

Baker Free Library

2014-2017 Long Range Plan

adopted by the Baker Free Library Board of Trustees on 1/13/2014
revised 4/8/2015

Town of Bow Community Profile

Incorporated in 1727, the Town of Bow is located in central New Hampshire at the junction of Interstates I-89 & I-93, adjacent to Concord, the State Capital. Census data from 2011 lists Bow with a population of 7,525 individuals and a median resident age of 43 years. 99.1% of residents are white. Compared to the state of New Hampshire, the town of Bow has a slightly higher rate of high school graduates, and a 20% higher rate of those who have completed bachelor or graduate level degrees. The per capita income is on average \$11,000 higher than the state average, while the median household and family income levels are roughly \$42,000 higher than the state average. Bow has a low rate of those who live below the poverty line, as well as lower levels of unemployment. Overall, Bow residents tend to be well-educated and stable economically in comparison to both state and national statistics.

While the overall population of Bow did increase between 2000 and 2010, during that time Bow has seen the average family and household size marginally decrease. Nearly 40% of households have children aged 17 and under, while 27% of households have individuals who are 65 and older. The number of households with those aged 65 and older has increased by nearly 9%, while those with youth aged 17 and under has decreased by nearly 12%. Approximately 33% of the population is aged 18-64. Married couples comprise a majority of the residents of Bow. However, the percentage of those who are married has shifted from 81% to 71.2% while the number of householders living alone has nearly doubled (to 15.8%) since 2000. Nearly 6% of family households are headed by single parents.

Over the past twenty years, priorities in the town have included the creation of a town center; expansion of the library building; expansion of the tax base through a water/sewer project designed to attract greater private investment and the creation of new permanent jobs; and the continued support of a highly-regarded school system.

Baker Free Library Profile

In 1912, Congressman Henry M. Baker, cousin of Mary Baker Eddy, donated \$10,000 and the land next to his family home on South Street to the Town of Bow for the creation of a public library. The new Baker Free Library was dedicated two years later at its present site. The Library has been an important part of the community's cultural life for almost 100 years.

In 1967 an addition was completed and served the needs of the growing Bow community for 30 additional years. In September 1999 the first floor of the 1967 addition was demolished to make way for the current addition and renovation of the original building. Dennis Mires, P.A., The Architects of Manchester, New Hampshire, designed the expansion plan. The Library's usable public space expanded by 5,200 square feet to a total of 9,333 square feet. On October 21, 2000 the new addition and renovated original building were rededicated. The facility provides seating

for quiet study, Internet access, an automated catalog and circulation system, and a friendly staff receptive to suggestions for improvements.

In 2008 the library trustees and staff made a concerted effort to obtain community feedback about the potential uses for the unfinished lower level space in the library building. After numerous surveys and focus groups, plans were developed for meeting space, technology space, and storage of historic Bow materials. The library trustees have committed to raising half of the project costs, with the other half obtained through town warrant. The 2014-2017 Long Range Plan reflects the continued commitment of the trustees, staff, and community to finish the lower level space into usable community meeting space that will serve the Bow community for decades to come.

Total circulation of materials in 2013 exceeded 108,000 items, up 3% over 2012 circulation figures and up 14% of 2009 statistics. Over 60% of Bow residents are library card holders, and they borrowed over \$1.6 million dollars' worth of materials in 2013 alone. Card holders do not have to come to the library building to take advantage of digital resources, since many services can be accessed through the library's web site www.bowbakerfreelibrary.org or through the Library's smart phone app for iPhone and Android. In addition, increased outreach to the three Bow schools, White Rock Senior Living, and numerous community organizations has fostered exciting collaborations and partnerships that stretch community tax dollars and provide the best services possible for residents.

Baker Free Library Mission Statement

The Baker Free Library serves the informational, educational, and leisure needs of the residents of Bow. It promotes, develops, and maintains open access to the facilities, resources, and services available locally and through inter-library networks. Baker Free Library assures an environment that stimulates knowledge, culture, and the pure enjoyment of reading.

2014-2017 Strategies and Goals

COMMUNITY COMMONS: Bring the Bow community together in the library building

1. Renovate the Library basement space by 2016/2017
 - a. Finish private fundraising by March 2016
 - b. Request warrant article support from taxpayers in 2014, 2015 and 2016
 - c. Finalize parking arrangements with neighbors by March 2015
 - d. Host grand opening of Phase 1 renovations in June 2015 at Summer Reading Kick Off event
 - e. Host community event in fully renovated space after Phase 2 completed in Fall 2016/Spring 2017
2. Host a 100th Anniversary celebration for the community in October 2014 ✓
 - a. October 18th – community family event ✓
3. Formalize process with Bow School District to provide BFL library cards to all new students in September each year

4. Continue to offer the library building as neutral ground for community conversations about topics of concern to residents
5. Continue to re-assess traffic patterns and use patterns of existing library space to maximize both collections accessibility and community gathering space

LIFELONG LEARNING: Meet information needs of Bow residents (for both personal growth and entertainment) in a variety of formats, using technology where appropriate and desired

1. Continue to consistently evaluate the technology needs of Bow residents and how we can provide resources for those needs
 - a. Continue to pursue annual feedback from residents on specific topics, with a major survey on BFL services/resources to take place during November 2016.
 - b. Continue to provide regular classes/workshops on technology and/or specific devices/software
 - c. Regularly evaluate the purpose and use of BFL social media outlets, including but not limited to Facebook, Twitter, Tumblr, monthly eNewsletter, etc.
 - d. Create new BFL Technology Plan 2015/16
 - e. Provide regular opportunities for library staff to obtain professional development in technology resources, and use the monthly staff meeting to consistently review one small aspect of our technology resources so that staff are up-to-date on all current offerings.
 - f. Maintain and refine the library's web site and mobile app to allow access to resources remotely and provide timely information to mobile and computer users.
 - g. Examine the possibility of providing online readers' advisory services through the web site, Facebook page, or another service.
2. Continue to re-evaluate non-technology classes and workshops offered to all ages, beginning new programs when needed and ending programs that do not effectively or efficiently meet the needs of residents
 - a. Continue to pursue annual feedback from residents on specific topics, with a major survey on BFL services/resources to take place during November 2016.
 - b. Create attendee evaluation methods for all age groups (staggered implementation 2015-2017)
3. Continue to monitor and refine physical collections in the building, with specific attention to high-circulating collections
 - a. Continue to examine print periodical collection every six months and compare with full-text and html versions of periodicals offered through the Ebsco databases (which patrons can access at home) in order to eventually cut down on the number of print periodical subscriptions.
 - b. Continue to implement regular weeding schedule

COMMUNITY COLLABORATION: Reach out from the library building into the community, continuing to create partnerships that enhance quality of life, availability of resources, and efficient use of tax dollars for the residents of Bow.

1. Friends of the Baker Free Library
 - a. Promote Friends events in library media outlets (web site, eNewsletter, FB, etc.)
 - b. Maintain the museum pass program

2. Baker Free Library Foundation
 - a. Transfer Lower Level website to Foundation once renovation is complete
 - b. Work with Foundation to formalize a bequest process and an annual fund
 - c. Collaborate with the Foundation to create a library endowment fund (so annual interest from the fund can assist with library tax burden in a specific way)

3. Department Heads/Town Boards & Commissions
 - a. Director to regularly attend department head meetings to share information about library activities and issues
 - b. Continue to partner with town departments to offer Public Safety Day (Police/Emergency Management), Halloween Party (Parks & Rec), Holiday Tree Lighting/Santa Visit (all depts.).
 - c. Offer the library as a meeting space to any Bow department, board, and commission
 - d. Increase collaborative work with Bow Heritage Commission regarding events, access to materials, and promotion of Heritage Commission goals and projects

4. Bow Schools
 - a. Continue to offer classes/workshops/book groups at the elementary, middle and high school campuses on a regular basis throughout the school year
 - b. Continue to meet with the Bow School Librarians at least three times a year to discuss common issues/problems and resource sharing
 - c. Work with Superintendent's office to develop a process for getting parental permission to issue BFL library cards to all incoming new students at the school (without the need for students to come to BFL).
 - d. Begin a regular outreach program to community pre-schools

5. Bow Non-Profits (PTO; Men's Club; Garden Club; Rotary; Girl Scouts & Boy Scouts; etc.)
 - a. Reach out to non-profit groups about promoting their activities in the monthly library eNewsletter
 - b. Offer to speak at group meetings on topic related to technology, reading, authors, or any other topic of interest to the group that relates to libraries, information, and life-long learning
 - c. Offer the library as a meeting space to any Bow non-profit

6. White Rock Senior Living
 - a. Continue to partner with the White Rock book group to bring in one author each year for a program at the White Rock facility
 - b. Offer technology-related workshops in the fall and spring at the White Rock facility
 - c. Continue to offer the book delivery service to White Rock residents
 - d. Collaborate with the Happy Hookers group to promote their weekly meetings, the annual hat & mitten drive, and the Books for Bingo sessions at White Rock
 - e. Explore additional ways in which the library can provide services to White Rock residents at the facility

7. Bow Businesses
 - a. Establish a regular annual communication with Bow businesses about Bow employees and free library cards
 - b. Begin partnering with Bow businesses regarding Summer Reading Program sponsorship in the form of dollars, prizes, or in-kind donations.
 - c. Engage with the Bow Economic Development Commission and the Planning Department to discuss ways in which the library can offer resources/services that would help attract or promote businesses in Bow