



Topsfield
TOWN LIBRARY

Strategic Plan

FY2023 – FY2028

Approved by Board of Library Trustees -10/11/22



Introduction

Topsfield's first library, the Topsfield Library Society, was founded in 1794 when 80 residents paid 20 shillings each toward the purchase of books. The Reverend Asahel Huntington was secretary-librarian. The original volumes and bookcases are displayed in the library today.

The Town Meeting of January 1875 voted to establish a Free Town Library. The collections of several groups were gathered at the Town Hall, which was open every Saturday. Donations funded the purchases of additional books.

In 1912, the town purchased a parcel of land at South Common Street. Architect Harold Field Kellogg drew up plans for a library to be built at the site. Funding from George L. Gould (1921) and David Pingree (1932) were crucial in starting construction. The current building completed construction in 1935 as a WPA project.

In 1966, the basement was converted into a children's room; a general reconfiguration took place in 1973. Records show that in 1968 the total library collection was 22,785 items, totaling 43,361 items in 1995 and 64,000 items in 2008. Space was shrinking while demand was increasing.

Topsfield's population continued to increase and the building was not ADA compliant. It was decided that an addition to the 1935 building was needed. The addition was funded by the Gould Trust, a grant from the Commonwealth of Massachusetts, and the people of Topsfield. The expansion was completed in 1999, and increased the size of the building by 250%.

The current population of Topsfield stands at just over 6,500 residents. The Topsfield Town Library now has over 107,900 printed items in its holdings. The current non-print materials total is 68,134.

The Planning Process

The Topsfield Town Library began the process by forming a focus group with the aim of creating a community survey as well as creating goals for the strategic plan. The group was formed with representation from the library staff, a community business leader, a member of the Friends of the library, a long-time resident, a high school student and members of the library trustees.

The group first met in person on May 2 to exchange ideas and to draft each question of the community survey. Ideas and revisions were further exchanged via email prior to the final draft being created at the end of May.

Before, during and after the survey was active, library staff were encouraged to share their ideas for the plan, including ideas for the vision and goals for the coming years. The focus group was also encouraged to return to the next meeting with goals and ideas to recommend to the library for the Strategic Plan.

The Participants

The Topsfield Town Library warmly thanks the people who participated in the planning process. This plan would not have come together without their insight and support.

Community Participants

Tom Capano

Kathy Curran

Tessa Billings

Library Trustees

Maureen McCarthy

Gail Bryson

Friends of the Library

Kathleen Bligh Yoh

Library Staff

Dan Tremblay

Roslyn Broch

Lindsey Recka

Sean Smith

Rebecca Boudreau

Noelle Martignetti

Anna Brandenburg

Sibyl Hezlett

Eileen Smith

Noreen Mirabito

Meghan Randall

Community Survey Distribution

The survey was active from June 1, 2022, through June 29, 2022. On June 1, the survey was emailed to all active Topsfield Town Library patron email accounts via the director@topsfieldlibrary.org email account with a direct link to the library's survey which was hosted by SurveyMonkey. The survey was also available on the library's website and via posters with a QR code that were hung throughout businesses in downtown Topsfield.

Through a partnership with Topsfield's Council on Aging, the survey was emailed to residents who subscribed to the Council on Aging newsletter. Paper copies were made available in the Library and in Topsfield Town Hall with an anonymous return bin located at the front door of the Library.

Overall, 505 survey responses were received (501 electronically and four paper copies), which represented a 225% increase in responses from the 2015 iteration of the Strategic Plan Community Survey.

Data from the survey was reviewed and processed in July by Sean Smith, Head of Adult Services, Roslyn Broch, Assistant Library Director and Dan Tremblay, Library Director. Sean Smith created an extensive quantitative data summary from the survey results while Roslyn Broch created a qualitative responses summary.

The focus group reconvened in person on August 15, to review the survey results and create the goals and vision based on both the results of the survey and the input provided by the focus group and all library staff members.



Our Mission

The mission of Topsfield Town Library is to be the cultural and informational resource for the community.

Our Vision

- Offer a collection of books, films, and other media, including many online resources.
- Provide programs, including guest speakers, artists and musicians for the Topsfield community
- Afford access to current information and technology.
- Make spaces available for meeting, learning, creating and collaborating.
- Increase community awareness of available information, entertainment and educational resources.
- Provide opportunities for lifelong learning, from early literacy to youth and adult services.
- Maintain the library's collection of art and highlight local artists with monthly displays.
- Provide a welcoming and comfortable environment for everyone visiting the library.
- Deliver excellent service with a friendly and professional staff.

Our Goals...



Offer a collection of books, films, and other media, including many online resources



- Research and select an ample number of popular hard copy, e-book and e-audiobook titles. **All FYs**
- Continue to perform diversity and equity audit on existing collection. **All FYs**
- Subscribe to multiple e-resource platforms. **All FYs**
- Highlight all areas of the collection with promotional materials, displays, digital outreach, and other opportunities. **All FYs**
- Provide avenues for patron input for purchase suggestions. **All FYs**

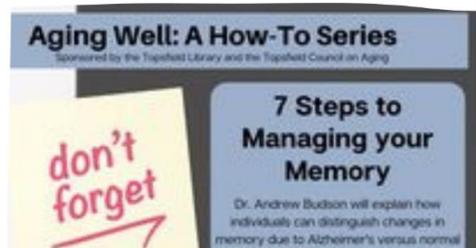
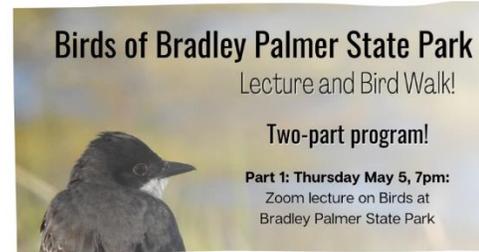
Measures of Success

- Monitor and consider patron feedback, both in-person and on social media.
- Audit usage statistics from e-resources to optimize patron satisfaction.
- Increase positive patron feedback.

Our Goals...



Provide programs, including guest speakers, artists, and musicians for the Topsfield community



- Continue commitment to music by sponsoring several indoor and outdoor concerts each year. **All FYs**
- Collaborate with other town departments and committees to develop programming on desired topics such as local history, food and nature. **All FYs**
- Offer art programs to educate and satisfy Topsfield's interest in the arts. **All FYs**
- Continue to offer fun, diverse, and entertaining adult programming. **All FYs**
- Host several author visits per year. **All FYs**
- Host children's story time and guests both indoors and outdoors, including StoryWalks. **All FYs**
- Offer hybrid programming for those who are unable to attend in person or wish to view the content at a later time. **All FYs**

Measures of Success

- Receive positive feedback and high attendance at programs.

Afford access to current information & technology



- Invest in portable technology such as Kindles, Chromebooks, and iPads. **All FYs**
- Continue to offer and promote one-on-one technology tutorials for patrons. **All FYs**
- Promote usage of self-checkout station. **All FYs**
- Explore wireless printing. **FY24**
- Purchase and circulate more technological items in the Library of Things. **All FYs**

Measure of Success

- Conduct random patron surveys.
- Increase portable technology circulation statistics.
- Improve patron familiarity with the library's technological offerings.

Our Goals...

Make spaces available for meeting, learning, creating and collaborating



- Explore Makerspace and crafting areas improvements. **All FYs**
- Promote library related activities and groups in the Activity Room including passive programming such as Mah-Jongg and board game events. **All FYs**
- Purchase mobile shelving and furniture to create flex spaces in high-traffic areas, such as the Children's Room. **FY24**
- Provide more opportunities for interactive activity at the library such as having more musical instruments available for use and for loan. **All FYs**
- Provide comfortable seats and tables for the teen area. **FY24-25**
- Continue to make the Activity Room, Topsfield Room, and Study Rooms available for events, meetings, tutoring sessions and quiet study. **All FYs**

Measures of Success

- Increased usage of rooms.
- Positive patron feedback.

Our Goals...



Increase community awareness of available information, entertainment and educational resources



- Continue to maintain an active and entertaining presence on social media platforms. **All FYs**
- Continue to improve our website content and library newsletter. **All FYs**
- Maintain digital display area in Circulation, to promote patron awareness of new library programs, services, et cetera. **All FYs**
- Make residents aware of partnership with Council on Aging that provides home delivery of library materials. **All FYs**
- Continue to expand and promote the Library of Things. **All FYs**
- Provide organization, materials, meeting space and promotion for local book clubs. **All FYs**
- Pursue aesthetically pleasing outdoor signage and marquee to advertise library news and events. **FY23-24**
- Purchase bike-mobile in order to have a pop-up library presence throughout the town. **FY24-FY28**
- Continue library participation at town events such as the Strawberry Festival, Tomato Festival, Holiday on the Green and Homegrown Market. **All FYs**

Measures of Success

- Increased attendance.
- Increase in social media followers and “likes”
- Increase in website traffic.
- Positive patron feedback.

Our Goals...



Provide opportunities for lifelong learning, from early literacy to youth and adult services



- Maintain relationship with Steward and Proctor schools to introduce elementary school children to the library with annual tours and distribution of library cards. **All FYs**
- Continue robust summer reading programs for all ages. **All FYs**
- Provide activities and games of interest to both children and young adults such as game days, puzzles, crafts, etc. **All FYs**
- Provide programming, guest presenters and reading materials aimed at each age demographic. **All FYs**
- Maintain relationship with Council on Aging to provide joint programming such as the “aging well” series. **All FYs**
- Offer a wide selection of museum and park passes. **All FYs**

Measures of Success

- Positive patron feedback.
- Random surveys.
- Program attendance and increased circulation numbers.

Our Goals...



Maintain the library's collection of art and highlight local artists with monthly displays



- Collaborate with local art studios and schools to display their pupils' work on a yearly basis. **All FYs**
- Continue to invite local artists to display their work monthly in the Activity Room. **All FYs**
- Maintain or expand the outdoor sculpture program. **All FYs**
- Continue to curate a collection of art for the interior of the library comprised of both purchased and loaned pieces. **All FYs**

Measures of Success

- Positive patron feedback.
- Random surveys.

Our Goals...



Community Puzzle! Located on the



Provide a welcoming and comfortable environment for everyone visiting the library



- Provide areas that allow for both quiet individual study and collaborative interaction. **All FYs**
- Improve the outdoor areas of the library including landscaping, seating and presentation space. **FY23-24**
- Improve furniture and indoor seating. **FY24-25**
- Provide seasonal and other attractive displays and decorations throughout the library. **All FYs**
- Repaint the gallery area on the second floor. **FY23**

Measures of Success

- Completion of projects.
- Positive patron feedback.

Our Goals...



Deliver excellent service with a friendly and professional staff

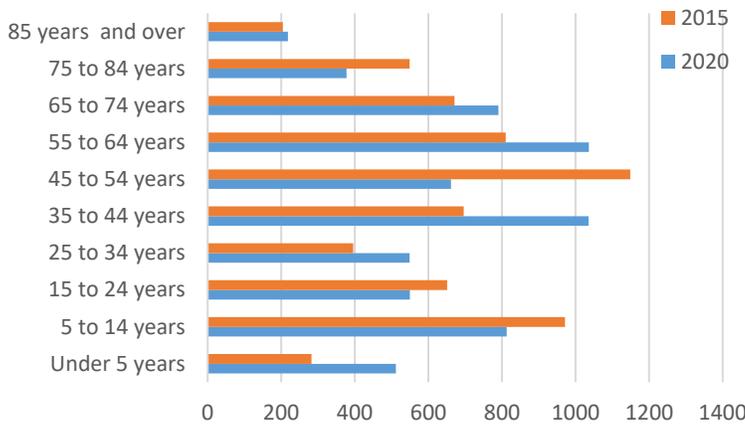
- Schedule annual staff training sessions to learn new ideas and skills. **All FYs.**
- Conduct refresher course for library staff and volunteers. **All FYs.**
- Allow time and resources for staff to pursue professional development opportunities. **All FYs.**
- Respond to patron questions and concerns in a prompt and courteous manner. **All FYs**

Measures of Success

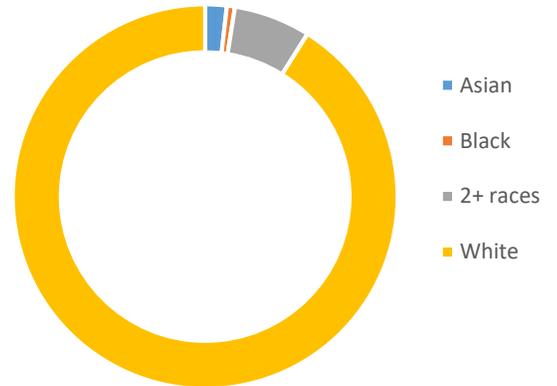
- Positive patron feedback.
- Increase in library visits.

Topsfield by the Numbers

Population *US Census Bureau



Population by Race



2022 Quick Facts

- Median Household Income: \$139,077
- Educational Attainment:
 - High School degree or Higher: 97.9%
 - Bachelor's Degree of Higher: 65.7%
 - Graduate/Professional Degree: 20%
- Median House Value: \$621,200

Transportation



82.9%
by Car



11.6%
Work from Home

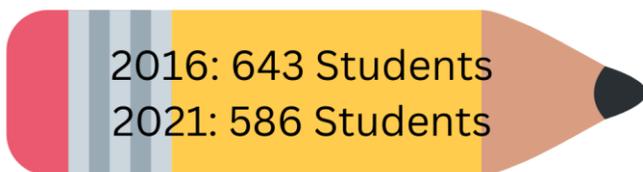


3.2%
Use public transportation



2.3%
Other

Elementary School Enrollment

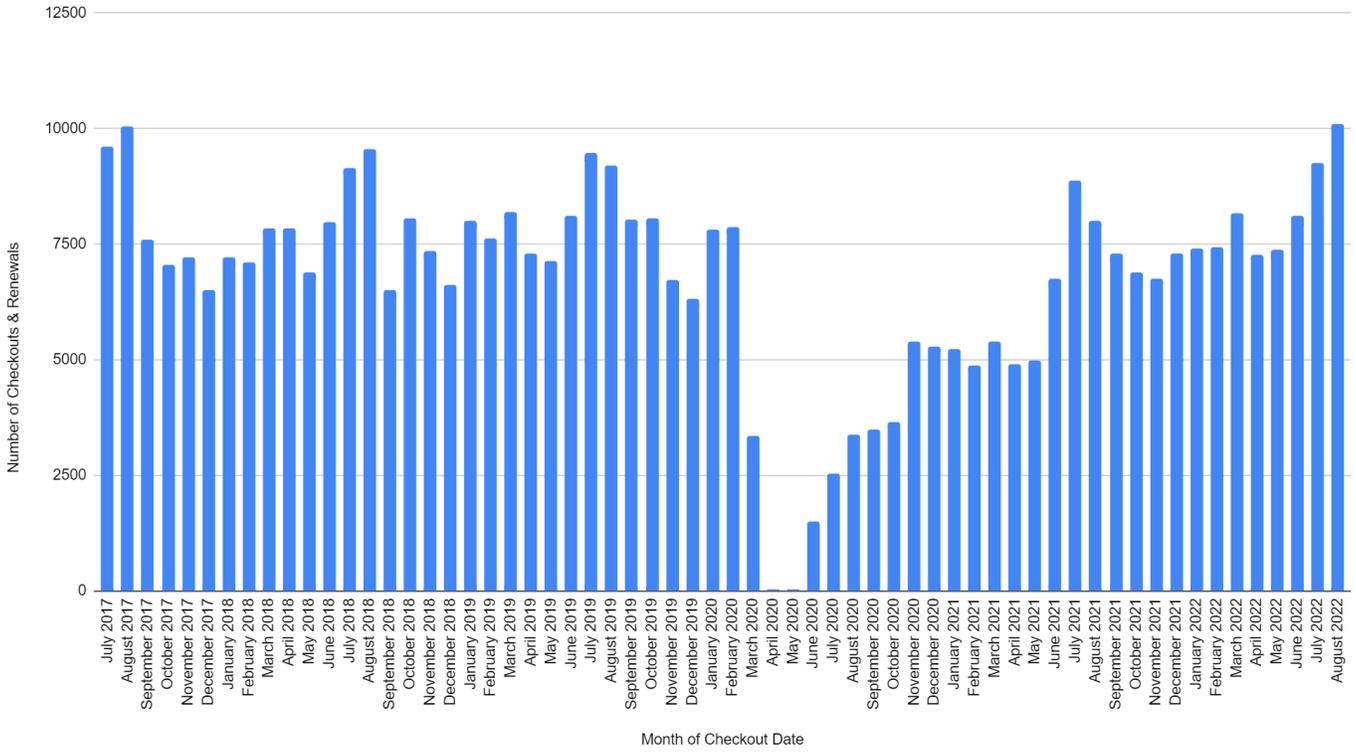


*not including private & charter enrollment

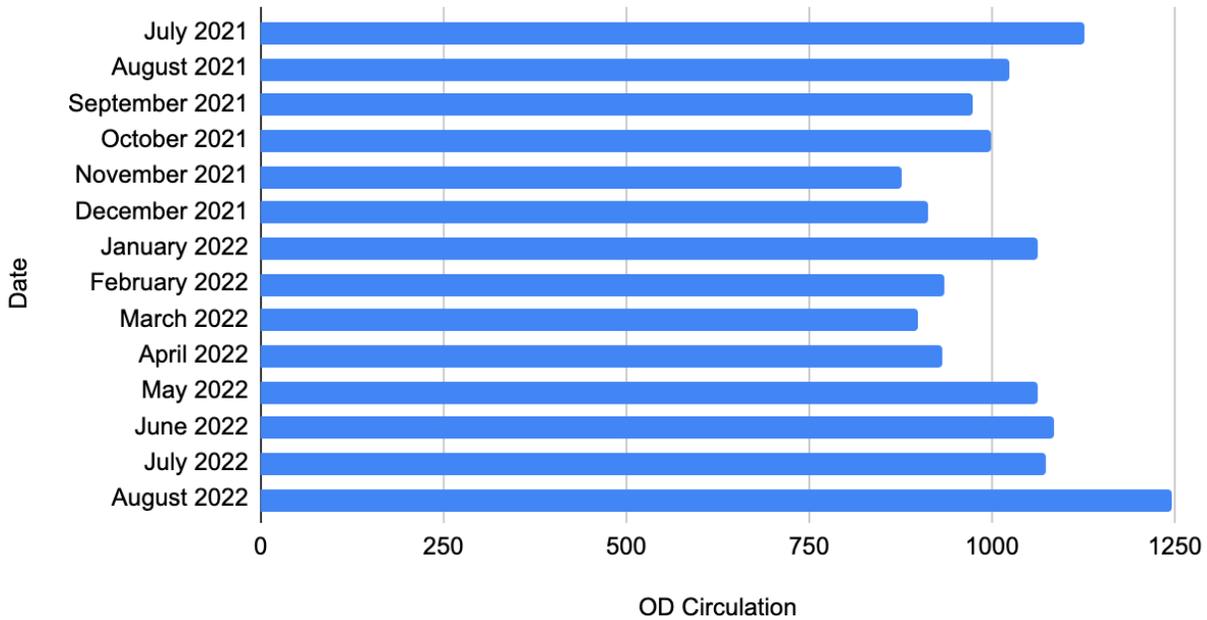
Topsfield Town Library by the Numbers

Overdrive circulation

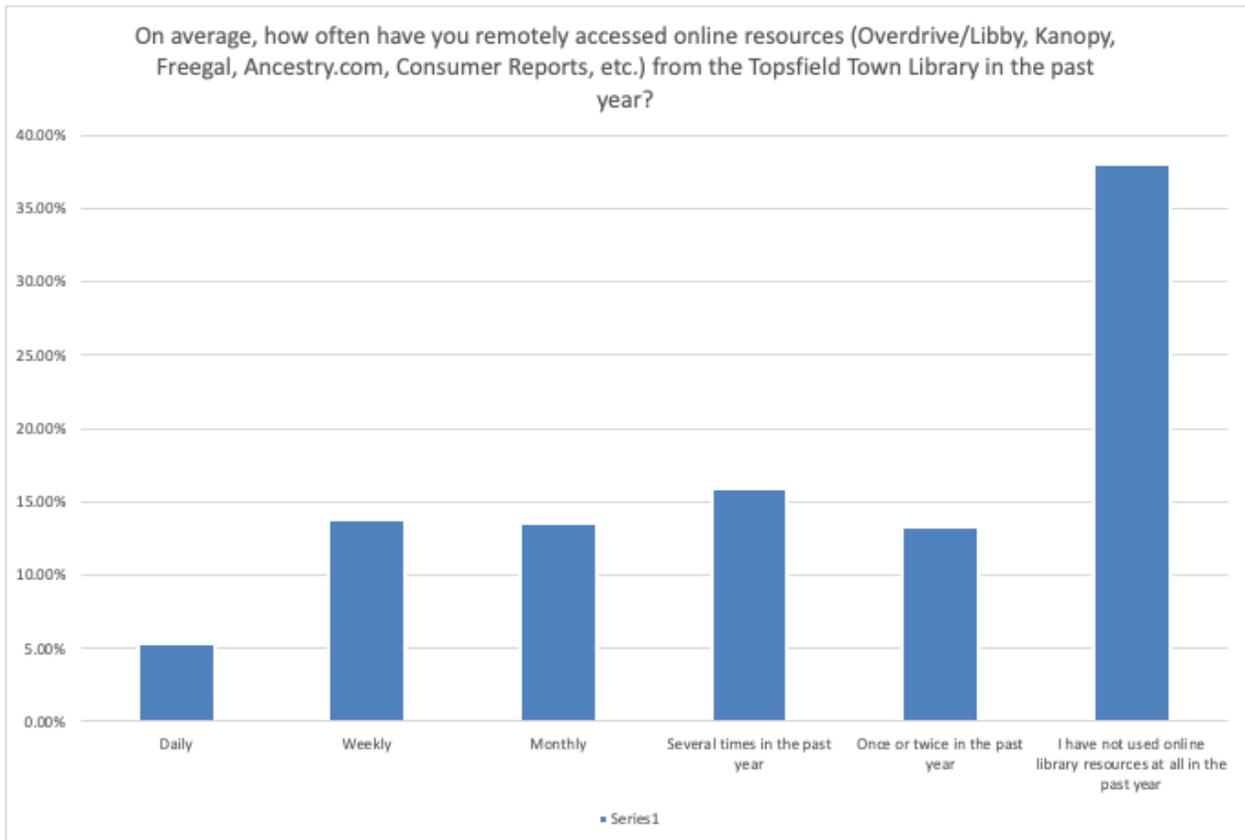
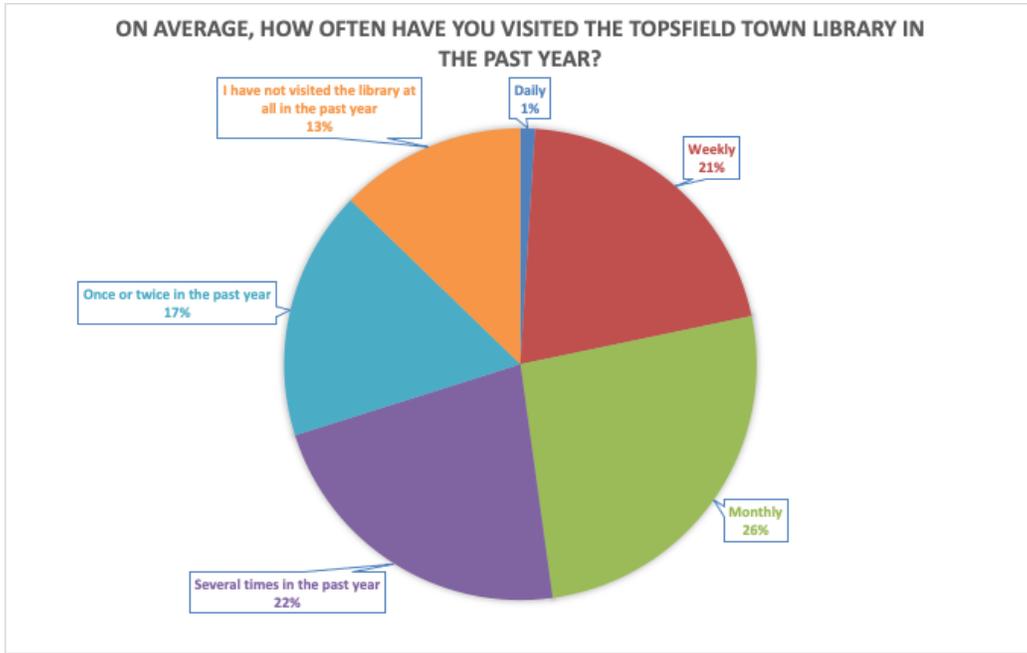
Material Circulation



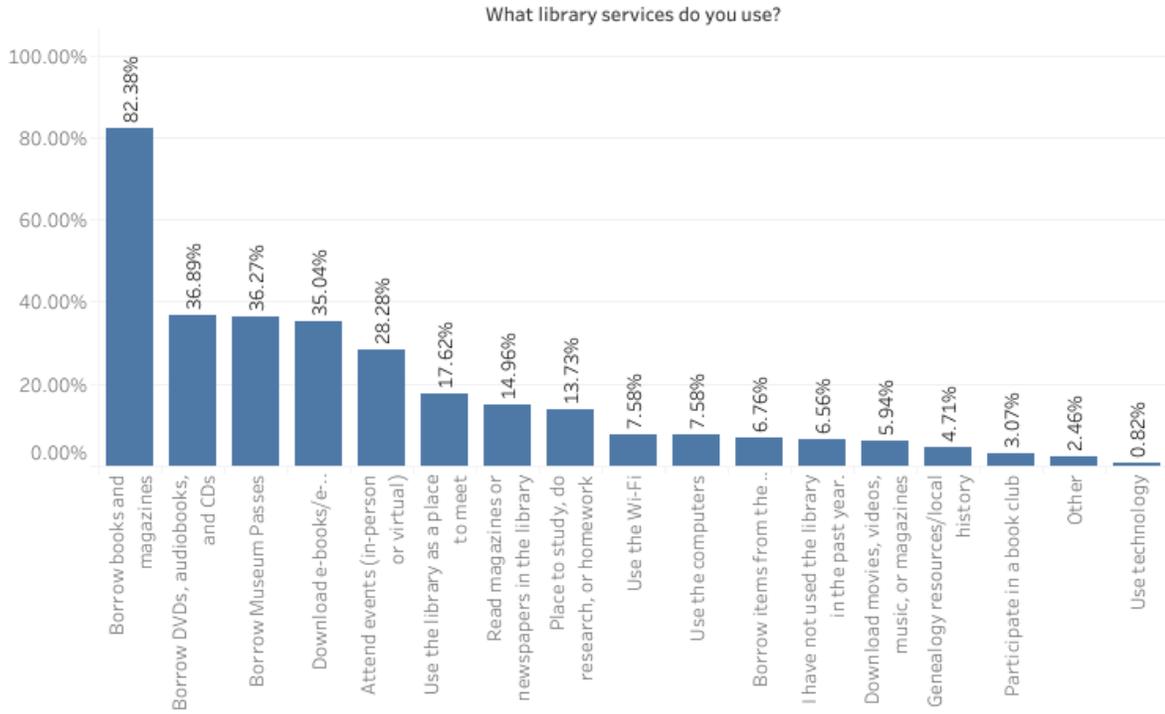
OverDrive Circulation



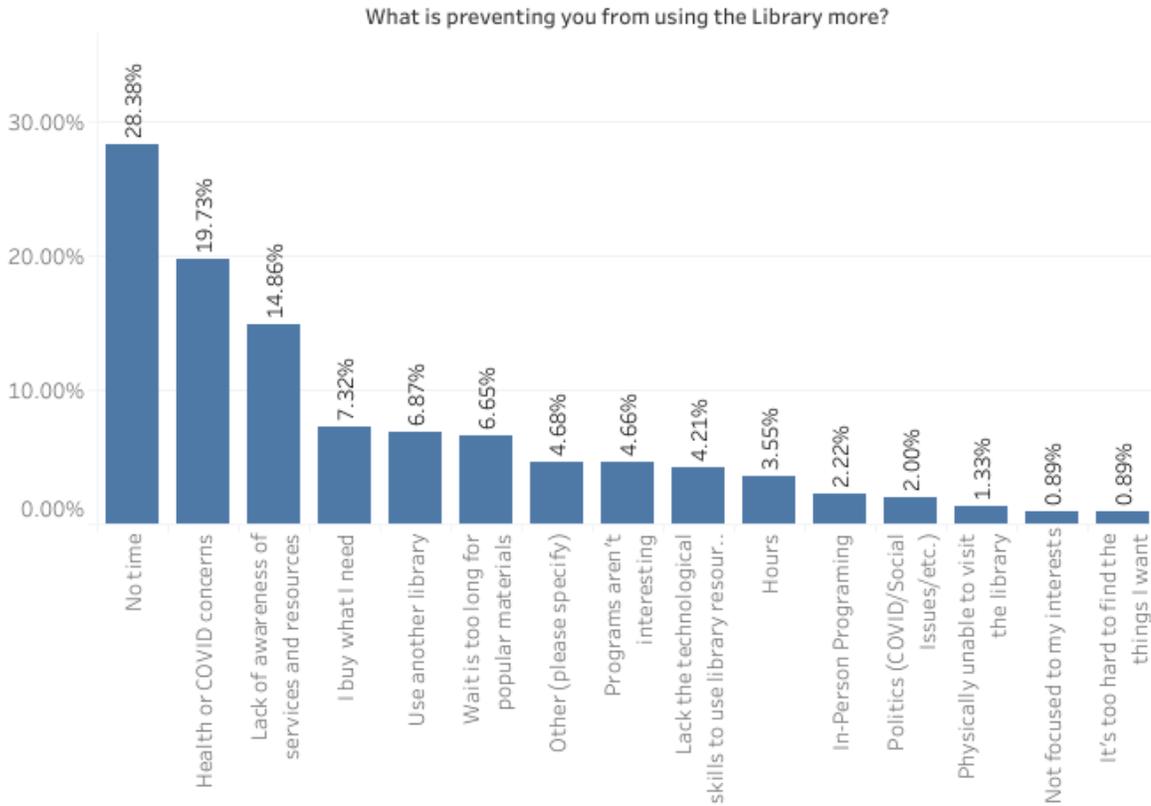
Survey Result Summary



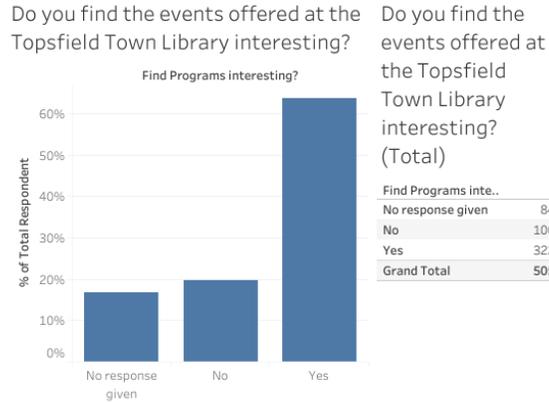
How do you use the library?



What has prevented you from using the Library more?

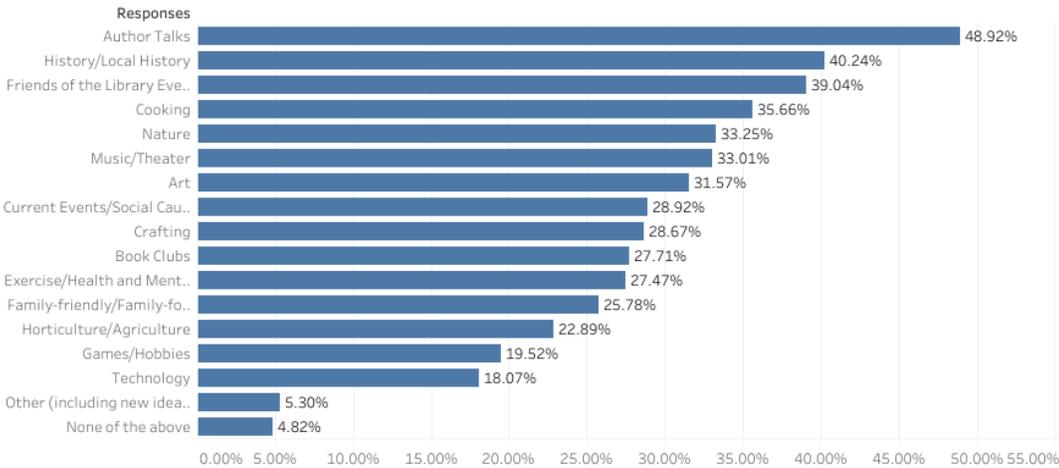


Do you find events at Topsfield Town Library interesting?



What type of Topsfield Town Library events would you be interested in?

What type of Topsfield Town Library events would you be interested in attending in the future?



How do you find out about local events?

