

Library



End of Summer Party with Staff and Volunteers

Strategic Plan

During a large part of 2017, the Goodnow Library planned and developed a new strategic plan, and as a result, is pleased to present the **2018-2022 Strategic Plan** to the Sudbury Community and its library patrons. This five-year plan sets the framework for creating a direction and vision for the library. It will help the library make decisions and allocate resources that support the mission and goals for the future. The **2018-2022 Strategic Plan** will allow the Goodnow Library to re-imagine library operations, service and programs reflecting the needs and preferences of the community.

Library's Mission:

Improving lives through the power of information, ideas and innovation.

Library's Vision:

The Goodnow Library will:

- Be a primary resource for learning and literacy
- Be socially equitable and accessible to all
- Be a valued community partner
- Be proactive and responsive to community needs

Goals:

1. Support learning and multiple forms of literacies
2. Create a place that cultivates diverse ideas and innovation
3. Foster community connections

4. Provide high standards of customer experience
5. Develop sustainability initiatives

Children's Services

Goodnow Library Children's Department had a vibrant 2017. The department's most popular weekly program, Music Makers, saw a high increase in attendance. In response to the increase, staff created an overflow room with live streaming. Now when the capacity for the room is reached, kids and caregivers can play along in the overflow room or watch Music Makers live on Facebook at home. In addition to weekly programs, the Children's Department also ran several special programs such as Giant Candyland, a Halloween Parade, Stuffed Animal Sleepover, a Maker Fair, Ukulele Sing Along, and more! Summer 2017 was the busiest yet. Staff worked incredibly hard all summer providing patrons with book recommendations, signups for summer reading, and information on programs. Eight hundred and seven children signed up for summer reading, and 9,853 people came to the 193 programs the department held from June through August. The Children's Department staff, as always, had a wonderful year getting to know the children in the community and connecting them with the resources they need to grow intellectually, emotionally, and socially.

Teen Services



Girls Who Code Club

This year the Teen Department of the Goodnow Library ran 37 single-event programs (programs that only happened once), 6 recurring programs (programs that repeated 3 or 4 times over a short period), and 1 series program (Girls Who Code—a program that met every week for 30 weeks). In all, the Teen Department conducted 110 programs. These programs included book groups, crafting, robotics, computer programming, game programming, game clubs, college admissions and application consulting, 3D design, and extra hours for Teen Study Weeks during midterms and finals. This fall, the Girls Who Code club was upgraded to include eight women to help lead and mentor the club. These volunteers all work as engineers, scientists, or computer programmers. The girls in the club are very lucky to have access to this wealth of talent. The biggest news this past year was that construction on the long-awaited makerspace, the Sara Sherman NOW Lab, began. When it is finished this spring, it will give the library more room to conduct even more programs.

Adult Services

The library hosted a very popular, well-attended monthly writing workshop series facilitated by Julie Nardone. Topics included various subjects, such as “Love and Loss” and “New Beginnings” as well as different genres, such as Short Plays and Memoir. At a May Soiree several writers performed a public reading of their work. The library also ran the Thursday Stitchers, a weekly 2 hour meetup of people whose hobbies are knitting, crochet, needlepoint, embroidery, weaving, and macramé. Additionally, library staff was happy to introduce monthly screenings of recently released movies. Other initiatives included working with local artists

to host monthly art exhibits of interest to the Sudbury community, often including a public reception. Staff introduced a weekly “Tuesday Tech Roundtable,” during which patrons could get answers to technology and library related questions. In addition, Goodnow collaborated with the Sudbury Senior Center by presenting a “Tour of the library” workshop, as well as meeting with their book club and short story writing group.

Adult Summer Reading Program



Grand Prize Winner, Gloria Avila

The Adult Department sponsored its first-ever summer reading program this year. The only requirement was to read a book (in any format) and submit a raffle ticket including author, title, rating and (optionally) a review. To help readers find new titles, library staff created a collection of themed booklists, and published weekly lists of the top-rated books from reader submissions. The library held weekly drawings, and the Grand Prize winner was Gloria Avila of Sudbury. Gloria, pictured, took home an Amazon Echo. Demonstrating that reading runs in families, library staff learned that the daughter of the Grand Prize winner was a weekly winner in this year’s Teen summer reading program, and the mother of the Teen Grand Prize winner was one of the library’s weekly winners!

The summer program was fun for adult users, and the library encourages adult reading as a way to model reading behavior for children. Week 6 winner Louise Noce said: “When I see children that I teach around town, I have expressed that I hope they have been coming to the library, and that I am signed up for the adult reading program.”

Friends

The Friends of the Goodnow Library, an all-volunteer 501 (C) (3) non-profit organization, is dedicated to supplementing the annual budget of the Goodnow Library with many “extras” not provided by the town budget.

Through fundraising endeavors such as a Membership Drive, Trivia Night, Annual Book and Bake Sale, Book Shelf Sales, Summer Book Sale, and generous donations from its supporters, the Friends are able to provide funding for the majority of the library’s children’s, teen, and adult programs. The Friends also fund the Summer Reading Programs, Teen Study Week, the movie license, copiers and copier supplies.

In addition to supporting staff-run programs, the Friends presented the Sunday Afternoon Cultural Series. Recently, The Friends have added two new programs in response to patron interest: “Cooking with Friends,” and the “Evening with an Author” series.

Foundation

The Goodnow Library Foundation's mission reflects the library's mission of "Improving lives through the power of information, ideas and innovation." In this capacity, the Foundation focuses on developing, administrating and allocating funds to provide the extra margin of excellence for the Goodnow Library by enhancing existing public support for the library.

After spending the last two years collaborating, the Foundation partnered with the library staff to launch the Reimagining the Second Floor Project. After raising \$200,000 and securing the construction firm Vona Construction, the project began in November. The Foundation secured an art donation from local artist Janice Rudolph and began selling tiles as a fundraising component to the project, raising \$26,000 by selling 39 tiles. Fund-raising continues and the goal is to celebrate the project and the 10-year anniversary of the Foundation with a gala event on April 28, 2018.

The Foundation raises funds through an annual fundraising event, a town-wide fund drive, bequests and leadership giving to support capital building improvements and technology improvements. In 2017, the Foundation held their Evening of Note

Celebration in March and had over 300 local residents attend. In addition, over 75 people attended a fundraising party at the home of Cara and Arthur Maxwell. The Foundation has been working to strengthen its brand image and awareness through email and social media marketing efforts. This year, the Foundation sent its annual appeal letter to over 7,000 people. The Foundation held a three-part *Be Bold Workshop Series*, to cultivate community connections.

Statistical Report			
FY17 (July 1, 2016-June 30, 2017)			
	FY2016	FY2017	% Change
Total Circulation	408,422	398,447	-2.4%
Number of Children's Programs	698	744	+6.6%
Attendance of Children's Programs	25,035	25,044	+0.03%
Number of Teen Programs	15	110	+633%
Attendance of Teen Programs	314	1,006	+220%
Number of Adult Programs	29	66	+127%
Attendance of Adult Programs	819	974	+19%

Financial Report		
FY17 (July 1, 2016-June 30, 2017)		
	Revenue	Expended
Lost books	\$4,155	\$7,234
Meeting Room Revolving Fund	\$7,120	\$8,914
MEG	\$4,393	\$485
LIG	\$12,201	\$1,037
Non-Res	\$11,350	\$3,462
Fines*	\$16,700	

Senior Library Staff

Esmé Green, Director

Karen Tobin, Assistant Director/Head of Reference

Michael Briody, Head of Circulation

Robert Carter, Teen Services

Elizabeth Rose, Head of Technical Services

Megan Warren, Head of Children's Services

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