

**WESTERN MASSACHUSETTS REGIONAL LIBRARY SYSTEM (WMRLS)  
PLAN OF SERVICE FOR FISCAL YEAR 2010  
FOR ANNUAL MEETING NOVEMBER 13, 2008**

**MISSION STATEMENT**

The Western Massachusetts Regional Library System, a State-supported collaborative, provides leadership and services to foster cooperation, communication and sharing among member libraries of all types. The Region assists member libraries in promoting equitable access to excellent services that contribute to a literate, enriched, and productive community.

**VISION STATEMENT**

(FROM WMRLS STRATEGIC PLAN):

The Western Massachusetts Regional Library System will be the dynamic center of a vital regional library community:

- Providing leadership and vision regarding the essential role of libraries in today's web-based world.
- Advocating for equal access to information, resources and services for the citizens of Western Massachusetts.
- Promoting innovation and collaboration between libraries of all types.
- Demonstrating the capacity to be fiscally sound, flexible and responsive to the needs of the full range of libraries in Western Massachusetts.

COMMUNITIES IN THE WMRLS SERVICE AREA:

ADAMS	FLORIDA	MIDDLEFIELD	SHEFFIELD
AGAWAM	GILL	MONROE	SHELBURNE
ALFORD	GOSHEN	MONSON	SHUTESBURY
AMHERST	GRANBY	MONTAGUE	SOUTH HADLEY
ASHFIELD	GRANVILLE	MONTEREY	SOUTHAMPTON
BECKET	GREAT BARRINGTON	MONTGOMERY	SOUTHWICK
BELCHERTOWN	GREENFIELD	MOUNT WASHINGTON	SPRINGFIELD
BERNARDSTON	HADLEY	NEW ASHFORD	STOCKBRIDGE
BLANDFORD	HAMPDEN	NEW MARLBOROUGH	SUNDERLAND
BUCKLAND	HANCOCK	NEW SALEM	TOLLAND
CHARLEMONT	HARDWICK	NORTH ADAMS	TYRINGHAM
CHESHIRE	HATFIELD	NORTHAMPTON	WALES
CHESTER	HAWLEY	NORTHFIELD	WARE
CHESTERFIELD	HEATH	ORANGE	WARWICK
CHICOPEE	HINSDALE	OTIS	WASHINGTON
CLARKSBURG	HOLLAND	PALMER	WENDELL
COLRAIN	HOLYOKE	PELHAM	WEST SPRINGFIELD
CONWAY	HUNTINGTON	PERU	WEST STOCKBRIDGE
CUMMINGTON	LANESBOROUGH	PITTSFIELD	WESTFIELD
DALTON	LEE	PLAINFIELD	WESTHAMPTON
DEERFIELD	LENOX	RICHMOND	WHATELY
E. LONGMEADOW	LEVERETT	ROWE	WILBRAHAM
EASTHAMPTON	LEYDEN	RUSSELL	WILLIAMSBURG
EGREMONT	LONGMEADOW	SANDISFIELD	WILLIAMSTOWN
ERVING	LUDLOW	SAVOY	WINDSOR
			WORTHINGTON

## WMRLS Executive Board Members - 2008:

### Officers:

- **President**  
**Judith Clini** (public) – Agawam Public Library
- **Vice President/President Elect**  
**Eric Poulin** (academic) – Greenfield Community College
- **Treasurer**  
**Sue San Soucie** (public) – Carnegie Public Library, Montague
- **Secretary**  
**Christine Bergquist** (public) – Wilbraham Public Library
- **Past President**  
**Betty Johnson** (public) – Griswold Memorial Library, Colrain

### Executive Board Members:

- **David Bosse** (special) – Historic Deerfield & Pocumtuck Valley Mem. Assoc.
- **Lauren Cunniffe** (school) – Stoneleigh-Burnham School, Greenfield
- **Lee Fogarty** (public) – Springfield City Library
- **Priscilla Perkins** (academic) – D'Amour Library, Western New England College
- **Susan Peterson** (public) - East Longmeadow Public Library
- **Joan Powers** (school) - Undermountain Elementary School, Sheffield
- **Martha Santoro** (special) - Franklin Law Library, Greenfield; WNEC Law School
- **Faith White** (Lay representative) – Sunderland

### Non-Voting Members:

- **Beth Wade** - Grants Manager, Massachusetts Board of Library Commissioners
- **Jan Resnick** - Assistant Regional Administrator, WMRLS
- **John Ramsay**, Regional Administrator, WMRLS

## **DELIVERY**

### **GOAL:**

To meet the delivery needs of member libraries in light of expanding Regional and statewide resource sharing initiatives.

### **Activities:**

- To work cooperatively with member libraries, library organizations and delivery vendors to provide a delivery service that is as responsive, efficient and cost-effective as possible.
- To maintain a closer relationship with the C/W MARS Resource Sharing committee.
- To monitor emerging delivery needs and consider how to meet those needs, including, but not limited to, options such as additional routes, subsidizing or integrating academic delivery services, contracting for some deliveries, delivery-on-demand service, fees, replacement of WMRLS vehicles and purchase of used trucks to maintain our fleet.
- To establish clear delivery guidelines and take measures to ensure that member libraries make appropriate and effective use of delivery services.
- To cooperate with the other Regions, C/W MARS and the MBLC to arrive at ways to contain the amount and cost of delivery, including consideration of user fees, when Regional funding cannot accommodate increasing demand in light of other needed services, especially in light of high fuel costs.

### **Measures:**

- Sample delivery volume semi-annually at member libraries, achieving as high a response rate as possible.
- Revise and maintain a helpful and current delivery web page.
- Promote clear delivery guidelines as defined by the statewide delivery committee.
- Review the results of statewide delivery sortation studies and consider the impact of implementing their findings and recommendations.
- Continue to develop suggestions on packaging for delivery and on the education of patrons about the impact of resource sharing and their responsibilities.
- Conduct a delivery roundtable annually.
- Hold quarterly meetings of the WMRLS Resource Sharing Advisory Committee.
- Coordinate delivery service for libraries by couriers with direct WMRLS delivery service.
- Monitor costs of Regional delivery as a percentage of the overall regional budget.
- Cooperate with WMRLS administration in establishing, if possible, what level of support WMRLS can afford to designate to delivery.
- Use vegetable oil fuel to the full extent possible in our diesel truck.
- Monitor the effects on delivery loads of the reduction in the bookmobile schedule.

## **SUPPLEMENTAL REFERENCE**

### **GOAL:**

To provide reference support to assist with inquiries beyond the scope of member libraries' missions and collections.

### **Activities:**

- With input from the Reference Advisory Committee, negotiate with Springfield City Library as WMRLS Regional Reference Center to develop and provide responsive and useful services to member libraries, including consideration of offering access to Springfield's toll-free telephone reference service to library users.
- Continue to work with MBLC, the other Regions and member libraries to develop and fund the most effective approaches to reference services statewide, including MassAnswers (online chat reference), reference databases, and other options as they emerge.
- Provide Help Desk assistance, promotion and training on the use of in-library and remote access to the statewide online databases and the Springfield Republican online newspaper.
- Offer subject interlibrary loan services to member libraries.

### **Measures:**

- Statistics on use of Regional Reference Center by member libraries and nonresidents.
- Springfield's costs and efforts to comply with Reference Standards established by the MBLC, including collections and being open more Sundays during the year
- Statistics on subject interlibrary loan usage.
- Training sessions on use of online databases, including workshops and onsite at member libraries.
- Springfield City Library's contribution to make the Springfield Republican available online to member libraries and their users.
- Statistics on use of databases.
- Offer two Reference Roundtables annually, coordinated by the Reference Advisory Committee (RAC).
- Develop one workshop annually on new initiatives in reference service.
- Distribute the new brochure that promotes in-library and remote use of databases in both print and electronic form.
- Work with the Regional Reference Center WMRLS RAC to develop and offer the Basic Library Techniques in Reference series in 2 locations in fall 2009.

- **INTERLIBRARY LOAN**

**GOAL:**

To enable member libraries and their users to obtain materials that cannot be provided directly by the member library.

**Activities:**

- Provide materials and information from WMRLS collections, OCLC and other resources.
- Encourage effective use of WMRLS interlibrary loan services in conformance with established guidelines.
- Monitor impact of the MBLC Virtual Catalog on interlibrary loan services.
- Continue to support MassCat as an online catalog, circulation and resource sharing system for member libraries that are not members of the C/W MARS network.
- Assist and train member libraries on use of MassCat.
- Examine new ILL borrowing patterns: members going direct to one another; members going direct to resources like the Virtual Catalog, ILLiad at BPL and so forth. Determine the impact, if any of these changes on WMRLS ILL service delivery.

**Measures:**

- Interlibrary loan usage statistics
- Training sessions on use of ILL
- Conduct an annual ILL Roundtable
- Conduct 3 meetings per year of the WMRLS Resource Sharing Advisory Committee.
- Participation in C/W MARS Resource Sharing Task Force
- MassCat member libraries, ILL activity, training sessions
- Development of an ILL FAQ web page

## **CONTINUING EDUCATION AND TRAINING**

### **GOAL:**

To provide for the continuing education and training needs of member library staff and governing authorities.

### **Activities:**

- To plan, advertise and conduct onsite and online workshops and other training opportunities to meet the changing needs of member libraries, as expressed through surveys and evaluation forms.
- Continue to offer Readers Advisory programs, following up on the Readers Advisory LSTA Grant.
- To collaborate with other Regions, MBLC and other library organizations in providing continuing educational opportunities.
- To offer the Basic Library Techniques series on Reference in the fall of 2009.
- To provide opportunities for member libraries to meet, communicate and collaborate with one another, through meetings and workshops and online through wikis, blogs, bulletin boards and/or other electronic means.
- To utilize expertise of member library staff in workshops and other training sessions.

### **Measures:**

- Number of training sessions
- Attendance at continuing education sessions
- Attendance and completion statistics for online continuing education sessions
- Evaluations of workshops by attendees
- Suggestions for additional training topics through evaluation forms and online surveys

## **ADVISORY AND TECHNICAL ASSISTANCE**

### **GOAL:**

To support member libraries in their efforts to address local issues, policies, planning, and technology needs.

### **Activities:**

- To provide advisory and technical assistance services to member libraries through telephone, written correspondence, email, visits to WMRLS, visits to member libraries, through ready reference advisory, the technical assistance information posted on the WMRLS website, the WMRLS-One-Blog and other means of communication.
- To provide professional development opportunities to WMRLS staff to augment their expertise in meeting the advisory and technical assistance needs of member libraries of all types.
- To determine scope of assistance needed by member libraries, especially in the areas of technology and technical services including digitization projects at the local, network and state levels.
- To continue providing Internet connectivity for small public libraries with funding support from the Board of Library Commissioners.
- Provide a professional collection of print and AV materials for the use of member libraries and Regional consulting staff.
- Building on the success of the “Together We Thrive” LSTA grant, work to continue the kinds of assistance that ere provided to small public libraries to other libraries, possibly through a Circuit Rider for Hire program. Consider assisting libraries with projects such as collaborations and digitization efforts.
- Consider options for providing website hosting for small public libraries.

### **Measures:**

- Statistics on number of contacts of WMRLS staff from member libraries, and time spent responding to their requests.
- Statistics and progress reports from the ‘Thrive Grant.’
- Internal advisory reports for communication with other WMRLS consulting staff.
- Number of professional development sessions attended by WMRLS staff.
- Statistics on usage of ready reference advisory and technical assistance information posted on the WMRLS website.
- Number of small public libraries with enhanced Internet connectivity.

## **COOPERATIVE PROGRAMS**

### **GOAL:**

To plan and coordinate cooperative services for member libraries.

### **A. SUPPLEMENTAL MATERIALS: BOOKMOBILE AND DEPOSIT COLLECTIONS**

#### **GOAL:**

To provide eligible member libraries with additional resources to meet the needs of their users.

#### **Activities:**

- Using information from the Small Library Study and follow-up input from member libraries, work to determine the scope of collections, types of materials and guidelines for receipt of supplemental materials service.
- Provide deposits of materials by delivery truck rather than by bookmobile in cases where a small library receives multiple deliveries per week.
- Continue to support members and assist C/W MARS in the implementation of self check for bookmobile libraries.
- Continue to provide audiovisual materials in current formats.
- Seek increased and sustained funding from State and other sources to provide library materials to meet the needs of small public libraries and their users.
- Monitor effects that the reduction in bookmobile schedule has on circulation statistics and use of the library in small communities that rely on the supplemental collection.

#### **Measures:**

- WMRLS circulation statistics from bookmobile visits and deposits sent from headquarters.
- Changes in circulation patterns now that deposit Self Check functionality from C/W MARS is available for full circulating members.
- Financial support received from State budget, WMRLS Friends, and other funding and grant sources.
- Redefined bookmobile schedule and guidelines for service.
- Comments from member librarians about the supplemental collection and about bookmobile service at Small Library Roundtables, from anecdotal information passed on by Bookmobile Specialists, and in informal conversations with small library directors.
- Changes in circulation totals and patterns due to the reduced bookmobile schedule, increased reliance on deposits to small libraries, selection visits to WMRLS by librarians, and self check functionality.

## **B. COOPERATIVE PURCHASING FOR LIBRARY MATERIALS AND SUPPLIES**

### **GOAL:**

To provide access to discounts for materials and supplies for member libraries.

### **Activities:**

- To offer a statewide purchasing cooperative that will provide significant discounts for member libraries, in conformance with State procurement laws.

### **Measures:**

- Discounts offered
- Number of libraries participating
- Savings achieved, based on amounts projected to be spent by libraries

## **C. YOUTH SERVICES**

### **GOAL:**

In cooperation with other Regions and MBLC, to offer a statewide summer reading program.

### **Activities:**

- Work with regional counterparts to develop a Massachusetts Regional Library Systems Statewide Youth Services Plan of Service that provides direction on future statewide summer reading programs as well as other collaborative literacy programs and services.
- Work with a Summer Reading Program Committee consisting of library youth services representatives from each region to plan, produce, and evaluate the annual summer reading program.
- Promote the Annual Summer Reading Program to WMRLS member libraries via WRapper newsletter articles, a WMRLS Summer Reading Program website, the WMRLS READS blog, and the WMRLS and WMRLS Summer Reading Program email discussion lists.
- Assist WMRLS libraries in adapting the summer reading program to the unique needs of their communities via the annual WMRLS Summer Reading Program Idea Sharing Workshop.
- Promote ReadsInMA, the statewide online grant-funded reading program, to all public libraries in western Massachusetts.

### **Measures:**

- Number of libraries attending the Annual Summer Reading Program Idea Sharing Workshop
- Number of libraries participating in the summer reading program
- Number of public libraries participating in ReadsInMA
- Number of users participating in the summer reading program.
- Number of visits to the WMRLS Summer Reading Program website and WMRLS READS blog.

## **REGIONAL COORDINATION/ADMINISTRATION**

### **GOAL:**

To provide leadership, manage operations and provide oversight for the organization to accomplish Regional goals.

### **Activities:**

- Direct WMRLS services and staffing toward fulfilling the vision and directions set forth in the WMRLS Strategic Plan.
- Review WMRLS operations, spending, workflow, job descriptions, performance evaluations, salaries and benefits to ensure all efforts work toward achieving the needs of member libraries within the constraints of the Regional budget.
- Undertake public relations efforts (including the website, blog, newsletter, WMRLS email discussion list, newspaper articles and efforts of the Friends of WMRLS) to make member libraries, the public and legislators aware of the important role WMRLS plays in maximizing the services that can be provided by member libraries.
- Work with MBLC, WMRLS Friends, member libraries, other Regions and other library organizations to achieve adequate State and Federal funding for library services.
- Continue to ensure that WMRLS Headquarters and its operations are conducive to effective provision of services to member libraries.
- Explore grants and incentive programs to make possible the economical installation and use of solar power and other energy saving initiatives to reduce costs at WMRLS Headquarters.
- Work with WMRLS Small Library Committee, Executive Board, MBLC and other groups to implement recommendations determined to be priorities from the Small Library Study. Evaluate extended service possibilities as outgrowths of the Thrive Grant.
- Apply for grants and other alternative funding sources to accomplish WMRLS goals, as approved by the WMRLS Executive Board.
- Represent WMRLS in local, Regional, statewide and national activities.

### **Measures:**

- Publish WMRLS newsletter six times yearly, or explore alternate ways to publish.
- Continuously update WMRLS website with library news and updates
- Continuously update the WMRLS-One-Blog with library news and updates.