

# Library

The library launched its first-ever in-house website in January. Some new features include an online calendar of events, meeting room booking, and reading recommendations. We have had over 75,000 visits to the site, with a 58% return user rate and over 146,000 page views, with the most popular being museum pass information, room bookings and children's programming. 30% of visitors use a phone or tablet to access the site. As a result, we have prioritized the development of a mobile-friendly site in 2015.

Also in January, we held a wildly successful Open House ("Kids Day Out at Goodnow") that was jointly hosted by the Goodnow Library Foundation and Friends of the Library, and run by the staff, Friends and Foundation. Over 400 people attended. We received generous donations of prizes to raffle off a Dustin Pedroia signed baseball and a set of 4 BU Hockey tickets. Among things to do for kids was a scavenger hunt designed to show off all of the new additions to the room, Animal Adventures program, and free ice cream from Friendly's.

In May, coffee came to the library. For a dollar a pod, patrons began enjoying a "cuppa joe" with their visit. As one patron declared one, "This library is officially the best library in the world!"

In 2014, we wrapped up our fifth and sixth Teen Study Weeks, where the library stayed open late three nights during finals, served pizza, coffee and candy to all the hard working high school students. Over 300 kids chose the library as the place to be as they prepared for exams. Our tireless Young Adult Librarian, Megan Statza arranged a variety of study breaks around the library, including coloring and "selfie mustache" stations.

This was also an exciting year for e-books. We increased our spending on titles available through the catalog, and began loaning Kindles, pre-loaded with a variety of books, including Fiction, Mystery, Teen and Kids titles.

In September, we celebrated the paving of the path between the library and Dunkin Donuts. We hosted a StoryWalk™—a path marked by the pages of a story book, while Dunkin Donuts offered a decorate-your-own-donut station. Over 300 people attended the 2 hour event, and many people remarked how much more convenient and safe it was to traverse the path once it was cleared up.



*Figure 1 Enthusiastic patrons make the virgin journey on the new path between the library and Dunkin Donuts*

September is Library Card Sign up month, and we celebrated with a "Get Carded!" campaign, when just by showing your library card to certain local businesses, patrons received a special discount or freebie. This resulted in a 15% increase in new library card holders over the previous year, and lots of people using our self-checkout system, with their card or a barcode app. That's right, we upgraded our scanners to ones able to read smart phone apps such as CardStar or Key Ring.

In October, we unveiled a new service called hoopla whereby you can borrow free video, music, and audiobooks with your library card. It's easy and you can stream it all from your PC, tablet or phone.

And finally, winding down the year, we hosted a Holiday Technology Petting Zoo. In two sessions during December, we set up an array of e-readers, tablets, gaming and TV devices for you to test drive. Families, older adults and curious patrons came to check out the latest in tech, including Chromebooks, Apple TV, Wii and Kindle.

## Children's Services

In 2014, the Children's Department ran 494 programs that had 18,207 people in attendance, and accumulated 561 volunteer hours from high school and senior volunteers.

This year, the Children's department implemented the parent education initiative developed by the American Library Association called "Every Child Ready to Read" (ECRR), which stresses that early literacy begins with the primary adults in a child's life. Through the adoption of this initiative, our children's librarians are empowered to assume an essential role in supporting early literacy within our community, and to pass this knowledge on to caregivers of young children. Each of the three weekly story times is structured around one of the ECRRs five key practices: reading, writing, talking, playing and singing.

Springtime was a busy time for the department with the February and April school vacation weeks. In just those two weeks the department hosted 22 programs that were attended by 902 patrons! Awareness of these and other programs was increased through the launch of our new website. Additional partnerships this year also increased our marketing reach to new and existing patrons. A partnership with the local elementary school librarians to market our events directly to students and families, the Park & Recreation Department's willingness to post events, the MetroWest Town Planners website and calendar posting of our events and the new website "GetLocal MA" publicizing on our behalf all contributed to more patrons visiting the library and attending programs.

Summer is historically the busiest time for the Children's Department and this year was no exception. It was a record breaking year as 441 children (8% more than the previous year) read over 1,800 books (20% more than the previous year)! The department hosted 145 programs (89% more programs than the previous year) that were attended by 5,948 people (57% more than the previous year)! This summer instead of raffling off prizes to participants, we partnered with the Discovery Museum in Acton to host the families of all of our summer readers to an ice cream party and

open admission to the two museums. Our patrons were thrilled at this wonderful family experience and reward for all of the amazing reading our kids did over the summer.

Other highlights this year include our ever-expanding and hugely popular weekly Monday Music Maker's program which regularly exceeds 100 patrons in attendance; a partnership with the



Figure 2 A young fan shares a moment with the famous red dog

Bridges Together nonprofit organization to host a series of programs enabling children and seniors to work together; participation in the town's 375th Birthday event series in which the department hosted our first-ever talent show; annual school outreach in Read-Across-America participation and school visits; a first ever (and now annual) art reception celebrating the talented kids of the Sudbury public schools; building an inflatable library to bring Goodnow out to the community; the resumption of a Read-to-a-Dog program; the introduction of a regular yoga classes for children; and a monthly bilingual French Preschool story time.

## Circulation Services

This past year, the Circulation department has reviewed loan rules and meeting room policies. We have begun use of Library Insight's room booking software, taken steps to participate in the acquisitions feature currently used by our library consortium, the Minuteman Library Network, and

addressed the known security-compliance issue which affects credit card transactions at our self-checkout stations.

Extensive weeding of underused portions of the collection by library staff has preceded the painting of the entryway and new materials area, the replacement of half of the downstairs carpeting, and renovation of the new materials area itself.

### **Reference & Information Services**

As always, we have tried to make the library as useful to our patrons as possible. This year, we began interfiling non-fiction DVDs with non-fiction books in order to put all the material on a given subject together. With the reconfiguration on the new-books area, the audiobook collection moved upstairs as well, bringing together the entire AV collection.

Technology continues to play a major role in what we do. Through the generosity of the Goodnow Library Foundation, we added iPads, iMacs and Chromebooks this year, bringing new breadth to our technology offerings. We have also replaced an outdated and almost unusable microfilm reader with a state of the art model which will allow our patrons to make use of our historical newspapers and other microfilm. It will also help us to serve those who reach out to us from all over the world for historical and genealogical assistance.

### **Friends**

The Friends of the Goodnow Library had a very busy and productive year. A few highlights include our \$40,000 donation to the Goodnow Foundation for the new Community Gathering Space; our first annual Teamwork Trivia Night; our celebration of Sudbury's 375th with an author series, Local Luminaries; and the co-sponsoring with the Foundation of an open house in January to celebrate the refurbished Children's room.

We also continued our yearly support of the library to fund such things as children's programs, museum passes, and the library copy machines. The Friends Sunday Afternoons at the Goodnow cultural series was as popular as ever. Pianist, Wanda Paik performed for us and we were fortunate to have the

author, Maryanne O'Hara come and speak about her book Cascade. This book was chosen as the Boston Globe's Book Club inaugural pick. The garden to the entrance of the library was beautiful thanks to the planting and ongoing care provided by the Friends.

In addition to the Teamwork Trivia Night, the Friends raised funds with annual memberships as well as our two yearly book sales.



*Figure 3 View of the renovated new book area and gathering space*

### **Foundation**

In 2014 the Goodnow Library Foundation (GLF) continued to focus on its mission to improve and enhance the library experience for the thousands of patrons who walk through the library doors each month, and to raise funds towards an endowment that will insure the library will remain the vibrant, cultural center of Sudbury for decades to come.

The Foundation received a number of major donor gifts this year, and benefited from a grant from the Sudbury Foundation that paid for our two staff members. We converted all our donor information to a professional database, which allows us to keep track of donations and pledges, and to improve relationships with our contributors.

Thanks to the new Library website the Foundation can now receive donations on-line.

Major events this year included a "What's It Worth" antique appraisal day in May, featuring Skinner's auction house and Treffler's furniture restoration. Patrons brought treasures from home to have them appraised by experts. In June the GLF sponsored the first Community Art Show, featuring works by

Sudbury students, preschool through high school. Hundreds of proud family members and friends attended to see the art displayed all over the building.



Figure 5. Members of the Foundation board at the 3rd annual gala

In October the GLF held the third annual gala fundraising event at the library, “Black, White and Read All Over.” This year the focus was on creating a new community gathering space in the first floor lobby, complete with comfortable seating areas, a charging bar for electronics, a coffee machine and new book displays. Thanks to a generous gift from

The Friends of the Library we were able to complete the new area. The Town of Sudbury also contributed new paint and carpeting. The event drew over 275 patrons and volunteers, and included an extensive selection of raffle baskets, food displays by Peppers Catering and many local musical groups.

The GLF continues to upgrade the library’s technology offerings. This year two iMac desktop computers were purchased, as well as two Chromebook laptops. A flat screen TV with “Apple TV” capability was mounted on a rolling stand, and is available for use throughout the library.

In December the Foundation launched our first annual fund appeal, sparked by a \$30,000 challenge from a generous patron. A town-wide mailing brought in close to that amount in donations, with 180 residents contributing. Ultimately, the Foundation added close to \$160,000 to its assets this year.

Major Goals for the upcoming year:

- Continue to raise funds towards the endowment.
- With community input, plan ongoing improvements to library work, study and gathering spaces
- Engage the Sudbury community in innovative events and programs for all ages.
- Ensure that library technology is updated regularly.

Statistical Report			
FY14 (July 1, 2013-June 30, 2014)			
	FY2013	FY2014	% Change
<b>Total Circulation</b>	428,484	437,469	2%
<b>Circulation of e-book &amp; e-audio</b>	7,674	14,337	87%
<b>Number of Children's Programs</b>	316	494	56%
<b>Attendance of Children's Programs</b>	10,136	18,207	80%
<b>Self-checkout</b>	77%	80%	4%
<b>Foot traffic</b>	176,736	176,935	.1%

Financial Report		
FY14 (July 1, 2013-June 30, 2014)		
	Revenue	Expended
<b>Lost books</b>	\$5,281.36	\$552.22
<b>Meeting Room Revolving Fund</b>	\$7,020.00	\$3,530.34
<b>MEG</b>	\$3,249.14	\$61.45
<b>LIG</b>	\$8,402.45	\$5,928.98
<b>Non-Res</b>	\$11,183.94	\$1,607.97
<b>Fines*</b>	\$22,787.11	

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*

Board of Trustees

*Nancy Hershfield, Chair*

*Sarah Sogigian, Vice-chair*

*Lily Ann Gordon, Carol Hull*

*Robert Iuliano, Barbara Pryor*

\*returned to the General Fund