

## Hubbard Memorial Library Annual Report - 2019

The Hubbard Memorial Library began 2019 with efforts by the Board of Trustees, staff and Planning Committee to implement our five year Strategic Plan. This Strategic Plan, approved by the Massachusetts Board of Library Commissioners, outlines vital steps necessary for the Hubbard Memorial Library to advance and evolve while remaining true to its core role as an important community resource.

One of the core Goals of the Strategic Plan is to Partner with local businesses, community groups, town departments and schools. To that end we have partnered with the Ludlow Area Adult Learning Center English as a Second Language education program to provide an ESL Conversation Group. This group meets at the library on a weekly basis to allow for the cultural interaction and improvement in English proficiency from persons from all over the world.

Another key objective of our Strategic Plan is enhanced marketing to the community. 2019 saw the installation of two 43 inch televisions used for digital signage to help market library programming, services, and databases.

The strategic plan also charges the library with developing new funding sources to improve technology resources and equipment available to the public. In furtherance of this objective, the library with major efforts on behalf of July Siebecker, Youth services Department Head, pursued, was awarded, and implemented a \$15,000.00 grant from Institute of Museum and Library Services and the Massachusetts Board of Library Commissioners to plan and develop CreateHub. CreateHub is our branding for a makerspace which introduces pre-teen and young adults to vital collaborative and technology to lay a foundation for skills necessary in the 21<sup>st</sup> century workplace. This effort has resulted in the complete enhancement of the Young Adult section of the library along with a wide variety of new resources and technologies referenced below.

### Before:



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After:



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The staff of the library continues to evaluate and improve on the collections available to our patrons. Some of these new additions include new formats for enjoying books such as Playaway readers. These devices contain an entire book on a small self-contained electronic device. You can simply check one out and plug your headphones into to listen to books anywhere.

The library acquired several new databases: Bookflix (children's educational resource), TrueFlix (children's educational resource), and AtoZ Food America.

Additionally, we have acquired a variety of items that circulate as part of our "Library of Things". Included in this collection are: cameras, camcorders, tripods, tablets, Chromebooks, 3D Doodlers, robotics, Kilowatt Kit (home energy usage analysis device), laser distance measurer, sewing machines, drawing tablets, puppets, and puzzles. A majority of these new items in our Library of Things were acquired through a grant from Institute of Museum and Library Services and the Massachusetts Board of Library Commissioners.

Separately, the library has acquired: PlayStation, Microsoft Xbox, and Nintendo switch gaming consoles for in house use. A collection of video games for each of these consoles has been acquired and will be available for circulation to the public. Other new resources available for in house use include: video game consoles, green screen set, and Adobe Photoshop Elements Photo and Video editing software installed on four adult computers and all of the Youth Services computers.

A new complement to the technology acquired through the MBLC IdeaLab grant is virtual reality. The library has acquired two Oculus Quest VR Headsets along with a variety of educational, creative, experiential, and entertainment applications to allow patrons to explore this powerful new technology.

This year we have circulated 88,415 items with a dollar value of \$1,222,573.29 to citizens of Ludlow and surrounding towns. Based on these figures, every \$1 spent on our budget has resulted in \$2.40 worth of value in circulating materials only. The library also provides free services including the use of meeting rooms, adult and youth programming and clubs, computer training and assistance, scanning, databases as well as a warm, welcoming atmosphere.

The Youth Services Department offered 508 programs with 7355 attendees. The Adult Services department offered 228 programs with 1759 attendees. The Adult and Youth Services Summer Reading Program provided enhanced learning opportunities and reading skills development to 813 patrons. The 783 attendance for the Youth Services Department was the third highest number recorded during the last twenty-three years.

Our collection now numbers 64,515 items with access to 8,099,088 items in our CW Mars

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consortium alone. This number does not include e-book collections or the collections available statewide through lending between consortia.

Staff continue to excel. July Siebecker, Youth Services Department Head, was awarded the Larry Romans GLBTRT award from the American Library Association. Each year, the award will honor a librarian who has demonstrated excellence in the area of mentoring, who has successfully encouraged others to serve as mentors, and who has impacted the lives and careers of others through tirelessly devoting time, energy, and talent toward helping others succeed in our profession.

Challenges remain. We are currently understaffed which limits our ability to perform outreach to the community and pursue new initiatives such as digitization of historical resources. Maintenance of this historic building is ongoing and costs associated with this effort are not sufficiently provided for in our budget.

The Library Trustees and staff would like to acknowledge and thank the hard work performed by the Friends of the Library and volunteers who help by supporting library programming and providing invaluable assistance in our efforts to serve our patrons.

Sincerely,

Patrick McGowan, Director, Hubbard Memorial Library

Christine S. Davis, Chair, Library Board of Trustees