Maynard Public Library
Strategic Plan
2023-2028

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People Behind the Plan

Strategic Planning Team

Bill Freeman, *Treasurer, Friends of the Maynard Public Library*
Jean Maguire, *Library Director*
Casey Petipas-Haggerty, *Young Adult & Technical Services Librarian*
Peter Reed, *Board of Library Trustees (FY23 Chair)*
Jeremy Robichaud, *Assistant Library Director*

Strategic Plan Advisory Board

Abby Casabona, *resident, educator, Friend of the Library, and Maynard Family Network member*
John Cramer, *local commercial realtor*
Will Doyle, *resident, local business owner*
Hilary Griffiths, *resident, Maynard School Committee member*
Amy Loveless, *Director of the Maynard Council on Aging*
Lula Solomon Rohr, *Maynard High School student, Library Page*
Karen Ross, *resident, representative of Maynard Anti-Racism Alliance*
Anita Stevanazzi-Hill, *resident, educator*
Lauren Tetreault, *resident, local real estate agent*
Emma Thompson-Fiege, *resident, representative of Green Maynard*
Megan Zammuto, *Assistant Town Administrator, resident*

Other Library Staff

Rachel Alexander, *Collection Services Librarian*
Carol Akillian Casey, *Administrative Assistant*
Semra Erdal, *Circulation Assistant*
Elizabeth Leaver, *Circulation Assistant*
Mark Malcolm, *Children's Librarian*
Sally Thurston, *Adult Programming Coordinator & Circulation Assistant*

Board of Library Trustees

Sally Bubier, *Chair (FY22), Member at Large (FY23)*
Peter Reed, *Chair (FY23), Member at Large (FY22)*
Jan Rosenberg, *Secretary*

Our Community and Patrons!

Methodology and User Needs Assessment

The Maynard Public Library's strategic planning process began in June 2022. Library Director Jean Maguire was charged with leading the effort. A five-member Strategic Planning Team (**SPT**) made up of representatives of Library staff, the Friends of the Library, and the Board of Library Trustees was formed. In addition, a Strategic Plan Advisory Board (**SPAB**), composed of 11 members representing a cross-section of the community, was assembled for input and assistance throughout the process. Other groups who played a critical role in the planning were the greater Maynard community, other members of the Library staff, and the Board of Library Trustees.

Our process was aided by the guide *Strategic Planning for Public Libraries*, by Joy L. Fuller (Public Library Association, 2021). The SPT collected and analyzed community data (including data from the Library's annual state ARIS report, Minuteman Library Network system, Maynard Master Plan, Maynard Public Schools, Town Reports, and U.S. Census) and carried out community surveys as described below. Both the SPT and the Library staff conducted a SOAR (Strengths, Opportunities, Aspirations, and Results) analysis.

Community survey
Input from the SPAB and the Library staff was crucial in the creation of the community surveys. Five survey versions were made available: online general survey, short and long paper general surveys, online teen survey, and paper kids survey. Flyers (with QR codes to access the online survey), and in some cases paper surveys, were made available at many local businesses, town kiosks, MaynardFest, the Council on Aging, Open Table, Special Town Meeting, and at the Library. It was shared widely on social media and through the town and public school e-newsletters. The survey was open from September 19 through November 27, 2023, and elicited a highly successful response.

Responses received:
382 online general surveys
13 paper surveys (manually entered into online system)
50 online teen surveys
12 paper kids surveys
—
457 total responses

Data review and development of plan content
A summary of the survey data was shared with Library staff and the SPAB, and both of these groups shared their comments and ideas in meetings with the Library Director and other SPT members. The SPT spent extensive time reviewing survey responses, other primary data, and input from the SPAB, Library staff, and Board of Trustees to define the Library's mission, vision, values, strategic priorities, and goals. As a result, we feel confident that the voices of community and staff members are strongly reflected in the final plan.

Drafts of the Strategic Plan were shared with the SPAB, the Library staff, and the Trustees, and feedback from all of these groups led to changes in the draft. The plan was approved by the Trustees at their monthly public meeting on May 25, 2023. It will be shared with the community in full-length and shorter infographic versions online (via Library e-newsletter, social media, and website) and in paper format at the Library, and it will be submitted to the Massachusetts Board of Library Commissioners. It will also be presented to the Maynard Select Board and Town Administrator.

Community Description

Maynard is a small suburban town of nearly 11,000 residents covering an area slightly over 5 square miles and located 22 miles west of Boston.

Maynard is very different from its neighboring towns in that it was founded during the Industrial Revolution rather than as a colonial-era farm community. A large woolen mill was constructed by Amory Maynard and William Knight in 1846 along the Assabet River. As the population near the mill grew, it soon became clear that it would need its own schools and government, separate from neighboring Stow and Sudbury. After a petition to the state of Massachusetts was approved, the town of Maynard was incorporated in 1871. The mill was purchased by the American Woolen Company in 1898 and produced textiles until the 1950s.

Shortly after the woolen mill closed, a new tenant arrived that would change the town and the computer industry forever. Digital Equipment Corporation grew rapidly and was a driving force in the computer industry until the 1990s, housing its world headquarters right in the mill complex. At one point it was the world's second largest computer company after IBM. After time, Digital's market share fell to other competitors that were able to pivot to smaller computers. Layoffs followed and the company was purchased by Compaq in 1998 and left Maynard shortly thereafter.

The former mill has been converted into modern office space known as Mill & Main and is home to a range of companies representing technology, communications, logistics, storage, and more. Maynard's downtown is very active with locally owned businesses including a movie theater, live-music venue, shops, and restaurants that showcase food from around the world. The town's business development recently expanded to another former Digital site at 129 Parker Street. The complex houses a grocery store, two apartment communities, restaurants, gyms, and more.

Maynard has a strong commitment to education, with a public school system that has been rising in state rankings in recent years. The town is home to three public schools: Green Meadow Elementary School, Fowler Middle School, and Maynard High School. Recent grade populations have ranged from 66 to 105 students. There is also a regional technical high school, as well as several charter and private schools in the region. (See charts below for additional school data.)

Maynard has a rich history and a strong sense of community, with many local events and festivals that bring residents together including the Maynard Farmers' Market, ArtSpace Annual Open Studios, and Maynard Fest. The town is additionally home to art galleries, studios, and a community theater.

The Maynard Public Library plays a large role in the community. In 2006, it moved from small quarters next to the town hall to the three-floor, 24,000-square-foot, renovated Roosevelt School building on Nason Street. This was a major turning point for the Library and the town. In addition to offering a large collection of resources and selection of programs for the public, it serves as an exhibition venue and the primary meeting space in town, with hundreds of room reservations each year.

Nearly a quarter of Maynard's land is part of the Assabet River National Wildlife Refuge with hiking and wildlife viewing opportunities. The newly opened Assabet River Rail Trail offers wide paths for biking and walking, linking to neighboring Acton, Hudson, and Stow. Another open-space asset is the Maynard Golf Course, which is owned by the town and managed by a private company.

Overall, Maynard is a welcoming and close-knit community that values its history, natural beauty, and local culture.

Maynard Master Plan Vision Statement (2020)

Maynard is a diverse and supportive community that celebrates our unique character defined by our New England aesthetic, rich mill heritage, cultural creativity, and close bond with natural resources highlighted by the Assabet River. Our vibrant and walkable downtown is supported by local businesses and provides for a host of uses that attracts residents and visitors alike. Our intimate neighborhoods and thriving commercial areas are complemented by and connected to a robust inventory of protected open spaces, including the Assabet River National Wildlife Refuge and historic Glenwood Cemetery. We strive to be a sustainable community, as we align our daily decisions and activities with our economic, social, and environmental responsibilities.

Maynard demographics

Total population	Number of residents	Percentage
AGE		
Under 5 years	726	6.8%
5 to 9 years	723	6.8%
10 to 14 years	730	6.8%
15 to 19 years	401	3.7%
20 to 24 years	421	3.9%
25 to 29 years	364	3.4%
30 to 34 years	1,002	9.4%
35 to 39 years	859	8.0%
40 to 44 years	692	6.5%
45 to 49 years	842	7.9%
50 to 54 years	785	7.3%
55 to 59 years	1,006	9.4%
60 to 64 years	815	7.6%
65 to 69 years	420	3.9%
70 to 74 years	257	2.4%
75 to 79 years	311	2.9%
80 to 84 years	196	1.8%
85 years and over	152	1.4%

Racial demographics	Number of residents
Population of one race:	10,008
White alone	9,064
Black or African American alone	234
American Indian and Alaska Native alone	17
Asian alone	367
Native Hawaiian and Other Pacific Islander	1
Some Other Race alone	325
Population of two or more races:	738

Source: 2020 U.S. Decennial Census

Maynard school demographics

2021-2022 School-Attending Children in Maynard

Local Public Schools	Academic Regional Schools	Vocational Technical Regional Schools	Collaboratives	Charter Schools	Out-of-District Public Schools	Home Schooled	In State Private and Parochial Schools	Out-of-State Private and Parochial Schools	Total	Total Public	% Public
1,134	0	65	8	73	81	30	34	0	1,425	1,361	95.5

Source: https://profiles.doe.mass.edu/statereport/schoolattendingchildren.aspx

Enrollment Data: Selected Populations (2021-2022)

Title	% of District	% of State
First Language not English	12.5	23.9
English Language Learner	5.7	11.0
Low-income	27.2	43.8
Students With Disabilities	18.2	18.9
High Needs	40.1	55.6

Note: In this data, "High Needs" is defined as students with low income, Early Intervention/former Early Intervention, or disabilities.

Maynard Public Library Statistics and Recent Developments

Staffing and Volunteers

The Library currently has 7 full-time employees (ranging from 30-40 hours per week), three regular part-time employees, a varying number of high-school and college student Library Pages (currently 8), whose hours change seasonally, and a varying number of volunteers, including Friends of the Library.

Circulation and Usage

Circulation and usage of print and online resources in 2022 increased from 2021 in almost every category as the public returned to pre-COVID routines. Total circulation and usage transactions (checkouts/ins, holds, renewals, registrations, interlibrary delivery, e-resource usage) in 2022 were approximately 295,378 (compared to 213,510 in 2021). A sample of statistics is provided below. Of particular note are 1) the increase in new library card registrations from 163 in 2021 to 434 in 2022, and 2) the more-than-doubling of the usage of public computers. Both are signs of community members returning to the library post-pandemic and new residents coming in.

	2022	2021
Adult books and magazines circulated	19,381	16,742
Young adult books and magazines circulated	1,874	2,093
Children's books and magazines circulated	22,024	18,208
Ebooks and other downloaded OverDrive items	23,905	20,024
CD audiobooks and music	3,593	2,752
DVDs	6,148	5,330
Freegal music downloads	2,695	2,604
Kanopy movie views	3,533	3,196
Museum passes	278	154
Items routed in from other libraries	32,023	39,115
Items routed out to other libraries	25,412	19,707
New card holders registered	434	163
Wireless internet network sessions	5,633	4,044
Public-computer logins	5,742	2,689

Cardholders
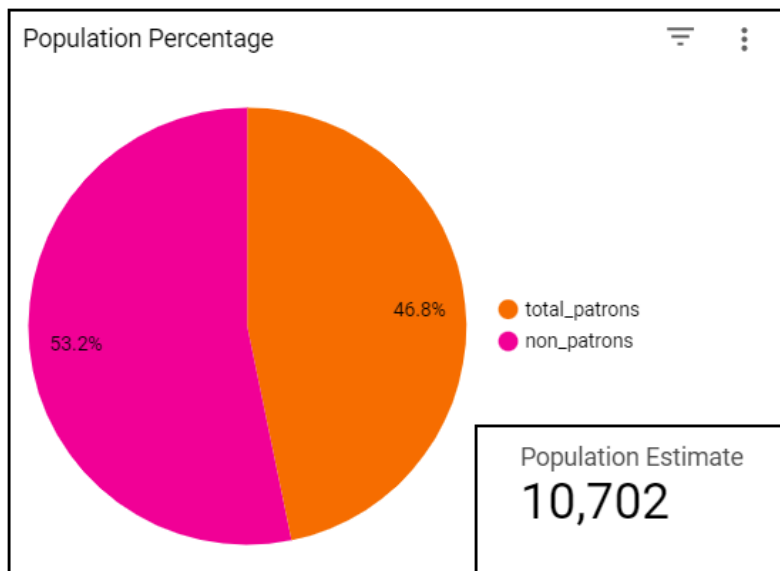
Out of 10,702 Maynard residents, 5,005 (or 46.8%) are Library cardholders. Across Minuteman Library Network municipalities, the cardholder percentage ranges from 34.7% to 71.4%. Most fall in the 40-58% range, with the average being 49.5%.

Library Visits, Reference Assistance, and Homebound Deliveries

There were approximately 52,817 patron visits to the library in 2022. This is an increase from the 17,992 visits in June through December of 2021. There were 183 requests for meeting-room reservations. More than 2,487 reference questions were answered at the 2nd-floor reference desk (compared to at least 1,717 in 2021). Library staff made 207 deliveries of materials to homebound members of the community who are unable to come to the library in person.

Recent Developments at the Library

In 2021, the Library…
- **eliminated daily overdue fines** to help ensure that all members of the public feel encouraged to use the Library and there are no barriers to access of materials and services
- created and launched its **first-ever logo** to help communicate what the Library stands for and help the public easily identify Library-related items; the arch in the logo was chosen to represent the distinctive and historic archway through which people enter the building, to reflect the Library's role as a portal to discovery, and to convey its commitment to being an open and welcoming place in the community
- **reopened the Library building** on June 1, after being closed to the public since March 2020 due to the COVID pandemic
- grew the **homebound delivery service** during the pandemic and beyond

In 2022, the Maynard Public Library…
- began offering open hours on **summer Saturdays**
- **lowered the minimum age** for library-card signups to 4 years old
- installed **StoryWalk®** signs on the path outside the library, where new stories are put in place every couple of months
- held **over 300 programs**, with nearly **5,000 participants**
- implemented **mobile printing** so patrons can send print jobs from their phones, tablets, or home computers to the library printer
- created and distributed **1,917 Take-and-Make Kits**, covering 53 different activity areas and distributed to patrons of all ages (305 children's kits, 189 teen, 905 adult, and 518 all-ages)
- loaned **wi-fi hotspots** over 100 times

Mission

We offer free and welcoming spaces that foster discovery, community connections, and access to diverse resources.

Vision

A place where people want to spend their time, with resources both on-site and online that they are excited to use

A library that is easily accessible for patrons with a variety of needs–one that doesn't present obstacles to accessing resources

A library that helps make community members feel more connected to one another and serves as a place to find community information. Community partnerships that already existed have been expanded, and new partnerships have been formed.

A town in which at least half of the residents have a Library card, and at least 75% of community members surveyed know that the Library is available to them and are aware of Library resources that are relevant to them

Library staff, programming, and hours that are strengthened by enhanced budget support from the town. With additional human resources, each staff member narrows their areas of focus so programming and services can be as effective as possible and have a strong impact for the community.

Values

Excellent and equitable service to patrons

Welcoming and neighborly environment

Accessibility of spaces and resources

Accurate information

Open-mindedness and compassion

Patrons who do not leave "empty handed"

Strategic Priorities and Goals

Access, Service, and Welcoming Environment
- Expand hours for the Library building (requires increased funding)
- Creatively rethink and repurpose Library spaces and layout so they are as accessible and inviting to patrons as possible, including improving the ability of parents and caregivers to monitor and play with children on the third floor
- Work with a developer to optimize the navigation and appearance of the Library website
- Provide more education about the mobile library app, including a short online video.
- Offer services to lesser-served populations, including veterans, those needing health and wellness resources, and children with neurodiverse needs
- Establish a space for independent, self-directed creative activities, with supplies and equipment provided
- Carry out exercises in which staff members look at services and spaces from a patron's perspective
- Provide tools for staff to better serve ESL, non-English speakers, and members of the deaf and blind communities

Outreach
- Send Library welcome packets to new residents and those with new babies including list of other town organizations
- Hold more "roadshow" and pop-up events and activities
- Offer more education–in a variety of formats (including short online videos)–about Library collections, with a special emphasis on online resources
- Carry out events and initiatives that help more community members receive Library cards, helping the Library to reach the goal of at least 50% of the town population having cards
- Increase communication about resources, services, and programs through local school channels, as well as through other town resources and local businesses
- Provide translated (languages other than English) information sheet on collections and services
- Work with English at Large and with community volunteers to expand language learning opportunities
- After outreach initiatives have been carried out, survey the community to ascertain their level of awareness of library resources

Programming
- Create programming that engages community members to feel a sense of ownership or personal connection with the Library
- Expand program offerings with diversity of content and representation
- Offer "behind the scenes" programs about Library operations
- Provide more programming on health and wellness topics
- Increase number of programs related to climate change and sustainability
- Focus on most effective marketing channels–doing more with fewer–and set deadlines for promotional materials
- Offer at least one children's program every Saturday and increase Saturday adult programming (requires increased funding)
- Hold pop-up activities and events at the Library
- Offer more programming and resources for small business owners in the community

- Schedule "teen nights" where programs will be provided that are teen focused and engaging to individuals ages 12-18, along with programs focused on providing additional support during exam and MCAS testing

Collections
- Seek more specific patron input on what they would like to see in Library collections, including areas that were highlighted in the community survey
- Expand the "Library of Things" and the public's awareness of it, collaborating with local groups to stock and promote it
- Continue to expand the Library's commitment to diversity of content and representation in the Library's collections

Staffing
- Advocate with community stakeholders for funding to add at least two part-time Library staff members so Library can provide expanded hours and programming needed by community
- Ensure that staff members take advantage of professional development opportunities
- Support staff field trips to other libraries to generate ideas and solutions

Community connections
- Expand existing community partnerships with groups and organizations such as Council on Aging, Green Maynard, Maynard Anti-Racism Alliance, Maynard Historical Society, and local schools
- Develop new partnerships with community groups and organizations
- Offer informational programming about town issues
- Alert community members to important town information and help promote community-based news providers
- Work with the Friends of the Library to recruit more members and ensure active involvement with the Library

Maynard Public Library Community Survey

Over 450 respondents completed the three community surveys: general survey (395), teen survey (50), and kids' survey (12). The surveys were open from September 19 through November 27 of 2022. The summary provided below covers responses to the online and paper versions of the general survey. Responses to the Teen and Kids' surveys are summarized in separate documents.

Who took the survey?

The age range represented most heavily by respondents is 40-49 years old, followed by 60-69 and 30-39. Most respondents are employed and working full time (55%); the second largest group (21%) is retired. The majority (78%) identify as female. Much like the town population at large (according to the most recent U.S. census), the racial identity of most (94%) of the respondents is white and their most frequently spoken language is English (98%).
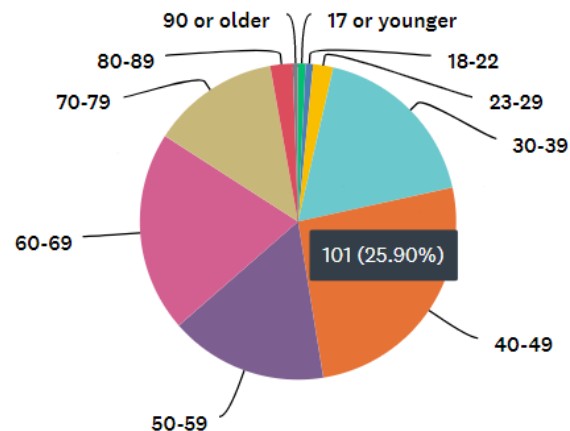
In what town/city do you reside?

Answered: 391   Skipped: 3
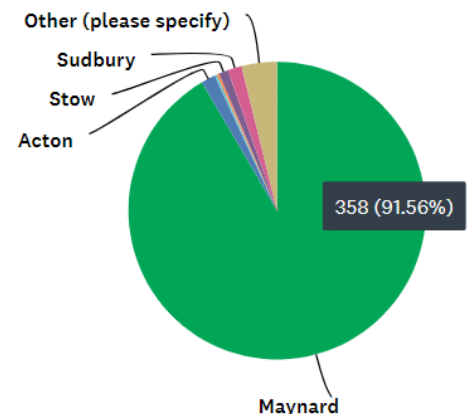
What is your age?

Answered: 390   Skipped: 4

Which of the following best describes your employment/student status? (Please check all that apply.)

Answered: 386   Skipped: 8

ANSWER CHOICES	RESPONSES	
Employed, working full-time	55.18%	213
Employed, working part-time	13.99%	54
Not employed, looking for work	3.37%	13
Not employed, NOT looking for work	2.59%	10
Retired	20.98%	81
Disabled, not able to work	0.52%	2
High-school student	0.52%	2
Full-time college student	0.52%	2
Part-time college student	0.52%	2
Other (please specify) Responses	4.15%	16

What is your current housing situation?

Answered: 386   Skipped: 8
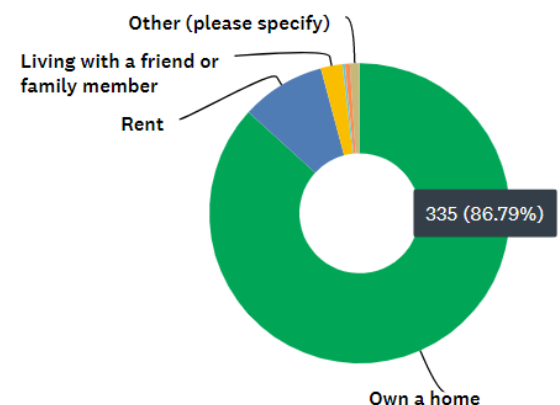
Are they library users? How frequently?

Responses are largely from library cardholders, but there is variety in terms of how actively they currently use it. Most respondents visit the library building a few times a month (33%), a few times a year (27%), or once a month (17%). The Library attempted to reach non-cardholders through many methods but found that people who are current library users seemed more inclined to participate in the survey since they already value the library in some way.

Over 200 respondents answered our question about how the COVID pandemic impacted their library use. Of those respondents:

- 72 reported that it has not changed their usage (many of these respondents expressed their appreciation for the alternative services provided by the library during the pandemic)
- 41 said it has decreased their use of the library; some gave no reason for this, and others said they either have concerns about Covid or have fallen out of the habit of library usage

- 31 reported that they have increased their usage
- 31 said they now use e-resources (ebooks, e-audiobooks, databases, etc.) more and/or attend virtual programs
- 12 reported that they use interlibrary loan more now or request books online to pick up
- other respondents commented that they enjoy the StoryWalk or wear masks inside when they visit or expressed that they missed visiting the library when the building was closed

Do you have a Minuteman Library Network/Maynard Public Library card?

Answered: 387   Skipped: 7

Not sure (4)
No (14)
Yes (369)
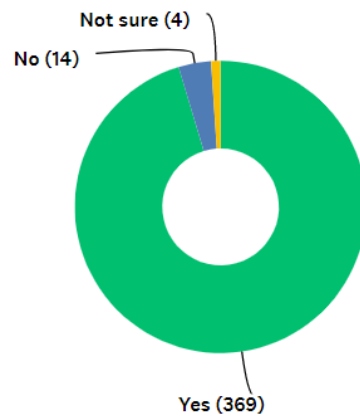
If you use Maynard Public Library, how often do you visit the library building?

Answered: 350   Skipped: 44

Less than once a year 1.71% (6)
Once a year 2.00% (7)
A few times a year 26.86% (94)
A few times a week 6.86% (24)
Once a week 13.43% (47)
Once a month 16.57% (58)
A few times a month 32.57% (114)
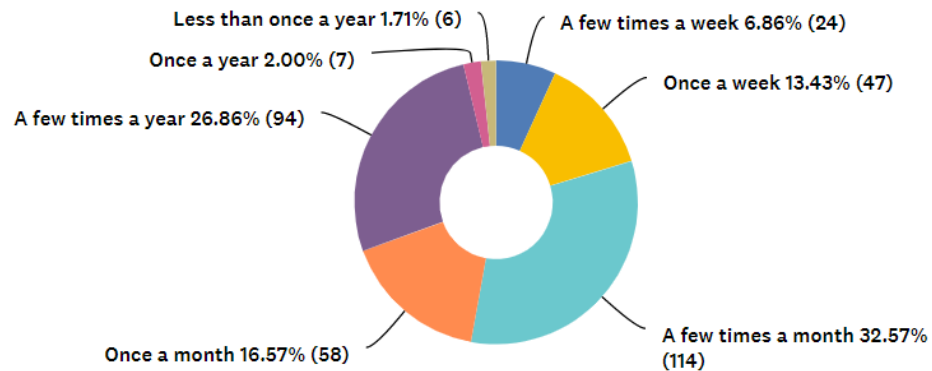
How often do you find what you are looking for in the library building?

Answered: 342   Skipped: 52

Never (0% of the time)
Rarely (about 25% of the time)
Sometimes (about 50% of the time)
Always (100% of the time)
Usually (about 75% of the time)

15
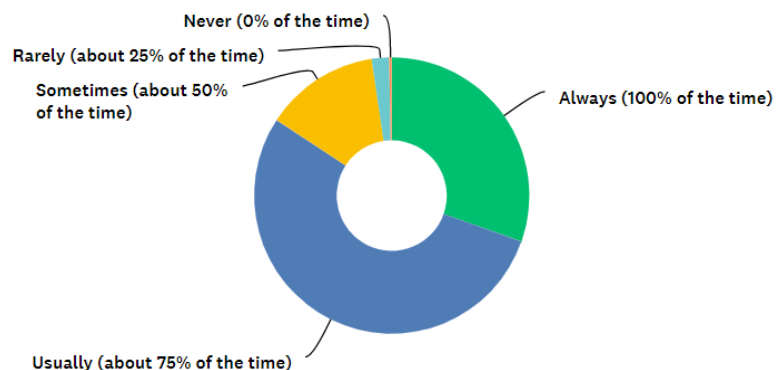
How frequently do you visit the Maynard Public Library website?

Answered: 349   Skipped: 45

Never 12.03% (42)
Every day 1.15% (4)
A few times a week 8.88% (31)
About once a week 10.03% (35)
Less than once a month 30.37% (106)
A few times a month 21.20% (74)
Once a month 16.33% (57)
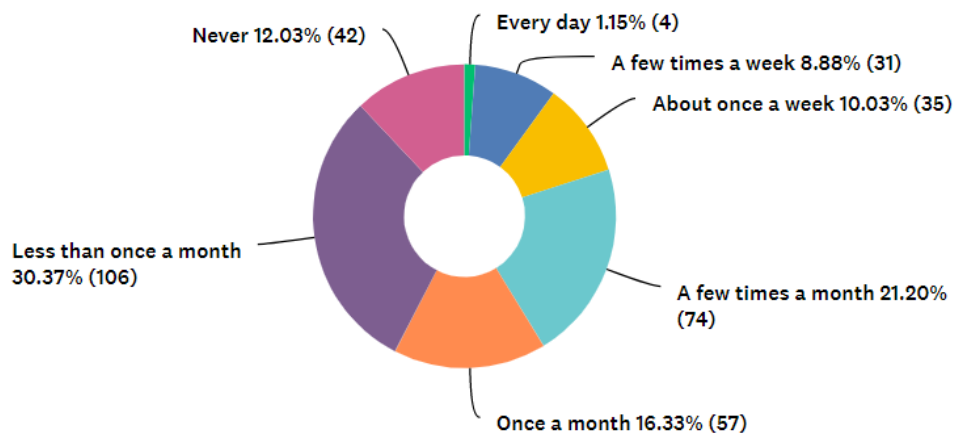
How often do you find what you are looking for on the library website?

Answered: 338   Skipped: 56

I don't use the website
Rarely (about 25% of the time)
Sometimes (about 50% of the time)
Always (100% of the time)
Usually (about 75% of the time)
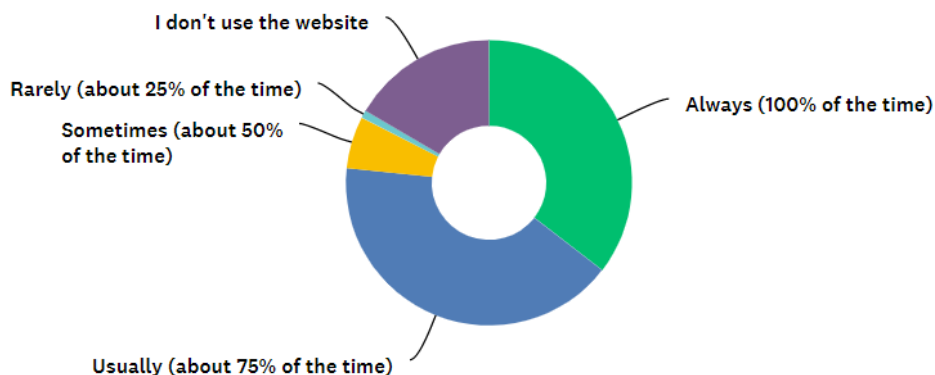
If you haven't used Maynard Public Library resources (either at the library or online) in a while, please tell us why.

Answered: 22   Skipped: 372

ANSWER CHOICES	RESPONSES	
▼ I purchase the resources I need rather than accessing them through the library	45.45%	10
▼ I visit other libraries instead	27.27%	6
▼ I don't really know what the library offers these days	22.73%	5
▼ I don't have time	13.64%	3
▼ It's too difficult for me to get to the library building	0.00%	0
▼ It's too difficult for me to use the library website	0.00%	0
▼ I don't typically find what I need or want	0.00%	0
▼ The hours are not convenient	0.00%	0

Programming and Marketing

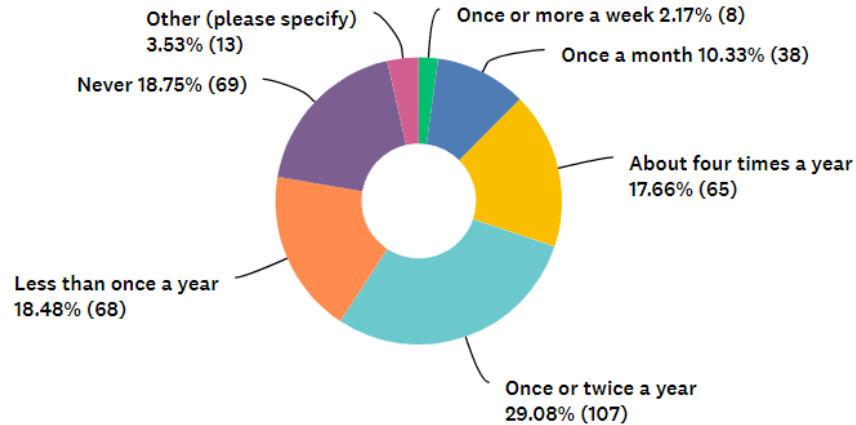Twenty-nine percent of respondents attend library programs or events once or twice a year. Beyond that, most responses were evenly divided among never, less than once a year, and about four times a year.

While 46% of respondents said they like having the choice of attending programs either in person or online, 43% said they prefer in-person programs. Only 8% prefer online programs.

When asked what the library could do to make programs and events more relevant or appealing to them, many respondents offered suggestions about subject matter, timing, or marketing of programs (as shown below). Several respondents said they simply don't have the time at this stage of their lives for these kinds of activities.

How often do you attend programs or events offered by the library?

Answered: 368   Skipped: 26

Other (please specify) 3.53% (13)

Once or more a week 2.17% (8)

Once a month 10.33% (38)

Never 18.75% (69)

About four times a year 17.66% (65)

Less than once a year 18.48% (68)

Once or twice a year 29.08% (107)

How do you prefer to attend programs and events?

Answered: 352   Skipped: 42

Other (please specify) 2.84% (10)

In person 43.18% (152)

Like to have the choice of either in-person or online 46.31% (163)

Online (via Zoom or something similar) 7.67% (27)
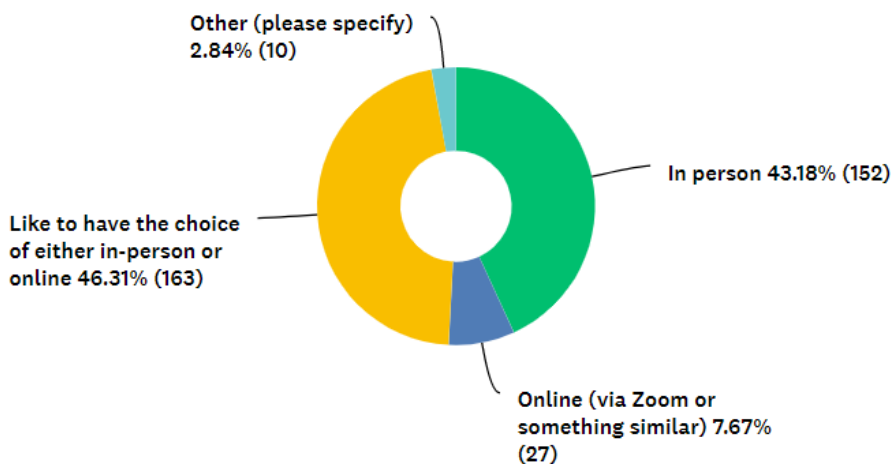
What could the library do to make programs and events more relevant or appealing to you?

114 people responded to this question.

Topic/content suggestions

Programming the library has already done that respondents have enjoyed and want to see more of:

Art exhibits

Authors

Concerts (multiple respondents)

Conventions

Cooking classes

Craft programs (multiple respondents)

Historical subjects

How to use the library

Kids' events, like movie and truck day (multiple respondents)

Language classes/discussion groups (multiple respondents)

Local history

Middle-school-aged kids' events/activities (5-9)

Mysteries

Non-fiction

Partner with more community groups

Programs for kids 6+

Racial justice

Seasonally-themed programs

Seek community suggestions for events and authors (multiple respondents)

Statewide or nationally known speakers

StoryWalk

Teen programs (multiple respondents)

Travel

Programming the library is not currently doing or has done in a limited way:

Adventure

Basic CPR classes

Book club for kids and adults (together)

Book swap

Chair yoga

Chess afternoon

Climate change (multiple respondents)

Events for the 30-something/Millennial crowd

Fantasy book club for kids aged around 10

Interfacing with devices

Meditation sessions

Movie evenings

Plant-based/vegan living

Programs for kids 2+

Self-sufficiency

Theater

Town affairs/issues/resources

Writing workshops

Marketing suggestions

Advertise and promote more (multiple respondents)

Billboard is very helpful

Email notifications, newsletters, reminders (multiple respondents)

Flyers in restaurant and shopping areas

Kids' calendar is helpful; could perhaps be more visible

More frequent reminders

School newsletters

Signs outside library are usually all that I see

Text reminders for events

Website, calendar with links

Timing suggestions

Baby storytime outside of regular school hours (multiple respondents)

Earlier in evening or daytime

Evening or weekend times

Events after work

Family events and children's activities on the weekend (multiple respondents)

Recordings to watch later (multiple respondents)

Saturday morning kids' storytime

Community events/information: To get information about what's going on in the Maynard community, whether it be at the library or elsewhere, where do you go? Please check all that apply.

Answered: 348   Skipped: 46

ANSWER CHOICES	RESPONSES	
Maynard Friends & Families Facebook group	46.55%	162
Ask a friend or family member	40.52%	141
Library website	32.18%	112
Town of Maynard website	28.74%	100
Maynard Public Library Facebook account	28.16%	98
Real Housewives of Maynard Facebook account	27.59%	96
Town of Maynard e-newsletter	24.43%	85
Action Unlimited print newsletter	23.85%	83
Flyers/bulletin board at library	23.56%	82
Library e-newsletter	19.83%	69
Maynard Public Schools newsletter	18.97%	66
Council on Aging newsletter	15.23%	53
Discover Maynard website	12.07%	42
Town kiosks	9.77%	34
Local coffee shop/restaurant	9.77%	34
Other Facebook account (please specify in Other field below)	7.47%	26
Maynard Public Library Twitter account	2.59%	9
Action Unlimited website	0.29%	1
Other Twitter account (please specify in Other field below)	0.00%	0

Library events/programs/services: How would you prefer to learn about Maynard Public Library events, programs, and services?

Answered: 198   Skipped: 196

This was a free-text response, and many respondents listed more than one source. The top 7 responses were:

Email/e-newsletter: 119

Facebook (MPL, other groups, events): 42

Library website: 30

Sign in front of library/flyers at library & around town/bookmarks: 26

Instagram: 8

"Social media": 7

Schools/school emails & flyers/elementary teachers: 5

Library Services and Resources

How would you rate the following services and resources currently provided by the Maynard Public Library in terms of interest/relevance to you and ease of use?

Answered: 332   Skipped: 62

EXCELLENT: The service/resource that received the highest number of "Excellent" ratings (68%) was **service provided by library staff**, and there were many comments provided in support of this rating. This was followed by **books** (49%), **museum passes** (42%), **wi-fi internet access** (32%), and **children's programs** (25%).

GOOD: Services and resources that had the most "Good" ratings were **books** (40%), **museum passes** (30%), **adult programs** (26%), **DVDs** (23%), and **public computers** (20%).

POOR: Only 15 respondents rated any service or resource as "Poor," and there was no significant consensus.

AWARENESS: There was a notable lack of awareness of the library's online resources–**databases** (29% didn't know the library had this), **newspapers** (24%), **Freegal streaming music** (20%), and **Kanopy streaming movies** (18%) –and **Library of Things** (19%).

NON-USAGE: The services and resources that were least used seemed to reflect a variety of factors. Some are targeted to a very specific group, like **teen programs** (84% don't use these) and **homebound delivery** (80%). Some are less used in society at large due to changing habits and technologies, such as **print newspapers** (78% don't use these), **music CDs** (74%), and **audiobook CDs** (72%). And some may be less used because of a lack of awareness, as with **streaming music** (72% don't use this) and **digital magazines** (73%).

COMMENTS: Several respondents mentioned needing to get the books they wanted from other Minuteman libraries through our network delivery system.

Which library services are most important to you?

A maximum of five items could be selected. Some of the highest-rated items are perhaps not surprising, but the responses inform us that membership in the Minuteman Library Network and assistance provided by staff are major strengths of the library.

The **top ten** were:

Materials (books, ebooks, DVDs, museum passes, hotspots, etc.) to borrow	90.64%	310
Access to materials from libraries beyond Maynard	72.81%	249
Assistance from library staff	42.69%	146
Children's programs and services	33.33%	114
Adult programs and services	27.78%	95
Meeting rooms and study rooms	23.10%	79
Website and online services/resources (Streaming movies/music, Ancestry, etc.)	21.05%	72
Comfortable reading areas	18.71%	64
Wireless internet access	16.37%	56
Printing/copying/faxing	15.50%	53

How would you rate the library building and facilities?

Answered: 332   Skipped: 62

EXCELLENT: The building and facilities features that received the highest number of "Excellent" ratings were **cleanliness of building** (65%), **inviting and comfortable atmosphere** (54%), **availability of parking** (53%), **appearance of grounds** (53%), and **outdoor StoryWalk** (31%).

GOOD: Features with the highest number of "Good" ratings were **hours of operation** (51%), **signage inside library** (47%), **appearance of grounds** (42%), **availability of parking** (38%), and **inviting and comfortable atmosphere** (38%).

FAIR: The item with the highest number of "Fair" ratings was **hours of operation** (15%).

POOR: Only 15 respondents rated any features as "Poor." Of those 15, six gave the rating to the **hours of operation**.

Please complete the sentence, "I wish the library offered ..."

Answered: 155   Skipped: 239

As seen in this word cloud, many respondents' comments concerned library programs (the types and the timing), increasing the hours the library building is open, and expanding the collections of books and ebooks, such as more copies of new popular titles and a wider selection of books onsite.

satisfied
online library offers library offered book day something
maybe offerings hours etc wish library offered already
One events adult need think
weekend love programs classes work
ebooks summer children much
new long library even books longer hours
know Coffee things open s teens
access person really hours operation room
author events

Library Role, Community, and Final Thoughts

There was very strong support for the two following statements:

- The library is a safe and welcoming space (93% strongly agree, 5% agree somewhat; 306 respondents)
- The library is beneficial to the economic vitality of downtown Maynard (75% strongly agree, 18% agree somewhat; 248 respondents)

Support was somewhat more mixed for the following statements, and there were fewer responses:
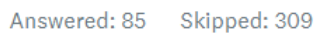
- The library should play a role in making members of the community feel more connected to one another (51% strongly agree, 34% agree somewhat; 167 respondents)
- The library should help encourage civic engagement among community members (51% strongly agree; 35% agree somewhat; 165 respondents)

Please complete the sentence, "What I like about Maynard is..."

Answered: 197   Skipped: 197

events food town center walkability downtown
area friendly small town feel love many everything
small downtown sense community
real town Maynard library warmth
great walkable community art s neighbors
families size small town town people feel places
schools help welcoming know walkability friendliness
good staff everyone variety vibe atmosphere
restaurants shops

Please complete the sentence, "I wish Maynard…"

Answered: 169   Skipped: 225

invested   maintain
center support issues able bakery newspaper
trees vibrant downtown
activities wish Maynard park businesses help water
Maynard library **better** town shops space
looking taxes stores
school buildings people **downtown** need make
kids community etc area coffee shop
businesses downtown stronger teens events senior center
fill empty storefronts tax base downtown area

If there is any other feedback you'd like to provide about Maynard Public Library, please do so here.

Answered: 85   Skipped: 309

Final comments consisted largely of expressing appreciation for the library and thanking the staff for all their hard work, helpfulness, and friendliness. Other comments requested increased hours and offered suggestions regarding children's programs and collections.

feel welcomed librarians welcoming
support resources better service grateful keep
really love library go always Things One
provide use **library** love books part
looking staff great much happy
chairs town Maynard **Thank** helpful offered
work community feel library staff Mr Mark
lot everything library open
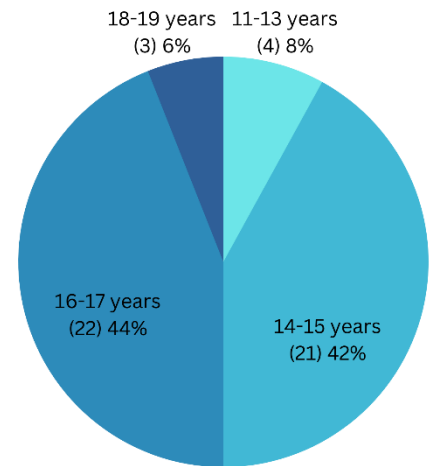Keep good work

Teen Community Survey Summary

Overall, teens find that the library is a welcoming space where they feel safe. They use it mostly for traditional library resources and services or to hang out with friends. They do not generally participate in programming, and had few suggestions about what programs and services they wish the library offered. Over 2/3 of those who filled out the survey have library cards, and they can generally find what they are looking for.

Areas of improvement in services to teens include outreach about non-traditional services and materials, expanding our music offerings, providing more regular programming and makerspace access, and increasing quiet study areas.
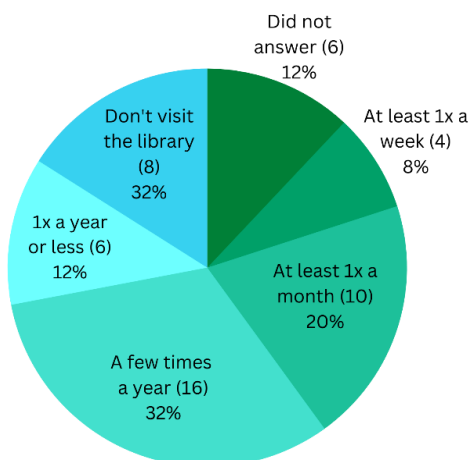
Who took the survey?

There were 50 respondents:

- 92% (46 respondents) came from Maynard High School students, while Fowler School and Advanced Math & Science Academy students each accounted for 4% (2 respondents).
- 86% (43 respondents) were from students ages 14-17. An additional 8% (4 respondents) were from students ages 11-13 and the remaining responses (6%/3 respondents) were from individuals ages 18-19.
- 94% (47 respondents) primarily speak English at home. The other two languages listed were Spanish and Italian.
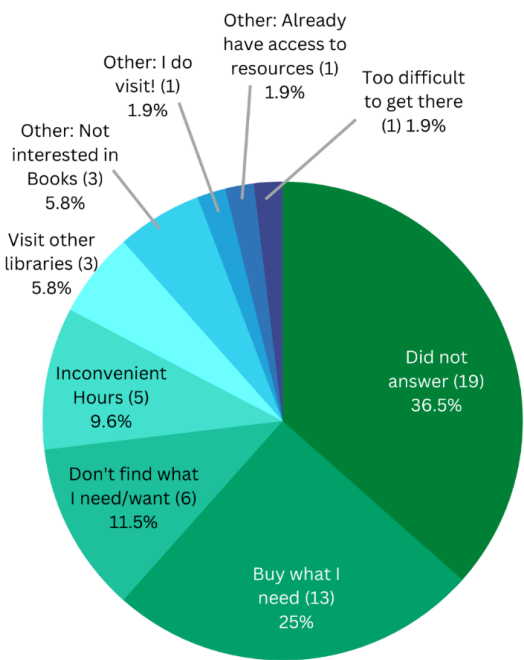
18-19 years (3) 6% 11-13 years (4) 8%
16-17 years (22) 44%
14-15 years (21) 42%

Are they Library Users?

Did not answer (6) 12%
At least 1x a week (4) 8%
Don't visit the library (8) 32%
1x a year or less (6) 12%
At least 1x a month (10) 20%
A few times a year (16) 32%

68% of the respondents know they have a library card [Q4], and 60% say they use the library at least a few times a year [Q5].

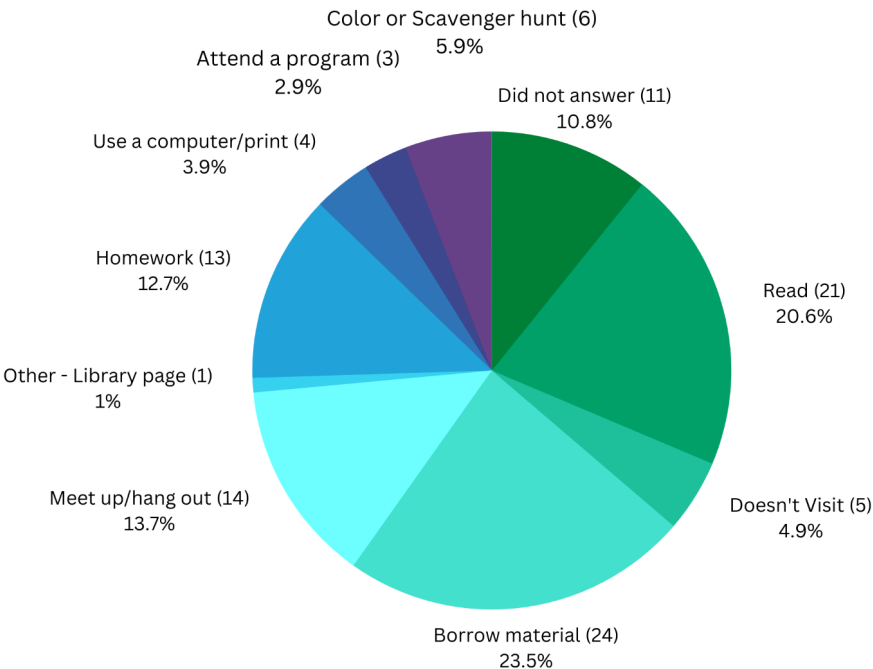For those that use the library, most said they "Usually – 75%" find what they are looking for [Q9].

The #1 reason for those who don't use the library is that they buy what they need. Other reasons included not finding what they wanted or needed, inconvenient hours, and not needing or being interested in books [Q7].

Pie chart:
- Did not answer (19) 36.5%
- Buy what I need (13) 25%
- Don't find what I need/want (6) 11.5%
- Inconvenient Hours (5) 9.6%
- Visit other libraries (3) 5.8%
- Other: Not interested in Books (3) 5.8%
- Other: I do visit! (1) 1.9%
- Other: Already have access to resources (1) 1.9%
- Too difficult to get there (1) 1.9%

How Do They Use the Library?

Most respondents drive (64%/32 responses) or walk (34%/27 responses) to the library. The next most common mode of transportation was to bicycle or skateboard (26%/13 responses) [Q6, could select multiple options. The 42 respondents who answered this question selected an average of 1.8 methods each]. This implies that among the respondents that use the library, library visits are planned or done in conjunction with other family members, as only 30% of respondents are old enough to drive themselves.

Once at the library, teen visitors most often read or borrow material, hang out with friends, or do homework [Q10, could select multiple options. The 39 respondents who answered this question selected an average of 2.3 activities each].

Pie chart:
- Color or Scavenger hunt (6) 5.9%
- Attend a program (3) 2.9%
- Use a computer/print (4) 3.9%
- Homework (13) 12.7%
- Other - Library page (1) 1%
- Meet up/hang out (14) 13.7%
- Borrow material (24) 23.5%
- Doesn't Visit (5) 4.9%
- Read (21) 20.6%
- Did not answer (11) 10.8%

When asked about Teen programming, most either skipped the question (13 respondents) or said they did not participate in any events or activities in the last year (29 respondents). Of the 8 respondents who did participate in library programming, 4 of them visited the StoryWalk, 3 participated in the Teen Summer Library Club, 3 said they brought home a Take & Make Kit, and 2 made a Drop-in Craft.

Library Awareness

For the most part, respondents were very aware of traditional library resources, such as books and DVDs, and traditional services, such as public computers and study rooms. They were less aware of digital resources and special collections.

Question 12: Did you know you can borrow these items from the Maynard Public Library?
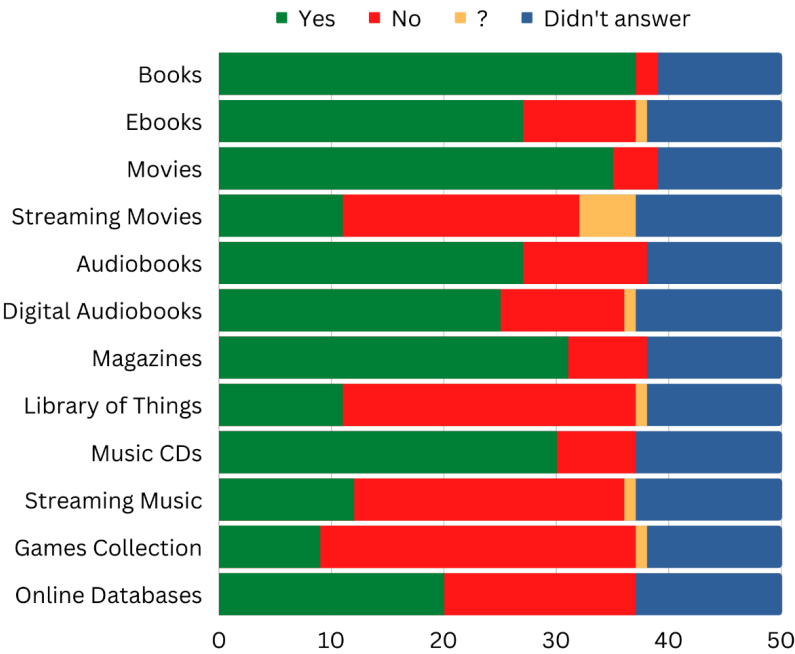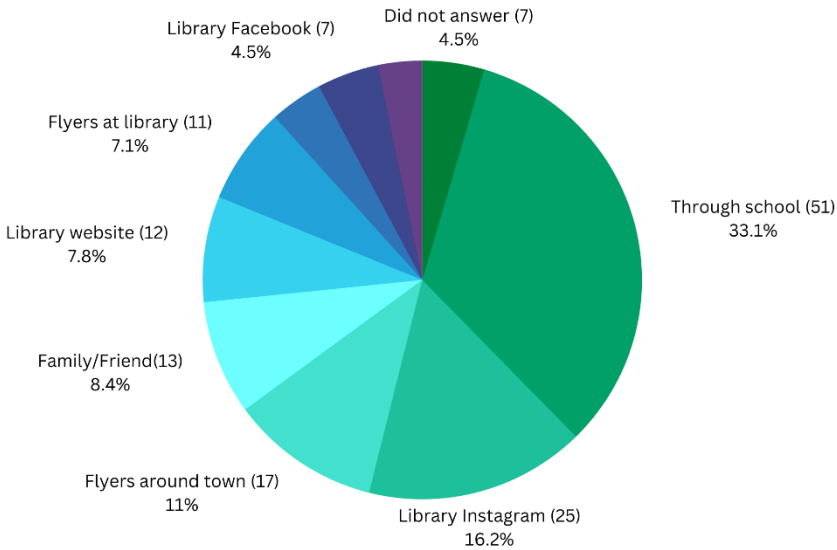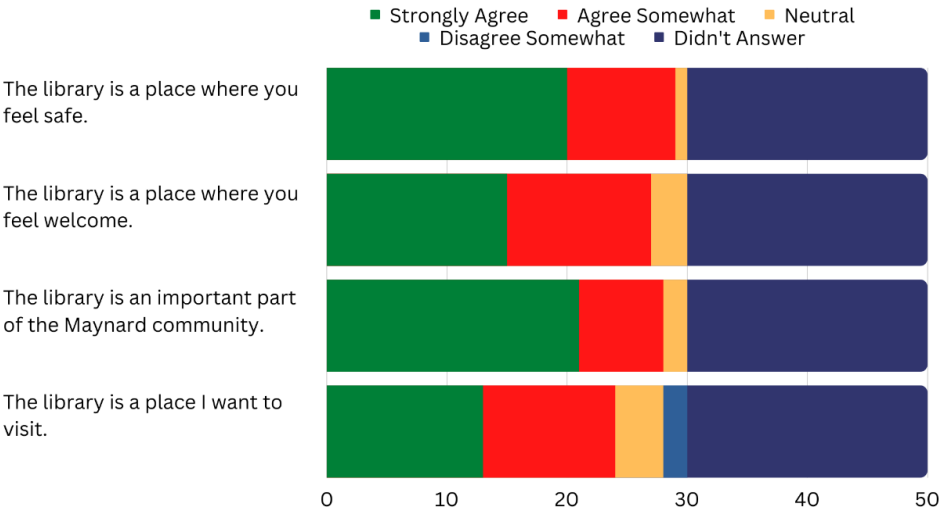

Question 13: Did you know the library offers:
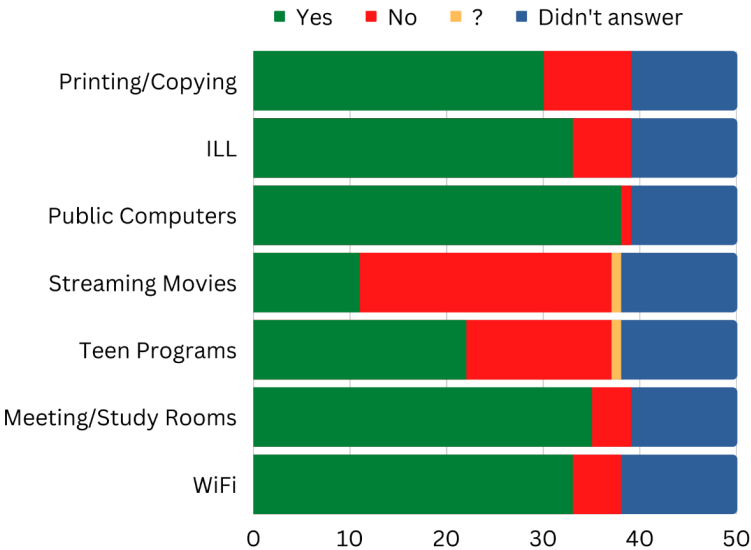
When asked about the best way to learn about Library news and events, the vast majority said that the schools – either through an announcement, school newsletter, or hanging flyers, was the best way to reach them. The second most popular method selected was Instagram, followed by flyers hung in local businesses or the Town Kiosks [Q8, could select multiple options. The 43 respondents who answered this question selected an average of 3.2 methods each].

Library Facebook (7) 4.5%
Did not answer (7) 4.5%
Flyers at library (11) 7.1%
Library website (12) 7.8%
Family/Friend(13) 8.4%
Flyers around town (17) 11%
Library Instagram (25) 16.2%
Through school (51) 33.1%

Library Thoughts

Questions 14-19, which focused on the library's strengths and weaknesses as perceived by teens, were the most skipped questions of the survey. These questions were not multiple choice. Overall, those that answered had a favorable attitude towards the library.

When asked about whether the library was a safe, welcoming place that is important to the community, an average of 54% "Strongly Agreed" or "Agreed Somewhat" [Q14].

Legend: ■ Strongly Agree ■ Agree Somewhat ■ Neutral ■ Disagree Somewhat ■ Didn't Answer

The library is a place where you feel safe.

The library is a place where you feel welcome.

The library is an important part of the Maynard community.

The library is a place I want to visit.

(Axis: 0, 10, 20, 30, 40, 50)

Though less than half of respondents shared their favorite thing about the library (44%/22 respondents), two of the major themes were that the library provides a quiet place to read or study (5 responses), and access to books (8 responses). 3 respondents cited the Young Adult Room as their favorite thing about the library, while another 3 cited the Children's Area and Mr. Mark [Q15].

27

Even fewer respondents shared their least favorite thing about the library (38%/19 respondents) [Q16]. Answers included:

- A lack of book selection, specifically new titles or books on digital arts and media, were referenced 2x
- Library hours
- Having to return books instead of being able to keep them.
- One respondent said "the process to get the books", which they later elaborated on as a "better book sorting system." This implies that they have trouble searching for or finding books at the library.
- Not always being able to find a private space to do group work or individual work, implying that these spots fill up fast.

Only 32% answered when asked what they wished could be added to the collection [Q17], with 66% (12 respondents) writing things like "NA", "nothing," or "Not sure." Actual suggestions were:

- records as a new material
- "digital stuff like tablets to do digital art."
- KPop music & books
- More manga
- A specific DVD about the Golden Age of animation

Responses for programming and activity ideas were similar [Q18], with 68% (34 respondents) not answering, and over half of those that did write something saying they are "not sure" what to suggest. Actual suggestions were:

- more author/book signings
- book clubs
- an LGBTQ group
- a magic show
- "art stuff"

10 respondents (20%) provided final thoughts [Q19], which included:

- More private nooks
- Updated décor/furniture
- "Better book sorting system"
- Art station for digital and regular art
- Better library advocacy and advertising

Kids Community Survey Summary

Overview: Overall, children find the library to be a welcoming place. The toys, scavenger hunts, and coloring table are some of their favorite amenities. The survey was completed mostly by children ages 7 and under, by regular library visitors, and many have their own library cards.

Areas of improvement in services to kids include expanding activities, programs, and toys for older children, better explanations and outreach regarding what the library offers, and expanding the Library of Things to include more children's items.

Who took the survey?

There were 12 responses:
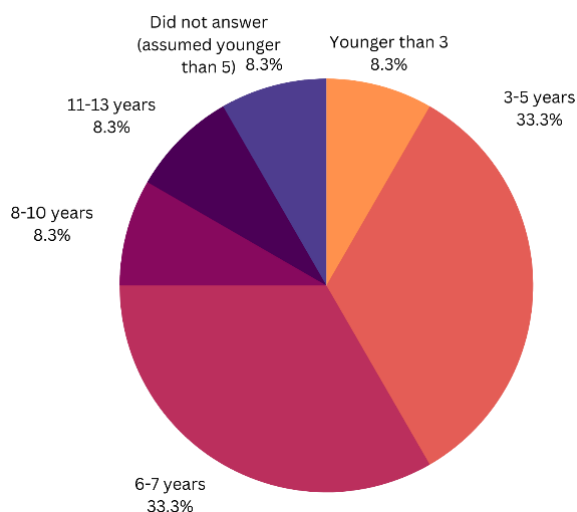
- $^1/_2$ (6 children) were 5 years old or younger, and $^1/_3$ (4 children) were ages 6-7. Only 2 responses came from children ages 8-13. [Q1]
- $^1/_2$ attend Green Meadow. 2 attend private preschools, 1 attends school in the Acton-Boxborough School District, and 1 attends Fowler. [Q2]
- 83.3% (10 children) listed English as their primary language. 1 child listed Uzbek, and 1 child listed both English and Spanish. [Q3]

Are they Library Users?
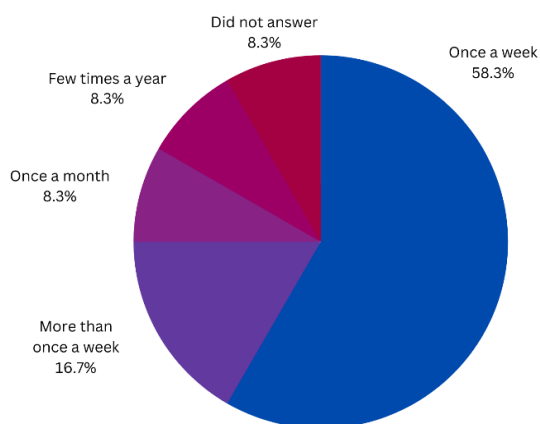
- $^2/_3$ said they have a library card [Q4], and $^3/_4$ said they use the library at least a few times a year [Q5].

- 83.3% (10 children) said they usually find what they are looking for, with two of them including a note from the parent that they will request anything they don't find at Maynard. 1 child didn't answer, and 1 child said they didn't know how successful they are [Q7].
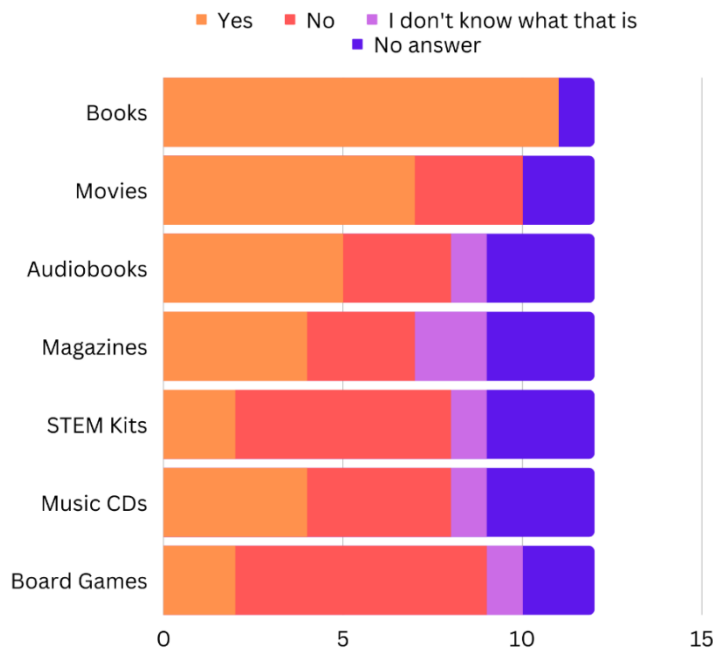
How Do They Use the Library?

The most common activities kids engaged in were reading, borrowing materials, and playing with toys, with 9 respondents selecting each activity. Coloring at the Coloring Table, scavenger hunts, and socializing were also popular activities. [Q8, could select multiple options. The 11 respondents who answered this question selected an average of 4.2 activities each. Responses for "Other activities" were making new friends and chatting with Mr. Mark].
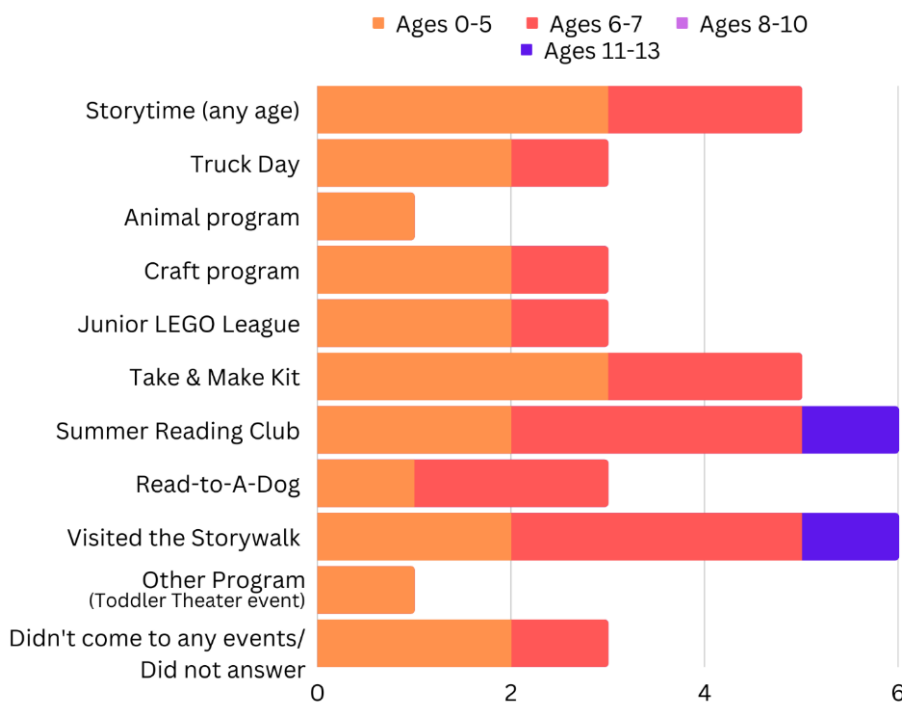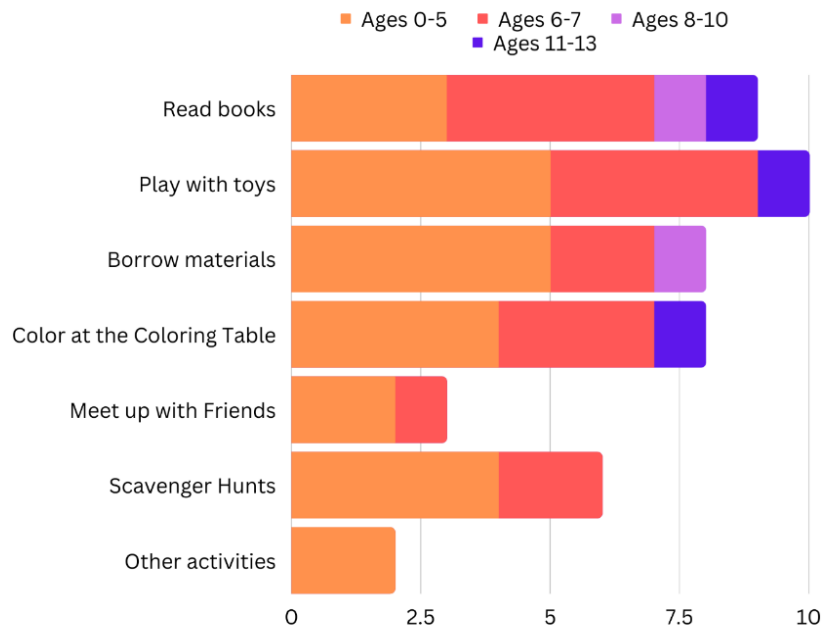
One respondent later said they wished there were "more toys for older kids (7+)."

The survey asked if respondents had attended any of the programs that had been offered between June 2020 and September 2022. 3 children said they hadn't come to any events, and 1 did not answer. The most attended single program among respondents was Truck Day, and the most attended ongoing program was Storytime. ½ of respondents participated in the Summer Reading Club and/or visited the StoryWalk. [Q9, could select multiple options. The 9 respondents who had attended events selected an average of 4 activities each.]

30

Legend: Yes ■ No ■ I don't know what that is ■ No answer

Categories (top to bottom): Books, Movies, Audiobooks, Magazines, STEM Kits, Music CDs, Board Games. X-axis: 0, 5, 10, 15.

Overall, respondents recognized and knew they could borrow books and movies from the library, but were unaware of what some more traditional library materials are or did not know they could be borrowed from the library, including magazines, audiobooks, and music CDs. Most were not aware that they could borrow "non-traditional" items like STEM Kits or board games, or were not sure what these items were. [Q10]

Library Thoughts

When asked whether they agreed with the statements "The library is a place I want to visit," "The library is a place I feel safe at," and "The library is a place that I feel welcome at," all 12 responded yes to all three statements [Q11].

This positive attitude towards the library was further affirmed in their answers for Question 16, "Is there anything else you want the librarians to know?" The 9 comments included:

- Possibly equating the library with the North Pole: "I wish that everyone could get everything they want if they are good all year and kind to other people."
- "The library is one of the best places in Maynard. ☺"
- "I want to borrow the library because it's such a fun place."
- 4 comments from different respondents about loving the library and library staff.

Children finished the sentence "My favorite thing about the library is…" [Q12] with:
- Books (mentioned by ½ of respondents)
- Scavenger hunts
- Toys, specifically the vehicle toys
- Using the computer.

Several comments worth noting in full:
- "scavenger hunt & using the elevator"

- "the computers to look up books."
- "Board games and playing and improving to read and have fun"

When completing the sentence "My least favorite thing about the library is…" [Q13] they most often listed actions, including:
- "when we have to leave"
- "When my mom tells me I can't do something"
- "Cleaning up"
- 5 of the responses said "nothing" or "I don't have one." The 2 older children both mentioned the toys, indicating that they would like toys geared towards older kids.

Suggestions for things they can't currently borrow but would like to see added [Q14] were mostly toy based:
- "Toys," "dollhouse," "a bunch of toys," "the rocking horse."
- iPad
- video games

Program and activity suggestions [Q15] included:
- More puppet shows
- "stuff with other kids"
- a cafeteria
- "a painting club"
- "Pokémon card club, messy science, or robots"
- "More community storywalk events"
- "English learning programs for my mommy"
- "Rockabye Beats"[1]

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[1] Rockabye Beats is a local company that presents music classes for toddlers.