

HINGHAM PUBLIC LIBRARY LONG RANGE PLAN FY2022-FY2026



Plan approved by the Hingham Public Library Board of Trustees on September 14, 2021

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Introduction

This Hingham Public Library Long Range Plan for fiscal years 2022-2026 was unanimously approved and adopted by the Board of Trustees on September 14, 2021 at a duly convened public meeting. This is our sixth Long Range Plan.

This Plan serves to guide and facilitate the delivery and development of library services and to meet patron expectations. Implementation of the Plan is subject to funding from the Town of Hingham, the Board of Trustees of the Hingham Public Library, and other sources. Approval of this Plan does not commit the current or future Boards of Trustees of the Library to any specific expenditure of funds or to follow the Plan inflexibly. We recognize that unforeseen circumstances and the pace of change may compel modifications of the Plan.

Executive Summary

The Hingham Public Library's FY2022 – FY2026 Long Range Plan is intended to guide and describe the Library's priorities for the next five years. The Plan was developed through a series of Trustee, employee, and community data collections, including virtual meetings, an Employee Survey, a Patron Survey, and library literature surveys. Most of this activity took place between January 2021 and September 2021, during the Covid-19 pandemic, which significantly altered our normal in-person meetings and data collection and forced us to rely on virtual and remote communications in developing this Plan. Participants included a community focus group comprised of members of the public, the Library Director, and the Library Trustees' Long Range Planning Committee. Information collected was examined to identify those goals considered most important to strengthen and improve progress toward fulfillment of the Hingham Public Library's mission.

The goals and objectives in this Plan do not address every need identified by the planning committee, and they do not include all of the work activities that the Library will undertake in the course of the next five years. Staff will work on providing excellent library services to all of our patrons, while focusing on the major goals identified here. The Library Administration in its leadership role will be responsive to emerging patron needs regardless of whether a particular need is identified or not identified in this Plan.

Summary of Primary Goals FY2022 – FY2026

The Hingham Public Library's primary goals for FY2022 –FY2026 are as follows:

- 1. Improvement of Physical Spaces**
- 2. Expansion of Communication and Marketing**
- 3. Growth as a Community Resource**
- 4. Enhancement of Collections**
- 5. Development of Funding Sources**

While these broad categories for goals have been identified as achievable to various degrees within the next five years for the purposes of this strategic plan, it should be noted that long-term aspirations have also been identified in the planning process that will require a longer time horizon beyond the next five years to achieve. Long-term aspirations include substantial and significant improvements to the physical building and are based upon specific and identified user needs from the surveys and community forums. Although these aspirations are unable to be fulfilled at the present moment, they are nevertheless important to keep in mind as important goals for future planning purposes, even if the timeline is beyond the scope of this strategic plan and require a longer time horizon to achieve.

Mission

Hingham Public Library will offer patrons responsive services delivered in an efficient and effective manner and will:

- Provide physical and digital materials and services to contribute to and enhance the personal enrichment, enjoyment, and educational endeavors of its patrons;
- Nurture personal growth, stimulate intellectual curiosity and encourage life-long learning;
- Encourage early childhood literacy;
- Enable individuals of all ages to explore their community and the world through cultural, artistic, historical and informational programs and displays;
- Provide service on equal terms to all individuals in the community and work toward the development of the individual as a citizen;
- Provide an open, accessible and collaborative environment supportive of equity, diversity, and inclusion;
- Be a community center and destination where residents of all ages can meet to exchange ideas, discuss issues and enjoy a non-partisan atmosphere;
- Offer a diverse collection of print, media and electronic materials that meets patrons' recreational and educational needs and interests by including both popular current titles and literary classics.

Vision

To guide our work with each other and the community we serve, we value and are dedicated to the following:

- A well-trained, enthusiastic, and dedicated Staff in a stimulating and collegial setting;
- Quality service;
- Respect for the individual, both Staff members and the public;
- Teamwork and collaboration with community and governmental organizations to deliver the best possible services;
- Equal access to information;
- Responsible stewardship of public and philanthropic resources;
- Appropriate technology to extend, expand and enhance services for all patrons;
- Ongoing assessment of our services and work methods to ensure responsiveness to the community;
- Active publicizing of our resources and services;
- A welcoming, inviting and safe building and grounds.

Long Range Planning Committee

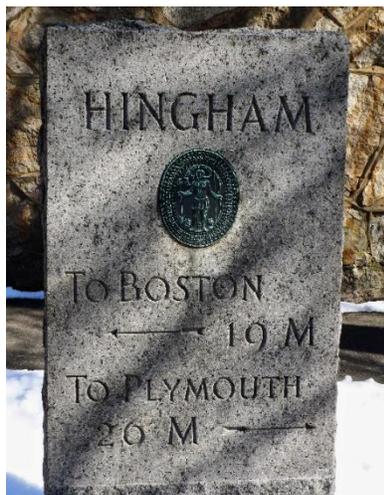
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 Aylene Calnan, Trustee
 Thomas Carey, Esq., Trustee
 Elizabeth Eldredge, Trustee
 Arthur Garrity, Secretary of the Board of Trustees
 Eric Haskell, Trustee
 Linda Harper, Library Director
 Lucy Hancock, Chair of the Board of Trustees (Ex Officio)

Board of Trustees

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Hingham Community Profile

*Information from www.hingham-ma.gov, <https://data.census.gov>,
<https://donahue.umass.edu>, [https://www.mass.gov/municipal-databank-data-
analytics-including-cherry-sheets](https://www.mass.gov/municipal-databank-data-analytics-including-cherry-sheets)*



Hingham was first settled by Europeans in 1633 who called the area Bare Cove before it was renamed Hingham in 1635 and incorporated as the 12th town in the Massachusetts Bay Colony. Hingham and its history is reflected in its many immaculately kept antique houses, including "Old Derby" on Main Street, which now houses the Hingham Historical Society's Heritage Museum and Visitor Center, and the "Old Ordinary" on Lincoln Street which houses the 1686 House Museum, Old Fort, and Olmsted Garden. Derby Academy, founded in 1784, is the oldest co-educational school in the country and Hingham's First Parish Old Ship

Church is the oldest wooden structure in the country in continuous use as a place of worship. Hingham's six historic districts help the town maintain its unique character.

Hingham values its location on the water, with 21 miles of shoreline. Boating and recreational uses of the waterfront have a high profile. Construction of new facilities at the harbor will further expand the public uses of Hingham Harbor. South Shore Country Club, owned by the Town, provides additional recreation opportunities for residents. Other recreational areas include the 500-acre Bare Cove Park with biking and walking trails along the Back River; World's End, a 250-acre peninsula overlooking Hingham Harbor, which affords breathtaking views of Boston; and Wompatuck State Park, which encompasses 3,000 acres of woodland and is the largest public campground in the metropolitan Boston area.

Hingham's current population of 24,679 has experienced a steady growth in recent years, demonstrated by an annual increase of 3.05% in population from census data collected in 2019, and an increased cumulative change in population of 10.63% from 2010 to 2019.

Largely residential, Hingham has 9,286 housing units. The majority of these housing units are owner-occupied and account for 80.9% of the total occupied units, while renters occupy 19.1% of these units. The average single family home

is valued at \$877,550, so while purchasing a home in Hingham continues to be a desirable goal, affordability remains a barrier to many prospective homebuyers.

Hingham is an upper middle-income, mostly white [96.1%] and primarily English speaking [95.0%] developed suburb whose working residents largely commute to Boston for employment, although this trend may be changing due to the increase in popularity of the work-from-home and hybrid work models that became commonplace during the Covid-19 pandemic. The majority of Hingham residents are employed in professional industries such as finance and insurance; management, scientific, and administrative; and education and healthcare; and the median household income is \$142,435. Among that population, 71.1% have a Bachelor's degree or higher [Bachelor's 36.7%, Graduate or other professional degree 34.4%], demonstrating the high value the community places on educational attainment.

The Town's public schools, library and municipal services are among the top performers as measured against their municipal population peers throughout the Commonwealth. The Town maintains a quality and stable workforce and has a bond rating of "Aaa" from Moody's Investor Services, "AAA" from Fitch Ratings, and "AAA" from Standard & Poor's, which gives the Town access to the lowest borrowing rates on bonds used to fund capital projects.

History of the Hingham Public Library

Resident Albert Fearing built the Town's first public library in 1869. Destroyed by fire in 1879, the original building was replaced in 1880 by a wooden structure in Hingham Center that served the Town until the current building opened in 1966. The new facility, erected in Fearing's memory, greatly enhanced the services the Library could provide and brought it into the modern age. This building was renovated and expanded in 2001 and reopened in January 2002. The Library now holds more than 260,000 physical and digital items available to borrow, including books, magazines, eBooks, eaudiobooks, digital magazines and downloadable movies and music, DVDs, compact discs, laptops and other technology devices, and other materials such as games, artwork, and puzzles. Hingham's extensive holdings and forward-looking services allow it to deliver quality services to toddlers, senior citizens, and everyone in-between.

The Library is a member of the Old Colony Library Network, an automated resource-sharing network comprised of 28 member libraries serving towns south of Boston. The Library also is a member of the Massachusetts Library System.

Governance

The Hingham Public Library was incorporated on March 19, 1872 by a Special Act of the Massachusetts Legislature for the purpose of maintaining a public library in the Town of Hingham. Following the enactment in 1965 of an amendment to the 1872 Special Act, management of the Library has been vested in a Board of Trustees consisting of (a) the members of the corporation (no fewer than nine nor more than eleven in number), (b) the Chair of the Select Board, the Superintendent of Schools, and the Treasurer of the Town, as trustees ex officio, (c) three residents of Hingham appointed by the Select Board, and (d) two residents of Hingham appointed by the Moderator. The Board of Trustees annually elects a Chair of the Board, Vice Chair of the Board, Treasurer and Secretary. The Board also maintains a number of standing committees to facilitate policy development and service delivery.

The Board of Trustees hires a qualified/certified Library Director to oversee the management, operation and development of the Library.

Library Statistics

Due to the atypical circulation statistics for fiscal years 2020 and 2021 that occurred as a result of the Library's building closure in response to the Covid-19 pandemic from March 2020 to June 2021, the below usage statistics for circulation and attendance contain data from the past five fiscal years. This serves to give a more accurate snapshot of both physical and digital circulation and usage trends that were affected by the pandemic and subsequent closure.

Although the Library building was closed completely to the public from March 2020 through June 2021, staff learned to transition to an online environment and worked from home to offer virtual programming during the building closure. We began to offer a contactless holds pickup service and circulate physical materials once again when staff returned to work in the building in July 2020, and in June 2021, we reopened to the public and resumed normal operating hours.

Circulation Statistics

	FY2017	FY2018	FY2019	FY2020*	FY2021*
Physical					
Books	204,809	200,118	207,262	166,491	72,510
Audio	30,307	26,059	21,496	16,260	2,620
Video	60,953	52,946	47,617	41,176	9,865
Digital					
Ebooks	18,777	22,770	27,617	36,643	51,315
Eaudio	6,991	8,274	10,437	14,881	18,651
Databases	43,558	45,012	49,695	41,933	43,202
Misc.- Art, Technology, Puzzles, Passes, etc.	1,835	2,515	4,461	4,885	1,257
Connections To Wireless Internet	115,128	155,185	190,319	108,832	12,696

*Due to the Covid-19 pandemic, the library building was closed from March 2020 to June 2021. Virtual programming was offered beginning the spring 2020 while some circulation resumed through contactless holds pickup service that was offered beginning July 2020.

Holdings Profile based on July 1, 2021 Data

	Adults	Teens	Children	Total
Physical				
Books	99,599	4,116	29,627	133,342
Audio	13,055	533	1,297	14,885
Video	11,297	527	3,017	14,841
Digital				
Ebooks	51,724	6,853	13,614	72,191
Eaudio	15,794	2,674	3,816	22,284
Databases	241	n/a	n/a	241
Misc. – Art, Technology, Puzzles, Passes, etc.	615	47	204	866

Attendance

	FY2017	FY2018	FY2019	FY2020*	FY2021*
Total Attendance					
In Library	254,609	246,827	252,216	165,623	3,253
Total Number of Live Programs	773	824	813	774	401
Total Number of Recorded Programs	n/a	n/a	n/a	n/a	186
Live Program Attendance					
Children	10,708	11,344	11,932	9,189	1,096
Teens	484	466	776	251	105
Adults	7,503	7,533	7,643	4,452	1,626
Total	18,695	19,343	20,351	13,892	2,827
Recorded Program Attendance	n/a	n/a	n/a	n/a	3,416

*Due to the Covid-19 pandemic, the library building was closed from March 2020 to June 2021. Virtual programming was offered as both live and recorded programs beginning the spring 2020, while some circulation resumed through contactless holds pickup service that was offered beginning July 2020.

Library Card Holders

- Total number of registered borrowers: 10,791
- Number of registered borrowers who are residents of Hingham: 9,551

FY2022 Budget

Budgeted Sources of Revenue

Municipal Operating Budget	\$ 1,929,664*
Municipal Capital Budget	\$146,000*
Library Corporation Funding	<u>\$271,318</u>
Total Library revenue	\$ 2,346,982

Budgeted Uses of Revenue

Municipally funded salaries - operating	\$ 1,559,866
Municipally funded materials - operating	\$75,866
Municipally funded other expenses - operating	\$293,932
Municipally funded capital projects	\$146,000
Library Corporation funded materials	\$215,568
Library Corporation funded programming	\$14,000
Other Library Corporation expenses	<u>\$41,750</u>
Total budgeted uses of Library revenue	\$ 2,346,982

*Municipal budget for library services is approximately 1.6% of the total town budget

Facility Description

- 50,393 square feet (approximately 40,000 net usable)
- Built in 1965 and renovated/expanded in 2001
- Ninety-one dedicated parking spaces with 9 additional on Leavitt Street
- Non-meeting room seating is 88
- Two meeting rooms (90 and 22 seats respectively) with Internet access
- Three quiet study rooms for individual or small group use
- One computer training room for staff training and public instructional sessions
- 31 dedicated public use Internet workstations
- 100% coverage of library by wireless network accessible to general public
- Three art galleries (two in Adult wing and one in Children's Room)
- Dedicated collection area for historical documents and artifacts
- Facility is 100% handicapped accessible and ADA compliant

Background

Hingham's FY2022 – FY2026 Long Range Plan builds on a solid foundation of accomplishment and continuing evolution with a reasoned consideration for what we need to innovate, create, and adapt in the next five years. Our past and our future build on several key long-term characteristics that we are fortunate to have:

- A long tradition (see "History") that consistently exemplifies the enduring benefits of a dedicated and involved Board of Trustees and Library Staff,
- Engaged and loyal patrons,
- Stable professional management,
- A dedicated group of 85 volunteers,
- Being current with technology,
- Support from all citizens and Town government,
- Substantial focus on our collections,
- A genuinely welcoming "library as place" atmosphere for decades, and
- Diversification of offerings to meet both needs and desires of patrons.

Planning Methodology

In evaluating our past performance and assessing our future needs, we have relied on the following primary sources [please see Appendices for source documents]:

- Our 2016-2020 Long Range Plan (and performance against objectives)
- Previous Long Range Plans, including years 2011-2015, 2004-2008, FY1999, and FY1997
- Library Staff survey
- Patron survey
- Community brainstorming and visioning sessions
- Long Range Planning Committee data evaluation and goal identification session
- US Census and other population data

Initial Planning Methodology and Preparation, Pre-Pandemic

On January 28, 2020, the Long Range Planning Committee of the Library Board of Trustees had their first meeting to begin preparations for the upcoming work needed to research, collect data, and develop the next five-year strategic plan. The Committee reviewed a number of strategic planning documents from the Massachusetts Library System that explained the parts of a strategic plan, suggested resource and meeting models, and outlined brainstorming and visioning exercises to use to gather community input. A timeline was also developed that outlined the various activities and action steps that need to be taken between February 2020 and the due date of October 2020 that would result in a well-developed, final and approved long range plan.

Subsequent meetings in early 2020 resulted in the recruitment of various community members to participate in upcoming brainstorming and visioning sessions, as well as the revision of the “Ten Minutes to a Better Library” patron survey that was used to gather community input for the 2016-2020 Long Range Plan. The patron survey was made available to the public and went live on Monday March 9, 2020. Less than one week later, however, on Saturday March 14, 2020 the Library closed the building due to growing concerns and unknowns

surrounding the potential spread of the recently identified coronavirus, Covid-19, which was soon to become a world-wide pandemic. The survey was taken down from our website while we awaited more information about the resumption of library services. The Library would not reopen its doors to the public for in-person services until June 2021, and the deadline for submitting strategic plans to the Massachusetts Board of Library Commissioners was extended for a year.

Revised Planning Methodology and Preparation for Online Format

In October 2020, the Library Director and the Chair of the Long Range Planning Committee consulted via phone with Michelle Eberle, Consultant for the Massachusetts Library System, regarding strategies that could be used to adapt gathering community feedback and assessing user needs in the virtual environment in light of the continuing pandemic. Strategies included revising the patron survey to capture information specific to Covid-related changes in library services and offerings, and methods and virtual tools to use for conducting online community sessions.

In February 2021, the Library's Long Range Planning Committee held a virtual meeting via Zoom to discuss how to gather data and move forward with the planning process safely in an online environment. In preparation of the upcoming meeting, committee members reviewed the current long range plan for 2016-2020, as well as plans from previous years including 2011-2015, 2004-2008, FY1999, and FY1997, in order to get a feel for the long-term trajectory of the Library. A review of the primary goals set forth in the 2016-2020 Long Range Plan showed that the majority of objectives and activities designed to meet the stated goals had been successfully attempted or achieved. The patron survey was revised to include Covid-related questions and was made available on the library's website, and a revised timeline was also created that outlined activities and action steps needed to be taken by the Long Range Planning Committee for the completion and approval of the final plan by the October 1, 2021 due date.

Data Gathering

Patron Survey

The patron survey, “Ten Minutes to a Better Library” was available for about two months, from February 2, 2021 to March 31, 2021. A total of 1,582 people responded online. Paper copies were also available in the vestibule area of the Library where we provided a contactless holds pickup service while the building remained closed to the public, and we received 31 paper survey responses for an overall total of 1,613 responses. The patron survey contained 36 open-ended and closed-ended questions to obtain both quantitative and qualitative data used to gather input and assess community needs, including multiple-choice questions, rating scale questions, Linkert scale questions, matrix questions, demographic questions and open-ended comment questions.

Staff Survey

The staff survey was conducted in late April to early May 2021 and was completed by 31 staff members. Similar to the patron survey, the staff survey contained a variety of closed-ended and open-ended questions to obtain both quantitative and qualitative data. Although there were a number of identical questions to the patron survey for comparative purposes, there were also a number of staff-specific questions that sought to gain perspective on what the staff believed were strengths, weaknesses, areas of improvement, and potential impacts of future trends.

Community Sessions

Two community forum sessions were conducted online in June 2021 via Zoom. Participants were selected and recruited by members of the Long Range Planning Committee and were chosen to represent various age ranges (from high school students to seniors), backgrounds, genders, and library use trends (from non-users to frequent patrons) in order to get a variety of responses to gauge the needs of diverse community members. The first session was held on June 14, 2021 and was moderated by former Library Trustee Ed Boylan who conducted a S.O.A.R. brainstorming exercise in which Library Strengths, Opportunities, Aspirations, and Results were discussed. Nine community members were in attendance. The second session was held a week later on June 21, 2021 and was moderated by Massachusetts Library System Consultant Kristi Chadwick who conducted a visioning exercise in which she gathered feedback about community priorities, aspirations, challenges, and library services. Eight community members were in attendance. Information from both sessions was gathered via written observational notes as well as the online tool Padlet.

User Needs Assessment and Data Evaluation

Quantitative data from the patron and staff surveys were gathered and summarized through the survey feature in Constant Contact, and qualitative open-ended comments were compiled into a spreadsheet of discrete responses. Members of the Long Range Planning Committee read and reviewed the survey responses as well as data gathered from the two community forum sessions to gather insights and assess community needs. The Committee met on August 17, 2021 via Zoom to identify and discuss commonalities in responses and recurring themes. Appropriate strategic goals were then identified and discussed that would address specific needs and recurring themes gleaned from all sources of data. Detailed survey responses and community forum session notes are listed in the Appendices, with the exception of qualitative data from the patron survey. This data set containing patron comments is available upon request and was not included in the appendices due to the considerable length of the document, approximately 155 pages.

Findings

A survey of the data revealed a number of notable findings. Many of the responses from the staff and the public were aligned and strikingly similar, giving increased confidence that the responses were valid from both an insider as well as an outsider perspective. One exception to this, however, was the belief by staff that the use of the Library may be different than it had been in the past since experiencing so many changes during Covid (12.9% answered “Yes, most definitely”, 61.2% answered “Yes, probably likely”, 6.4% answered “No, not very likely”, and 0.0% answered “No, not at all”), whereas the majority of the public held the belief that their use of the library would not significantly change (8.3% answered “Yes, most definitely”, 19.4% answered “Yes, probably likely”, 39.9% answered “No, not very likely”, and 19.0% answered “No, not at all”). While some patrons reported that they will use more online services in the future (“More use of online services”; “I download many of my books now, which I really like”, and “More Hoopla, Libby”), many others reported that they plan to visit and use the library more often than they did before Covid (“I will visit the library more frequently- I miss being able to go!”; and “I enjoy the library and intend to visit as much if not more than I did before covid”). Staff, on the other hand, held a stronger belief that patrons would favor an online format over physical materials: “I suspect that many patrons have been reading ebooks and have become more familiar and adept at using Hoopla and Libby. This is likely to affect regular book circulation numbers”; and that they would spend less time in the building when visiting: “I don’t think

patrons will spend as much time in the building as before. They will get their books, check out and leave”.

Other findings that emerged from the data include that the public was not fully aware of all of the library offerings, such as technology borrowing and the availability of digital content. Of the survey respondents, 73.8% preferred to learn about library programs and services through email notices, 38.7% through the library’s website and 36.8% through a monthly newsletter, indicating that the library could find ways to improve upon communication through enhanced use of existing communication channels and further exploration of additional modes of promotion and marketing of library programs and services.

The desire for more clearly defined and improved physical spaces was a frequent finding in many of the responses. The need for quiet spaces used for individual study, reading, and contemplation was equally balanced with the competing need for collaborative spaces in which a higher tolerance for sound and volume is supported for group work and social gatherings. Offering quiet spaces for individuals to study, do research or read was considered most important by 56.8% of the respondents, while 41.6% of respondents considered offering collaborative or community spaces for residents to gather most important. Among common responses for desired changes to the library building, “more spaces for group work” and “more individual work space” were repeated a number of times, along with a desire for building updates and modernization: “Spruce up some of the interior furniture and spaces”, “New flooring and carpets”, “Improve lighting”, “More comfortable chairs for reading”, “Better signage”, “Needs work”, “Library is outdated” and “Updating needed”. The need for “more parking” was also a strong and frequent response, with further detailed comments such as: “Traffic and parking are the two most unpleasant items”, “Parking should be expanded and driving pattern changed so all people drive the right way”, “Need more parking spaces so we can attend the library events and visit the library often”, and “Parking can be a challenge”.

When asked what the library does very well, respondents overwhelmingly and positively commented on staff, using terms such as friendly, helpful, excellent, knowledgeable, well trained, welcoming, great, personable, and amazing. The importance of staff was evident in the respondents’ strong agreement with the statement “I receive helpful and timely assistance from library staff”: 82% “Strongly agree”, 13% “Somewhat agree”, 3% “Neither agree or disagree”, 1% “Somewhat disagree”, and 0% “Strongly disagree”. Children’s services and programs were also highly praised, with statements such as “The children’s

department is amazing. The enrichment opportunities, playgroups, STEAM, summer engagement, reading to dogs, book clubs. I could go on and on”, “the children’s shows and activities are priceless”, and “children’s programs are excellent”. A number of comments focused specifically on the importance of the library as a welcoming and community gathering place: “Serving as a community gathering spot – supplementing schools; providing opportunities for continued learning”, “Shelter – there are people here in town who appreciate a warm place to be in winter, a cool spot in summer. Although this might not be in your mission, this is something folks rely on the library to provide”, “Feels like a member of the community”, “Makes you feel welcome to be there”, “It’s such a special place for parents to bring their kids and for young adults to have a space outside their home to study and research”, “A safe place for families, caregivers, and our community just to come together a happy place”, “Offering a place for children and teens to meet to be productive and socialize. That is an amazing aspect, and I’m glad the library can aid in that”, “Great community space”, “Coming to the library is like a second home”, and “The library is part of the soul of Hingham”. The theme of community in relation to both the physical spaces of the library as well as being a place of emotional connections to others within those spaces was frequently noted throughout the various sources of gathered data.

The need for a well-developed collection was also strongly supported by survey respondents, who felt financial resources should be focused on extensive and varied physical collections (55% answered “Very Important” and 31% answered “Somewhat Important”), extensive and varied digital and online collections (58% answered “Very Important” and 29% answered “Somewhat Important”), and technology devices and equipment collections (28% answered “Very Important” and 47% answered “Somewhat Important”). Correspondingly, when asked which library services are considered most important, 92.4% responded providing physical books, audiobooks, DVDs, CDs for use and loan; 65.7% responded providing online access to digital eBooks, e-audiobooks, movies and music; and 28.9% responded providing technology devices and equipment for use and loan. Additionally, survey respondents who visit the library’s website do so mainly to search for books or other materials in the library’s catalog (70.7%), to reserve and place holds on library materials (70.0%), to check their library account for holds and for a list of what’s checked out (51.5%), and to download eBooks, e-audiobooks, music, movies, and digital magazines (34.3%), further supporting the importance of the library’s books and collections as well as the need to maintain a varied and well-developed collection that appeals to a wide range of interests and uses.

FY2022 – FY2026 Long Range Goals

1. Improvements to Physical Spaces

- *To identify issues and deficiencies within the library building and grounds and explore ways to improve existing physical spaces within our means and to the best of our current abilities*

2. Expansion of Communication and Marketing

- *To improve communication, marketing, and outreach to effectively promote library programs, services, and offerings*

3. Growth as a Community Resource

- *To grow as a community resource for people of all ages and strengthen our relationships and standing in the community*

4. Enhancement of Collections

- *To increase access to library offerings through the enhancement and development of a diverse and wide variety of digital and physical collections*

5. Development of Funding Sources

- *To provide for the Library's continued financial stability upon which many essential Library programs and services rely for funding and support*

Improvement of Physical Spaces

Specific Goal: To identify issues and deficiencies within the library building and grounds and explore ways to improve existing physical spaces within our means and to the best of our current abilities.

This goal seeks to make modest improvements to the existing building and grounds in order to effectively respond to identified user needs for a more modern and updated library. Frequent comments and themes collected from survey data included descriptive words and phrases such as “tired”, “worn”, “outdated/dated”, “overgrown”, “cold/unwelcoming”, “more tables/spaces/chairs”, “more parking”, “rough shape”, “poor flow”, and “better lighting/signage”. More substantial improvements have been identified as aspirational future goals and are aligned with Hingham’s Community Vision Statement from the most recent draft of the Town of Hingham’s Master Plan, which states that “In 2035, Hingham will be a place that... Systematically plans for and invests in planned preventive maintenance and capital improvements to municipal and school facilities and infrastructure.” (p.1-3)

Expansion of Communication and Marketing

Specific Goal: To improve communication, marketing, and outreach to effectively promote library programs, services, and offerings.

This goal seeks to address a common finding that a number of our frequent patrons, community forum participants, and survey responders were not aware of all that the library has to offer in terms of collections, services, and programs. In fact, a number of responses to open-ended survey questions included requests for things we already have or do, such as “I would love to see therapy dogs in the library” (we do that), and “I would love an active children’s program with regularly scheduled story times, crafts, and sing-a-longs” (we do that too). A community forum member suggested that we consider loaning technology at the library, and in particular virtual reality headsets, and was surprised to learn that we already loan the headsets as well as a wide variety of tech devices. Another community forum member suggested having “better communication to all ages”. Additionally, in response to the patron survey question that asked patrons to check off from a list the library services that they felt were most important, responses

included comments such as “Didn’t know you offered all these opportunities and will access them from now on” and “I didn’t know the library offered some of these things, like access to Consumer Reports or Ancestry and the like. I would definitely use that.” Improving the effectiveness and utilization of numerous communication, marketing, and outreach channels has been identified as essential in reaching both current library patrons and community members who may not even use the library or be aware of all that we have to offer.

Growth as a Community Resource

Specific Goal: To grow as a community resource for people of all ages and strengthen our relationships and standing in the community.

The notion of the Library being a central destination in Town that acts as a community center was a frequent theme in many of the surveys and discussions. The Library as a place that is neither home nor work, and that provides whatever the user needs, whether a quiet sanctuary, collaborative workspace, or cultural center, contributed to a strong sense of community evident throughout the data collection sources. The draft of the Town of Hingham’s Master Plan states: “Hingham’s public facilities are a critical component of the Town’s identity. They foster a sense of community.” (p.8-1). Comments during the community forum discussions also reflected this desire to develop and maintain a strong sense of community: “Top priority: maintaining and enhancing community cohesiveness, especially among various generations and interests”; “Create a place where all members of the community feel happy to call Hingham home”; “To have a welcoming community for all ages, and an exchange of ideas and thoughts between groups of different ages”, and “I think it will be a gathering place. People need to be together in community. The library is one of those places that many took for granted.” The goal to foster the community relationships with the Library through this sense of shared community space will help to increase the standing and regard of the town’s citizens for their library, which in turn manifests itself in greater support of the library’s mission and goals through increased advocacy and fundraising efforts.

Enhancement of Collections

Specific Goal: To increase access to library offerings through the enhancement and development of a diverse and wide variety of digital and physical collections.

Access and availability of library collections, both physical and digital, remain a primary and positive theme among patron survey respondents, as evidenced overwhelmingly by the fact that 89% of visitors to the Library check out books, music and movies; 92% consider providing books, audiobooks, CD's, and DVD's for use and loan to be among the most important library services offered, and 66% consider providing online access to digital eBooks, eaudiobooks, movies and music to be among the most important services offered. Libraries are strongly viewed as a place to find materials for recreational, educational, and informational purposes, and survey respondents have indicated that not only do they love the library, but they love books, in all their various formats, as evidenced by frequent comments requesting "more books", "more eBooks", "more eaudiobooks", "more recent titles", "expanded digital (e-book) offerings", "consider expanding collection of new e-books", "invest in physical books", "greater online access", and "easier access to audiobooks". The goal to increase access to physical and digital collections through the enhancement and further development of those collections addresses the demand for increased titles and newer materials by making these items more readily available and readily accessible to our patrons.

Development of Funding Sources

Specific Goal: To provide for the Library's continued financial stability upon which many essential Library programs and services rely for funding and support.

The goal of continued improvement and development of new and existing funding sources addresses a recurring theme of having adequate financial resources with which to continue to provide and expand upon essential programs and services that meet the needs of diverse segments of the community. Since the Library's programming budget relies entirely upon funding raised through various fundraising efforts of the Board of Trustees, along with a portion of the materials budget and various other expenses (see p.12, FY2022 Budget), success in these and other related efforts support the continued financial stability of the Library that is needed to provide numerous and varied program and service offerings.

Participants in the community forum sessions discussed the importance of providing a wide variety of programs and services in order to meet the needs of all community members, especially those not otherwise served through other town agencies. When asked about priorities and aspirations of the community, in particular regarding library services, participants commented: “Prioritizing needs across the various needs of Hingham residents, (not just one or two particular interests/foci)”; and “Consider programming for demographics less served by other town services (e.g. schools, senior centers) – what groups are getting left out and how can the library fill that hole?”. Additionally, the suggested idea of “growth” and “security” occurring simultaneously alongside community cohesiveness among members of different generations supports the goal of continued financial stability for the purposes of providing essential programs and services as a top priority: “Maintaining and enhancing community cohesiveness, especially among various generations and interests...Enhancing a feeling of security and wise growth”. Furthermore, when asked to rate the importance of how the Library should focus its financial resources, offering programs, events, and workshops, 82% of survey respondents considered this to be very to somewhat important for these services to children, 78% for services to teens, and 86% for services to adults. The goal of developing funding sources will strengthen the Library’s ability to continue to provide these essential programs and services for all ages.

Goal Objectives, Actions and Timelines for Completion

Specific objectives, actions, and timelines for completion related to the above goals will be developed and documented annually in the Library’s Action Plan and filed each year with the Massachusetts Board of Library Commissioners. Each year, the long range plan will be reviewed and specific actions that need to be taken and by whom in order to meet the stated goals will be identified. The actions identified in the Action Plan will be measurable and time-specific. See Appendix E for the Library’s FY2022 Action Plan.

Appendices

Appendix A: Long Range Planning Timeline, pp. 26-27

Appendix B: Patron Survey – Quantitative Data, pp. 28-43

Qualitative Data is available upon request (est. 155 pages of comments, too long to include in this appendix)

Appendix C: Staff Survey – Quantitative Data, pp. 44-51

Staff Survey – Qualitative Data, pp. 52-73

Appendix D: Community Sessions, pp. 74-79

Appendix E: Action Plan, FY2022, pp. 80-85

**Appendix A:
Hingham Public Library
Long Range Planning Timeline
2/16/21**

January 2021

- Revise and adjust community survey questions to include references and realities of offering library services during Covid-19
- Meet with LRP committee to review and make final edits to survey
- Prepare final online community survey questions and introductory letter for launch via Library's website and email using Constant Contact
- Decide with LRP committee any additional modes of distribution and methods of promotion

February 2021

- Open online community survey for responses, leave paper copies for pickup and return in the main entrance vestibule and/or bookdrop
- Promote survey via Library website, emails, social media, news story, etc.
- LRP committee identifies and solicits community members to serve on a 8-12 person Task Force and participate in two strategic planning sessions
- Contact MLS Consultants Michelle Eberle and Kristi Chadwick to arrange facilitation and confirm dates for two strategic planning sessions with Task Force

March 2021

- Revise and adjust staff survey questions to include references and realities of offering library services during Covid-19
- Conduct staff survey and gather responses
- Close online community survey at end of month, gather paper copies and enter responses online for final tabulation
- Review community and staff survey results and analyze data in relation to the library's existing services and identified community needs

April-May 2021

- LRP committee reviews community and staff survey results along with data gathered from the strategic planning sessions to identify community needs in relation to existing and potential library offerings
- Meet with LRP committee to plan and discuss strategies for conducting the upcoming strategic planning sessions and evaluating the information gathered at the sessions
- Conduct two MLS facilitated strategic planning sessions with Task Force on SOAR/Visioning and Survey Results/Wrap-up
- LRP committee reviews data gathered from the strategic planning sessions to identify community needs in relation to existing and potential library offerings

June – July 2021

- Gather community and library profile data including demographic, economic, library statistics, facility, library history and governance
- Meet with LRP committee to determine goals for strategic plan
- Write and review draft of plan
- LRP committee reviews and edits draft of plan

August 2021

- Prepare final draft
- LRP committee reviews and approves final draft

September 14, 2021

- **Present final draft of Hingham Public Library's Long Range Plan 2022- 2026 to Board of Trustees for vote of approval**

October 1, 2021

- **Due date to submit approved Long Range Plan to Massachusetts Board of Library Commissioners**

Appendix B:

Ten Minutes to a Better Library Patron Survey – Quantitative Data

Constant Contact Survey Results

Survey Name: Patron Survey January 2021
Response Status: Partial &
 Completed
Filter: None
 Apr 06, 2021 12:51:30 PM

How often do you typically visit the Library on average, when the Library is fully open and returns to normal services and schedules after Covid-19?

	Number of Response(s)	Response Ratio
Frequently (once a week)	807	51.0%
Once in a while (once every month or two)	593	37.4%
Infrequently (once a year)	82	5.1%
Rarely (once every few years or so)	42	2.6%
Never	9	<1%
No Responses	49	3.0%
Total	1582	100%

If you checked "rarely or never," what are your reasons? Check all that apply.

	Number of Response(s)	Response Ratio
Lack of transportation	7	4.5%
Limited personal time/too busy	51	33.1%
Get information and books from other sources	51	33.1%
Hours are not convenient	16	10.3%
Parking isn't adequate	1	<1%
Staff isn't helpful	2	1.2%
Library doesn't have what I need	4	2.5%
Library is too noisy	5	3.2%

Not enough seating/too crowded	9	5.8%
A physical condition/disability prevents me from visiting the Library	2	1.2%
Generally use a different library	9	5.8%
Other	48	31.1%
Total	154	100%

Do you think your use of the Library going forward might be different than it had been in the past since experiencing so many changes during COVID?

	Number of Response(s)	Response Ratio
Yes, most definitely	132	8.3%
Yes, probably likely	308	19.4%
No, not very likely	632	39.9%
No, not at all	302	19.0%
Unsure	103	6.5%
No Responses	105	6.6%
Total	1582	100%

If yes, how do you expect your use of the Library will change?

459 Response(s)

Which of the following activities do you participate in most often when you visit the library? Check all that apply.

	Number of Response(s)	Response Ratio
Check out books, CDs, DVDs	1287	89.0%
Check out art, technology, or puzzles	208	14.3%
Use computers	151	10.4%
Use wireless Internet access	220	15.2%
View art exhibitions	486	33.6%
Study/do homework	207	14.3%
Attend programs for adults	416	28.7%
Attend programs for children	248	17.1%
Attend programs for teens	45	3.1%

Attend workshops or classes	169	11.6%
Attend meetings	218	15.0%
Get help with technology	115	7.9%
Use the technology lab	46	3.1%
Read or browse	641	44.3%
Get help with research or reading recommendations	135	9.3%
Do research	187	12.9%
Use local history collections	78	5.3%
Use study spaces for job related work	201	13.9%
Spend time with family and friends	176	12.1%
Other	100	6.9%
Total	1445	100%

Which areas of the Library do you visit or use most frequently? Check all that apply.

	Number of Response(s)	Response Ratio
Main Adult Circulation area (new books, fiction, large print, magazines)	1200	84.1%
Children's area (toddler, elementary and middle school rooms)	436	30.5%
Teen section and teen study carrel area	198	13.8%
Reference room and adult computer area	265	18.5%
Technology Training lab	73	5.1%
Audio Visual Room (DVD's, CD's, audiobooks)	387	27.1%
Local History rooms	66	4.6%
Meeting rooms (Whiton Room, Fearing Conference Room)	289	20.2%
Children's Activity room for story times and children's programs	170	11.9%
Café and courtyard	192	13.4%
Bookstore	379	26.5%
Other	41	2.8%
Total	1426	100%

Do current Library hours meet your needs?

	Number of Response(s)	Response Ratio
Yes	1064	67.2%

No	323	20.4%
No Responses	195	12.3%
Total	1582	100%

If "No," why not and what changes to our hours would meet your needs?

347 Response(s)

On average, how often do you visit the Hingham Public Library's website, www.hinghamlibrary.org?

	Number of Response(s)	Response Ratio
Frequently (once a week)	509	32.1%
Once in a while (once every month or two)	567	35.8%
Infrequently (once a year)	157	9.9%
Rarely (once every few years or so)	90	5.6%
Never	58	3.6%
No Responses	201	12.7%
Total	1582	100%

Why do you visit the Library's website? Choose all that apply.

	Number of Response(s)	Response Ratio
To search for books or other materials in the Library's catalog	911	70.7%
To reserve and place holds on Library material	902	70.0%
To check my Library account for holds, to see the list of books I have out, check due dates, and renew library materials	664	51.5%
For basic Library information (hours, address, contact information)	369	28.6%
For adult program information on the Library's calendar, news and events	357	27.7%
For children's and teens' program information on the Library's calendar, news and events	204	15.8%
For art gallery exhibit information	68	5.2%

To reserve a meeting room	47	3.6%
To reserve a museum pass	363	28.2%
For access to digital and online resources and databases such as Value Line, Morningstar, Consumer Reports, newspapers or magazine articles	146	11.3%
For local history and genealogical research and resources (e.g., historical collections, high school yearbooks)	40	3.1%
To download eBooks, e-audiobooks, music, movies, digital magazines, language learning programs using Overdrive, Hoopla, RB digital magazines, and Mango	442	34.3%
To access and sign up for digital library programs offered via Zoom or YouTube	111	8.6%
To learn about what's new at the Library	225	17.4%
To donate to the Library	46	3.5%
Other	18	1.3%
Total	1287	100%

What are your preferred ways to learn about the Library's programs and services? Choose all that apply.

	Number of Response(s)	Response Ratio
In-Library posters, flyers or signage	402	29.8%
Library monthly newsletter	497	36.8%
Email notices of upcoming events	996	73.8%
Personal contact with Library staff or others	174	12.9%
Library Facebook page	182	13.5%
Library Twitter	33	2.4%
Library website	523	38.7%
Newspaper	96	7.1%
Other	24	1.7%
Total	1348	100%

Which of the following Library services do you consider most important? Check all that apply.

	Number of Response(s)	Response Ratio
Providing physical books, audiobooks, DVDs, CDs for use and loan	1241	92.4%

Providing online access to digital eBooks, e-audiobooks, movie and music	883	65.7%
Providing technology devices and equipment for use and loan	389	28.9%
Offering access to research materials and special collections such as the local history collection	472	35.1%
Offering quiet spaces for individuals to study or do research or read	763	56.8%
Offering collaborative and community spaces for residents to gather, socialize, read, study and work	560	41.6%
Providing in-person adult programs and events such as author visits, lectures, workshops, concerts, etc.	607	45.1%
Providing online access to digital adult programs, workshops, and events such as author visits, lectures, concerts, etc. via platforms such as Zoom and YouTube	377	28.0%
Providing in-person children's and teens' programs, events, bookclubs and story times to promote childhood literacy	535	39.8%
Providing online access to digital children's and teens' programs, workshops, and events such as STEAM (science, technology, engineering, and math) programs, bookclubs, story times, etc. via platforms such as Zoom and YouTube	318	23.6%
Providing in-person classes and one-on-one instruction for using technology and devices such as Kindles, tablets and smartphones, etc., as well as programs such as Zoom, Libby, Microsoft Word and Excel	374	27.8%
Providing online access to classes and remote one-on-one instruction for using technology and devices such as Kindles, tablets and smartphones, etc., as well as programs such as Zoom, Libby, Microsoft Word and Excel	276	20.5%
Hosting art gallery exhibitions (e.g., paintings, photography)	388	28.8%
Providing the used-Bookstore	443	32.9%
Using the Library's Internet workstations or public wireless Internet access	316	23.5%
Other	20	1.4%
Total	1343	100%
98 Comment(s)		

Which of these Library offerings have you tried? Choose all that apply.

	Number of Response(s)	Response Ratio
Borrowed traditional books and magazines	1258	95.9%
Borrowed music CDs, DVDs & audiobooks	974	74.2%
Borrowed technology devices and equipment	336	25.6%
Borrowed a museum pass	814	62.0%
Downloaded online ebooks, e-audiobooks, movies, music or digital magazines using Overdrive, Libby, Hoopla, and/or RBDigital	723	55.1%
Used the contactless holds pickup service during Covid-19 building closure	565	43.0%
Used online research databases and electronic resources (e.g., Consumer Reports, Value Line, Digital Commonwealth, etc.)	195	14.8%
Used local history and genealogical collections (e.g., Ancestry.com, high school yearbooks, materials and documents from the collections in the Local History Room)	115	8.7%
Attended in-person children's story times, bookclubs, programs and other events	501	38.2%
Attended in-person teen programs and events	109	8.3%
Attended in-person author talks and lectures	478	36.4%
Attended in-person craft programs	182	13.8%
Attended in-person technology workshops and group or one-on-one training	142	10.8%
Attended in-person music concerts	260	19.8%
Attended in-person Library movie showings	222	16.9%
Attended online digital children's story times, bookclubs, programs and other events via Zoom, YouTube, etc.	73	5.5%
Attended online digital teen programs and events via Zoom, YouTube, etc.	16	1.2%
Attended online digital author talks and lectures via Zoom, YouTube, etc.	97	7.3%
Attended online digital craft programs via Zoom, YouTube, etc.	31	2.3%
Attended online digital technology workshops and group or one-on-one training via Zoom, YouTube, etc.	56	4.2%
Total	1311	100%

Continued...

	Number of Response(s)	Response Ratio
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Attended online digital music concerts or performances	39	4.6%
Participated in Osher Lifelong Learning Institute (OLLI) courses or "Brown Bag Lectures"	77	9.1%
Viewed art gallery exhibits	564	66.7%
Shopped the used-Bookstore	590	69.8%
Signed up for email notices of programs and events	339	40.1%
Other	12	1.4%
Total	845	100%
41 Comment(s)		

I ask Library staff for assistance:

	Number of Response(s)	Response Ratio
Frequently	187	11.8%
Once in a while	655	41.4%
Infrequently	250	15.8%
Rarely	184	11.6%
Never	33	2.0%
No Responses	273	17.2%
Total	1582	100%

I need assistance with (check all that apply):

	Number of Response(s)	Response Ratio
Using the Library's computers	100	10.7%
Finding my way around the Library	279	29.8%
Searching for library materials using the online catalog	261	27.9%
Locating library materials on the shelves	464	49.6%
Using the print research sources of the Reference Room	94	10.0%
Using on-line databases and digital resources for my research	85	9.1%
Downloading eBooks, e-audiobooks, movies, music and digital magazines	175	18.7%
Obtaining reading recommendations for books	242	25.9%

Obtaining information about Library events or classes	222	23.7%
Using and learning about computers, computer programs, technology and related devices	109	11.6%
Other	35	3.7%
Total	934	100%

Overall, how satisfied are you with the level of customer service you have received from Library staff at the Hingham Public Library?

Top number is the count of respondents selecting the option.
Bottom % is percent of the total respondents selecting the option.

Highly satisfied	Fairly satisfied	Dissatisfied
1068	155	20
86%	12%	2%

185 Comment(s)

Please tell us how strongly you agree or disagree with the following statements about the Hingham Public Library.

Top number is the count of respondents selecting the option.
Bottom % is percent of the total respondents selecting the option.

	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree
The atmosphere is comfortable and welcoming	953 75%	242 19%	37 3%	24 2%	7 1%
I receive helpful and timely assistance from the Library staff	1028 82%	164 13%	42 3%	10 1%	6 0%
It's important for the Library to offer free access to technology	971 78%	191 15%	65 5%	11 1%	6 0%
The Library does a good job of promoting its programs and services	602 48%	372 30%	191 15%	70 6%	9 1%
It's easy to find my way around the building	654 53%	422 34%	113 9%	51 4%	4 0%
The Library's physical collections and resources meet my needs	736 60%	367 30%	93 8%	23 2%	8 1%
The Library's online digital collections/ electronic resources meet my needs	529 44%	305 26%	313 26%	42 4%	6 1%
The Library's in-person programs, workshops, and events meet my needs	520 43%	297 25%	352 29%	23 2%	12 1%
	397	204	531	16	7

The Library's online digital programs, workshops, and events meet my needs	34%	18%	46%	1%	1%
The Library's building and physical spaces meet my needs	678	335	136	67	18
	55%	27%	11%	5%	1%

Continued...

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree
The Library's website and/or social media accounts meet my online needs	459	378	289	46	11
	39%	32%	24%	4%	1%

Overall, how satisfied are you with the physical or in-person collections, resources, and programs of the Hingham Public Library?

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Highly satisfied	Fairly satisfied	Dissatisfied
	910	327	22
	72%	26%	2%

Overall, how satisfied are you with the online or digital collections, resources, and programs of the Hingham Public Library?

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Highly satisfied	Fairly satisfied	Dissatisfied
	644	504	34
	54%	43%	3%

Please rate the condition of the Library grounds and building exterior (e.g., condition, appearance, cleanliness).

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Excellent	Good	Adequate	Poor	No Opinion
Landscaping and grounds	468 38%	494 40%	196 16%	41 3%	24 2%
General exterior appearance of the building (paint, bricks, etc.)	424 35%	518 43%	199 16%	47 4%	26 2%
Quantity of parking spaces available	265 22%	370 30%	346 28%	226 19%	14 1%
Parking lot design (flow of traffic, ease of getting in/out of lot)	235 19%	382 31%	377 31%	210 17%	15 1%
Bicycle racks	170 14%	228 19%	159 14%	18 2%	599 51%
Convenience of book return receptacles	568 47%	412 34%	181 15%	35 3%	20 2%
Exterior lighting	369 31%	385 32%	178 15%	23 2%	236 20%
Safety and security of parking lot and grounds	468 39%	396 33%	154 13%	18 2%	153 13%

Overall, how satisfied are you with the adequacy of the grounds and landscaping, building exterior, parking lot, and outdoor spaces?

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Highly satisfied	Fairly satisfied	Dissatisfied
	568 47%	585 48%	58 5%

What would you change about the exterior of the Library?

383 Response(s)

Please rate the condition of the Library building interior (e.g., condition, appearance, cleanliness and adequacy for your needs).

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Excellent	Good	Adequate	Poor	No Opinion
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Seating & table availability	327 28%	470 41%	214 19%	56 5%	89 8%
Suitability of furnishings and fixtures for your needs	348 30%	479 42%	206 18%	33 3%	82 7%
General condition of furniture, tables & seating	318 28%	511 44%	222 19%	31 3%	72 6%
Carpets and flooring	293 26%	491 43%	226 20%	48 4%	90 8%
Restroom cleanliness	505 44%	391 34%	102 9%	7 1%	145 13%
Restroom condition of fixtures	434 38%	400 35%	119 10%	17 1%	171 15%
Access to power outlets for personal electronics	201 18%	274 24%	169 15%	47 4%	432 38%
Meeting room spaces (size & functionality)	199 18%	298 26%	209 18%	62 5%	368 32%
Meeting room spaces (quantity & availability)	177 16%	233 21%	203 18%	92 8%	420 37%
Meeting room equipment, furniture and features	187 17%	268 24%	211 19%	35 3%	407 37%

Continued...

Top number is the count of respondents selecting the option.

Bottom % is percent of the total respondents selecting the option.

	Excellent	Good	Adequate	Poor	No Opinion
Study room spaces (size & functionality)	157 14%	246 22%	137 12%	32 3%	545 49%
Study room spaces (quantity & availability)	125 11%	172 16%	170 15%	97 9%	539 49%
Quality/appearance of Interior lighting	268 24%	421 38%	240 22%	35 3%	144 13%
Building comfort (temperature, humidity and ventilation)	343 31%	480 43%	186 17%	29 3%	75 7%
Acoustics (how well does the building control potentially distracting noise created by people and machinery?)	284 25%	461 41%	212 19%	38 3%	124 11%
Vending machine options	122 11%	174 16%	160 14%	49 4%	601 54%
Spaces for talking and collaborative work	143 13%	237 21%	210 19%	98 9%	423 38%
Spaces for quiet individual work	217 20%	315 29%	218 20%	58 5%	292 27%

Overall, how satisfied are you with the adequacy of the building design, rooms, and interior spaces?

Top number is the count of respondents selecting the option.
Bottom % is percent of the total respondents selecting the option.

Highly satisfied	Fairly satisfied	Dissatisfied
503	587	46
44%	52%	4%

What would you change about the interior of the Library?

285 Response(s)

What do you want from the Library in terms of future services, resources, programs, or the interior or exterior physical building, grounds, and facility spaces that we do not currently have or that do not meet your needs?

386 Response(s)

Please rate the importance of where you feel the Library should focus its financial resources:

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Very Important	Somewhat Important	Neither Important nor Unimportant	Somewhat Unimportant	Very Unimportant
Extensive and varied physical collections	541 55%	305 31%	89 9%	28 3%	12 1%
Extensive and varied digital online collections	565 58%	287 29%	90 9%	24 2%	13 1%
Technology devices and equipment collections	264 28%	445 47%	183 19%	33 4%	15 2%
In-person programs, events, and workshops for children	502 51%	345 35%	106 11%	22 2%	6 1%
Online digital programs, events, and workshops for children	191 21%	359 39%	270 29%	65 7%	43 5%
In-person programs, events, and workshops for teens	362 39%	365 39%	164 18%	26 3%	20 2%

Online digital programs, events, and workshops for teens	190 21%	357 39%	270 30%	54 6%	43 5%
In-person programs, events, and workshops for adults	468 48%	372 38%	121 12%	17 2%	5 1%
Online digital programs, events, and workshops for adults	263 28%	385 40%	222 23%	49 5%	33 3%
State of the art technology	391 41%	398 42%	125 13%	27 3%	13 1%

Continued...

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Very Important	Somewhat Important	Neither Important nor Unimportant	Somewhat Unimportant	Very Unimportant
Access to improved wi-fi and power outlets for laptops and phones	570 57%	292 29%	107 11%	14 1%	11 1%
Grounds/exterior landscaping	129 13%	427 43%	313 32%	97 10%	24 2%
Expanded parking and improved traffic flow	300 30%	390 39%	217 22%	72 7%	20 2%
Minor building updates and renovations	172 18%	505 51%	240 24%	52 5%	12 1%
Major building updates and renovations	136 14%	332 34%	332 34%	119 12%	46 5%
Providing well-trained and informed staff	686 69%	257 26%	46 5%	8 1%	4 0%
Adult users	615 63%	262 27%	90 9%	7 1%	4 0%
Child or young-adult users	624 65%	213 22%	102 11%	8 1%	11 1%

What do you think the Library does very well?

564 Response(s)

What do you think the Library needs to do to improve?

481 Response(s)

What Covid-related changes to Library services or programs do you consider improvements to patron services that enhanced your use of new resources or offerings or led to newly discovered or expanded personal interests? Have you explored any new opportunities offered during the Covid pandemic that you'd like to see continued or expanded in future?

387 Response(s)

What is your gender?

	Number of Response(s)	Response Ratio
Male	250	15.8%
Female	844	53.3%
Non-binary	7	<1%
Prefer not to say	23	1.4%
Other	2	<1%
No Responses	456	28.8%
Total	1582	100%

What is your age?

	Number of Response(s)	Response Ratio
18 or under	19	1.2%
19-25	17	1.0%
26-54	431	27.2%
55-74	451	28.5%
75+	202	12.7%
No Responses	462	29.2%
Total	1582	100%

What is the highest grade level of education you have completed?

	Number of Response(s)	Response Ratio
Grade school	14	<1%
High school	40	2.5%
Two-year community college, technical or vocational program	56	3.5%
College	433	27.3%
Graduate school	376	23.7%
Post Graduate	203	12.8%
No Responses	460	29.0%
Total	1582	100%

Please enter your residential zip code.

1106 Response(s)

Do you have a Hingham Library card?

	Number of Response(s)	Response Ratio
Yes	1085	68.5%
No	39	2.4%
No Responses	458	28.9%
Total	1582	100%

Appendix C: Staff Survey –Quantitative Data

Constant Contact Survey Results

Survey Name: Staff Survey
2021

Response Status: Partial &
Completed

Filter: None
May 19, 2021 1:50:55 PM

Do you think our patron's use of the Library going forward might be different than it had been in the past since experiencing so many changes during COVID?

	Number of Response (s)	Response Ratio
Yes, most definitely	4	12.9%
Yes, probably likely	19	61.2%
No, not very likely	2	6.4%
No, not at all	0	0.0%
Unsure	4	12.9%
No Responses	2	6.4%
Total	31	100%

If yes, how do you expect patrons' use of the Library will change?

22 Response(s)

Which of the following Library services do you consider most important? Check all that apply.

	Number of Response (s)	Response Ratio
Providing physical books, audiobooks, DVDs, CDs for use and loan	25	92.5%
Providing online access to digital eBooks, e-audiobooks, movie and music	26	96.2%
Providing technology devices and equipment for use and loan	16	59.2%
Offering access to research materials and special collections such as the local history collection	19	70.3%
Offering quiet spaces for individuals to study or do research or read	19	70.3%
Offering collaborative and community spaces for residents to gather, socialize, read, study and work	18	66.6%
Providing in-person adult programs and events such as author visits, lectures, workshops, concerts, etc.	21	77.7%
Providing online access to digital adult programs, workshops, and events such as author visits, lectures, concerts, etc. via platforms such as Zoom and YouTube	20	74.0%
Providing in-person children's and teens' programs, events, bookclubs and story times to promote childhood literacy	20	74.0%
Providing online access to digital children's and teens' programs, workshops, and events such as STEAM (science, technology, engineering, and math) programs, bookclubs, story times, etc. via platforms such as Zoom and YouTube	14	51.8%
Providing in-person classes and one-on-one instruction for using technology and devices such as Kindles, tablets and smartphones, etc., as well as programs such as Zoom, Libby, Microsoft Word and Excel	17	62.9%
Providing online access to classes and remote one-on-one instruction for using technology and devices such as Kindles, tablets and smartphones, etc., as well as programs such as Zoom, Libby, Microsoft Word and Excel	16	59.2%
Hosting art gallery exhibitions (e.g., paintings, photography)	8	29.6%
Providing the used-Bookstore	12	44.4%
Providing public Internet workstations or public wireless Internet access	19	70.3%
Other	0	0.0%
Total	27	100%
9 Comment(s)		

Please rate the condition of the Library grounds and building exterior (e.g., condition, appearance, cleanliness).

Top number is the count of respondents selecting the option.
Bottom % is percent of the total respondents selecting the option.

	Excellent	Good	Adequate	Poor	No Opinion
Landscaping and grounds	5 19%	13 48%	9 33%	0 0%	0 0%
General exterior appearance of the building (paint, bricks, etc.)	2 7%	18 67%	6 22%	1 4%	0 0%
Quantity of parking spaces available	0 0%	2 7%	8 30%	17 63%	0 0%
Parking lot design (flow of traffic, ease of getting in/out of lot)	0 0%	6 22%	9 33%	12 44%	0 0%
Bicycle racks	1 4%	2 7%	14 52%	6 22%	4 15%
Convenience of book return receptacles	6 22%	8 30%	11 41%	2 7%	0 0%
Exterior lighting	0 0%	8 30%	10 37%	8 30%	1 4%
Safety and security of parking lot and grounds	3 12%	5 19%	15 58%	2 8%	1 4%

Overall, how satisfied are you with the adequacy of the grounds and landscaping, building exterior, parking lot, and outdoor spaces?

Top number is the count of respondents selecting the option.
Bottom % is percent of the total respondents selecting the option.

	Highly satisfied	Fairly satisfied	Dissatisfied
	2 7%	23 85%	2 7%

What would you change about the exterior of the Library?

24 Response(s)

Please rate the condition of the Library building interior (e.g., condition, appearance, cleanliness and adequacy for patron needs).

Top number is the count of respondents selecting the option.
Bottom % is percent of the total respondents selecting the option.

	Excellent	Good	Adequate	Poor	No Opinion
Seating & table availability	2 8%	11 46%	9 38%	2 8%	0 0%
Suitability of furnishings and fixtures for your needs	2 8%	14 56%	8 32%	0 0%	1 4%
General condition of furniture, tables & seating	0 0%	16 64%	9 36%	0 0%	0 0%
Carpets and flooring	0 0%	4 16%	9 36%	12 48%	0 0%
Restroom cleanliness	7 28%	9 36%	8 32%	1 4%	0 0%
Restroom condition of fixtures	5 20%	5 20%	11 44%	4 16%	0 0%
Access to power outlets for personal electronics	1 4%	4 16%	8 32%	10 40%	2 8%
Meeting room spaces (size & functionality)	2 8%	5 20%	13 52%	5 20%	0 0%
Meeting room spaces (quantity & availability)	2 8%	0 0%	14 56%	8 32%	1 4%
Meeting room equipment, furniture and features	3 13%	10 42%	10 42%	0 0%	1 4%

Continued...

Top number is the count of respondents selecting the option.
Bottom % is percent of the total respondents selecting the option.

	Excellent	Good	Adequate	Poor	No Opinion
Study room spaces (size & functionality)	2 8%	9 36%	10 40%	4 16%	0 0%
Study room spaces (quantity & availability)	1 4%	0 0%	7 28%	16 64%	1 4%
Quality/appearance of Interior lighting	2 8%	3 12%	18 72%	1 4%	1 4%
Building comfort (temperature, humidity and ventilation)	0 0%	4 16%	13 52%	7 28%	1 4%
Acoustics (how well does the building control potentially)	1 4%	5 21%	10 42%	8 33%	0 0%

distracting noise created by people and machinery?)

Vending machine options	1 4%	5 20%	13 52%	6 24%	0 0%
Spaces for talking and collaborative work	1 4%	3 12%	12 48%	8 32%	1 4%
Spaces for quiet individual work	2 8%	3 13%	9 38%	9 38%	1 4%

Overall, how satisfied are you with the adequacy of the building design, rooms, and interior spaces?

Top number is the count of respondents selecting the option.
Bottom % is percent of the total respondents selecting the option.

	Highly satisfied	Fairly satisfied	Dissatisfied
	3 12%	20 80%	2 8%

What would you change about the interior of the Library?

19 Response(s)

What do you want to see the Library address in terms of future services, resources, programs, or the interior or exterior physical building, grounds, and facility spaces that we do not currently have or that could better meet our patrons' needs?

16 Response(s)

Please rate the importance of where you feel the Library should focus its financial resources:

	Very Important	Somewhat Important	Neither Important nor Unimportant	Somewhat Unimportant	Very Unimportant
Extensive and varied physical collections	15 65%	5 22%	2 9%	1 4%	0 0%
	15	7	1	0	0

Extensive and varied digital online collections	65%	30%	4%	0%	0%
Technology devices and equipment collections	1	18	5	0	0
	4%	75%	21%	0%	0%
In-person programs, events, and workshops for children	17	4	3	0	0
	71%	17%	13%	0%	0%
Online digital programs, events, and workshops for children	6	9	7	1	1
	25%	38%	29%	4%	4%
In-person programs, events, and workshops for teens	9	10	4	1	0
	38%	42%	17%	4%	0%
Online digital programs, events, and workshops for teens	3	12	7	2	0
	13%	50%	29%	8%	0%
In-person programs, events, and workshops for adults	14	7	3	0	0
	58%	29%	13%	0%	0%
Online digital programs, events, and workshops for adults	7	13	4	0	0
	29%	54%	17%	0%	0%
State of the art technology	11	7	6	0	0
	46%	29%	25%	0%	0%

Continued...

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	Very Important	Somewhat Important	Neither Important nor Unimportant	Somewhat Unimportant	Very Unimportant
Access to improved wi-fi and power outlets for laptops and phones	19	4	1	0	0
	79%	17%	4%	0%	0%
Grounds/exterior landscaping	7	11	6	0	0
	29%	46%	25%	0%	0%
Expanded parking and improved traffic flow	15	6	2	0	0
	65%	26%	9%	0%	0%
Minor building updates and renovations	17	7	0	0	0
	71%	29%	0%	0%	0%
Major building updates and renovations	11	9	4	0	0
	46%	38%	17%	0%	0%
Providing well-trained and informed staff	19	4	1	0	0
	79%	17%	4%	0%	0%
Adult users	19	2	3	0	0
	79%	8%	13%	0%	0%
Child or young-adult users	20	2	3	0	0
	80%	8%	12%	0%	0%

What do you think the Library does very well?

19 Response(s)

What do you think the Library needs to do to improve?

16 Response(s)

What Covid-related changes to Library services or programs do you consider improvements to patron services that you'd like to see continued or expanded in future?

19 Response(s)

What significant changes do you expect to see in the future for libraries in general, including library programs, services, collections, and jobs?

16 Response(s)

What changes do you envision we need to make at the HPL if we are to remain a relevant, valuable, and valued community resource in the next 5 or 10 years?

14 Response(s)

What changes do you think we need to make in the next 5 years to specific departments including Adult Circulation, Reference, Children's, Audio-Visual, Technology, and Technical Services to remain a relevant, valuable, and valued resource in the community?

15 Response(s)

How many years have you worked at the Hingham Public Library?

	Number of Response (s)	Response Ratio
0-5	5	16.1%
5-10	8	25.8%
10-15	6	19.3%
15-20	2	6.4%
Over 20	3	9.6%
No Responses	7	22.5%
Total	31	100%

What is your age?

	Number of Response (s)	Response Ratio
18 or under	0	0.0%
19-25	0	0.0%
26-54	14	45.1%
55-74	10	32.2%
75+	0	0.0%
No Responses	7	22.5%
Total	31	100%

Is there anything else you would like to add or comment on?

9 Response(s)

Staff Survey –Qualitative Data

Constant Contact Survey Results

Survey
Name: Staff
 Survey 2021
Response
Status:
 Partial &
 Completed
Filter:
 None
 May 19,
 2021
 1:50:55 PM

If yes, how do you expect patrons' use of the Library will change? - Responses

Answer	Respondent
I expect eBook usage to remain significantly higher than it has been in the past - even when people can browse again. I think some people will continue to place holds more frequently, and treat the Library more for pick up then for browsing. I think patrons will want self service holds to continue. I also think when we reopen more people will use self checkout and continue to use it going forward. (Especially if it remains conveniently located.)	Anonymous
So many more people now use online borrowing Libby and Hoopla Greater self-sufficiency with technology and online platforms. Less need for dvds, cds, audiobooks.	Anonymous
I think future Library use is going to depend on the individual patron. Those who feel comfortable coming in will continue to do so. Those who want contactless service will place books on hold and use the self-checkout. Shorter visits	Anonymous
Less frequent visits	
But we may see more of a need for socialization, ie chatting with staff!	Anonymous
I think for the time being, the YA area may not be as busy as they are not able to 'hang around'	Anonymous
When patrons return I think most will appreciate being able to browse the collection again but I think some will have a problem with the limitation of time allowed and spaces they can use.	
When things do finally return to somewhat normal I think patrons will want seating to be more spread out and space between other patrons. I don't think patrons will ever want to be in a crowded setting.	
I also think we should expect some patrons to have an angry reaction when they finally do get back in.	
I think we need to be as welcoming as possible.	Anonymous

The use and desire for self-checkout will increase.

After a year of virtual programming, there will need to be efforts to run both in person physical programs and virtual programs simultaneously.

The number of laptops and personal devices in the building is going to increase and the wifi infrastructure and internet access will need to accommodate this rise.

Anonymous

I think, at least at first, people will be looking to spend less time in the library. You won't see as many groups of people gathering and in-person programming will likely see decreased numbers. People may also be looking for more outdoor programming and opportunities to check out items that were previously tied to the building such as internet access through mobile hotspots.

Anonymous

People have got used to on line programming and will continue using it where offered.

Anonymous

More reliance on online programming and streaming media, and an expectation they'll be able to do more with us online.

Anonymous

The kids won't be able to 'hang or eat' in the library as before

Anonymous

There might be an increase in digital circulation of stuff like ebooks and eaudio on libby, and a decrease in overall circ. There will likely be less lingering and less social interactions. Maybe shorter visit times (with or without time library mandated time restrictions)

Anonymous

I think that ebook usage will remain high and continue to grow. I would also expect a continued interest in virtual programs.

Anonymous

I think Covid has introduced many patrons to digital options (ebooks, emagazines, etc) that they might not have been aware of before, and no doubt some of these patrons will continue to utilize digital options as an alternative to our in-library options.

Anonymous

I suspect that many patrons have been reading ebooks and have become more familiar and adept at using Hoopla and Libby. This is likely to affect regular book circulation numbers.

Anonymous

I suspect that many patrons became more adept at using Libby and Hoopla for ebooks, audiobooks, and dvds, etc. It will be interesting to see how it will affect circulation numbers in the future.

Anonymous

I do expect that most patrons will want to return to many pre-pandemic activities at the library, having heard exactly that feedback from so many people in the community. Patrons miss the library, and they miss physically being in the library. However, I do think there will be patrons anxious for us to continue accessible programming available online in some way for homebound elderly patrons, immuno-compromised patrons, or just busy parents. There may also be patrons who wish for Covid-era services to continue beyond when they do because they are immuno-compromised and slow to rejoin society, anxious, etc. I'm sure we will receive more feedback in the months to come as we begin to ready for a phased reopening! I think many people will be glad to return to business as usual at the library, but I think we will see some more push for accessibility and possibly some patrons hoping for a few services to continue. Beyond that, time will tell!

Anonymous

A higher reliance on digital content and programming, though I wouldn't be surprised if physical circ numbers come back to where they were pre-March 2020, either.

Anonymous

I don't think the patrons will spend as much time in the building as before. They will get their books, check out and leave. Until we have programs, art galleries, and places to plug-in and do work I think everyone will be in and out quickly.

Anonymous

I think they will be in the library much shorter stays. patrons will still be nervous about covid.

Not so much just hanging around reading newspapers, magazines and books. More grab and go.

Anonymous

I think it will start out different simply because of the limits in the beginning during phase one. But as we gradually get back to normal with in-house programs/concerts, reading areas, art galleries, etc., things will return to the way it was.

Anonymous

Which of the following Library services do you consider most important? Check all that apply. - Other responses

Answer

Respondent

[No Responses]

Which of the following Library services do you consider most important? Check all that apply. - Comments

Answer

Respondent

I honestly feel these are all still important, and don't get have a vision of what a post-COVID public library will look like, except increased emphasis and awareness of cleanliness. So much touching of surfaces and shared air in the past. We need fresh air redesign.

Anonymous

All of the above are important!

Anonymous

I think in person should be a higher priority than on line services in general, but especially when it comes to children and Young adult programs.

Anonymous

It's difficult not to check off all of these. People still come to the library for physical media and the last year has made those people more vocal about how they miss physical books. All programming is great, whether it is virtual or physically done. But, the ones I checked off greatly represent a need that can't be ignored. The library is definitely a space for the community to gather. Very few other organizations can provide that same service or flexibility to everyone who needs it.

Anonymous

This is hard ... I think ALL these things are important!

Anonymous

I was inclined to check everything. It is very difficult to prioritize services and determine what is "most important". All of these wonderful services that we have been (prior to covid) in addition to the additional online services make our library relevant and the great resource that it has been.

Anonymous

I know I checked off a lot of boxes! I think both quiet and collaborative spaces - along with internet, which is necessary for these spaces nowadays - are important to the role of the library nowadays. I also think that both our physical and online collections are important as we continue to evolve. I think that online events are important now during covid, but it will also be important for us to evaluate how we can continue to make our physical programs even more accessible moving forward.

Anonymous

I think they are all important. Wow, we provide a lot! That is wonderful!

Anonymous

I think they are all important. Wow, we offer a lot!! That's wonderful,

Anonymous

Please rate the condition of the Library grounds and building exterior (e.g., condition, appearance, cleanliness). - Comments

Answer

Respondent

[No Responses]

Overall, how satisfied are you with the adequacy of the grounds and landscaping, building exterior, parking lot, and outdoor spaces? - Comments

Answer

Respondent

[No Responses]

What would you change about the exterior of the Library? - Responses

Answer	Respondent
Parking lot! Outside seating. More signage off the main road letting people know where the entrance is	Anonymous
More outdoor spaces to run programs or to just sit & read	Anonymous
Add more lighting in the staff parking	Anonymous
Improved walk up book return.	Anonymous
Parking - need more spaces	
Security - would like to see outside cameras	Anonymous
Better lighting/more lighting at night	Anonymous
The old front entrance needs to be re-landscaped.	
The Children's entrance looks great.	Anonymous
A bigger parking lot is needed as during peak times spots are gone.	
Cameras outside are greatly needed!	Anonymous
Better lighting for when we leave at 9pm. You can barely see where the sidewalk ends and the parking lot begins. Especially when its bad weather people can't see the ice in either park area. Or even just for security at night getting to our cars.	Anonymous
I would definitely like to see an improvement to the parking lot with increased spaces and better traffic flow. Improved exterior signage is also important. Making better use of the library's open exterior spaces such as the adjacent fields would also be beneficial, particularly as people look to find more opportunities to engage with library services and benefits outdoors.	Anonymous
Cut out overgrown bushes by staff only entrance	Anonymous
Lots of trim has to be replaced and painted, more and better parking, maintenance and trimming plan for large trees, up date Leavitt St side of building landscape (it is old and over grown) it is time to tear it out and start over	Anonymous
Maybe some seating available outside.	Anonymous
More attention to the landscaping, and keeping the area surrounding the library free from debris or litter.	Anonymous
More night lighting	Anonymous
better lighting, more parking, addition of a playground, maybe a space for outdoor events.	Anonymous
I would add outdoor seating in the front of the library as well as rocking chairs to the deck area off the AV department.	
I would try to improve the landscaping.	
I would add a fenced in areas with play structures for children in one of the grassy areas.	Anonymous
Parking is a problem. Even for staff when arriving for a late afternoon shift. We simply need more parking spaces.	
	Anonymous

We should also remove the old rusty bookdrop boxes along the path to the side door. They are never used and they are an eyesore.

In addition to the parking lot situation, the exterior lighting could be better. There have been times when leaving the building in the dark at night it is too dark in the parking lot. It is a two fold safety situation....creepy and dangerous if it's snowy and icy.

Anonymous

I think some extra benches around the edges of the building would be good!

Anonymous

A slightly finer touch with the landscaping and the grassy area between the Large Print room and the parking lot. The removal of the old pines along the staff lot should make for a lovely sitting area, if that's still possible.

Anonymous

more outdoor lighting. The exit to the employee parking area is very dark. More landscaping, lawn, flowers and shrubs. Better lighting in the parking lots.

Anonymous

Anonymous

Outside lighting. It's very dark in some areas. Exiting out to the employee parking area in particular..

Anonymous

Please rate the condition of the Library building interior (e.g., condition, appearance, cleanliness and adequacy for patron needs). - Comments

Answer

Respondent

[No Responses]

Continued... - Comments

Answer

Respondent

[No Responses]

Overall, how satisfied are you with the adequacy of the building design, rooms, and interior spaces? - Comments

Answer

Respondent

[No Responses]

What would you change about the interior of the Library? - Responses

Answer

Respondent

Need more quiet study rooms and spaces, MORE power outlets, flexible furniture (smaller tables that can be grouped together if needed). Would love to see a wider variety of vending machine options.

Anonymous

Sound travels from downstairs to reference occasionally, inside temperature varies dramatically from children's department to AV, study rooms are frequently full and people run out of areas to go to work together quietly

Anonymous

Carpeting needs to be replaced. If not, then cleaned thoroughly. Need redesign of both quiet and collaborative spaces.
more study rooms

Anonymous

tech area near public spaces

larger bookstore
Better lighting.

Anonymous

Improve shelving for books, technology, puzzles, games.

More private seating and tables,

Move out of basement or make it brighter.

Move AV room and use for seating and browsing

Make it more welcoming

Anonymous

Many of the carpets are worn and the non carpet areas are held together with literal tape. Desperate need replacements.

Power outlets are horribly positioned in the building leading to poor placement of furniture and an over use of power strips and other poor wiring.

We don't have enough study rooms to meet demand, nor enough non-quiet collaborative space outside of the children's department for adults to use.

Speaking neutrally, people complain about the building being too hot and too cold respectively but I don't think anything can be done about that given its design. Best to throw the whole building out.

Anonymous

All flooring carpets front lobby need to be replaced.

Anonymous

There is a definite need to specified areas where talking and collaborative work is allowed and places where it is absolutely not. There is frequently a clash between patrons who would like a silent area to study and ready and those who would like a communal space to gather, work in groups, or speak quietly with their friends. Determining designated silent areas such as the tables in the Large Print collection would improve our ability to offer environments conducive to all patron needs. Right now, noise in some form (even quiet) tends to win out over silence. Additional study rooms would also be beneficial as they would provide more space for tutoring which is often a major contributor to noise levels in adult non-fiction and other areas.

Anonymous

I only mention the spaces for talking and collaborative work/ spaces for quiet individual work as poor because it seems one inevitably flows into the space of the other which frustrates patrons.

Anonymous

Not enough truly quiet spaces. I don't mean silent, just quiet.

Anonymous

More quiet study rooms and I find that the building is very warm all the time more study rooms and spaces, better lighting at tables and computers, way more outlets for devices, temperature can be very hit or miss depending on where you are in the building. Acoustics on second floor hard; helping a patron at the reference desk can get loud but is also where people are trying to study quietly. I wish there were spaces where teens could eat, talk, and study without getting in trouble. We should want them to feel like they are welcome at the library and not seen as a nuisance. That said there should be a room or an area where utter silence is expected too.

Anonymous

I would make the lobby more usable by adding seating, newspapers, magazine and a coffee station.

I would add seating to the cafe area and outside the historical room.

I would add four more computer stations with stools to high top round table in AV. Might there be other columns like this in the library where more seating/computers options could be? It would be more comfortable to share a space like that with strangers than a traditional table with four chairs. The column provides some amount of privacy and separation.

Anonymous

In my dream library, instead of vending machines there would be a small cafe with tea, coffee, sandwiches, and baked goods.

We often have patrons needing chargers. It would be nice to have more built-in charging options and outlets at tables and desks.

Study rooms are very popular ... not sure where we would put them, but I am pretty sure we could use more of these!

It does seem that sometimes the temperature is difficult to regulate. The children's activity room in particular can get very hot ... it's crazy that we have to use the portable AC sometimes even when it's cold out because that room gets so hot!

Anonymous

It is all adequate except for the number of study rooms and their availability. (also spaces for quiet individual work.) We need more study rooms.

The lighting used to be poor but it seems like many of the ballast(s) (sp?) have been replaced and it might be better now. The upstairs non-fiction and reference area had been so dim at night that it was really difficult to shelve books, etc. Hopefully that will be better.

Anonymous

I think there should be more outlets throughout the building, especially in high use areas such as reference and YA/Children's. We could also utilize the cafe area space better and fit more seating in, I believe. More meeting rooms and study rooms would be ideal, but impossible without construction/renovation. The building's temperature regulation isn't great at times as well, depending on how fast it can respond to changing temperatures outside.

Anonymous

It's hard to change the interior, but turning the second floor/Ref. area into a truly quiet area (not silent, mind you), that is tutor-free, would go a long way to appeasing a lot of patrons looking for places to sit and read. Any additional seating that we'll add to the first floor through our current re-shuffling of the collection will be much closer to the circle desk, so patrons will know this will be more casual, community based seating, and not quiet zones.

Anonymous

We definitely needs more study rooms. Tutors are everywhere in the library. They set up in the large print area, cafe, and in reference. When that happens there are no areas for quiet study areas.

We need new carpeting, floors, lighting thru out the whole library.

Anonymous

I think we need more study areas with outlets to plug in to.

Anonymous

What do you want to see the Library address in terms of future services, resources, programs, or the interior or exterior physical building, grounds, and facility spaces that we do not currently have or that could better meet our patrons' needs? - Responses

Answer

Respondent

I would like to see a continuation of the regularity of tech classes (online or in person) we've been offering during covid.

Anonymous

Once covid is over I'd like to see the Library do more outreach. We go to Linden Ponds, the HS, the Famer's Market. Can we go more often, where else can we go?

More outdoor spaces, seating options, playspaces. Is there a way to encourage more people to use the courtyard?

And, of course, fix the parking lot.

More parking

Not sure at this time.

more cohesive Children's area, and brighter/newer
Continue to provide the latest and greatest!! Having lots of copies of the most recent books!! Offer lots of library items and programs. Lots of study space, tutoring rooms, quiet space, gathering spaces.

A playground.(neighbors would probably not go for.)

So maybe benches outside and a place to gather.

Encourage patrons to take advantage of the court yard. Make it more welcoming.

New and more wireless access points.

We are hitting device limits more frequently with patrons typically carrying 2-3 wifi capable devices each time they come into the building. Also, the speed is very lacking.

More parking

Cameras outside for safety

Replace bad flooring held together with tape. This is also a safety issue.

Additional parking, new flooring.

Continuing to provide virtual services will be a critical component of the library moving forward as well as looking for opportunities to provide services and experiences that are outdoors. I would love to see the library pursue more partnerships with the Trustees of Reservation and consider library programming that is not located at the physical building itself.

Outdoor recreation spaces such as a playground would also be great.

Improved parking flow is very necessary. Expanding our opportunities and spaces to showcase art would also be great. We offer amazing resources, an incredible collection, and frequent and diverse programming. Often, it can feel like our physical spaces fall behind these major strides. Finding

Anonymous

Anonymous

Anonymous

Anonymous

Anonymous

Anonymous

Anonymous

ways to open up the library and combine indoor and outdoors spaces would be a tremendous benefit for all the services we offer.

I think children's needs an overhaul to be more user friendly, and it would be great to have a playground. It would be great to have a bigger meeting room or auditorium like space for programs. A cafe with coffee and tables would be great. Areas where it's ok to talk, eat, and collaborate.

Anonymous

A good naming opportunity for those who are looking to make donations would be rocking chairs with plaques on them. These could be placed in that outdoor area by AV and in the lobby

Anonymous

Everything mentioned earlier in survey - parking (more than anything else), more study rooms, better options for plugging in and charging personal electronics. Better food/drink options would be so nice but probably low on priority list!

More outside tables, chairs, and benches would be really nice ... I feel that Covid has made everyone want to have options to sit outside instead of inside ... although this would probably not be high on our priority list, it would be so nice during good weather!

Anonymous

already stated.

Anonymous

In terms of the physical space: a separate teen space out of the children's department, more outlets, more outdoor seating, better flooring and lighting. Also, it's great that we will have two gender neutral/family bathrooms along with a family bathroom in children's, that is something that would have been on my list before this for accessibility and inclusion reasons.

In terms of services or programs: always striving for more accessibility in programs...

Anonymous

More electrical outlets for patrons is still key. I think we should maintain online programming forever, either broadcasting all our in-person events live, or simply offering non-local author programs exclusively online and comparing attendance numbers.

I think the interior of the adult department will make major changes for the better due to our current shifting of the collection, and the possibility of swapping the AV department with LP/Magazines is a major task worth doing.

Anonymous

We need more parking spaces and maybe a small playground area outside. Try to find some quiet study areas, maybe in the lab or the meeting rooms if they are not being used.

More social media, facebook and instagram. I see a lot on Instagram from other libraries. They promote many of their programs each week.

Anonymous

I think we could use more private meeting areas for programs, group study and meetings.

Anonymous

Please rate the importance of where you feel the Library should focus its financial resources: -
Comments

Answer

Respondent

[No Responses]

Continued... - Comments	
Answer	Respondent
[No Responses]	
What do you think the Library does very well? - Responses	
Answer	Respondent
Customer service, always. Staff really get to know patrons, and go above and beyond to help people get what they are looking for.	
Excellent collections and programming. Customer service	Anonymous
The collection is outstanding	
All the adult & children's programs are great	
Building is well cared for Customer service and supporting the needs of the community Generally friendly and helpful staff, but we could improve consistency of excellent and knowledgeable service across all staff. We're as strong as our weakest link. In other words, each patron interaction represents all of us. We can always do better (in Circulation).	Anonymous Anonymous
That being said, we do provide great service that is truly appreciated by patrons most of the time, especially our highly trained Reference and Technology Services. We make a difference in the community through our extensive collections and our very knowledgeable and personal staff. We are always ready to go above and beyond to help our Patrons - whatever it takes! Provides items patrons are eager to get and interested in!!	Anonymous Anonymous
Keeps up with technology	
Provides technology instructions for patrons.	
Robby-everything she does	
All staff eager to get it right and provide quality services.	
The court yard.	Anonymous

Programming-

Story hours

Recommending good books to read!! (especially in Children's)

Art shows

Flowers

displays

Having staff that do their best, often at their own expense, for the patrons.
In a word, flexibility.

Having a variety of media that is provided, from books to technology you
can only find in our library building

Anonymous

I think we provide great in-person service to our patrons, and have done
our best with remote services. I think the library is a very welcoming place
and we have a great selection of books, AV, etc.

Anonymous

The library offers incredible and frequent programming, valuable access to
historical and local collections, fabulous art galleries, a huge and modern
circulating collection, and top of the line technology and technology
assistance.

Anonymous

Provide great collection physical and on line. Lots technology help and
borrowing opportunities. Servicing patrons.

Anonymous

Attention to the needs of the patrons is well done

Anonymous

I think our library has overall excellent customer service, and an excellent
collection. Aesthetically there are parts of the library that are beautiful- the
courtyard and the high ceilings in the 2nd floor, the natural light on the
second floor. I think we provide good programming and a pretty good
amount of various spaces for people to use.

Anonymous

I think we provide excellent customer service.

Anonymous

Customer service! We care about our patrons and I would like to think
they feel taken care of! Having a phone conversation with a grateful
patron makes my day! It's great being able to make people happy
and give them a positive impression of our library!

Anonymous

I think the staff did a great job providing all kinds of services for patrons
during covid. I think our collection and customer service are both great. :)

Anonymous

The library has a staff that cares very much about how they do their jobs
and their patrons, and tries to make the most out of the resources they do
have. We have an excellent physical collection, and I think patron
feedback reflects this. We have offered a lot of excellent programs digitally
throughout this pandemic, and I think our in-person programs are also

Anonymous

varied and well-received. We have a lot of technology to lend out, as well.

Also, our courtyard is lovely!

Almost everything. We respond very well to the needs of our patrons, while still moving forward with digital content that some patrons have yet to embrace.

Anonymous

I do think the staff is very helpful and knowledgeable. The main area as patrons walk in is nice and welcoming with the Art displays. Displays are nice. Friendly staff, always willing to help. Great collections of books, AV items and nice and big children's area. Nice computer lab and very good reference department.

Anonymous

I think we do everything pretty well, but there is always room for improvement.

Great Programs

Great Collection

Staff is personable to patrons and always try to help and problem solve.

One of my favorites is the beautiful courtyard area!

Anonymous

What do you think the Library needs to do to improve? - Responses

Answer

Respondent

Rethink some of the building spaces to meet changing needs to the best of our ability. Study spaces, power outlets. But also adding specialized fixtures to house changing collections (places to store technology, games, graphic novels, etc.) so they are easily findable and browseable for patrons.

More marketing/outreach in new, maybe non-traditional ways, to make sure people know about all our great collections and programs.

Anonymous

Flooring is outdated

Sight lines in the children's area could use some improvement

Unitize the outdoor space more

Anonymous

Stated above. Also updated carpeting and walk up book drop. Maybe we could get restorative polish for countertops. The harsh disinfectant wipes seem to be damaging to the surfaces and negatively impact the appearance. Other minor decorative upgrades may spruce the place up. Floor plants inside main entrance? Aesthetics plus functionality.

Anonymous

Increased parking

daytime programming

Anonymous

The building!! The layout. The lighting.

Especially the children's section....layout does not work.

More places to sit, study, charge your phone, etc

Improve customer service.

Anonymous

Continue to educate and train staff on new technology
Safety updates to building

Public internet strength

General technology comfort/awareness of staff

Being more overtly LGBT+ inclusive - The library has buckled under pressure to appear more "neutral" in the past and this does a huge disservice to the LGBT community. When no visible signs are present this sends the message that those members of the public are either forgotten or unwelcome. As a public, community-serving space, it is the library's responsibility to be an example and include all of our patrons.
More meeting spaces for tutoring/ group work.

Anonymous

Better lighting.

More engagement of younger patrons, particularly showing them the value of reference.

I think hours of 9-8 would be more beneficial than 10-9.

Parking.

Deliveries of food had gotten a little out of hand pre-pandemic - maybe discourage?

During the summer Kid's dept can get a little crazy and messy. Not sure of a solution, but maybe adjust check in and shelving procedures? Add staffing as needed?

Anonymous

The library needs to do more with their outdoor spaces, improve database access and variety, increase digital offerings, partner more frequently with other community groups, and expand areas for quiet study and tutoring.
Adjust to new way of working patrons and staff.

Anonymous
Anonymous

I would love to see the layout or functionality somehow improve, esp in childrens. I think we need a head of programming. I also think we need someone to spend more hours doing social media and have an instagram page. Our social media is essentially non existant! Someone on facebook last week said "the tufts library is everything i wish the hingham library could be"... on one hand I hate this and it's a wildly unfair thing to compare us to a brand new library in a much bigger town. But so many people on that thread said they loved going there, it was open, friendly, there was a playground, etc. So I just want to be the best we can be and I don't think there's any harm in seeing what Tufts or other places do well and learn from them. I worry about not being open in the evenings as well, sometimes that's the only time people can come in because of work, etc.

Anonymous

I think we need to do more training on a consistent basis to bolster the skills of all staff members.

I think with minor upgrades and more furnishings we could provide a more community center feel to our building.

Figure out a solution to the parking problem. All the other things are âœwishesâœ but not as immediate or pressing.

Anonymous

Keep sending out surveys! You never know when someone might come up with an out of the box idea or solution!
Interior space

Anonymous

Parking

Parking lot traffic flow

Anonymous

I think our building definitely needs the overhaul we didn't get with the failed renovation plans. In the short-term, I think the library could improve its outlet situation, cafe, and minor cosmetic changes around the building, such as more outside seating besides the courtyard.

Anonymous

Groups of teens "studying" and tutor sessions have moved into every room of the library, which is certainly not a bad thing, but the many patrons who like to use our spaces for quiet study or work are often driven out.

We clearly have space issues, but I think we should keep the Ref floor and the AV room as quiet areas. The problem is that the cafe, study rooms, and activity room after school hours don't seem to be enough to house everyone. I have no easy solutions right now, but this is an issue I think needs to be addressed.

Anonymous

Technology Training for staff. Push customer service skills, they are good but always room for improvement. Better lighting and more study rooms.

I would like to see staff getting out from behind the desk to go help patrons find materials. More hands on if possible. The public likes the personal interaction between staff and them. Instead of pointing to where to go.

Anonymous

What Covid-related changes to Library services or programs do you consider improvements to patron services that you'd like to see continued or expanded in future? - Responses

Answer

Respondent

I think the online technology classes work well - they are easy for people to attend, and I think it would be good to continue offering them regularly showing patrons how to access ALL our online collections and services. (Especially as they frequently update and change.)

I think eBooks will remain very popular, and we should continue to grow those collections even more than we had been doing.

Offering self-service options will be even more important going forward.

Anonymous

Contactless pickup

Anonymous

Virtual programs and contactless hold pickup

Anonymous

Online access to programs, maintenance of highest standards of cleanliness. Have holds ready for pickup upon request.
on line programming!
Patrons who cant get to the library, having an opportunity to attend an online program.

Anonymous
Anonymous

Patrons being able to pick up their holds and not having to wait.

Keeping desk areas cleaner. Sneeze guards.(but don't like all the chemicals being sprayed to keep areas clean!!!)

Patrons not having to walk upstairs to get passes or printing done.

Not collecting money. (but I worry people will hold onto library items.)

Not using the fax machine has been nice!!
The continuation of virtual programing running concurrently with our physical programming.
Emphasizing e-books and helping patrons with them. Getting folks more tech savvy, able to manage their borrowing through our web-site
Virtual programming and tech help has been a huge success and MUST continue in the future. Even at such a time when we consider the pandemic to be behind us, these types of services dramatically increase our geographical reach and help make library programming more inclusive and equitable--particularly for people with mobility challenges or who live remotely.
Online programs for children and adults
Online programming. Of course I think in-person is the most important (when it's safe to do so), but offering options online provides easier access to more people, which is what we do.
I'm not sure. Maybe the grab your own holds thing will be good? We probably reached people doing virtual programming that otherwise might not be able to get to the library.
Virtual programming should be here to stay - it's a great option for our older patrons. I think the demand for ebooks will continue to increase - I think more \$\$ needs to be spent in this area so that items are more readily available.
I think helping people with tech issues over the phone instead of in person has been pretty successful!

Anonymous

Anonymous

Anonymous

Anonymous

Anonymous

Anonymous

Anonymous

Anonymous

I think opening at 9 am instead of 10 am has also been very helpful to patrons! On the other hand, I think some people really miss having an option to pick up after 5 pm, so I think adding back some evening hours will be greatly appreciated.

Anonymous

I think Zoom also gives us great reach in terms of author talks! I'm sure availability via zoom is far greater than in person and I doubt patrons mind that much being able to attend talks from the comfort of their own home!

Some continued on-line programming for both adults and children would be great. I think it would be great if we could continue some on-line in addition to the in person programming.

Anonymous

I think we should consider looking at accessibility issues with programming going forward - how can we make programs available simultaneously in-person and online, for those who cannot attend in person, etc. I think this pandemic has taught everyone a lot about accessibility and how much we all need to think about it on a daily basis. Easier holds pick-up would also be a plus for many patrons, I believe.

Anonymous

Continued online programming and collection building.

More self-service opportunities.

Anonymous

Definitely offer on-line programs. Self checkout, grabbing their own holds.

More displays around the library.

Anonymous

If this goes well, I think self-checkout should be encouraged, along with getting their own holds.

Anonymous

What significant changes do you expect to see in the future for libraries in general, including library programs, services, collections, and jobs? - Responses

Answer

Respondent

As in the past several years I think interest in programs will continue to grow, and there will continue to be a need for technology training services. People will expect more online collections, and want things to be available as immediately as possible. Library jobs will diversity with need for graphic design, teaching, and community outreach. The need for the library to be a community space for meetings, working, and collaborating will continue to grow, and spaces will need to be adapted to meet these needs. So many people missed using the library for many reasons

Anonymous

Being able to browse the collections, studying, social events etc

I feel the future of libraries will be in high demand

You don't know what you missed until it was gone!!!

Anonymous

Less need for physical av items, but always have books in print in addition to Libby. Maintain and increase cultural and community programming and events. Maintain and increase multigenerational access.

Anonymous

a continuation of on line programming

more study room access

Anonymous

I don't know about significant changes. I do know after being closed this past year, that people need libraries. They absolutely need access to books, technology, music, art, and people. They really can't live without it and many patrons told me they don't know what they would have done without even remote access to the library. I think Libraries will continue to be a necessary and important service.

Anonymous

More focus on community and spaces for them.

Anonymous

Staff that in the future will have a higher technology literacy.

More flexibility with programing and how it is offered.

I think the emphasis will be less on books and more on serving as a community resource. Providing spaces for quiet work, meeting spaces, access to technology, etc.

I think libraries could play an important role in helping the public evaluate what information is valid (ie ferret out "fake news")

Anonymous

The library field will continue to expand into the digital realm and library jobs and services will continue to become more specialized. Library departments filled with positions with identical job descriptions need to be (and are being) overhauled. Library services have become so much more diverse and varied and that trend will only continue at an increasingly alarming rate. Staying on top of new trends, new services, new collections, and ultimately new ways of providing all of the above will be crucial to libraries remaining relevant in an increasingly digital age. Libraries need to continue to seek ways to engage with the community beyond the walls of the physical library--whether digitally, or at different locations. Libraries need to consider the needs of all users and not just the most common demographics they serve, particularly as more and more services migrate online and are thus more likely to reach patrons that are more racially, culturally, and socioeconomically diverse.

Anonymous

Continued online programs, self checkout

Anonymous

I see some things being more automated and digital, but I think books are here to stay. I think the music and dvd circulation is going to continue to decline. I'm not sure but I feel like people will always welcome the opportunity to come see music or an author or that type of thing, and there will always be children excited to visit, play and read.

Anonymous

I think jobs in libraries are becoming more fluid, with staff needing to know more about all aspects of servicing patrons from research to technology help to programming. We are more like concierges who never know what question we will be asked! It's the best part of the job. This is where regular training sessions would be advantageous.

Anonymous

This one is hard - Iâ™m not sure. Sorry!

Anonymous

I think that libraries continue to become community spaces, in a way that they were not in the past. The library remains one of the last spaces in society that is free and open to everyone, which is a very important role. Obviously, technology's role in libraries will continue to grow, as well as the ways in which libraries utilize technology to interact with patrons - more interaction on apps and online spaces, digital items, etc. I do think the physical collection will continue to be a staple - not everyone has devices or wants to access reading material on devices. Also, our historical and special collections are important because it's such a unique and excellent thing to be available for free to the public to share. I don't know exactly what I see in store for library jobs!

Anonymous

A continued and evolving variety of online content and programming may eventually mean we are overstaffed, which can hopefully be managed by retirements and letting positions lay vacant. Collection budgets will

Anonymous

continue to shift between formats, which will actually help us maintain a physical collection in our current space.

More and more programs for children's and patrons. The patrons who switched over to downloadable items will probably continue to use them. So both hard copies and downloadable items. More personal service from staff. We need to make the library a great place to visit and have them experience so they want to come back!

Anonymous

Continue adding different services, technology and programs to keep up with the times.

Anonymous

What changes do you envision we need to make at the HPL if we are to remain a relevant, valuable, and valued community resource in the next 5 or 10 years? - Responses

Answer

Respondent

I think we're already offering many of the things the community would want from us, or at least pieces of things. I think the big piece over the next few years will be getting the word out about what we already have/offer, and finding new ways to connect with the community groups that can best utilize our resources. And then expanding on the things that are the most well received - and keep evaluating what's utilized so we can change what we are offering more of as demand changes.

Anonymous

We will need to continue offering online services in all areas

Anonymous

Not a change for the HPL but continuing with tech support services and education will be valuable as technology itself changes

Anonymous

Continued welcoming, excellent, and responsive staff and environment.

Anonymous

We need to listen to what patrons want. We need to make customer service a priority as well as educating staff. A knowledgeable staff is needed to provide patrons with accurate information.

We need to have the money to provide the best books, items and programs.

Anonymous

More flexibility with our spaces and an increase of those spaces to accommodate the needs of the public.

Anonymous

Sounds silly but the #1 complaint I get is parking - if we don't improve it some people will stop coming.

I think we need to make sure we continue our emphasis on customer service, even while encouraging self check out, etc.

Better meeting spaces and facilities (outlets, etc.) for folks to work here.

Anonymous

Increasing our partnerships with local organizations and groups is very important. The library, the community center, the Trustees, the Historical Society, the farmers market, the Unity Council, the Sports Partnership, the school system, all largely work in silos. While there are examples of collaborative efforts these needs to be dramatically increased in my opinion so that each is operating as part of a broader, focused initiative to support each of these organizations/initiatives so they operate as a more cohesive whole. Providing a platform to increase local access to ideas, people, cultures, and movements outside the "Hingham bubble" is also of critical importance and is something that people are hungry for--particularly when presented through an apolitical, unbiased platform such as the library. Finding ways to do both of these things in person but also digitally is vital to staying relevant moving forward.

Anonymous

I think we have to stop seeing parents, kids and teens as nuisances and realize they make up a big part of the daily library user percentage. I think we do great at offering digital collections and we should continue to offer people affordable ways to get content that would otherwise cost them a lot of money (such as ebooks, or streaming services). I do think attitude and friendliness go a long way in keeping people coming back! Why continue to go to a place if you don't feel welcome. This is huge in my opinion.

Anonymous

We need to create a welcoming, comfortable and relaxed atmosphere that people want to be in that offers the amenities people are looking for - such as, nice restrooms (an upgrade to these would go a long way), refreshments, ample/comfortable seating options, reasons to sit and stay (easier browsing with more of a bookstore feel/signage, seating areas that feel welcoming for congregation, etc.

Anonymous

I think it's really important to keep young people invested in the library because they are the ones who will be using it (or not using it) in the future.

We need to make it easy for people to visit - have accessible parking and convenient hours.

Anonymous

I think a building renovation within the next decade is a must, to provide better facilities and spaces that better serve the community. More community and study spaces and facilities, as well as space for more and bigger programs will be a must. Continuing to grow our digital resources and collection as well! Also, parking will need to be addressed at some point.

Anonymous

I think we're already going in the right direction, maintaining a balance between the physical and the digital, but we do need to adapt our spaces for more open patron space. I'm not sure this is an essential change, but we need to do what we can.

Anonymous

Stay current with the technology as it changes and have training for the staff and patrons teaching the new technology. It is changing so fast we need to be changing with it.

Anonymous

What changes do you think we need to make in the next 5 years to specific departments including Adult Circulation, Reference, Children's, Audio-Visual, Technology, and Technical Services to remain a relevant, valuable, and valued resource in the community? - Responses

Answer

Respondent

As people look to more self service for circulation tasks, and Reference questions are answered more often using online sources, it would be a good chance to blend those departments a bit. Let Reference focus on the collections, historical resources, programming and teaching, and circ staff that may be freed up by self-service options can take over some of the day to day reference desk questions.

Technology could use more dedicated staff or partially dedicated staff, and a better location so it would be easier for people to find/notice and drop in.

Children's physical spaces still need to be adjusted, can we look at smaller building changes, or furniture placement to make the space work better.

Anonymous

With more technology & borrowing material so easy to do. More in-house programs to entice patron to actually visit the library.

Anonymous

Adding more study and gathering space for individual study, quiet group work, or meetings

Anonymous

Previously noted.

Anonymous

continue to increase online offerings (ebooks etc)

Anonymous

Adult circulation needs to become more technology savvy as well as keep up on the latest and greatest books. We need to make sure the patron is our first priority and that we give the patron what they are looking for!! We need better shelving. For example, Shelving specific to graphic novels.

Reference needs to be on both floors, and more easily accessible to patrons.

We need to hire a full time programming person.

The Children's physical area needs to be completely re-done. Other libraries have more open children's areas.

We need bigger story times rooms. Rooms that are not as hot or as cold. For the Tech Department, probably more frequent classes offered to the public. The demand for basic computer literacy and 1-1 help is in great demand. This would probably mean expanding the department by adding a 2nd person, even if that person is only part time.

Anonymous

I'd like to see reference be more accessible - as more research moves solely on-line, I'm concerned that people won't necessarily know how to access it.

Anonymous

I feel like the training room could be better utilized. I'm not sure how, but it seems like there is a need/want for tech training, and we have the space, but not the expertise (Not a slight on Robby-- she is AMAZING with patrons, but she's one person.) Maybe have "training" computers that walk folks through Word, browsing, etc.?

Anonymous

Increasing opportunities for children and adults to think critically about contemporary issues through our collections and our programming is very important. Continuing to increase the various technology items we lend, and offering more advanced technology in the lab is crucial. All departments need to think more critically about the services they offer specifically and the ways in which those specific services could be better catered to both an in person patron and an online one equally. Our audiovisual collection remains strong and needs to be nurtured and maintained. It helps us stand out in an ever increasing digital world and provides a strong selling point for physical visits to the building. Improving the spaces we provide for quiet study and conversely, collaborative work are so important so that we can more equitably meet the needs of all who use the library. Across the board, equity, diversity, and creativity need to drive everything we do moving forward.

Anonymous

Keep up with streaming platforms and relevant technology

Anonymous

adult circulation: friendly customer service and a departure from old school library rules. Getting rid of overdues.

Reference: not sure reference books are here to stay, make sure staff have up to date knowledge on digital resources. A wide variety of programming.

Anonymous

I think that there should be a welcome station in the lobby where staff instantly engage with patrons entering the building. I think those interactions would lead to conversations with patrons that could open them up to new ways of using the library that they aren't currently taking advantage of.

Anonymous

I don't like the way that the e-room is so cut off from the rest of the children's department, but not sure what the solution is:

More study rooms would be great.

Again, all the suggestions mentioned previously.

Anonymous

Specifically, I think technology/technical services will need to improve the lab resources, classes, and the way we use technology - social media, apps, etc. Children's will need to keep growing its programs, as well as provide a separate space for teens, so that all age groups can have appropriate spaces.

Anonymous

Reference has already shrunk to a much more efficient collection, and I think the desk can be staff far more often by support staff. I think AV should be easier to move downstairs as it shrinks in the next few years due to a reduction in acquisitions and a slow weeding of older materials.

Anonymous

Is there anything else you would like to add or comment on? - Responses

Answer

Respondent

Hingham Public Library is a true accent to the town of Hingham.

Many people judge a town by their library

Anonymous

So proud to be part of HPL staff! Great team and leadership.

Anonymous

I am going to paste this here again and expand on it:

Being more overtly LGBT+ inclusive - The library has buckled under pressure to appear more "neutral" in the past and this does a huge disservice to the LGBT community. When no visible signs are present this sends the message that those members of the public are either forgotten or unwelcome. As a public, community-serving space, it is the library's responsibility to be an example and include all of our patrons.

As a member of the LGBT community I can often be made to feel unsafe or unwelcome simply for existing. And, with the rise of more anti-trans legislation that has started to pass in various states lately, it is important for the library to realize that these hate filled policies are effecting people's lives for the worse. We need to be a example in our community that

Anonymous

decisions made from hate and ignorance or not okay. If we as a library can't support every member of the public, who are we here for? I had to stop this survey in the middle, and I was not able to go back to see what had saved, so I apologize if there are questions that are not complete or are jumbled!!

Anonymous

Overall the Hingham Library does such a great job serving the community, its patrons, and even remote users seeking access to research materials and services from afar. Our building remains a welcoming environment and our physical collections are second to none. COVID has shown us the increased value of remote content and digital services. The current zeitgeist is clear in that increasing our ability to be more more inclusive and respectful of other people's life experiences is the most important path towards improving our society as a whole--on both a macro, nationwide level and on a micro, community based level. Libraries can and should be at the forefront of breaking down systemic barriers to access to information. With the power of digital services, even libraries that do not directly serve the demographics most impacted by that systemic inequality still have a responsibility to do there part in improving those inequities. This is a critical way for libraries to stay relevant.

Anonymous

This survey did not take five minutes - I worked on it for almost an hour! Not that I minded, but itâ€™s nice to know up front the approximate time commitment! ðŸ˜Š

Thank you for asking our opinion! Collaboration, group thinking, and brainstorming can result in great new ideas!

Anonymous

I would like to see deliberate, strong actions and words from the library in future instances of homophobia (or bigotry in general) coming from community members. I understand the instinct to try to be open and not insult anyone or alienate the library from certain groups, but there is no such thing as "neutrality" when it comes to some people wanting to limit other people's right to exist freely in their own community. Trying to be neutral in these situations merely aids in the bigotry - but LGBTQ+ people will see things like our Pride displays and feel seen at their library.

There is a wave of transphobia and anti-trans laws sweeping the nation right now, and I don't doubt that this library will feel this, in whatever small way. I will say again that libraries are one of the last community spaces where everyone is welcome and services are completely free. This library will need to continue to stand strong and ensure this welcome remains true for all marginalized community members.

Anonymous

We're still the best library in the network, period.

Anonymous

HPL is a wonderful place to visit and I feel so lucky to work there.

Everyone is a pleasure to work with and work well together as a team. I am constantly amazed at all the new technology and wonderful programs HPL puts on. You all hit a home run during Covid with all your virtual programming! I look forward to the future.

Anonymous

Appendix D: Community Sessions

Long Range Planning Community Forum Session One June 14, 2021 7pm via Zoom S.O.A.R. brainstorming exercise moderated by Ed Boylan

Community members in attendance: Kerry Klein, Jonathan Boughton, Anne McGuire, Meghan Burns, Jim Vernon, Charlie Woodard, Pat Boylan, Sara Calnan, Mason Fairfield

Trustees in attendance: David Mehegan, Chair Long Range Planning Committee, Lucy Hancock, Tom Carey, Aylene Calnan

S.O.A.R. – Strengths, Opportunities, Aspirations, Results

Strengths:

What are our greatest Strengths?

KK- Children’s programs are amazing, storytimes are like organized play dates, friends are created and the Library and sustained, kids programs, technology loans (like the Roomba), getting books on Kindle/phone via Libby, ebooks are amazing
JB- rarely uses the library, OCLN network is wonderful, loves technology offerings including converting slides to digital

AM – lives in adult only household but knows library has best kids programs from sister. Two comments to make: 1. Likes old-fashioned book in hand, watches DVD’s, library has great breadth of collections especially with ILL loaning from other libraries, can get almost anything – almost takes this for granted. 2. Ability to be in a quiet space not at home or at the office is a great strength, going into the library is very easy vs. going in to work, missed the physical spaces during the pandemic.

MB- has a 7 & 9 year old at home, the toddler and preschool programs have been wonderful, feels at peace when she walks into the library, likes showcasing of art work; access to technology and digital devices, looks forward to being in library space, loves a quiet library.

JV- diverse facilities are a strength, attended book author talks and was impressed at intimate setting, room was great for a meeting, appreciates digital collections but enjoys physical books more, wants to learn more about using Libby for ebooks

CW- feels like library “wants us to be there” when walk through the door, likes diversity of collections, art, historical resources, books – he said the library is a

wonderful gift to us, thank you.

MF- uses resources for high school papers, likes quiet spaces to get out of his house and get some work done

PB- staff are so completely welcoming and ready to help find anything or solve any problem, staff are one of the biggest assets of the library – JV agreed.

Opportunities:

What are our opportunities over the next five years?

KK- so impressed already, opportunities are room for improvement, continue to do what you're doing, kids programs are fantastic

JB- artwork on walls and magazines are also strengths, need to get people to know what you have, many have no clue and people need to learn about what you have to offer

AM- opportunity to discover things about the library that she wish she knew about sooner, think about what the future is regarding remote work and the use and need for physical spaces and resources- changes could be a reality in five years, revenue opportunities for remote work might be worth kicking around

MB- consider makerspace media like 3D printers, digital cutters, and coding programs, help parents to be involved perhaps through new members cocktail hour, using the courtyard for meet and greet events, movie nights, bringing more people into the library they will know more about offerings, maybe consider more fundraising

JV- need parking improvements, small group meeting spaces, improving communication of what's coming up since it's not easy to find out what's going on for upcoming events, for those people not up to date with using computers offer computer training on how to use library resources, offer virtual reality headsets

CW- opportunity to augment creative activities in the community like creative writing but perhaps this is already offered and he's not aware of it, opportunity to get signed up for email notices about what library has to offer

JV- need to push out information rather than just post to website

MF- install a water bottle filling station, like at the high school

Aspirations:

What are our reach goals and how can our future be different from our present?

AM- make library more a primary destination not a secondary one, offer education for parents as well as students, make the library a centrally and actively pursued location

MB- make the courtyard a place to sit and talk, become a safe place for teens of all types, focus on kids that need more assistance through informational nights and

help with college applications

KK- offer a coffee shop in partnership with the high school in which each class would run the coffee shop as a learning experience and business internship for the kids, partner with Hingham Newcomers Club to share news and information to capture new residents to town

JV- during covid it was hard to go online for vaccinations and need to have ability to navigate new things online, have library work with technology and a person to help one-on-one or teach classes, help seniors with technology

CW- hope library will have formal instinct for how to change in future

JB- add access to newspapers online, add an art studio

Results:

How will we measure results and what things enable management and Trustees to evaluate results?

JV- it would be a help to know what data or electronic means exist to see how to download physical and electronic materials through datamining

MB- linking what you took out to measure, more traffic may lead to more donations

JB- throw a questionnaire into books checked out, conduct a pop-up survey

DM- need to communicate data, communication is a theme that comes up again and again

EB- theme of physical spaces also recurring

AM- use surveys to track if first time using a service and to track effectiveness of communication

KK- let people know museum passes available

TC- using S.O.A.R., should add a T for threats on the horizon to success of libraries

JV- threat is higher bandwidth and that people can get digital media directly at home and bypass the library

JB- concerned that students don't have enough time to use libraries with all that schools have going on, school libraries in particular

MB- losing grip of community with younger kids not using the library

MF- uses the library to study and technology wouldn't prevent his studying here

DM- library can be a place of peaceful quiet reflection, a place to collect your thoughts, important to have a place to be peaceful, although other people in the library may be there for something different than you

EB- library as a place without distractions

JB- ask younger students what they want

**Long Range Planning Community Forum Session Two
June 21, 2021 7pm via Zoom
Community Visioning Exercise moderated by Kristi Chadwick, Consultant,
Massachusetts Library System**

padlet

padlet.com/MassLibSystem/hingham1

Hingham Strategic Planning Q1

What do you believe are some of the biggest priorities and aspirations for your community over the next five years?

MASSLIBSYSTEM JUN 21, 2021 12:41PM

top priority: maintaining and enhancing community cohesiveness, especially among various generations and interests. Enhancing a feeling of security and wise growth, maintaining and enhancing natural places. Replacing certain aged public facilities: one old school, old fire stations. Maintaining access to and convenient public use of the harbor.

Create a place where all members of the community feel happy to call Hingham home

Historical Society created events to get people downtown using services

Hingham can feel very school-based; find/grow opportunities for couples/individuals without children or otherwise outside of the public school system to build strong connections to the town

Community feeling tied together; more voice from teens/empowering young people, but utilizing the older members of the community and their life experience/expertise to feel connected somehow; making Hingham community events not out of reach to everyone; have a few places in Hingham, (library being one of them) that are #1 places for people to go that are safe spots

Continue to grow and broaden the range of voices of community decision-makers

The library bookstore is a community place, and should grow

To have a welcoming community for all ages, and an exchange of ideas and thoughts between groups of different ages.

Kristi - Are we all muted? - ANONYMOUS

I'd like to suggest that non-committee members refrain from commenting on Padlet.
- ANONYMOUS

Unless you think otherwise. - ANONYMOUS

Remaining a safe, welcoming community; being careful not to make Hingham become too expensive/out-of-reach financially for current residents or specific demographics

padlet

padlet.com/MassLibSystem/hingham2

Hingham Strategic Planning Q2

What do you believe are some of the biggest challenges for the community over the next five years?

MASSLIBSYSTEM JUN 21, 2021 12:43PM

over the next few years may be related to pandemic concern with in person groups, possibly difference of opinion in political views. I think keeping Hingham safe with small town feel helps to bring people out. Having diverse commerce also caters to a more diverse population. The traffic is challenging and tough for new and old drivers.

Use of Harbor-- scituate uses their harbor and does fun events for all ages in teh downtown area

I loved that the police used to hand out Nonas gift cards for kids wearing helmets- encourage safety by all

Traffic issues as community grows

Keeping Hingham the small town feel as the number of residents grows; I feel threatened by lack of free land to gather; I think natural resources (water, etc) are threatened by the growing community; I think large businesses are btaking over small, privately owned; better access (other than "The Ride:) access for seniors; traffic patterns, more sidewalks for safer traveling; diversify the schools more

Retaining confidence in its own identity - not trying to "be" another city or town

Making the town more inclusive to diverse populations

Remaining affordable; prioritizing needs across the various needs of Hingham residents (not just one or two particular interests/foci)

The expense of housing for young families, the need for updating existing school facilities and the library.

Hingham Strategic Planning Q3

Thinking about the last two questions, what are some library services that you think would impact the aspirations and challenges of the community?

MASSLIBSYSTEM JUN 21, 2021 12:44PM

Loved that they had a dog support reader... having that back would be great.

A reading "buddy program" idea- kind of like a big brother/sister idea, but with reading or how to start reading

Wish the library bridged with the schools to implement tutoring services. Also library could partner with book stores in getting author presentations. The library used to hold a fun fundraiser that got many people involved in supporting it. Would love to see some clubs: like book clubs, art groups, chess clubs, computer classes.. making more of an intellectual community center.

Better communication to all ages (social media BUT Hingham Journal announcements); With increase of residents, more places for tutoring/studying; No more Zoom program offerings! Everyone wants to feel connected and wants to attend, in person, these events; Parking area tends to be overcrowded and hard place to pull out of that deter people from going; encourage programs for older parents/seniors about issues the young kids are facing (pronouns, LGBTQI, etc); digital media center; use of courtyard after hours; meeting spot wit cafe; have teens apply for a mini internship with the librarian that are interested in library science

Emphasis on quiet came up a lot in last week's discussion, but keeping that as a priority and counterpoint to the traffic/noise/stress/etc. of the outside world

More youth services that promote inclusivity and diversity, such as read a longs that cover books on feminism and LGBTQ+

Consider programming for demographics less-served by other town services (e.g., schools, senior centers) - what groups are getting left out elsewhere and how can the library fill that hole?

Appendix E: Action Plan, FY2022

Library Name, Municipality: HINGHAM PUBLIC LIBRARY Hingham, MA	YEAR FY 2022
Director's Name, Email: Linda Harper, lharper@ocln.org	

Goal (due to Covid and the expiration of the library's current Long-Range Plan 2016-2020, the next five year strategic plan will be delayed a year from FY2021-FY2025 to FY2022-FY2026. This action plan will cover the duration of the one year extension for FY2022 allowed by the MBLC):

Development of New Strategic Plan FY2022 – FY2026:

Develop a new strategic plan to guide and describe the Library's priorities over the next five years in order to facilitate the delivery and development of library services and to meet patron expectations.

Objectives (if included in current Long-Range Plan)	Actions	Timeframe for Activity	By Whom (optional)
Provide a newly developed five-year strategic plan with updated goals and activities to Trustees, staff, community members, and all library stakeholders.	Review and update mission/vision statements; conduct a user needs assessment survey to gather information about the needs of the community; develop service goals and activities designed to accomplish those goals; describe the planning methodology used to create the plan; and receive vote of approval by Library Board of Trustees no later than September 2021 for submission to MBLC by October 1, 2021.	By October 1, 2021.	The Library Long Range Planning Committee, and the Library Director.

Goal (to be continued from library's most recent Long-Range Plan):

Physical Space:

Develop physical spaces within the library and on the premises that are responsive to community needs and address the changing uses of space within the Library.

Objectives (if included in current Long-Range Plan)	Actions	Timeframe for Activity	By Whom (optional)
Conduct feasibility study to expand the parking lot.	Conduct traffic study, investigate condition and location of existing septic system and leaching field, and devise expanded plan for additional parking spaces.	FY2022	The Library Operations Committee and the Library Director.
Continue to explore ways in which the building and spaces can be improved to meet patron's needs.	Evaluate lighting, seating, shelving, as well as the current condition of carpet, paint, and existing layout of spaces to identify and improve upon areas of concern.	FY2022	The Library Operations Committee and the Library Director.

Goal (to be continued from library's most recent Long-Range Plan):

New Offerings:

Remain a vital, relevant and responsive community resource by exploring opportunities to add new offerings to the library's traditional core services and collections that will be valued by the local community.

Objectives (if included in current Long-Range Plan)	Actions	Timeframe for Activity	By Whom (optional)
Expand access to digital online offerings throughout each year of the plan.	Continue to add digital content such as streaming music and videos, as well as digital programming via Zoom, YouTube, and related platforms, to the Library's digital offerings.	FY2022	Technical Services, Collection Development, and Reference Librarians, Assistant Director and Library Director.

Goal (to be continued from library's most recent Long-Range Plan):

Technology:

Acknowledge the ubiquitous role of technology in daily life and offer increased opportunities for training, education, and usage of digital library services and new emerging technologies.

Objectives (if included in current Long-Range Plan)	Actions	Timeframe for Activity	By Whom (optional)
Provide increased opportunities for technology training and access to new technologies.	Provide public and staff training on various technologies and related equipment use; expand selection of various technology devices and AV equipment available to borrow in response to user demand.	FY2022	Technology Librarian, Assistant Director and Library Director.

Goal (to be continued from library's most recent Long-Range Plan):

Core Collections and Services:

Continue to enhance core collections and services for the personal enrichment, enjoyment, and educational endeavors for patrons of all ages.

Objectives (if included in current Long-Range Plan)	Actions	Timeframe for Activity	By Whom (optional)
Increase the number and diversity of physical and digital programming offered to patrons of all ages.	Increase adult programming for instruction and education, life-long learning, culture, art, and music, author talks and book recommendations; increase children's programming, including afterschool clubs and activities, parent/child activities, and programs geared towards elementary school children and teens; offer local history programs; utilize online platforms such as Zoom and YouTube and in-house venues when safe to do so.	FY2022	Reference, Children's and Young Adult Librarians, Assistant Director and Library Director.

Increase the availability and accessibility of both physical and digital Library collections and materials.	Inventory and catalog all materials in the historical collection and make discoverable by entering records into the OCLN catalog; deaccession and/or discard historical collection materials that do not meet the criteria of the Library's Historical Collection Policy; expand digitization program to identify materials of interest to patrons to view online and obtain grants or other funding to digitize materials; expand and promote ebook, eaudio, and electronic materials and collections for at-home use outside of the physical library.	FY2022	Reference & Local History Librarian, Technical Services Librarian, Collection Development Librarian, Assistant Director and Library Director.
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Goal (to be continued from library's most recent Long-Range Plan):

Marketing and Communications:

Increase public awareness of the Library's services and collections through consistent and multifaceted marketing and promotion.

Objectives (if included in current Long-Range Plan)	Actions	Timeframe for Activity	By Whom (optional)
Increase the Library's social media presence.	Increase patron awareness and usage of existing Library social media accounts.	FY2022	Technology Librarian, one member of the Reference Staff, Children's and Young Adult Librarians, Assistant Director and Library Director.

Goal (to be continued from library's most recent Long-Range Plan):

Staff Training:

Continued outstanding service from Staff who are knowledgeable and well-trained in all areas of traditional library services as well as new services and technologies.

Objectives (if included in current Long-Range Plan)	Actions	Timeframe for Activity	By Whom (optional)
Increase staff training in all areas including customer service, technology, reader's advisory service, and safety.	Offer classes in programs such as Word and Excel to increase staff proficiency; send new and existing supervisors to supervisory training sessions or workshops; offer technology training sessions to familiarize staff with frequently used technologies; provide opportunities for cross-training among departments; coordinate with Town emergency personnel to provide emergency response training and practice drills.	FY2022	Technology Librarian, Reference Librarians, Circulation Supervisor, Assistant Director and Library Director.

Goal (to be continued from library's most recent Long-Range Plan):

Funding:

Provide for the Library's continued financial stability upon which many essential Library programs and services rely for funding and support.

Objectives (if included in current Long-Range Plan)	Actions	Timeframe for Activity	By Whom (optional)
Actively seek out new sources of revenue and examine ways in which to increase current revenue streams.	Expand the reach of the Library's annual fundraiser to include social media and new audiences; develop professional-quality endowment and estate planning programs and actively solicit donation and giving opportunities; increase participation in Annual Fund drive through new and improved marketing channels.	FY2022	Library Trustees, Business Administrator, and Library Director.

Goal (to be continued from library's most recent Long-Range Plan):

Town Department and Community Collaboration:

Coordinate and connect with Town and School Departments to discover and leverage commonality of interests, avoid duplication of efforts, and share resources and talents to better serve the local community.

Objectives (if included in current Long-Range Plan)	Actions	Timeframe for Activity	By Whom (optional)
Increase communication and collaborate with Town departments to provide programs and services that appeal to a wide range of public interests and that promote the many resources that the Town has to offer.	Collaborate with Senior Center and Linden Ponds Retirement Community to provide responsive services to the needs of seniors; collaborate with local schools and their teachers, librarians and administrators to coordinate services to meet the needs of student population and to plan responsive services, collections and programming for children of all ages and stages of development.	FY2022	Reference & Local History Librarian, Reference Librarians, Children's and Young Adult Librarians, Assistant Director and Library Director.