Work with Whately Elementary School library so the two libraries to complement each other in materials and programs. Have "visit the public library" days.	2019-2020	Director/Associate
Develop programs with the Elementary school that will boost literacy and a love of reading	2019-2020	Director
Hold programs at local farms to bring awareness of value and processes of farming.	2019-2020	Director
Work with Frontier, Franklin Tech, and North Star schools to create rich programming and services to and by local teens.	2019-2020	Director
Identify local clubs (VFW, birding, gardening, etc) that may want to partner with library for programs	2020	Director
Establish partnerships with local entrepreneurs for programs on small business development.	2019-2020	Director
Partner with state agencies and non-profits to hold information meetings and workshops at library	2019-2020	Director
Food drive for food bank	Ongoing	Director/Associate
Crafts for Charity	Ongoing	Director
2.2 Identify services and programs needed in Whately that would benefit from collaborative projects.		
Ask South County Senior Center what seniors are looking for in programs, books, and services.	2019-2020	Director/Associate
Send survey to Whately Elementary parents about what they would like for their kids.	2019-2020	Director

GOAL 3: Accessibility

3.1 Research and implement options for increased handicap accessibility within library building.		
ACTION	TIMELINE	RESPONSIBILITY
Explore grant opportunities for a feasibility study and ADA code compliance study.	2019	Director/Trustees
Explore grant opportunities for an architectural consultation to forecast approximate costs.	2019	Director/Trustees
Secure funding.	2020-2021	Director/Trustees
Secure grants for an architectural bid ready plan.	2020-2021	Director/Trustees
Processed with construction	2021-2022	Director/Trustees
3.2 Look at possibility of bringing library items to those in the community with mobility issues.		
Develop program for community volunteers to deliver library materials to homebound patrons	2019-2020	Director/Associate
Look at possibilities of having remote library collection and services in town for those without transportation.	2020-2021	Director
3.3 Assess whether our existing library hours of operation really serve our community and whether to adjust those hours to appeal to more patrons.		
First change hours to be spread out during the week.	2019-2020	Director/Trustees
Assess cost and benefit of adding hours of operation and staff hours.	2019-2020	Director/Trustees
Add hours of operation and staff hours in small increments if Town budget allows	2020-2021	Director/Trustees

GOAL 4: Tradition and Innovation

4.1 Expand upon the tradition of literacy for all, and esp. young children.		
ACTION	TIMELINE	RESPONSIBILITY
Establish a regular story time for young children	2019-2020	Director/Associate
Participate in regular family reading challenges.	2020	Director
4.2 Find innovative ways to promote literacy.		
Design guide (with other local libraries) for parents and caregivers on "How to Raise a Reader"	2020	Director
Intergenerational book club and book reviews	2020-2021	Director
Community Read – multi format	2020-2021	Director
Paws for Books (therapy animals at storytime)	2020-2021	Director/Associate
4.3 Identify what annual and traditional programs are still well attended.		
ACTION	TIMELINE	RESPONSIBILITY
Expand upon annual traditions such as craft fair, book sales, and tree lighting	Ongoing	Director/Friends
Mysteries most popular genre - develop mystery related book club and programs	2019-2020	Director
Expand and diversify nature programs offered, as very popular with residents	2019-2020	Director

4.4 Further implement unique and innovative programs.		
Book to Art	2020	Director
Book to Action	2020	Director
Special Interest Clubs –patrons to start and join clubs at library around shared unique interest (walking, knitting, etc)	2020	Director
More outdoor programs – take advantage of outdoor space and views (badminton, plein air painting)	2020	Director
Technology: 3D Printing, gaming	2021-22	Director
4.5 Add and promote new formats of reading.		
Continually update information on all available formats of public library reading technology through handouts, website, and demonstrations.	Ongoing	Director/Associate
4.6 Update and diversify library offerings and on-site patron-used equipment.		
“Library of things” to lend: Sewing machine, laptop, tools	2020-2021	Director
Equipment to be used on site: scanner and color printer, better copy machine, laptops	2019-2020	Director
4.7 Give new twists on traditional library services and programs and find ways for tradition and innovation to overlap.		
Cross train patrons with different skills: teens to train seniors on using computer programs	2020	Director

GOAL 5: Representation and Diversity

5.1 Regularly plan programs that represent the different ages, lifestyles, ethnicities, and interests of the community.		
ACTION	TIMELINE	RESPONSIBILITY
Example: Senior Memoir Writing	2019-2020	Director
Example: English speaking groups	2020	Director
Example: LGBTQ programs	2020	Director
Example: Displays and celebrations of multicultural events.	Ongoing	Director/Associate
Example family support programs: playgroups, parent support, grandparent involvement	2019-2020	Director/Associate
5.2 Develop services and programs that educate and assist community members in need, in the areas of finance, civics, social welfare, and wellness.		
ACTION	TIMELINE	RESPONSIBILITY
Sample Workshops: Budgeting 101, Nutrition & Exercise, Basic Civics and Civic Engagement.	2020-2021	Director
Register patrons to vote – Women’s League of Voters	2020	Director
“Aging in place” and other interests for seniors	2020	Director

GOAL 6: Enrichment of Staff and Governance

6.1 Explore Opportunities for Trustees and Friends of the Whately Library.		
ACTION	TIMELINE	RESPONSIBILITY
Publicize brochure on what Trustees do (website link, front desk.)	2020	Director/Trustees
Trustees to attend regular MBLC trainings.	Ongoing	Trustees
Develop and publicize brochure on what Friends do and value to library and community.	2020	Director/Friends
Continue to develop membership structure and annual membership drive.	2019	Friends
More and creative fundraising by Friends (edible books, art auction, mini golf, etc)	Ongoing	Director/Friends
Connect with other Friends groups for support and ideas.	2019-2020	Friends
6.2 Explore expansion of staff hours, benefits, and paid time off (including snow days).		
Look at costs and benefits of increasing hours for Director and Associate	2020	Director/Trustees
Present idea to Town Personnel Committee of benefits for part-time staff	2019	Director/Trustees
Ask Town Administrator about paying library staff for time when library closed due to bad weather.	2019	Director/Trustees

6.3 Continue to explore opportunities for staff education and professional development.

Continue to attend webinars, seminars, conferences, and meetings that provide increased professional awareness for staff.	ongoing	Director/Associate
Continue to purchase printed materials and trade periodicals that provide increased professional awareness for staff.	ongoing	Director/Associate



Whately Public Library

Community Strategic Planning Event

Formal Brainstorming & Feedback Meeting with Whately Residents

October 14, 2017

1. The context: What's happening in our world globally, nationally and locally that's having a big effect (plus and minus) on the way we live, work and play in Whately?

- Action in response to crises/community building
- School choice may lead to disconnection from community
- Because Whately is a rural community without many places to gather, many people do not know their own neighbors and townspeople.
- Environmental/social/political/economic crises
- Finding common ground within groups of townsfolk
- Global awareness of all the hard stuff happening makes us communicate more, but also be really careful about what we say.
- Want greater diversity and acceptance of nonracial diversity.
- Happy with infusion of new energy in library
- Libraries becoming more creative: tool libraries, seed libraries
- Library and school connection opportunity
- Library can be a respite from "life" while also giving life a purpose.
- Library hosted presentation of navigating Fake News and a lot of people came.
- Local people have become more self-sustaining, through things like farming.
- More people are reaching out and connecting through the library, especially those who can walk here.
- Northampton Senior Center is a good role model for a wide range of Senior Activities. This library needs to have The Muse handicap accessible.
- People in Whately care very much about preserving land and the environment. People could connect around that.
- Social media is creating a community resource for Whately.
- Technology is allowing more access, but there needs to be increased comfort level
- The onslaught of negative news can make people feel scared and isolate, when what we need is to come together and connect.
- There is such a big mix of ages. Lots of children coming in with young parents.
- Whately Center planning--positive
- Whately's rural/environmental beauty

Themes and further conversation: Understanding demographics so we can accommodate; need gathering place; technology; want a haven in the storm/chaos in the world; isolation: people losing sense of community; working with existing communities to collaborate; needing to educate about facets of diversity: people tend to think only about racial diversity, and there are many kinds of diversity that people could explore, understanding and celebrating; What age groups use the library the most? Are we missing groups?

Physical location of the library in the center of town surrounded by iconic center...we want to represent the whole town. There's lots of Whately on "the other side". How do we engage them? How do we reach out to people who have just moved to town? Why are residents going to other libraries...what might we have here that would meet their needs? BOOKS, they have gotten off the list. Important to weed. The power of books. Little Free Library in other parts of town.

2. Where we are now: What's working well in our community that we want to KEEP? What's not working that we want to ABANDON? What might we INVENT or REINVENT that would make living, working and visiting in Whately more marvelous?

KEEP

- All the views, including library, around town
- Candace (Director)
- Community project- community clean up, free library stands
- Complete streets conversation
- Functional town hall building
- Library
- Maple trees
- Milk Bottle
- Open space and farmland
- Quonquont farm
- The dump and the swap shop
- The honor system and local farm stands
- The preservation of the natural beauty and ecology.
- *The Scoop*
- Tree lighting.
- Whately fall festival, but try to expand what's there

ABANDON

- Castaways
- Fossil fuels
- High speed traffic in town center
- Idling at the post office
- Plastic bags and bottled water
- The feeling of a dividing line in this town.

INVENT

- Bike path from Whately to Greenfield, Whately to Northampton
- More support for immigrant workers/farmers
- Paid town reporter
- Studio space for art/crafts/creativity
- Walking/biking infrastructure that connects town
- Zero-waste town
- Community needs to understand the structure of how the library is run - director, Friends, Trustees, the Town
- Expand upon library being a work space - maybe co-work?
- Find out who is not taking part in the community and why.
- Get more residents to vote and be involved, volunteer.
- Provide library service to bring materials to homebound people.
- Provide more opportunities for collaboration
- Tap into town's musical talent and create new opportunities
- Town fashion Show
- Town wide Tag Sale
- Walking group as social group that meet at library to begin walk.
- Better Way to Communicate to the WHOLE Community
- Casual restaurants
- Bi-monthly community dinner
- Brush dump
- Increase post office hours
- Town trick or treat event
- Improving town memorial and fall festival
- Bridge or tunnel crossing 5/10

REINVENT

- Center School and Blue School
- Fix sidewalks and create walking paths around town... Like at quonquant, for folks to walk safely and create outdoor areas that are accessible. A network of walking paths through the woods to various locations around town.
- How we gather as a community
- Q: What to the Trustees do?
- The DUMP! Transfer station=)
- The general concept of what a library is - many people don't know how libraries have changed and the potential for how libraries can serve individuals in the community
- The relationships between Town Organizations - i.e., Grange, Friends of the Library, Historical Society, etc.
- *The Scoop*. Do it more often. Town put some funds into it, like supply the paper. Get more writers. Create Columns about local interests.
- The Whately Fall Festival
- Town Hall and its uses. We know that's happening.
- Use the Fall Festival to attract more locals. Think of Ashfield Fall Festival and how awesome that is. The kids' games are all handmade. It doesn't take much.
- Whately Center sidewalk
- Whately website
- With the possible changing Whately center streetscape, the library could better connect with the other center groups like the new Town Hall.

3. Envisioning our future: Thinking about what we've discovered so far, draw a Rich Picture that describes how our library might support our community in taking advantage of opportunities and deal with challenges.

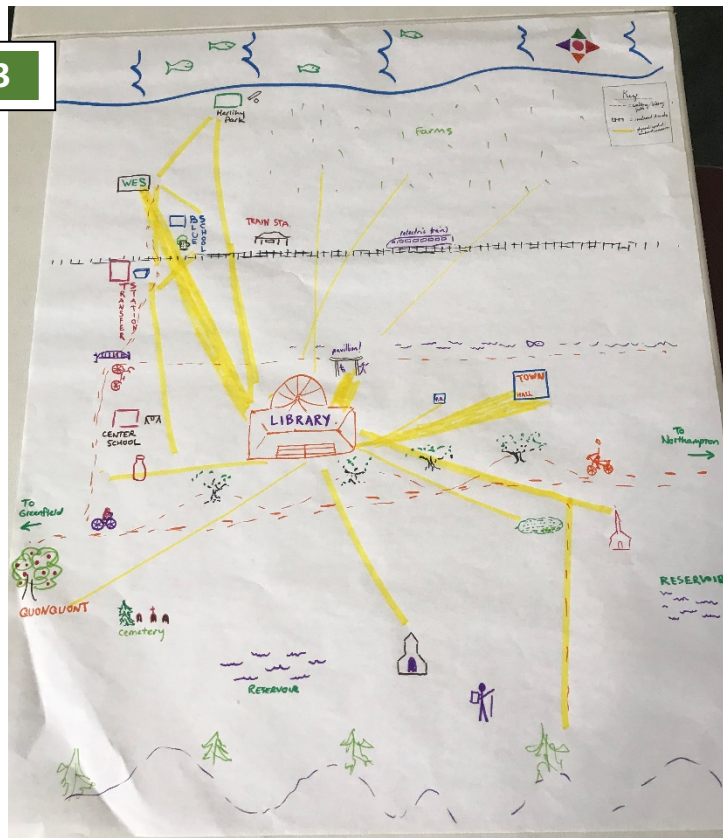
Team 1



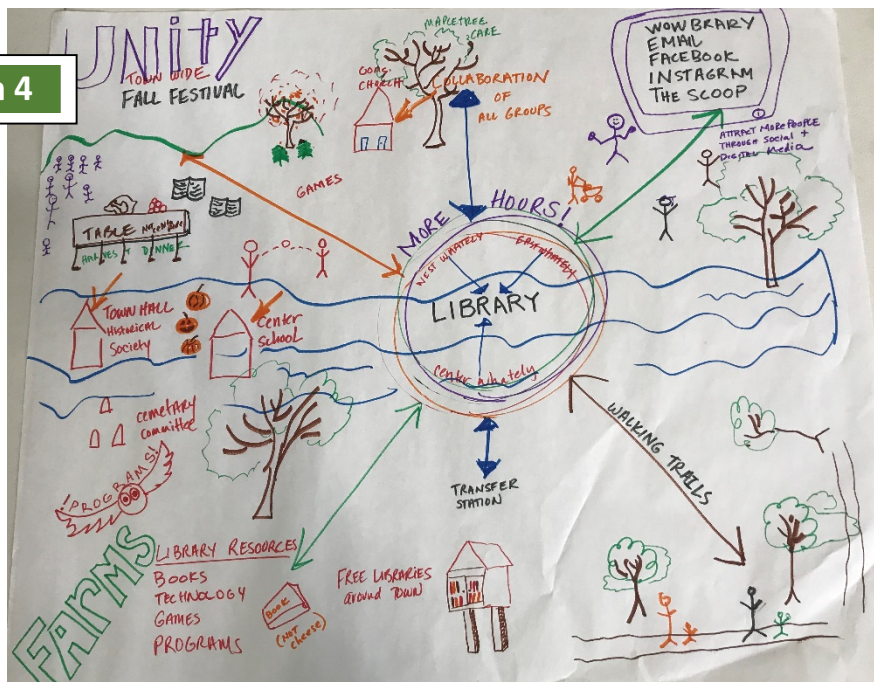
Team 2



Team 3



Team 4



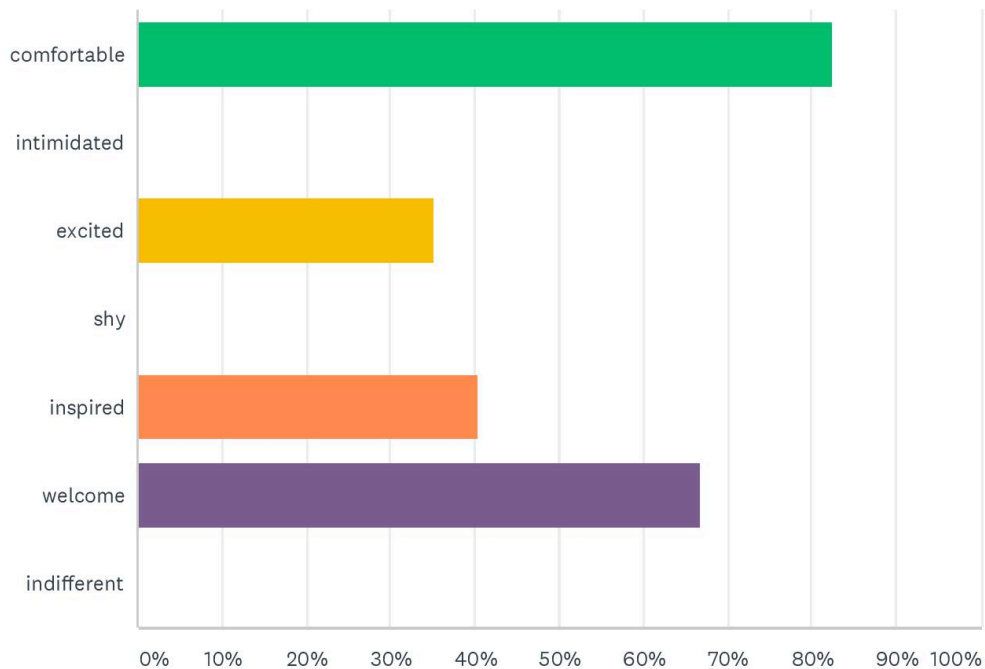
***4. What's a project we could begin today at the library that would help us make our ideas a reality?
Respond like this: 5-7 word catchy title, 25 word description.***

1. **Developing a Whately Welcome basket.** Gift Certificate from businesses, maps, info on library, schedule of events etc.
2. **Come Together!** Reach out to others in the form of individuals volunteering time for library programs, institutions in the form of sharing resources and co-planning - all to bring more people together, save costs, and get bigger audiences.
3. **Library outpost structures-** put at farm stands, town offices, Muffins, transfer station/police station. Build units at library, help from Frontier, scout project, etc.
4. **Master planning:** make sure all town planning - library, Whately town hall, Whately center all talk to each other and have overlap in their plans. Maybe have casual home potluck dinners to share ideas on how to work together.
5. **Postcard and Game Night--**playing board games and writing postcards for a cause. Perhaps monthly. September through May.
6. **Semi-Annual town clean up.** coordinate with DPW, Transfer station, schools. End day with community meal
7. **Potluck of the People!** Giant town-wide potluck dinner either at back of library or other nice outdoor space. Have folks that represent different committees talk, play music, eat, drink and be merry!
8. **Beyond-Book Lending--**instruments, seeds, tools, kitchen appliances, party supplies, camping gear. Online catalog.
9. **Library Cafe IN the View:** Outdoor seating for the library cafe to expand to the outdoors.
10. **HEY WHATELY, WHO'S OUT THERE?!** A group gathering sponsored by Friends and Trustees of the Whately Library. An invitation to all Whately Community Groups for the purpose of discovering how we can help one another grow our community in unity.
11. **ADA compliant:** While library works to get money and workable plan to make the library ADA compliant, hold programs in the Town spaces that are ADA compliant.
12. **Ask an expert:** Learn your iPhone, how to replace a window screen, how to do canning, how to change your oil or a car tire, how to buy and sell on eBay,-
13. **Wine and Beer:** Look into getting wine and beer license (even if only one day at a time) to serve local wine and beer at events
14. **We're all Whately!** A program to exchange culture, perspectives and ideas between various groups in Whately, e.g. heritage Polish families (there Polish culture, food, what it's like to be part of multi-generational farming heritage), immigrants and their families, people from other parts of the country or countries. The library could bring groups to farms and other locations for interaction and also have displays, programs at the library on the themes. Desired outcomes: 1) To foster greater understanding and connectivity between different groups, all of whom contribute to the life of our town. 2) To create ongoing multi-generational activities that could intersect with school projects, senior life, community service, etc.

Appendix B: Community Survey

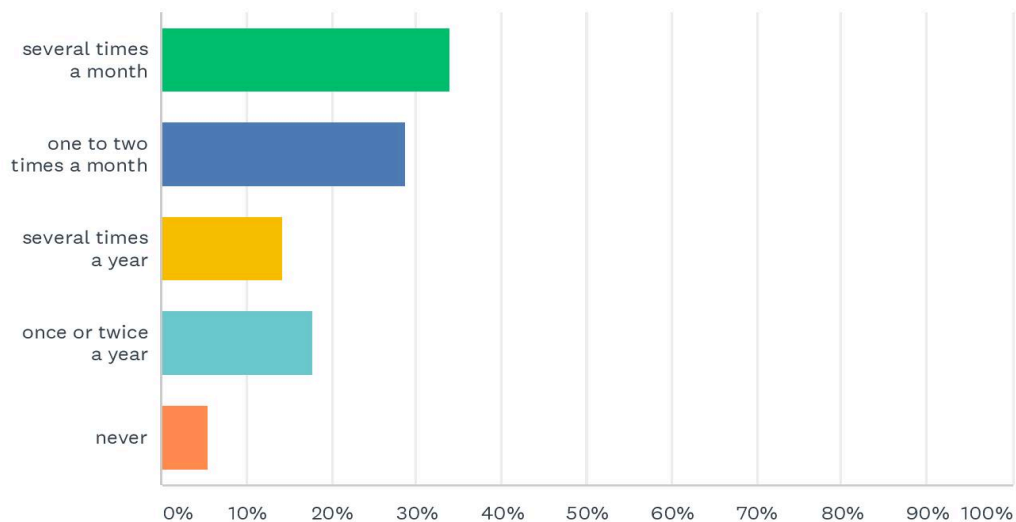
Which of the following words describe how you feel about libraries in general? Check all that apply.

Answered: 57 Skipped: 0



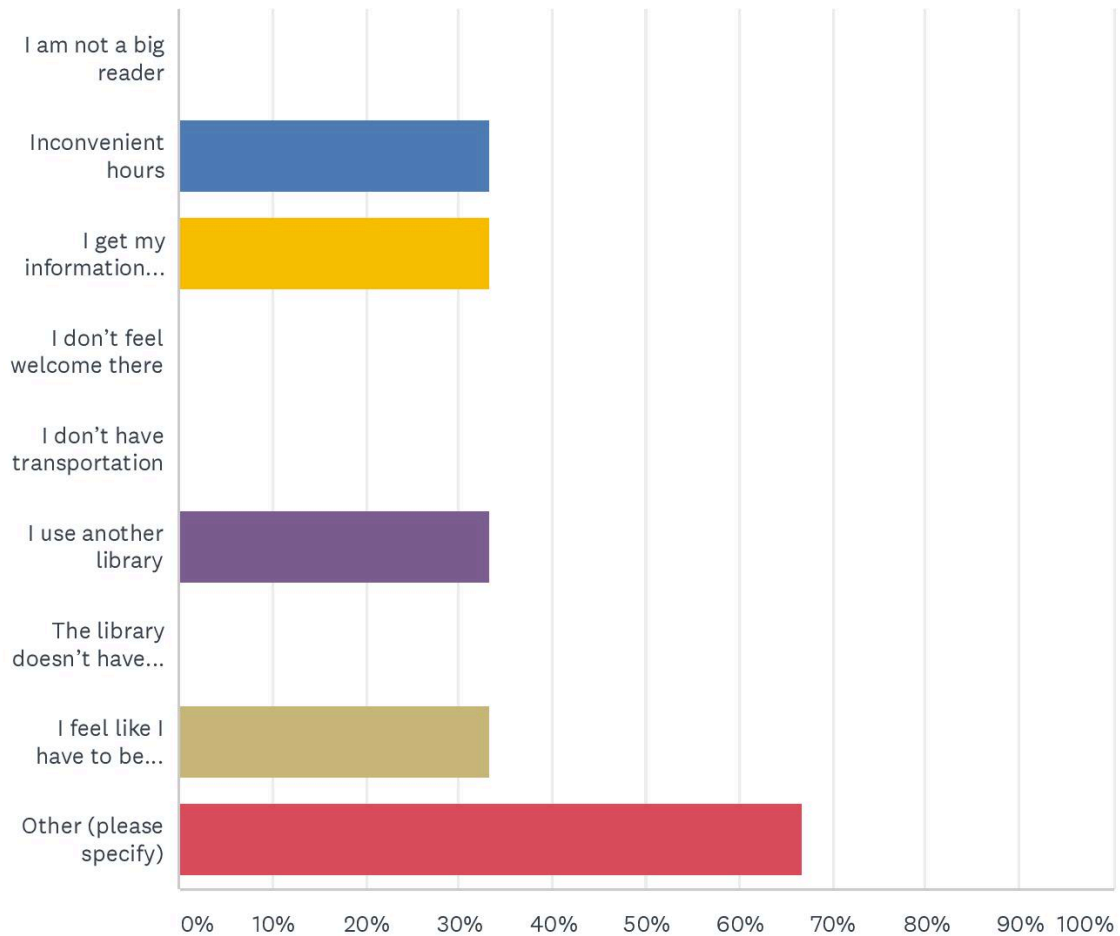
How often do you visit the Whately Library?

Answered: 56 Skipped: 1



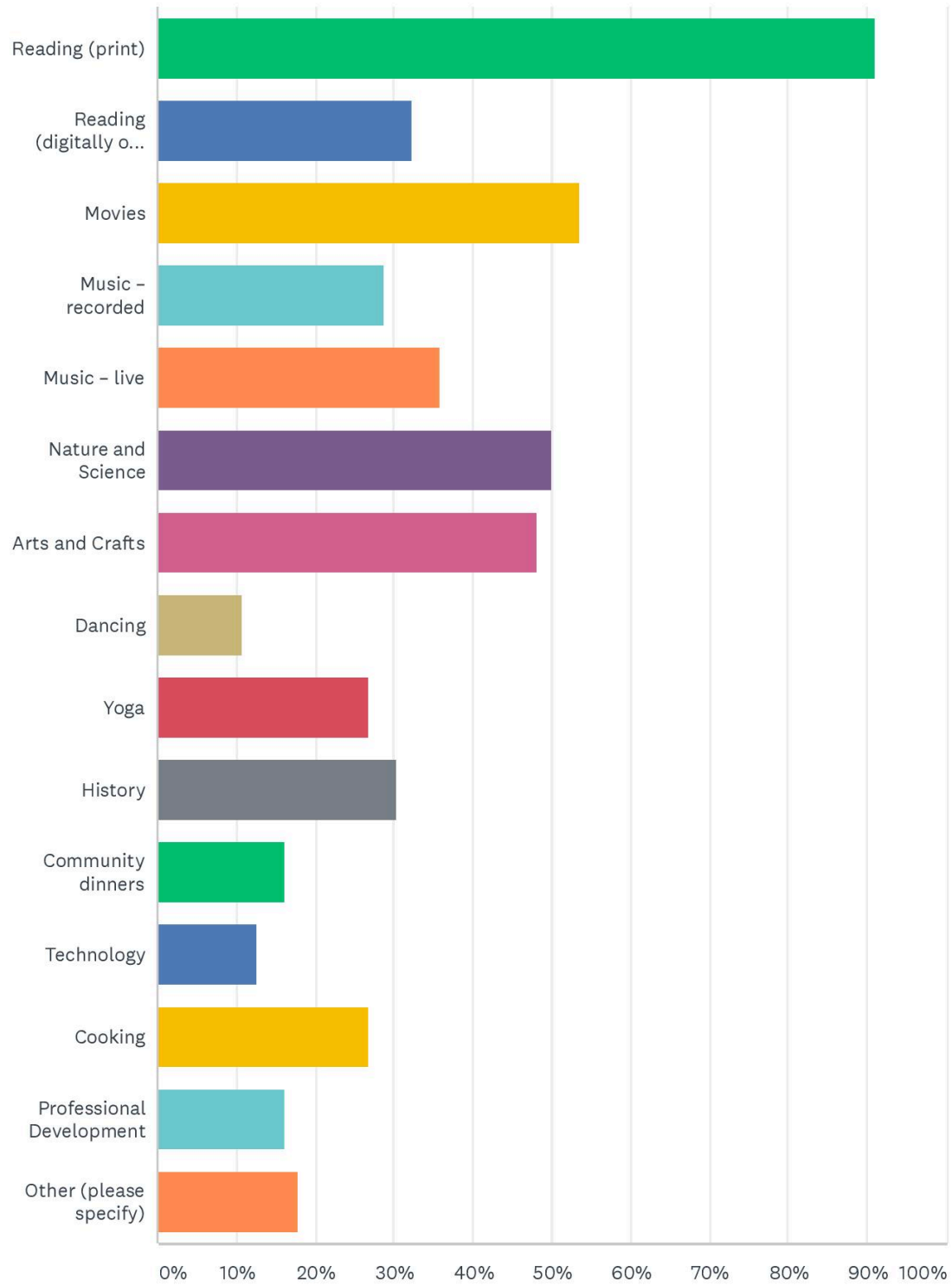
If you don't use the Whately Library, what is the reason?
Check all that apply.

Answered: 3 Skipped: 54



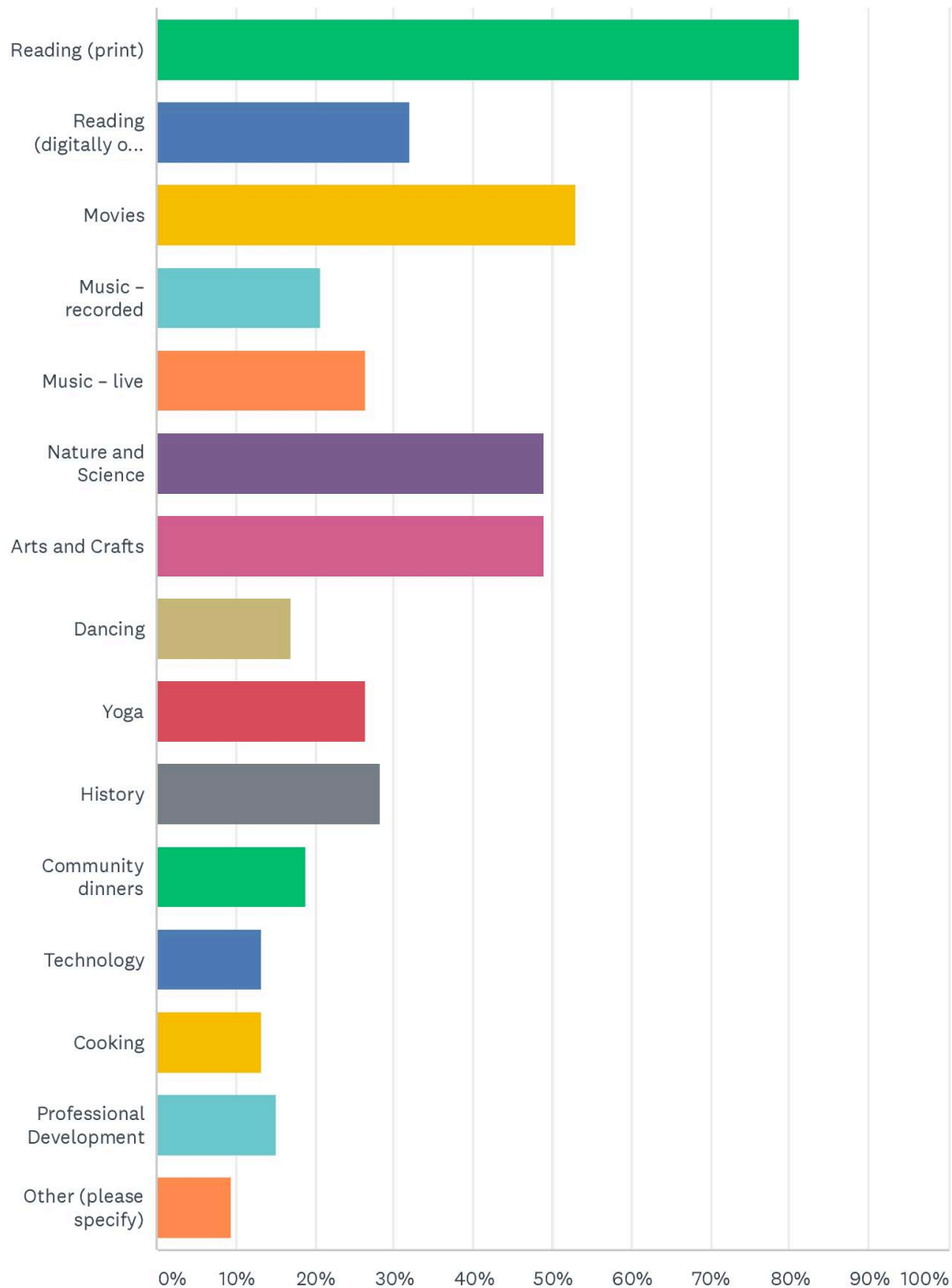
Which of the following are you interested in?

Answered: 56 Skipped: 1



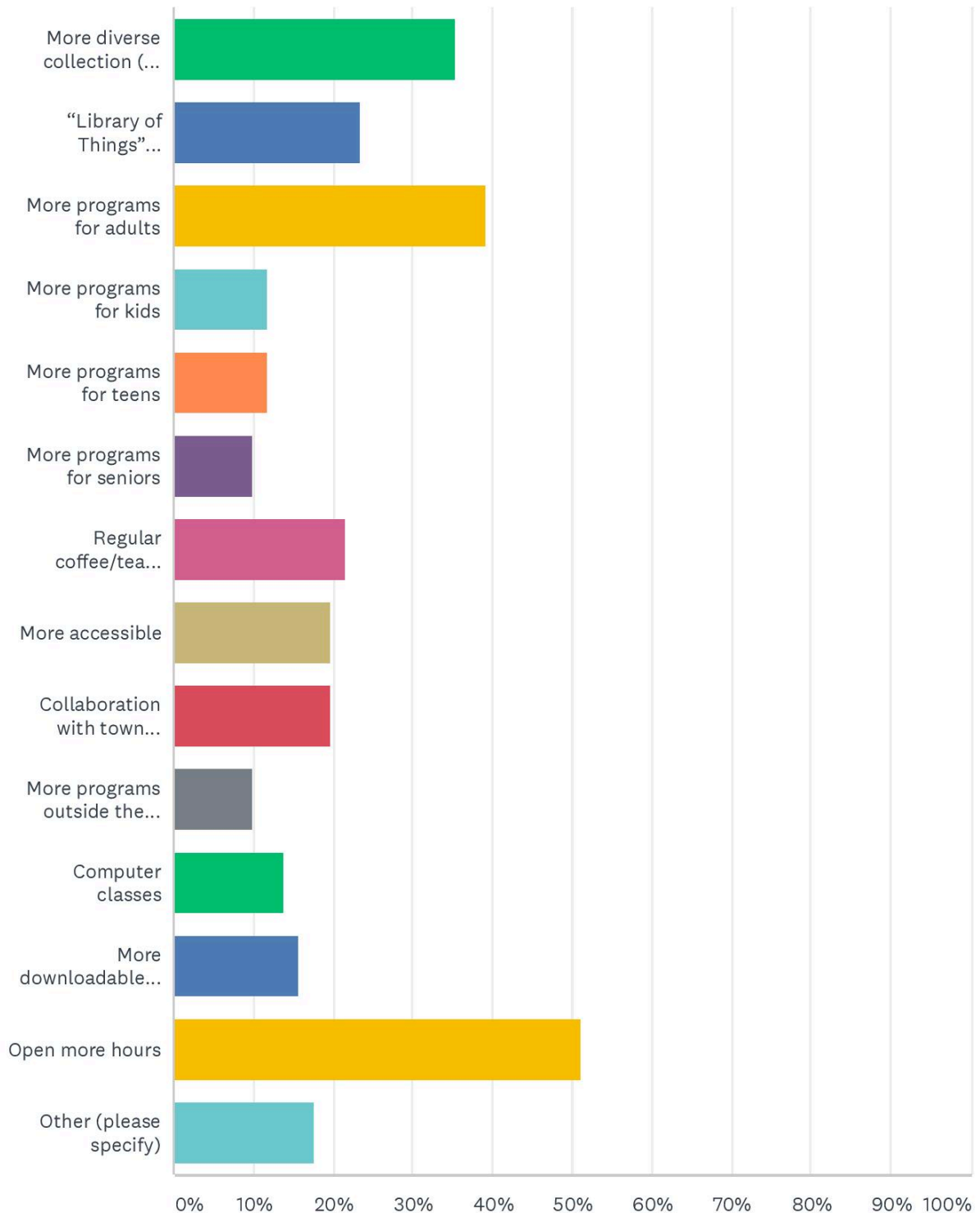
Which of the following would you like to pursue through the library for free?

Answered: 53 Skipped: 4



What improvements would you like to see at the library? Check all that apply.

Answered: 51 Skipped: 6



What types of adult programs would you like to see?

Music	Chair yoga, craft circle
Discussion of books, classical music, opera with a knowledgeable person	Retirement info, development info
Art, Craft, technology	educational activities, professional networking, dance lessons
crafts/yoga	Chair yoga
I think the library does a good job already with adult programs	crafts
I like the cookbook book club. Also, readings by local authors.	Talks on nutrition and healthy eating
science and nature	health, computer education, local history, yoga, language
speakers on History, the Arts, current world problems	science, history
arts and crafts	I'm more interested in books...
Readings	speakers on topical issues, more authors talking about their writing, organized book clubs (fiction lovers)
Maybe craft groups?	Lectures on a variety of topics, exercise classes
History authors "how to or DIY" lectures	history lectures including movies and discussions.
more lectures	art, music, dance, cooking
Wine Tastings	Nature, History Talks

What types of kids' programs would you like to see?

Science and math	Reading and writing
Art, Craft, Music, Yoga, Science	arts and crafts
Music	Craft instruction
Appreciating diversity; Standing up against bullying; Protecting the environment	Reading out loud (already there); see and touch (rocks, shells)
A puppeteer or sing-a-long	Story time crafts animals
Yoga, visiting animals/creatures	story time, music/puppet shows, things on the weekends!
Hands on activities.	maybe collaborate with The Hitchcock Center on science and nature/environment programs?
Animals, board games, reading contests	reading, music

What types of teen programs would you like to see?

Science, Art and Craft

clubs to bring together kids with shared interests

I'm not sure

Ethical importance

Same as kids, but for teens; also, being an active citizen- basic Civics (not taught in schools anymore)

No opinion. Probably must be hands on; not a good passive audience

Computer , sciences, environmental

cooking, music

Getting teens to use the library.

Cooking, Female empowerment classes/groups, book clubs

Game nights, music events, discussion groups

What types of senior programs would you like to see?

focused discussions with ample time to read the book or listen to the music /opera

Coffee socials

Yoga, Continue Learning Programs

Listening to opposing points of view and finding common goals.