

The Deborah Rawson Memorial Library

Long Range Plan

2001 – 2006

**Adopted by the Library Board of Trustees
April 2001**

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Long Range Plan

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The Planning Process

The Deborah Rawson Library's Long Range Planning Committee has completed a plan for 2001-2006. The committee, made up of library trustees, the library director, and staff, worked during the year to put together a plan to meet the needs of the two communities it serves. The library director also met bi-monthly with Marianne Kotch, the Public Library Services Coordinator for the Vermont Department of Libraries, and a group of other librarians and trustees who were also working on long range plans. The planning committee followed the steps outlined in the American Library Association's "Planning for Results: A Library Transformation Process." The steps included the following:

- gathering community input regarding the current strengths and weaknesses of the library and to understand the current community needs;
- holding community forums throughout the spring and summer of 2000 to help the discussion of community and library needs;
- looking at statistics and trends of the community and the library;
- choosing "service responses" the committee felt would best address needs of the community;
- writing a mission statement and goals to correspond with the chosen service responses;
- and lastly, drafting objectives and activities for the year 2001.

In addition to the information collected at the community forums, area schools, Selectboards and Town Planning Committees were surveyed. Data from the Center for Rural Studies, U.S. Census Bureau, and the National Center for Education Statistics was also consulted.

Many thanks to all who helped us during the planning process especially those who attended our community forums.

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The Communities of Jericho and Underhill

At the base of Mt. Mansfield sit the peaceful towns of Jericho and Underhill. The Deborah Rawson Memorial Library (DRML) was built three years ago to serve the nearly 8,000 residents. Jericho and Underhill are bedroom communities of Burlington. The residents of both towns are a blend of long time residents, whose families built the foundation of the community and younger residents, who are attracted to the area because of the natural beauty, the exemplary schools and the balanced lifestyle. The community economy is a healthy one. Although most residents commute outside Jericho and Underhill, many local businesses, farms and cottage industries provide employment.

The towns combine efforts in many ventures including a regional middle school and high school and the recently formed Mills Riverside Park. Mills Riverside Park is 216 acres of land preserved for recreational use for the local residents. Each town supports its own elementary school for grades K-4 and a regional elementary school for the ID district. The towns are similar in many ways, but each town has a strong character that supports the unique environment that surrounds the DRML.

Jericho, the smaller but more densely populated of the two towns was once home to Wilson “Snowflake” Bentley, a farmer who photographed over five thousand beautiful snow crystals. Jericho’s historic Old Red Mill houses a museum displaying the equipment Mr. Bentley used and many of his impressive prints. Jericho is home to the oldest continuously running general store in Vermont and the Jericho Community Center. The Community Center is a gathering place for community members for dances, classes and discussions. The Jericho Town Library is located on the town green in Jericho. The two libraries work together to provide services and programs to all members of the community.

Underhill, the more rural of the two towns, provides access to Mt. Mansfield through the Underhill State Park. Known for its great hiking and skiing trails, the park attracts visitors from all over. Each fall, Underhill hosts the Harvest Market for a weekend of events to celebrate the end of summer and the coming of winter.

Currently, one of the major concerns in the towns is the desire to maintain the strong community environment. The loss of the weekly newspaper has had a major impact on the community. Without the newspaper there is no longer one combined source for community information. Other issues that threaten the health of the community include lack of transportation and affordable housing. There is also an increased sense of isolation as more members of the community seek employment and recreational activities outside Underhill and Jericho. The effect of sprawl is putting pressure on the towns to meet the demands for growth while maintaining the rural nature of the area.

The Library

In 1995 the residents of Jericho and Underhill approved a plan to create the Jericho-Underhill Library District (JULD), Vermont’s first library municipal district. The trustees appointed to JULD began to research and develop plans to replace the Waters Memorial Library, which since its dedication in 1933, had a long history of support by

both communities. The trustees also acknowledged the other two libraries in the community; Delaporte Library housed in the Underhill Town Hall and the Jericho Town Library in Jericho Center. All three libraries were not handicapped accessible, had no public meeting space, and were low on space for their services and collections. In addition, the Waters Library, the only library among the three libraries that had financial support from both towns, had no room for expansion nor could it easily be made handicapped accessible. Because of these limitations and through the support of the residents of the two towns the trustees decided to develop plans to design and build a new library. The Waters Memorial Library merged with the Jericho-Underhill Library District in 1997 and the Delaporte Library merged with the new library district in 1998.

The Deborah Rawson Memorial Library opened in January 1998. The Jericho Town Library remains open and is considered a cooperating library with the Deborah Rawson Memorial Library. The library has a collection of approximately 17,500 books, books-on-tape, videotapes, and CD-ROMS. There is a collection of 45 periodicals, and subscriptions to local newspapers. The library is also a member of the Homecard System that allows people to use 13 Chittenden County libraries such as the Essex Free Library. In addition, the library offers a wide variety of programming including weekly story hours, book discussions, summer reading program, a monthly local music series, and diverse evening programs. The library has a program room designed for library use and also as a meeting space for community groups. The collection is automated and there are three public computers for people to access the Internet and to do other personal computing. There are three additional public computers for the online catalog, one of these is in the children's area and it is also used for games and educational programs.

Since the library opened annual circulation has increased significantly. In fiscal year 2000 program attendance increased by 83%, Internet use rose by 75% and overall circulation increased by 20%. Our interlibrary loan service has also increased. We borrowed 600 items last year, a 26% increase over the previous year.

Despite the successes of the library since its opening, there are still areas in which we can improve. The primary areas for improvement which were gathered during the community meetings and through research by the long range planning committee include the following:

- work on keeping the budget down through fundraising, and other efforts
- address space issues especially the need for additional shelving
- develop and expand the collection
- better publicity
- more programming
- cooperative efforts with other local organizations
- continue to adequately staff the library and evaluate open hours, add more if necessary

Service Responses

Service Responses are the American Library Association's term for the "Roles" the library will fill. They are the services that will be provided in response to the perceived needs of the two towns. The long range planning committee chose three service responses to focus on from a list of thirteen possibilities. These three service responses apply to people of all ages.

Commons

A library that provides a COMMONS environment helps address the need of people to meet and interact with others in their community and to participate in public discourse about community issues.

Current Topics and Titles

A library that provides CURRENT TOPICS AND TITLES helps to fulfill community residents' appetite for information about popular cultural and social trends and their desire for satisfying recreational experiences.

Lifelong Learning

A library that provides LIFELONG LEARNING service helps address the desire for self-directed personal growth and development opportunities.

Mission Statement

The Deborah Rawson Memorial Library (Jericho-Underhill) creates an inviting space for neighbors from both towns, emphasizing community interaction and public discussion. Through its purchase of current books and multimedia materials, and unique local collections, the library encourages a love of reading for recreation and lifelong learning. The library is committed to offering a strong preschool program and information technology access for all residents.

Goals

Community organizations will view the library as a partner for offering programs and services to residents of Jericho and Underhill.

More members of the community will use the library as a public meeting place and attend library-sponsored programs and events.

Members of the community will learn more about the library and its collection, programs, and services through improved communication.

Patrons of all ages will use the books, magazines, and non-print materials in the collection. This collection will reflect their current and ever changing reading and listening needs.

Adults and children will make more use of programs and exhibits that promote and highlight current titles and also the library's unique collections such as the Voices Collection.

Library patrons will receive timely, accurate information in response to their requests and questions.

Library users will have the resources they need to support independent learning and growth.

All community members will have access to and find instruction in the use of current library resources and available technology.

Populations who are currently not being served or are under-served by the library will have greater access to library collections and programs.

Goals, Objectives & Activities

COMMONS

Goal 1 Community organizations will view the library as a partner for offering programs and services to residents of Jericho and Underhill.

Objectives

- At least one joint activity or program will be co-sponsored with the library each year.
- At least one new partnership will be formed and a co-sponsored activity provided to the community every two years.

Activities

- The library director and/or a trustee will attend at least one meeting held by local organizations each year.
- Delaporte Holiday Craft Workshop held in December of each year.
- Deborah Rawson Lecture held in the fall of each year.
- Bella Luna/Breast Cancer awareness program held once a year.
- List of all community organizations will be made.
- Display brochures of local organizations in the library.
- Park District annual meeting held in the library in January.
- Host local representatives at the library once a year.
- Welcome New Baby Brunch co-sponsored with Camel's Hump Family Program.

Goal 2 More members of the community will use the library as a public meeting place and attend library-sponsored programs and events.

Objectives

- Attendance at programs will increase by at least 10% for adult and children's programming from 4380 in FY2000 to 4818 in FY2001.
- The number of community groups meeting in the program room will remain the same, an average of four groups per week.
- There will be at least one new program for adults each year in addition to the ongoing programs like the music series with average attendance of 25 adults.
- There will be at least one new children's program each year with average attendance of 25 children.
- The library will maintain all current programming (e.g. story hours, summer reading program) – approximately 75-100 per year.

Activities

- Grades 1 –3 Story hour to be offered 1x/month beginning December 2000.
- Age 3-5 story hour offered 1x/month.
- Story hours held at local coffee shop.
- Summer reading program.
- Music series.
- Sponsor local home schooling project sharing days.
- Story hours for preschoolers held twice/week.
- Mother-daughter book discussion group.
- Adult book discussion group.
- Make up a list of public meeting places for groups so that if we're booked we can make referrals.

Goal 3 Members of the community will learn more about the library and its collection, programs and services through improved communication.

Objectives

- At least one new outreach method will be implemented each year to increase community knowledge of library activities.
- The newsletter and posters for programs will be distributed throughout the community via print and electronic media.
- The newsletter will be published every month and distributed to local stores and within the library.
- A volunteer or the children's librarian will visit three day cares per year.
- The number of times the library's new website is accessed will be counted.

Activities

- Design a library website.
- New and innovative avenues for publicity and outreach will be studied in 2001.
- Social hour for story hour parents.
- Visits to day cares.
- Improved signage, e.g. billboard.
- Create list of places to put posters – make sure we put them there for each event
- Put press releases in local newspapers, community website, etc.
- Put corkboard in program room

Current Topics and Titles

Goal 4 Patrons of all ages will use the books, magazines, and non-print materials in the collection. This collection will reflect their current and ever changing reading and listening needs.

Objectives

- Circulation will increase by 5% from 46,013 in FY2000 to 48,313 in FY2001.
- Additional copies of popular titles will be considered when there are more than five requests for that title at one time.
- Magazine circulation will continue to increase by at least 5% from 778 in FY2000 to 817 in FY2001.

Activities

- The library will continue to be a participant in the Homecard system and will provide Interlibrary Loan services.
- Have an annual spring magazine survey.
- Update reference collection.
- Evaluate ways to increase audiotape collection.

Goal 5 Adults and children will make more use of programs and exhibits that promote and highlight current titles and also the library's unique collections such as the Voices Collection.

Objectives

- Provide reader's advisory service by offering at least one book talk a year with average attendance of five to ten people.
- Offer one program each year that highlights either the Voices or Bella Luna Collection with average attendance of ten people.
- Publish at least one new bibliography on a topic of interest to the community each year.

Activities

- Display DCF and Red Clover books.
- Continue to display *New York Times* current bestseller lists, and distribute new acquisitions list.
- Add Bella Luna titles to Vermont Automated Library System.
- Seasonal and topical book displays.
- Weed and update Science Fiction collection and Fiction collection.

Goal 6 Library patrons will receive timely, accurate information in response to their requests and questions.

Objectives

- Five new reference titles will be added to the reference collection and two older, out-of date titles will be removed in 2001.
- Each library staff member will attend at least one library-related workshop per year for professional development
- Number of reference transactions will increase from 884 to at least 1000 each year.

Activities

- Develop a better system of tracking reference questions.
- Continue review of reference collection and share challenging questions.
- Update reference collection (both print and non-print collection).
- Add more reference links to Internet bookmarks on public computers.
- Provide Interlibrary Loan service.
- Participate in Homecard service.

Lifelong Learning

Goal 7 Library users will have the resources they need to support independent learning and growth.

Objectives

- Adult non-fiction book circulation will increase by 10% from 5889 in FY2000 to 6478 in FY2001.
- Library staff will communicate with local school librarians at least once a year to share information and resources.
- At least three classes from area schools will visit the library each year.

Activities

- Local schools will be invited to visit the library.
- Keep track of Interlibrary Loan requests especially non-fiction ones to determine gaps in the collection.
- Finish weeding the non-fiction and fiction collections.
- Purchase more how-to books and videos.
- Meet with local school librarians.
- Provide access to InfoTrac/General Reference Source via DOL's subscription.

Goal 8 All community members will have access to and find instruction in the use of current library resources and available technology.

Objectives

- All library staff will be able to provide assistance in searching the online catalog, the available CD-ROM research programs, and offer basic Internet search assistance.
- At least two computer workshops including one for seniors will be offered in 2001, with an average attendance of five to ten people.
- The library staff will recruit at least one technology volunteer to assist library users through one-on-one tutoring, workshops or staff training.
- A technology plan will be written in 2001/2002.

Activities

- Update and create search tools for library users.
- Provide access to InfoTrac/General Reference source via Department of Libraries subscription.
- Staff training in use of Internet.
- Regularly update online catalog instructions.
- Budget and plan for hardware and software upgrades.
- Internet workshop designed for seniors.

Goal 9 Populations who are currently not being served or are under-served by the library will have greater access to library collections and programs.

Objectives

- At least one workshop for daycare providers will be offered in 2001 with average attendance of ten participants.
- At least one program or event will be offered to teenagers each year with average attendance of ten.
- Expand services to seniors by offering at least one program or event each year with average attendance of ten seniors.
- Train volunteer who will be visiting day cares.
- Maintain bi-monthly delivery of books to senior luncheon.

Activities

- Mother Goose Programs for daycare providers.
- Senior luncheon book delivery.
- Evaluate and weed YA collection.
- Volunteer will read stories at local day cares.
- YA program.

Community Profile

	Jericho	Underhill	Total
Population	5,015	2,980	7,995
Percent Native Born	51.7%	52.7%	
Percent reporting French or French Canadian Ancestry	36.5%	37%	

Projected Population	Jericho	Underhill	Total
2005	5,888	4,511	10,399
2010	6,286	5,030	11,316
2015	6,728	5,624	12,352

Education	Jericho	Underhill
Percent with less than a high school diploma	9.4%	6.1%
Percent with high school diploma or equivalent	23.1%	17.8%
Percent with Associate degree or some college	25%	26.7%
Percent with Bachelor's degree or higher	42.4%	49.4%

	Jericho	Underhill
Median Family Income (1990)	\$56,022	\$51,746
Poverty Rate	2.4%	1.7%
Percent of workers in town of residence	16.4%	13.9%

Home-based businesses include but are not limited to daycares, consulting, accounting, typesetting, landscaping, B&Bs.

Area Schools and Libraries

Public Schools: Underhill Central (K-4)
Underhill I.D. School (K-4)
Jericho Elementary School (K-4)
Browns River Middle School (5-8)
Mount Mansfield Union High School (9-12)

Private Schools: Poker Hill
Saxon Hill

Libraries: Jericho Town Library located in Jericho Center

Homecard: All public libraries in Chittenden County with exception of the Fletcher Free Library in Burlington are Homecard participants, providing reciprocal borrowing privileges.

Community Facilities:

The Community Center in Jericho Center
Mills Riverside Park for outdoor activities

Publicity and Information Sources:

Local newspapers – none

Area newspapers – Burlington Free Press Seven Days
Essex Reporter Kids Vermont

Newsletters – schools, Jericho Recreation Department

Local website with calendar of events: <http://www.jericho-underhill.com/>

Library Profile

Library Collection

	5 years ago*	Now
Adult Books	5,602	8,666
Adult Periodicals	18	46
Adult Audiotapes	85	425
Adult Videos	8	82
Children's Books	3,996	7,962
Children's Periodicals	3	9
Children's Audiotapes	65	64
Children's Videos	80	235
CD-ROM Titles		
For Adults		5
For Children		8
Internet Access Computers (public)		3

* These figures are from the Waters Memorial Library

Output Measures

Circulation of Adult Materials	9,747	18,580
Circulation of Children's Materials	9,111	27,433
Total	18,858	46,013
Adult Program Attendance	148	2030
Children's Program Attendance	1072	2350
Total Program Attendance	1220	4380
Library Visits per year (app.)	8,665	20,176
Interlibrary Loan		
We borrowed from other libraries	451	600
We loaned to other libraries	77	81

Services

Photocopier

Public Access Computers for Internet use, word processing, spreadsheets

Meeting/Program Room – used regularly by story hours, Lion's Club, Writer's Group, Park District, French

Conversation Group, Little League meetings, Book Groups

Programs

Children's

2 story hours a week, two additional story hours per month (1-3rd grades, 3-5year olds)

Summer reading activities

Adults'

Adult book discussions

Sunday afternoon music series

Book delivery to senior luncheon – average 2 times/month

Library Hours

- added four hours within the last five years
- open 35 hours September – May; 34 hours June - August

Registered Users 3,892

Library Staffing	1994 hours/week	1999 hours/week	% increase
Total Number of employees	51.5	65	26
Volunteers	6	5-10	

Budget	1994	1999	% increase
Total expenditures	41,691.50	152,675.49	266

Brief Summary of the History of the Jericho and Underhill Libraries

- Delaporte Memorial Library was established in 1903.
- Jericho Library was originally housed in a private home during the 1920s. The Brown's River Study Club began sponsoring it in 1937.
- Jericho Town Library was housed in the old Academy building in Jericho Center in 1915 and moved to its present location on the town green in 1955.
- Waters Memorial Library started in 1924 by the Mansfield Women's Club.
- Mt. Mansfield Community Library Association incorporated June 21, 1929.
- Waters Memorial Library building dedicated August 9, 1933.
- Deborah Rawson Memorial Library dedicated January 24, 1998.