

LANE MEMORIAL LIBRARY STRATEGIC PLAN 2018-2021

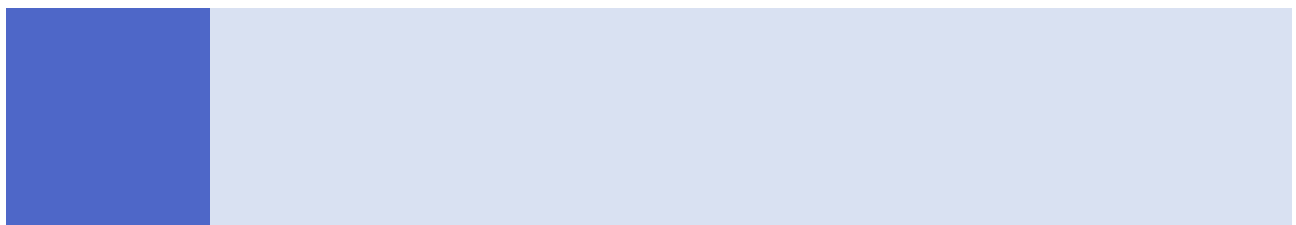


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MISSION STATEMENT

GATHER * CONNECT * LEARN

Our library will be vital to life and learning. We will connect our community by offering a place to assemble, collaborate, and engage in insightful study.



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INTRODUCTION

What is the role of Lane Memorial Library and its librarians in the community? We are faithful custodians of a historic library, curating a popular, relevant collection of books and other media. The library is a great resource that offers a place to gather, connect, and learn. Stewardship of our aging building requires diligence. We've completed urgent upgrades to stabilize the structure, and now we turn our energies to what we can build with this great resource in the coming years. We chose to do this by understanding what the community needs through the process of strategic planning.

A strategic plan is a living document that can serve as a blueprint for our organization over a three-to-five (3-5) year period. It sets a course for the future based on where the library has been, where it is going, and what strategies will be used to meet future trends, needs, and wants of library users. We're focusing the plan on services the library currently provides and the resources the library needs. We're also identifying the values that shape our library's services and programs because we can't make effective resource allocation decisions until we know what we are trying to accomplish.

Our reason for planning is simple: we believe that we are a successful library for our community when we embrace change and adapt programs and offerings to meet community needs. Our staff is working towards shared goals and striving to uphold our library's mission. This process revealed strengths and weaknesses in our current operation and generated new operational goals for the future. It connects the library staff with community members and creates measurable goals that allow the Board of Trustees to evaluate success.

We began strategic planning in the fall of 2016 with the help of a group of dedicated community members who made up our Community Committee. With further input from our staff and Board of Trustees, we have created goals and objectives that will carry the library into the future. This document outlines goals, objectives, and activities in which the library will engage to meet the needs of our community through 2021; appendices contain supporting documentation.

AT A GLANCE

Goal 1: Create individual learning opportunities through library programs that are both captivating and beneficial.

- Improve educational programs
- Support adult literacy
- Encourage early literacy
- Reach out to ESOL (English for Speakers of Other Languages) community



Goal 2: Create a connection to community businesses, cultivating their value as members of our library, and offer programs to residents to learn career skills.

- Connect with businesses
- Offer electronic resources to job seekers
- Increase training opportunities for job seekers



Goal 3: Develop and share a resource that contains all local information about Hampton.

- Partner with health and wellness organizations
- Connect with cultural organizations
- Create an extensive community resource network



Goal 4: Develop the library as “the place” where Hampton gathers.

- Collaborate with Town Departments on shared interests
- Offer more programs based on shared interests
- Open the library’s space for more and different usage
- Renovate the library as needed for future use





Goal 1

Create individual learning opportunities through library programs that are both captivating and beneficial.

The Lane Memorial Library offers a variety of programs aimed at educating and entertaining our community. After discussion with our Community Committee and staff, our focus for this plan will be to meet the growing and changing needs of Hampton citizens. We're committed to improving what we offer and investing in new ideas.

Objective 1A: Begin, improve, and retire programs for the Hampton community by providing a 20% overall change in the first year, 10% in the second year, and 5% in the third year.

1. Brainstorm program ideas
2. Calculate return on investment (ROI) on programs
3. Define program lifecycle

Objective 1B: Discover literacy resources for adults. We will provide connections and classroom space for adult literacy, achieving five (5) total resource changes over the course of the three-year period.

1. Explore how to make adult learners comfortable before allocating resources
2. Create an adult reading buddies service

Objective 1C: Discover ESOL (English for Speakers of Other Languages) resources for non-English speaking patrons. We will provide connections and classroom space, achieving five (5) total resource changes over the course of the three-year period.

1. Develop story times in English for ESOL instruction
2. Develop a "Conversation Buddies" service for ESOL instruction

Objective 1D: Discover early literacy resources for pre-K patrons. The library will garner a 70% approval rating via feedback from parents and guardians in the first year, 80% in the second year, and 90% in the third year.

1. Become involved in the national "1000 Books Before Kindergarten" program
2. Increase outreach to area preschools



Goal 2

Create a connection to community businesses, cultivating their value as members of our library, and offer programs to residents to learn career skills.

We are fortunate to have a vibrant and active business community in Hampton. By connecting with these neighbors, the Lane Memorial Library can better meet their needs and offer programs, training, and more to the Hampton community.

Objective 2A: Library memberships offered to non-resident employees of Hampton businesses will increase by 5% in the first year, 7% in the second year, and 9% in the third year.

1. Visit five (5) businesses, clubs, or non-profits biannually to promote library membership
2. Train staff about all types of membership

Objective 2B: Increase business participation with the library via programs and sponsorship opportunities by 5% in each year of the plan.

1. Schedule businesses to give educational classes and presentations
2. Improve small meeting space usability
3. Host a Job Fair
4. Create sponsorship opportunities for businesses
5. Create a welcoming copy center

Objective 2C: Introduce job seekers to resources for training, increasing usage by 5% in each year of the plan.

1. Offer classes on library resources that aid in job training
2. Offer career development training led by local experts

Objective 2D: Expand technology education to Hampton job seekers looking to improve office computer skills. Half of all technology education will benefit job seekers by the end of the plan.

1. Inventory staff knowledge of existing technology education resources
2. Identify job training needs
3. Expand staff training on existing and new technology education resources



Goal 3

Develop and share a resource that contains all local information about Hampton.

The library, as part of a busy and energetic community, can offer dynamic opportunities for recreation, education, improved health and personal connection. Our Community Committee and staff feel that the library has a unique opportunity and duty to gather and disseminate information that benefits residents' well-being.

Objective 3A: Partner with health and wellness organizations to offer three programs per year with an overall attendance of sixty (60) patrons per year.



1. Schedule nutrition seminars
2. Schedule infant parenting classes
3. Schedule nurse practitioners to discuss teen health concerns
4. Schedule classes on cancer self-exams
5. Schedule yoga and/or meditation classes
6. Schedule exercise classes for seniors in all stages of wellness
7. Schedule presentations on the Affordable Care Act
8. Create and host a family friendly "Community Services fair" to highlight family resources
9. Host author talks about health issues or social issues
10. Host a "Health and Wellness" book club

Objective 3B: Increase library memberships offered to employees of the Town of Hampton by 3% in the first year, 5% in the second year, and 7% in the third year.

1. Visit Town Departments to promote library membership

Objective 3C: Work with organizations detailed in the Connections Guidelines to establish and update an electronic resource directory for area residents. By the end of the plan, the directory will account for 30% of traffic on the library website.

1. Create policies and procedures for implementation, administration, and maintenance
2. Purchase equipment and software
3. Recruit and train volunteers for administration and maintenance
4. Issue a quarterly report to all staff of organization activities and assess involvement

Objective 3D: Partner with cultural institutions throughout the plan and be involved with their events on a quarterly basis.

- Increase meeting room use by cultural institutions
- Offer unique programs, in cooperation with cultural partners, at high capacity venues

Goal 4

Develop the library as “the place” where Hampton gathers.

Our library sits squarely in the center of community life. As a vital cornerstone of public discourse, education, and recreation, the library is committed to meeting our community’s need to have an attractive, accessible, and spacious place to assemble.

Objective 4A: Offer new programs to the community, providing a 5% overall change in the first year, 10% in the second year, and 15% in the third year.

1. Offer crafts classes
2. Schedule genealogical programs about Hampton cemeteries
3. Offer programs for veterans
4. Offer classes on understanding and using social media
5. Offer music appreciation and music instruction classes
6. Offer programs on applying to college
7. Create a section of the library website for people to share their personal stories
8. Share performers with Town Departments
9. Create multi-town partnerships to expand program opportunities



Objective 4B: Collaborate with the Recreation Department on ten (10) events in year one, fifteen (15) events in year two, twenty (20) events in year three for the community.

1. Collaborate on classes, senior activities, and Hampton Seniors’ Club
2. Create multi-institutional collaborations, including the Recreation Department, for unique off-site program opportunities
3. Offer space to Recreation Department for events



Objective 4C: Increase community use of all meeting spaces by 10% in the first year, 20% in the second year, and 30% on the third year.

1. Create policies and procedures for private use of the NH and Dearborn Redden Rooms
2. Evaluate the feasibility of converting storage to public space

Objective 4D: Present evidence to the Board of Selectmen to earn a majority vote in support of a warrant article conveying to the library the Town's right, title, and interest in the vacant parcel adjacent to the current building by 2021.

1. Identify legal description and status of the lot
2. Evaluate adding a Senior Center
3. Identify ADA accessibility issues
4. Gather 1,000 citizens' signatures through petition for library/Community Center expansion
5. Interview advocates of Hampton Academy renovation campaign

Objective 4E: Present evidence to the Board of Selectmen to earn a majority vote in support of relevant Town Departments being incorporated into the Community Center plan by 2021.

1. Gather support from Town Manager and relevant Town Department Heads for being incorporated into Community Center plan
2. Rough draft Community Center plan with major input from relevant Town Departments
3. Perform a town Space and Utilization Study



APPENDIX



Appendix A: LIBRARY REVIEW AND STATISTICS

The full collection of the library at the end of 2016 totaled 82,648 titles. We had 10,556 registered patrons in 2016, just over 70% of the population.

The Lane Memorial Library was built in 1910 with a subsequent renovation and addition completed in 1985. Our building has served the community of Hampton well for many years. Though the building is of good size and well-designed, financially significant maintenance had been deferred for over twenty (20) years. In the most recent decade several key building upgrades were completed, such as an elevator overhaul and the installation of a new AC chiller and boilers. We continue to reap the benefits of these changes. In 2016, our electric consumption was the lowest in a decade and our gas consumption was the second lowest. Aesthetics aspects of the library have recently been addressed, including better lighting and fresh carpeting. We also redesigned the main floor layout, moving the circulation desk to allow for better access and visibility.



Lane Memorial Library has eight (8) full-time staff members and eleven (11) part-time staff members. We have twenty-three (23) volunteers on average. Their combined labor totals nearly 25,000 hours of work annually. Our full-time staff have ninety-six (96) years of combined experience in the information and library science profession.

We offer hundreds of programs for residents of all ages every year. Library staples such as book groups, story times, and Summer Reading programs are perennial favorites. We also offer unique experiences such as robotics courses, painting instruction, and diverse concerts. The library connects with our community through social media, newsletters, calendars, and bookmarks.

The Friends of the Library donated \$15,184 to the library in 2016. Those funds have been spent on a variety of events, programs, and services, including underwriting the complete Summer Reading Programs for all ages.



Appendix B: COMMUNITY PROFILE

In 1638 Rev. Stephen Bachiler and a group of men and women were granted permission by the General Court of Massachusetts to settle Winnacunnet or what we now know as Hampton. The settlers of Hampton were salt hay farmers who supplemented their livelihood by fishing. Winnacunnet is an Algonquin name meaning “the beautiful place of pines.”

Hampton, New Hampshire is a town of 15,132 residents along the Atlantic coast. It is comprised of the Town of Hampton and the Hampton Beach Village Precinct. Within the Village District is Hampton Beach State Park. This beach is a powerful draw for locals as well as vacationers from around the world and so swells the population during the summer months. According to the Economic & Labor Market Information Bureau, NH Employment Security major employers within the town include utility services and manufacturing; however, 75% of working Hampton residents work outside of the town. A quarter of those travel out-of-state for work.

The median household income is \$76,745. Slightly less than 25% of our population is 62 years of age or older. A robust portion of the population includes adults over 21 years of age. Sixty percent (60%) of the population consists of family households. Almost ninety-seven percent (96.8%) of Hampton residents have obtained a high school education or higher. Almost six percent (5.9%) live below the poverty line. Hampton has a predominately white population with a small percentage of residents of Asian descent and residents who identify as more than one race. According to the U.S. Census, Hampton is home to 1,395 veterans of the American Armed Forces.



*“So pause, good friends, and give a thought
To them, three centuries ago,
In whose affairs I played a part
And led them on to fortune, which
Is yours; for Hampton is their gift.”
“I am the Tide” by Eloise Lane Smith, 1938*

Appendix C:

SURVEYS, MARKETING, & COMMUNITY CONNECTION

Through the strategic planning process, the committee recognized the importance of creating community connections, receiving feedback, and marketing our efforts. This was a common thread in our work. As such, guidelines and activities were developed to address these needs for all the strategic plan goals.

Survey Guidelines

We will survey the community to learn more about their wants and information needs.

- Create team/survey “person”
- Research, educate, train in feedback processes
- Create a librarian program evaluation tool
- Determine if under-served population pockets exist
- Review subject areas involved with programs, aiming for diversified content
- Survey all aspect of library experience (programs, resources, space)
 - Be creative and exhaustive in how data is gathered
 - Remember the patron’s time is valuable
 - Evaluate the need or potential benefit of incentives for participation
- Use feedback processes with all data gathering
- Gather data from users and non-users
- Analyze and make use of all relevant data
- Plan and perform a neutral town-wide Space and Utilization Study



Marketing Guidelines

We will standardize marketing practices to promote programs and services, making use of a broad array of formats. Marketing materials will be distributed as broadcast communications targeted to specific audiences.

- Assign or hire a specific public relations person
- Establish guidelines/framework
- Create a standard, lead-in schedule for program promotion
- Consider/use all available formats to attract patrons
- Develop professional Welcome Packets (ex: bookmarks, brochures, handouts)
- Create a new Chamber Members welcome packet
- Create mailings about joining the library for non-resident employees of Hampton businesses
- Develop a relationship between Town Departments and the library to cross promote programs
- Choose four (4) specific business resources for the upcoming year to promote in a focused display
-

- Create a public calendar/updated website of local events
- Create a job-related electronic resource list
- Share job-related resources
- Communicate current training opportunities to the community
- Promote our fax, copy and computer center



Connection Guidelines

The library will become more involved with businesses, clubs, and non-profit organizations. Each library staff member will become directly involved or connect with one community organization (health, social, town, welfare, recreation, etc.) by the end of the plan.

- Choose staff members or volunteers to act as liaisons and attend quarterly meetings with or connect to:
 - Hampton Historical Society
 - Hampton Area Chamber of Commerce
 - Seacoast Newcomers Club
 - Experience Hampton
 - Local churches
 - Hampton Community Coalition
 - Hampton Rotary Club
 - James House
 - Town Departments
 - Other towns and Seacoast Area Libraries
 - American Legion Post 35
 - Hampton Senior Citizens Club
 - SCORE small business mentors
 - Winnacunnet High School Adult Education
 - Hampton Arts Network
- Recruit volunteers
- Train chosen staff members and volunteers how to effectively network
- Liaison to propose one activity that the library can improve in conjunction with community organization
- Liaison to report quarterly on current community organization activities



Appendix D: COMMUNITY COMMITTEE MEETINGS

Vision Statements	
<ol style="list-style-type: none"> 1. Children will receive an education that develops them into thoughtful, responsible citizens. 2. Children will be capable of serving the community. 3. Children will secure fulfilling employment that provides a wage capable of supporting their wants and needs. 4. Children will have access to a town infrastructure that provides a safe environment during and after school hours. 5. Entrepreneurs will be encouraged by the town and have community support in growing their businesses. 6. Businesses will be considered a town asset that serves its citizens. 7. Businesses will employ, develop, and encourage young people’s work-related skills. 8. Senior citizens will have access to an infrastructure that allows them to gather, enjoy activities, share ideas, receive services, and engage in lifelong learning. 9. Seniors will feel welcomed and valued in town. 10. Seniors will serve the community with their expertise and wisdom. 11. Family groups will have a family friendly town, offering programs and services that meet their varied needs. 12. The town will seamlessly integrate into the fabric of the community people of diverse backgrounds (ethnicity, culture, race, gender, disability) so that they feel safe and valued. 	<ol style="list-style-type: none"> 13. Citizens will share, create and have access to centralized information via a public access communication point that is affordable and incorporates town and school information. 14. Citizens will have access to affordable public transportation. 15. Citizens will have a town meeting place where all populations can meet, hold classes, services, support groups, etc. It will also be a space to receive medical, dental, and public health services. The space will be dynamic, meeting the changing ongoing needs of the community. 16. Teenagers will find academic, recreational and employment opportunities that develop their minds, bodies and potential for gainful employment. 17. Town officials will work as a team, effectively and responsibly. 18. Town officials will build and maintain infrastructures (schools, parks, etc.). 19. Town officials will offer diverse programs. 20. Town officials will encourage citizen involvement. 21. Religious groups will experience tolerance in a non-judgmental environment. 22. Tourist and visitors will experience a quality of life rich in historical heritage, cross-generational opportunities, and recreational experiences. 23. Schools will experience a quality of life rich in historical heritage, cross-generational opportunities, and recreational experiences. 24. Residents will experience a quality of life rich in historical heritage, cross-generational opportunities, and recreational experiences.



Needs Assessment

- | | |
|---|---|
| <ol style="list-style-type: none"> 1. Retain and encourage growth of quality educators, administrators, and curriculum. 2. Foster and encourage the engagement of a younger generation within the community through community service, employment, business connections, activities. 3. Offer low cost job training. 4. Create internships. 5. Encourage life-long learning; offer programs of high interest to encourage high rate of literacy. 6. Make walk/bike connection to beach/town clearer/better. 7. Attract, support, retain businesses. 8. Vocalize contributions of businesses. 9. Support businesses in their fostering of youth/internships. 10. Create venues that invite interaction between businesses and seniors. 11. Establish a Community Center. 12. Coordinate with local health/social services to improve easy access to health services. 13. Offer activities involving improving mobility and mental/physical health. 14. Encourage youth/senior interaction through volunteer opportunities. 15. Encourage disability/mobility accessibility in town building code, sidewalks, etc. 16. Create programs where seniors teach skills related to hobbies or tradecraft. 17. Create programs where seniors share knowledge of the past, their personal histories, and town history. | <ol style="list-style-type: none"> 18. Offer free activities for families. 19. Create a welcome committee, webpage/monthly event that encourages town-wide interaction. 20. Invest in free wireless hubs throughout downtown. 21. Explore offering Channel 22 on other media platforms. 22. Use flexible town facilities to host a variety of groups or activities. 23. Host ongoing, private, safe, accessible mental health services. 24. Offer free tutoring to school students. 25. Host "How to (be an) Adult" fairs. 26. Establish a timeline and order to repair building issues, addressing those of most need and least cost. 27. Incorporate green design and sustainability practices. 28. Bring Recreation Department, schools, and library together and create collaborative programs for families, seniors, and individuals. 29. Welcome the development of the regional rail trail between Hampton and Portsmouth. 30. Increase citizens' voices in town government by offering alternative avenues for them to share ideas and thoughts (ex: special town meetings, work sessions, public input sessions, website). 31. Encourage 100% recycling and composting at town businesses and offer to residents as well. 32. Promote interfaith council. |
|---|---|

Not all needs can be addressed by the library. However, the information enlightens our discussion and may be applicable in the future.



Service Responses					
Top Needs with Service Responses	Business	Commons	Community Referral	General Information	Lifelong Learning
1. Low cost job training	10				
2. Internships	12				
3. Lifelong learning. a.) offer programs of high interest. b.) encourage high rate of literacy					12
4. Attraction, support, retention of businesses	12				
5. Promotion of the contributions of businesses	12				
6. Support for businesses to foster youth and internships	12				
7. Creation of a Community Center		12			
8. Creation of programs where seniors share knowledge of the past, their personal histories, town history			9		
9. Creation of a welcome committee, webpage/monthly event that encourages town wide interaction			6		
10. Investment in free wireless hubs throughout downtown				11	
11. Flexibility of town facilities to host a variety of groups or activities.		9			
12. Ongoing, private, safe, accessible mental health services			8		
13. Collaboration between the Rec Dept., schools, library, etc. for collaborative programs for families, seniors, individuals		10			
14. Promotion of interfaith council		9			



SWOT Analysis	
<p>Strengths</p> <ol style="list-style-type: none"> 1. Active and involved community 2. Quality educators, administrators, curriculum 3. Seacoast location revenue through events and subsequent income 4. Effective public services: Fire, Police 5. A group of year-round residents that provide economic and community stability 6. Small, unique, family owned businesses 7. Senior housing 8. Local basic shopping needs met by groceries, pharmacies 9. Health care availability 10. Recreation areas 	<p>Weaknesses</p> <ol style="list-style-type: none"> 1. Lack of public transportation 2. Traffic congestion 3. School facilities 4. Seasonal town financial burden 5. Inconsistent collaboration, communication, and coordination of town agencies 6. Lack of beach resident parking 7. Budget constraints 8. Lack of affordability for seniors, single parents, and young people 9. Lack of Community Center 10. Separation of beach and town 11. Lack of diverse tax base that makes it difficult for larger businesses 12. Town's form of governance is more reactive than proactive
<p>Opportunities</p> <ol style="list-style-type: none"> 1. Growth 2. School renovation 3. Better communication 4. Centralized location for information 5. Better/improved technology 6. Community Center 7. Transportation 	<p>Threats</p> <ol style="list-style-type: none"> 1. Growth 2. Coastal flooding/erosion 3. Budget constraints 4. School buildings improvement



Community Committee

We are extremely grateful to the community members who committed their time and talents to our Visioning Sessions. Without their input, the library would be working in a vacuum. Their ideas, passions, and concerns are an important representation of our Hampton community.

Amanda Reynolds Cooper

Kathe Lobdell

Ann Radwan

Kathryn McLaughlin

Christine Singleton

Kathy Faulkingham

Elizabeth Keroack

Lynn Chen

Emily Currie

Mary Lou Heran

Jacqui Kennedy

Mary Simonds

Jarumon Bement

Meg O'Connor

Jayashree Athuluri

Patti Currie

Thank You



Appendix E: MEASURING RESULTS

Goal 1: Create individual learning opportunities through library programs that are both captivating and beneficial.

Objectives & Activities	Measurement Method	Target Year One	Target Year Two	Target Year Three	Target Year Four	Responsible Party	Year One Quarterly Review	Year Two Quarterly Review	Year Three Quarterly Review
Replenish, improve, and refine programs for the Hampton community providing:	Confirm program change	20% change	10% change	5% change	New Baseline				
Brainstorm program ideas	Confirm program generation	Hold 4 brainstorm sessions; Launch 8 new programs	Hold 4 brainstorm sessions; Launch 8 new programs	Hold 4 brainstorm sessions; Launch 8 new programs	New Baseline				
Calculate ROI on programs	Establish parameters	Implement ROI calculations on all programs	Use ROI parameters to improve or refine programs	Use ROI parameters to improve or refine programs	New Baseline				
Define program lifecycle	Establish parameters	Implement lifecycle analysis on all programs	Use lifecycle parameters to improve or refine programs	Use lifecycle parameters to improve or refine programs	New Baseline				
Discover literacy resources for adults. We will provide connections and classroom space	Confirm changes	5 total resource changes			New Baseline				
Explore how to make adult learners comfortable before allocating resources	Confirm information gathered	Seek out and acquire information from adult education experts	Use information to make 2 resource changes	Use information to make final resource changes	New Baseline				
Create adult reading buddies service	Confirm program implementation	Set parameters	Launch service	Evaluate service	New Baseline				
Discover ESOL (English for Speakers of Other Languages) resources for non-English speaking patrons. We will provide connections and	Confirm changes	5 total resource changes			New Baseline				
Develop story times in English for ESOL instruction	Confirm program implementation	Set parameters	Launch story times	Evaluate story times	New Baseline				
Develop "Conversation Buddies" service for ESOL instruction	Confirm program implementation	Set parameters	Launch service	Evaluate service	New Baseline				
Discover early literacy resources for pre-K patrons	Confirm implementation	70% approval via feedback	80% approval via feedback	90% approval via feedback	New Baseline				
Recreate involved in the National 1000 books before kindergarten program	Confirm implementation	Join program and prepare launch materials	Use materials with all preschool story times	"Evaluate" 50% of preschool story time participants to K with 1000 books read	New Baseline				
Increase outreach to preschools	Confirm implementation	Establish plan	Secure funding and staffing; begin outreach story times in unserved preschools	Evaluate outreach story times	New Baseline				

Goal 2: Create a connection to community businesses, cultivating their value as members of our library, and offer programs to residents to learn career skills.

Activities	Measurement Method	Target Year One	Target Year Two	Target Year Three	Target Year Four	Responsible Party	Year One Quarterly Review	Year Two Quarterly Review	Year Three Quarterly Review
Increase library membership offered to non-resident employees of Hampton businesses	Increase in library membership by targeted group	5%	7%	9%	New Baseline				
Visit 5 businesses, clubs, or non-profits biannually to promote library membership	Increase in library membership by targeted group	Visit 10 businesses, clubs, or non-profits	Visit 10 businesses, clubs, or non-profits	Visit 10 businesses, clubs, or non-profits	New Baseline				
Staff will be trained about all types of membership	Confirmentraining	Train staff annually	Train staff annually	Train staff annually	New Baseline				
Increase business participation with the library via programs and sponsorship opportunities	Confirm business participation	5%	5%	5%	New Baseline				
Schedule businesses to give educational classes and presentations	Confirm classes and presentations	Identify potential class topics and related businesses	Invite businesses to participate	Evaluate classes	New Baseline				
Improve our small meeting space usability	Satisfaction survey	50% approval rating	75% approval rating	100% approval rating	New Baseline				
Host a Job Fair	Confirm fair	Plan job fair	Host job fair	Evaluate job fair	New Baseline				
Create sponsorship opportunities for businesses	Confirm business participation	Identify sponsorship opportunities	Solicit sponsors for identified opportunities	Host one sponsored opportunity per quarter	New Baseline				
Create a working copy center	Increase usage at copy center	Establish business usage; Identify user needs	Create support materials to assist with use; Add to copy center based on user needs	Advertise copy center; Reassess user needs	New Baseline				
Introduce jobseekers to resources for training	Develop plan with benchmarks for participation and measure	5%	5%	5%	New Baseline				
Offer classes on library resources that aid in job training	Develop plan with benchmarks for participation and measure	All staff will have complete one class using Universal Class; Create coursework for 3 library resources	Offer classes 12 times	Assess; Create new coursework as needed; Offer 12 classes	New Baseline				
Offer career development training lead by local experts	Develop plan with benchmarks for participation and measure	Connect with 3 local experts and develop course plan	Offer classes 12 times	Assess; Connect with new local experts; Offer 12 classes	New Baseline				
Expand technology education to Hampton jobseekers looking to improve computer skills relevant to their careers	Develop plan with benchmarks for participation and measure	5%	5%	5%	New Baseline				
Inventory staff knowledge	Develop list of staff knowledge	Create inventory	Update inventory	Update inventory	New Baseline				
Identify job training needs	Survey community & confirmentraining program implementation	Create survey; Create program based on results	Offer programs; Assess	Offer programs; Assess	New Baseline				
Expand staff training		Use inventory and survey to identify knowledge gaps; Acquire training	Acquire and refresh training	Acquire and refresh training	New Baseline				

LANE MEMORIAL LIBRARY STRATEGIC PLAN 2018-2021

Goal 3: Develop and share a resource that contains all local information about Hampton.

Activities	Measurement Method	Target Year One	Target Year Two	Target Year Three	Target Year Four	Responsible Party	Year One Quarterly Review	Year Two Quarterly Review	Year Three Quarterly Review
Promote with health and wellness organizations	Confirm at least 1 health related program per year	Attendance at programs per year/60	Attendance at programs per year/60	Attendance at programs per year/60	New Baseline				
Schedule nutrition seminars	Confirm seminar	Plan seminar; Create program/schedule	Assess: Host as scheduled	Assess: Host as scheduled	New Baseline				
Schedule infant parenting classes	Confirm classes	Plan classes; Create program/schedule	Assess: Host as scheduled	Assess: Host as scheduled	New Baseline				
Schedule nurse practitioners to discuss teen health services	Confirm nurse practitioner	Plan discuss teen; Create program schedule	Assess: Host as scheduled	Assess: Host as scheduled	New Baseline				
Schedule classes on career/e-cards	Confirm classes	Plan classes; Create program/schedule	Assess: Host as scheduled	Assess: Host as scheduled	New Baseline				
Schedule yoga and/or meditation classes	Confirm classes	Plan classes; Create program/schedule	Assess: Host as scheduled	Assess: Host as scheduled	New Baseline				
Schedule exercise classes for seniors in all stages of life	Confirm classes	Plan classes; Create program/schedule	Assess: Host as scheduled	Assess: Host as scheduled	New Baseline				
Schedule presentations on the Affordable Care Act	Confirm presentations	Plan presentation; Create program schedule	Assess: Host as scheduled	Assess: Host as scheduled	New Baseline				
Create and host a family friendly "community services fair" to highlight family resources	Confirm fair	Plan fair	Assess: Host as scheduled	Assess: Host as scheduled	New Baseline				
Host online talks about health issues or social issues	Confirm online talk	Plan talks; Create program schedule	Assess: Host as scheduled	Assess: Host as scheduled	New Baseline				
Host "Health and Wellness" book club	Confirm book club	Plan book club; Create program schedule	Assess: Host as scheduled	Assess: Host as scheduled	New Baseline				
Increase library memberships offered to employees of the Town of Hampton	Increase in library membership by targeted group	3%	5%	7%	New Baseline				
Visit town departments to promote library membership	Increase in library membership by targeted group	Visit 3 Town departments	Visit 3 Town departments	Visit 3 Town departments	New Baseline				
Work with organizations detailed in the Connections directory to update a resource directory for area residents	Confirm directory	10% of website traffic	20% of website traffic	30% of website traffic	New Baseline				
Create policies and procedures for implementation, administration, and maintenance	Confirm policies and procedures	Create policies and procedures	Implement policies and procedures	Assess: Host as scheduled	New Baseline				
Purchase equipment and software	Confirm purchase	Identify necessary equipment and software; Purchase and deploy as feasible	Purchase and deploy additional equipment as needed	Assess	New Baseline				
Recruit and train volunteers for administration and maintenance	Confirm volunteer corps	Articulate project; Recruit volunteers; Train	Retain as needed; Monitor directory updates	Retain as needed; Monitor directory updates	New Baseline				
Report quarterly to all staff a summary of organization activities and assess involvement	Review report	Match organizations with staff; Train staff on policies and procedures	Confirm quarterly reports	Assess quarterly reports; Confirm quarterly reports	New Baseline				
Partner with cultural institutions throughout the plan and be involved with their events quarterly	Confirm partnerships	Identify cultural institutions; Issue invitation to partner	Create opportunities to partner	Assess	New Baseline				
Increase meeting room use by cultural institutions	Confirm use	Invite cultural institutions to use meeting space	Book classes	Book classes	New Baseline				
Offer unique programs in cooperation with cultural partners at high capacity venues	Confirm programs	Queue programs	Host 4 programs	Host 4 programs	New Baseline				

Goal 4: Develop the library as "the place" where Hampton gathers.

Activities	Measurement Method	Target Year One	Target Year Two	Target Year Three	Target Year Four	Responsible Party	Year One Quarterly Review	Year Two Quarterly Review	Year Three Quarterly Review
Offer new programs to the community	Confirm program implementation	5%	10%	15%	New Baseline				
Offer crafts classes	Confirm program implementation	Plan classes; Create program schedule	Assess; Host as scheduled	Assess; Host as scheduled	New Baseline				
Schedule genealogical programs about Hampton	Confirm program implementation	Plan programs; Create program schedule	Assess; Host as scheduled	Assess; Host as scheduled	New Baseline				
Offer programs for veterans	Confirm program implementation	Plan programs; Create program schedule	Assess; Host as scheduled	Assess; Host as scheduled	New Baseline				
Offer classes on understanding and using social media	Confirm program implementation	Plan classes; Create program schedule	Assess; Host as scheduled	Assess; Host as scheduled	New Baseline				
Offer music appreciation and music instruction classes	Confirm program implementation	Plan classes; Create program schedule	Assess; Host as scheduled	Assess; Host as scheduled	New Baseline				
Offer programs on applying to college	Confirm program implementation	Plan programs; Create program schedule	Assess; Host as scheduled	Assess; Host as scheduled	New Baseline				
Create a section of the library website for people to share their personal stories	Confirm program implementation	Identify program parameters; Create policies and procedures	Assess; technology needs; Plan for technology acquisitions	Implement	New Baseline				
Share performers with Town departments	Confirm program implementation	Identify parameters	Host shared programs	Assess; Host programs	New Baseline				
Create multi-town partnerships to expand program opportunities	Confirm program implementation	Identify parameters	Create partnerships; Host shared programs	Assess; Host programs	New Baseline				
Collaborate with the Recreation Department	Confirm collaboration	Co-host 10 programs	Co-host 15 programs	Co-host 20 programs	New Baseline				
Collaborate on classes, senior activities, and Hampton Seniors' Club	Confirm collaboration	Identify parameters; Create collaborations	Assess; Create collaborations	Assess; Create collaborations	New Baseline				
Create multi-institutional collaborations, including the Recreation Department, for unique off-site program opportunities	Confirm collaborations	Identify parameters; Create collaborations	Assess; Create collaborations	Assess; Create collaborations	New Baseline				

Goal 4: Develop the library as "the place" where Hampton gathers.

Activities	Measurement Method	Target Year One	Target Year Two	Target Year Three	Target Year Four	Responsible Party	Year One Quarterly Review	Year Two Quarterly Review	Year Three Quarterly Review
Offer space to Recreation Department for events	Confirm use	Determine Rec. space needs; Schedule Rec. events	Schedule Rec. events	Schedule Rec. events	New Baseline				
Increase community use of all meeting spaces	Confirm use	10%	20%	30%	New Baseline				
Create policies and procedures for private use of the NH and Dearborn Reading Rooms	Confirmpolicies	Identify parameters; Create policy; Implement	Assess	Assess	New Baseline				
Evaluate the feasibility of converting storage to public space	Complete study	Identify needs	Assess space	Write evaluation	New Baseline				
Present evidence to the Board of Selectmen earning a majority vote in support of a warrant article conveying to the library the Town's right, title, and interest in the vacant parcel adjacent to the current building	Confirm vote	Gather evidence	Gather evidence	Present evidence; Call for a vote	Create warrant article				
Identify legal description and status of the lot	Obtain legal description	Contact Assessor's Office	Retain Legal Council	Research status; Write findings	Disseminate information				
Evaluate adding a Senior Center	Complete study	Research past projects; Identify needs	Write assessment	Present evidence	Disseminate information				
Identify ADA access/billy issues	Complete study	Identify issues	Write assessment	Address issues as feasible	Budget for all remaining issues				
Gather 1,000 citizen's signatures through petition for library / community center expansion	Confirm signatures obtained	Plan for petition campaign	Gather community stakeholders support	Create and create petition	Disseminate information				
Interview Hampton Academy stakeholders regarding the successful renovation campaign	Obtain information from stakeholders	Create interview questions; Contact stakeholders; Conduct interviews	Conduct interviews; Share knowledge with staff	Use gathered information to inform decision-making	Execute informed decision-making				
Present evidence to the Board of Selectmen earning a majority vote in support of relevant Town Department being incorporated into the community center plan	Confirm vote	Gather evidence	Gather evidence	Present evidence; Call for a vote	New Baseline				
Gather support from Town Manager and relevant Town Department Heads for being incorporated into community center plan	Obtain consent from stakeholders	Conduct preliminary conversations	Assess feasibility; Draft preliminary agreement	Present evidence	New Baseline				
Finalize draft community center plan with major input from relevant Town Departments	Complete draft	Identify firms to draft plan; Budget for plan	Hire firm Draft plan	Present plan	New Baseline				
Perform town space and utilization study	Complete study	Identify firms to conduct study; Budget for study	Hire firm; Conduct study	Present evidence	New Baseline				

Appendix F: COMMUNITY STATISTICS

Annual Income	
Per capita income	\$45,132
Median family income	\$98,362
Median household income	\$76,745
Median Earnings, full-time, year-round workers	
Male	\$65,741
Female	\$51,039
Individuals below the poverty level	5.9%
Property Taxes	
2015 Total Tax Rate (per \$1,000 of value)	\$19.15
2015 Equalization Ratio	\$87.80
2015 Full Value Tax Rate (per \$1,000 of value)	\$16.57
2015 % of Local Assessed Value by Property Type	
Residential Land and Buildings	83.9%
Commercial Land and Buildings	13.5%
Public Utilities, Current Use, and Other	2.7%

NH Dept. of Revenue Administration

Race	Hampton	New Hampshire	National
Caucasian	96.1%	93.9%	72.4%
African American	.6%	1.1%	12.6%
Asian	1.2%	2.2%	4.8%
American Indian	0.2%	0.2%	0.89%
Native Hawaiian	0.1%	0.0%	0.2%
Mixed race	1.3%	1.6%	2.9%
Other race	0.5%	0.9%	6.2%

https://factfinder.census.gov ACS 2015

Language Spoken at Home		
Subject	Estimate	Percentage
Population 5 years and over	6,133	6,133
English only	5,753	93.8%
Language other than English	380	6.2%
Speak English less than "very well"	77	1.3%
Spanish	130	2.1%
Speak English less than "very well"	26	0.4%
Other Indo-European languages	192	3.1%
Speak English less than "very well"	51	0.8%
Asian and Pacific Islander languages	49	0.8%
Speak English less than "very well"	0	0.0%
Other languages	9	0.1%
Speak English less than "very well"	0	0.0%

https://factfinder.census.gov ACS 2015

Housing	
Total Housing Units	9,571
1-Unit, Detached or Attached	6,472
Two to Four Units in Structure	989
Five or More Units in Structure	1,886
Mobile Homes & Other	224

https://factfinder.census.gov ACS 2015

Demographics		
Year	Community	County
2015	15,132	299,006
2014	15,073	297,702
2010	15,430	295,223
2000	14,973	278,748
1990	12,324	246,744
1980	10,493	190,345
1970	8,011	138,951

Population by Gender	
Male: 7,212	Female: 7,848

Population by Age Group	
Under age 5	398
Age 5 to 19	2,604
Age 20 to 34	1,459
Age 35 to 54	4,600
Age 55 to 64	2,774
Age 65 ^	3,225
Median Age	49.7 years

Education, population 25 years and over	
High school graduate or higher	96.8%
Bachelor's degree or higher	48.2%

https://factfinder.census.gov ACS 2015

