

Library

2013 was a banner year for the library-literally. It marked the 150th year since the library opened in April 1863. The sesquicentennial was the opportunity to raise awareness of the library as a long-standing



Good then. Goodnow. cultural institution for all ages, to position Goodnow as a community resource and place for the community to socialize, to illustrate the library's continued and growing relevance; encourage residents and businesses to use the library more, and finally, to communicate the benefits of supporting the library through donating time and financial support. The celebration kicked off in April with an all-day open house, and continued throughout the year with many special events, including an award-winning 4th of July parade float, "Sesquicentennial Series," a 25 year time capsule, 150 year timeline, Oral History video, and concluding with a 150th Finale in December.

2013 was also the year we wrote and presented a new strategic plan for 2014-17. The most profound result of the Goodnow Library's last strategic plan was the establishment of the Goodnow Library Foundation, which has been tremendously successful in achieving many goals set out in that last plan. We have initiated a structure that allows the library to fund necessary enhancements asked for by our stakeholders, including new forms of technology like iPads, a broader range of programming, and capital upgrades like that are happening in the Children's Room.

Our current challenge is to transform into the library of today. One with the core purpose still to promote reading, provide reading material and serve everyone. We must maintain our value as a physical place, but also evolve into a virtual resource beyond bricks and mortar.

Create. Cultivate. Collaborate.

When we asked for input from our users, several themes emerged. They want to see the Library reach its full potential as the town's community center. A place where people come together to share and explore ideas. An enriching place where they can learn and be entertained by not just the rich collections, but a variety of programs, lectures, and activities. They want to see community relationships strengthened, a visible connection with the schools, clubs and socially responsible organizations. And most of all, they want to feel connected and aware of all of the library's resources and events.

The purpose of the strategic plan is to help the library fulfill its mission and vision. By identifying the Library's institutional priorities and creating a roadmap for its direction over the next four years, the plan provides guidance that will allow and encourage all of our stakeholders to work together toward common goals.

Mission:

The Goodnow is the public library of Sudbury, MA.

The heart of the community, Goodnow is user centered, where ideas are shared and nurtured.

Goodnow is a gathering space for intellectual cultivation and social collaboration.

A strategic plan is a living document, a management tool for the library, and the blueprint for service enhancements over the next four years. This strategic plan, "Create, Cultivate, Collaborate," sets the course for the future, based on where the library has been, where it is going and what strategies will be used to meet those future trends, needs and wants of the library user.

Additional Highlights

Aside from the new strategic plan and celebrating a birthday, the library has many other accomplishments to recognize. As part of efforts to increase the institution's visibility and accessibility, the library developed an award-winning logo and received a grant from the Sudbury Foundation to redesign its website. In addition, the library upgraded its phone system and its wireless network. With the monthly newsletter going out to its biggest distribution list ever, the Facebook page reaching 500 likes, and active Twitter and Instagram accounts, the library has reached more of the community than ever before.



Off the Wall mural, painted by 48 different young artists

Teen Services

The Goodnow Library's Young Adult department started the summer with the introduction of a new Young Adult Librarian, Megan Statza. Megan lead "A WONDERful Summer," with events centering on Curtis' Middle School's required summer reading, *Wonder* by RJ Palacio. The largest summer event was the *Wonder* book discussion, where eighteen middle school students talked about the book and prepared for the upcoming school year.

In the fall and winter the Young Adult Department held events such as a *Hunger Games* movie showing, a Halloween event called "Welcome to the Graveyard," and "All About Instagram," where fourteen parents and teens

learned how to safely use the popular social media site Instagram.

During mid-term exam week 100-200 teens visited the Goodnow Library every night to study. Sudbury Coffee Works, Papa Gino's Pizza, and Taylor Rental helped Goodnow Library provide teens with coffee and pizza while they studied.

Megan also started up a "Teen Advisory Board" or TAB for short. TAB meets monthly and is made up of local teens who brainstorm potential events and services for teens at Goodnow Library.

Children's Services

In 2013, the Children's Department circulated 140,297 items, ran 379 programs that had 13,532 people in attendance, and accumulated 935.5 volunteer hours from high school and senior volunteers.

Awareness of children's department programming grew through the utilization of an online calendar and social media. Programming highlights for the first half of the year include: Reading to a Dog every Monday, Baby Lapsit every Wednesday, Storytime and Craft on Thursday, Storytime Fun on Friday, monthly pajama story time, regular weekend drop-in crafts, Sing-a-longs with Imagimotion and Little Friends Music Program, Bricks for Kids Lego program, and the beginning of the sesquicentennial programming series to celebrate the Library's 150th birthday.



A view of the Children's Octagon after the renovation

2013 marked the most successful summer reading program on record! There was an increase of 38 % more participation in the

reading program (413 participants), 34% increase in program attendance for Truck Day (536 participants), a marquee summer event, and 23% increase in program offerings (77 programs).

During the summer, the library received a very large and generous donation to remodel the Children's Room. The department closed October 7 – 15 and during that time the room was painted, carpeted and re-arranged. New furniture was brought in to replace old pieces and new functional pieces were added to enhance patron experiences. During the renovation the department took the time to re-label and combine collections of books. Over 9,000 items were re-labeled for a greater browsing experience for patrons. Overall the new room layout and furniture has been very well received by patrons, the public at large and staff!

With the renovation, staff also took the time to revamp programming. Programs were made more regular and at a more consistent time. Additional programs were also added: Music Makers, a music and movement program on Mondays, a Lego Club on Tuesdays, an additional session of the baby lapsit program, Wee Reads was added to accommodate the growing number of attendees, and finally the Friday Story & Craft was run weekly without any breaks.



Guests enjoying themselves at the "Toast to Goodnow" fundraiser



The library celebrated its 150th birthday in April

Reference & Information Services

This year for the Reference Department was all about the Sesquicentennial. Reference staff learned more about the building, the collections and Sudbury itself, and shared their knowledge with the community through "StoryWalks," library tours highlighting the art and architecture as well as the history of the Goodnow Library; monthly displays, featuring historical artifacts and photographs from the collection. These displays focused on various aspects of Sudbury's history in the past 150 years, such as education, farming and role in the Civil War.

Another highlight was the very popular "On the Road with Sudbury History" display. This consists of a large map of Sudbury, to which were added explanations of the significance of historical street names, along with photos of the present day street signs. Patrons visited frequently to see if their streets had been added.

In addition to the Sesquicentennial activities, Reference staff continued to answer patron's questions, to assist patrons with technology and to offer reader's advisory. The also took over the museum pass program and contributed significantly to the new website.

Foundation

The Goodnow Library Foundation (*GLF*) had an exciting year building on the momentum generated in 2013. The Foundation bought 10 iPads and a wireless printer to enhance the library's technology. *GLF* also held a ceremony

to honor Jack Bradshaw’s contribution to the renovation of the Civil War statue, and to highlight improvements to the area in front of the library.

GLF held its second annual fundraiser, “A Toast to the Goodnow,” with all proceeds dedicated to the renovation of the Children’s Room. More than 300 guests attended. “Toast” netted just over \$35,000. These funds, along with other generous donations from individuals and foundations, allowed the **GLF** to fund \$66,000 of renovations. Esme Green, the library director, convinced the town to become part of the project, and it contributed \$27,000 for fresh paint and new carpeting. The library can now showcase the “new” Children’s Room, renovated at a total cost of \$93,000.

In 2013 the **GLF** raised \$221,384 and had expenses of \$123,633. Expenses included \$78,564 in grants to the library. The remaining expenses included events, consultants, printing/design, insurance, postage, raffle tax and miscellaneous.

Major Goals for the upcoming year:

1. In consultation with the library director and library users, develop a community space on the first floor where patrons can relax, browse materials, and chat with friends over coffee.
2. Enhance the library’s technology resources through purchases of new computers and other equipment.
3. Fundraise for the **GLF** focus areas as well as contribute to endowment.

Friends

It’s good to have Friends! This year, the Friends supported programs for children, sponsored the Sunday Afternoon at the Goodnow Cultural Series, and of course, funded the hugely popular museum pass program. The Friends continued their great work on the front gardens, hosted the Volunteer Luncheon and held another successful book sale. The Friends are proud to have participated in the library’s 150th birthday. The sesquicentennial year was filled with fun events for the all ages. Looking to 2014 the

Friends are excited about the Local Luminaries event to take place in April. The Friends are looking forward to working with Goodnow Library Foundation to make the library an even more vibrant place. In January the Friends and the Foundation co-sponsored an open house to celebrate the refurbished children’s room. The open house was a huge success that was particularly enjoyed by many of the library’s youngest patrons.

Statistical Report			
FY13 (July 1, 2012-June 30, 2013)			
	FY2012	FY2013	% Change
Total Circulation	419,575	428,484	2%
Circulation of e-book & e-audio	6,050	7,678	26%
Number of Children's Programs	293	316	9%
Attendance of Children's Programs	7,000	10,136	44%
Self-checkout	74%	77%	3%

Financial Report		
FY13 (July 1, 2012-June 30, 2013)		
	Revenue	Expended
Lost books	\$ 5,190	\$ 1,496
Meeting Room Revolving Fund	\$ 6,985	\$ 1,623
MEG	\$ 3,341	\$ 209
LIG	\$ 8,402	\$ 9,644
Non-Res	\$ 10,215	\$ 1,607
Fines	\$ 23,135	

Senior Library Staff

Esmé Green, Director
Karen Tobin, Assistant Director
Michael Briody, Head of Circulation
Elizabeth Rose, Head of Technical Services
Kathryn Liddle, Head of Children’s Services

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