



Strategic Plan

2020-2024

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- The 200 community members who responded so thoughtfully to the Strategic Plan survey
- The many participants from the community, Trustees, Friends, and staff in the Community Input Sessions and interviews, and for all their many useful suggestions and insights
- Consultant Abby Strauss for her inspiring and knowledgeable professional guidance

APPROVAL

The Library Board of Library Trustees of the Tilton Library approved and adopted this Strategic Plan at their meeting on September 4, 2019.

Trustees:	Satu Zoller, Chair
	Marjorie Shearer, Vice Chair
	Cynthia Von Flatern, Secretary
	Grant Bialek
	Nancy Maynard
	Kathy O'Rourke
	Elizabeth Schmitt



MISSION STATEMENT

The mission of the Tilton Library is to enrich our community through opportunities for learning, sharing, growth, and fun.

VISION STATEMENT

The Tilton Library: The heart and mind of our community.

WHY WE DO STRATEGIC PLANNING

The Massachusetts Board of Library Commissioners (MBLC) requires libraries to complete and submit multi-year strategic plans to be eligible for direct grants from the MBLC under the federal Library Services and Technology Act (LSTA) or any state funded grants.

A strategic plan is also a useful management tool. The planning process gives us a chance to talk about the library to many different members of our community. It helps us identify areas in which the library is already strong as well as areas in which our services need to be expanded or improved.

This plan will help us budget, prioritize activities, and continue to plan for the future.

It also provides a clear sense of purpose for the library staff, trustees, friends, and volunteers.



COMMUNITY DESCRIPTION

The town of Deerfield covers 33.57 square miles situated in Franklin County, in the Connecticut River Valley, in western Massachusetts. It is bordered by the city of Greenfield and the towns of Montague, Sunderland, Whately, Conway and Shelburne. Some of the most fertile lowlands in the United States extend the length of the

easternmost portions of the town along the Connecticut, Deerfield and Mill rivers. The fertile lowlands are flanked by scenic forested uplands, with the most prominent elevation being Mount Sugarloaf at the southern extent of the Pocumtuck range. The town is considered to be rural, but it also serves as a suburban center for nearby Northampton, Amherst and Greenfield as well as Holyoke and Springfield. Popular tourist destinations include Historic Deerfield, Pocumtuck Valley Memorial Association Museum, Yankee Candle Company and Magic Wings Butterfly Conservatory. The members of the Five College Consortium (University of Massachusetts, Amherst, Mount Holyoke, Hampshire and Smith Colleges) are all within 20 minutes driving distance.

Residents of Deerfield are accustomed to distinguishing among the various areas of the town. East Deerfield, sometimes referred to as Cheapside, is the area closest to the larger city of Greenfield to the north. Recent housing developments are in the West Deerfield and the Mill River areas on the west side of Interstate 91. The centrally located Wapping area serves tourists bound for Old Deerfield, designated as a Registered National Historic Landmark in 1968. Three private schools, Deerfield Academy, Eaglebrook School, and Bement School are located in Old Deerfield. South Deerfield is the business and government center. The Deerfield Town Hall, Frontier Regional Middle and High School and Deerfield Elementary School are within walking distance of Tilton Library in South Deerfield.

As of the 2010 Federal Census, Deerfield's population is 5,125 with 3,484 registered voters. Deerfield employs the [open town meeting](#) form of government, and is led by a three member [Board of Selectmen](#).



LIBRARY DESCRIPTION

Tilton Library was established in 1916 with funds from the estate of Chauncey B. Tilton and by municipal and private contributions. In the late twentieth century, Tilton Library merged with Old Deerfield's Dickinson Library to become the town of Deerfield's public library.

BUILDING FACILITY

The available floor space in the two-story Tilton Library building is 4,300 gross square feet. The building is placed on 1.11 acres with a seven space parking area on the south side. Lawn and large shade trees surround the building. In 1982, with a town appropriation and the labor and donations of citizens, the lower level was converted to a children's library. In 1997, a handicapped accessible entrance and library office were added to the south side of the building and two closets were lined with shelves to accommodate a newly developed teen collection. In 2010, energy saving light fixtures were installed throughout the building. In 2011, Community Preservation Act funds were used to replace the original slate and copper roof with new Vermont quarried semi-weathering slate and copper. The original 1916 furnace was replaced in 2011, as part of the Town of Deerfield initiated Siemens energy program. A Community Preservation Act grant funded the restoration of the original marble steps in 2012.

Since 1973, the Tilton Library Board of Trustees has been exploring the possibility of expanding Tilton Library's footprint. They began by hiring architect Harvey Hathaway to prepare preliminary designs for an addition. In 1974, William Gillen Associates Architects completed the design work for a new level stack room, 180 capacity meeting room, toilets and an elevator. If completed, this project would have doubled the size of Tilton Library's capacity. In 1993 the Board of Trustees hired Margo Jones Architects to devise a plan to expand the existing building to the west which would also have doubled the size of the capacity and added additional parking spaces to the south. In 2003, goals and objectives in Tilton Library's 2004-2008 Long Range Plan called for developing a timetable for constructing an addition to Tilton Library and strategies to plan the construction of an addition to Tilton Library. In 2014, the Tilton moved forward again to expand the footprint of the library as well as update our facility, by applying to the Massachusetts Board of Library Commissioners (MBLC) for a design grant, which was awarded in 2016. The Tilton Building and Design committee hired Johnson Roberts Associates to design a schematic plan to update and expand the library in order to meet our community's needs. The library applied for the MBLC construction grant in January 2017. At the July 13, 2017 meeting of the MBLC, the Deerfield project was placed on the waiting list. At the time of this writing, we have moved from #12 to #5 on the wait list.

The proposed project will transform a 100-year old building into a modern public library that provides Deerfield residents with the services, resources and space that currently can only be accessed by travelling to neighboring towns. The expanded library will continue to anchor the village of South Deerfield: it will preserve, restore, and modernize one of the town's most historic buildings; it will add to the visual character of the town; and it will boost community pride. It will make the Town of Deerfield a more desirable place to live. By modernizing its town library, this project supports the community's vision of being self-sufficient and of providing services and resources that enhance the quality of life for town residents.

GOVERNANCE

Tilton Library is a town department governed by a seven-member board of trustees. Three permanent members are appointed by the Board of Trustees after first being elected by town vote and serving several years. Four members are elected by town vote every two years. The Library Director position is directly accountable to the Tilton Library Board of Trustees. The Library Director is an employee of the Town of Deerfield.

STAFFING

The Library Director position is 37.5 hours per week. In 2019 the Youth Services position was increased from 25 hours per week to 28 hours per week. Three library assistants work a total of 48 hours per week and three library pages work approximately 4 hours per week.

HOURS

Tilton Library is open to the public 38 hours per week: Monday 1-8; Tuesday 1-5; Wednesday 10-5; Thursday 1-8, Friday 10-1 and Saturday 10-5.

COLLECTION

The 104,648 items held by Tilton Library on June 30, 2019 include:

17,217 books	(9,348 adult & young adult + 7.869 children's)
942 print periodicals	(745 adult & young adult + 197 children's)
1,320 audio items	(1,078 adult & young adult + 242 children's)
2,067 video items	(1,431 adult & young adult + 636 children's)
60,993 ebooks	
20,645 downloadable audio	
1,464 downloadable video	

Books, DVDs and audio books are added to the collection weekly. Space constraints require active removal of unused and outdated items.

Today, in addition to books, Tilton Library offers: museum passes for free admission to area museums; new DVDs; magazines; local newspapers; free high-speed internet access; wireless internet; borrowing privileges from more than 150 other central and western Massachusetts libraries (delivered to Tilton Library within days), free access to digital books, audiobooks and movies; library of things (ukulele and sewing machine); computers; ipads; printer/fax/scanning/copier; and an extensive research database.

CIRCULATION

Total circulation for fiscal year 2019 was 48,971 items. Approximately 10,000 of those items circulated at Tilton Library to residents from neighboring communities. The number of items received from other libraries for loan to Deerfield patrons was 2,857 for fiscal year 2019 and the number of items provided to other libraries during the same period was 9,932. Circulation has continued to increase yearly since Tilton Library became a member of the Central and Western Massachusetts Automated Resource Sharing (CWMARS) consortium. Resource sharing and a growing consortially-owned digital collection have provided some relief to space constraints.

BORROWERS

The number of registered borrowers at the Tilton Library as of June 30, 2019 was 2,578. Inactive accounts are purged annually. This figure continues to rise yearly.



PLANNING METHODOLOGY

There were six stages of information gathering that resulted in this strategic plan, which were all facilitated by our consultant Abby Straus of Maverick & Boutique:

1: Two Community Strategic Planning Workshops took place in April 2019. Approximately 25 people participated in each 3-hour session. Each group was divided into groups of 4-6 people with a laptop at each table connected to a screen projection, and each table entered information that would show up with the other groups' information on the large screen. Questions were asked to the whole group beginning with a broad scope (What is the state of the world currently and how do you feel about that?) and moving towards a more local scope (How does this state of the world affect how we work, play, and live in Deerfield?) and finally to the scope of the library (What is the role of the Tilton Library in this picture?). We also asked questions about what to Keep, Abandon, Invent, or Reinvent in Deerfield, and a final question of what Tilton Library can do to help these ideas become a reality?

2: Surveys for adults as well as kids and teens were sent via electronic newsletter, posted on the library website and inside the library during the months of May and June 2019. Approximately 200 people responded to these surveys.

3: Interviews of Trustees, Friends, and Staff were conducted as they each have a unique lens to the library experience and library needs.

4: A first draft of plan framework (goals, strategies, and action items) was developed by the library director and the consultant, after looking at patterns that emerged from all the data collected.

5: A Deep Dive Workshop was a 3-hour meeting of approximately 12 people from the Trustees, Friends, Staff, and the community, at which the data and the first draft framework informed a more detailed discussion of the plan.

6: A second draft of plan framework, informed by the Deep Dive workshop was created by the library director and the consultant to arrive at solid goal statements and formal strategies.



ASSESSMENT OF USER NEEDS

The results of the community input were combined with the existing goals of the library staff, Trustees and Friends, and the town demographics, to create a picture of what is needed at the library to serve its community well.

There is a strong desire for this library **to be both a center for and partner with our community**. In the process of gathering feedback for this plan we learned that community - and the library's role within it - is a top priority. People in and around Deerfield want to connect, and want their community to thrive. They are asking for the library to expand how it interacts with and enriches the community by building on its current offerings and increasing efforts to partner with town groups and businesses, as well as other libraries, in order to provide more opportunities to help our community flourish. It was also suggested that the library reach beyond its walls to give access to people who may not or cannot physically make it to the library.

There is much encouragement to **keep growing and diversifying the materials, activities and resources offered by our library**. People want to be aware of all the library has to offer our community. Participants acknowledged that while the Tilton already offers a diverse collection and programs, there is always room to grow. We all agreed we want to provide new ways of meeting people of all ages and needs where they are at the moment, and to be responsive when those needs shift.

Our community wants the library to **creatively develop and expand library space**. The Tilton is an older library and undersized for the community it serves. People in the community understand that we have two parallel goals: to creatively use the space we have and to work toward expanding that space. In both scenarios, the community expects the library to provide access to up-to-date technology and to operate in an environmentally sustainable way. Many participants in our surveys and meetings talked about the challenging and often stressful state of the world, and how the library as a physical space can act as a respite.

As the people who can make a good library exceptional, **the library's staff, Trustees, and Friends want to continue to grow in their roles and how they work together**. Many people from the community commented on how much they appreciate the Tilton staff and the tone they set for their library experience. We are very proud of that. But many people voiced that while they see that the library is very well run, that they know little of the roles and actions of the people behind the scenes. These groups - the Trustees and the Friends, as well as the staff, recognize that this is the case and want to increase awareness of what they do to make this library great, and do that together as a unified team.

The Tilton community recognizes that in order to expand our offerings that we need to **investigate and garner resources**. People inquired about how we could access more funding and help through grants, volunteers, and word of mouth support in order to increase or diversify our offerings beyond what is covered by regular funding sources like the Town budget or the Tilton Fund.



OUR GOALS

WE IDENTIFIED FIVE STRATEGIC GOALS.

The underlying message for all of these goals is that a library is more than just a place, it is an integral service for our community, within and beyond the walls of the library.

- 1. Engaging, inspiring and partnering with our community**

The library is central to the lives of our community members.

- 2. Activities and resources for our community**

Our collection, services, and programs align with the needs and interests of our community.

- 3. Our physical space and infrastructure**

The Library has the space and tools it needs to serve people with diverse interests and abilities.

- 4. Our people and the way we work together**

Tilton staff, trustees and Friends are a strong cohesive team ready and able to serve our community.

- 5. Resources**

The Library has the resources it needs to serve the community and grow.



STRATEGIES TO REALIZE OUR GOALS

WE DEVELOPED STRATEGIES FOR EACH OF THE GOAL
AREAS.

GOAL 1: Engaging, inspiring and partnering with our community

- 1) Partner with our community to build engagement with and awareness of the Library.
- 2) Accessibility: Distribute the library beyond the physical building..
- 3) Equity and inclusion: Make the Library welcoming to everyone.
- 4) Provide opportunities for and education about civic dialogue and engagement.
- 5) Support our community in understanding and dealing with rapid social change
- 6) Partner with other groups in Deerfield and the region to share resources and further our combined interests.
- 7) Partner with other local public and academic libraries libraries to co-create programs and share resources.

GOAL 2: Activities and resources for our community

- 1) Develop creative ways to present our resources to increase awareness and usage.
- 2) Create more drop-in activities for all ages, to bring people in at times that work for their schedules.
- 3) Diversify our collection.
- 4) Create opportunities for learning about and use of technology at the Library.
- 5) Expand and diversify programs for teens and adults.
- 6) Expand and diversify programs for kids.
- 7) Build awareness of resources available through the library.

GOAL 3: Our physical space and infrastructure

- 1) Update and continue to develop the use of technology in and around the library.
- 2) Continue to address the need for more space and better accessibility.
- 3) Find ways to use the space we have now for compelling programs and experiences.
- 4) Create spaces (and programs) that support calm and offer a respite from hectic life.
- 5) Focus on environmental sustainability in how the library operates.

GOAL 4: Our people and how we work together

- 1) Explore activities for Trustee development and engagement.
- 2) Explore activities for Friends development and engagement.
- 3) Create opportunities for Trustees, Friends and staff to get to know each other, and for the community to know them.
- 4) Provide ongoing opportunities for staff development.
- 5) Encourage the Tilton Fund and The Friends to update all bylaws to align with strategic plan.

GOAL 5: Resources

- 1) Identify and apply for grants to support our activities
- 2) Develop a cadre of volunteers to support activities in the strategic plan.
- 1) Create Library Champions Kit, including talking points to garner support for the Library and its expansion

ACTION PLANS

WE CREATED PLANS TO PUT OUR STRATEGIES INTO ACTION.

GOAL 1: Engaging, inspiring and partnering with our community

1.1 Increase library visibility in community		
ACTION	TIMELINE	RESPONSIBILITY
Gather images, words, experiences from library users and town residents that evoke feeling of Tilton	2020	Director
Collect qualitative data (positive stories) to share with the community and others to support engagement with the library	2020	Director and staff
Library brochure (have at library and other locations around town)	2020-2021	Director
Get library website and social media linked on other town/area websites	2020	Director
1.2 Accessibility: Distribute the library beyond the physical building		
Mobile library and/or Little Free Library(ies)	2021	Director, Trustees, Friends
Books to seniors, people at home, etc.	2020	Director and staff
Co-located programs	2021	Director and staff
Library staff goes to local places and events with laptop for sign-ups and checkouts	2020	Director and staff

1.3 Equity and inclusion: Make the Library welcoming to everyone

ACTION	TIMELINE	RESPONSIBILITY
Create multi-generational programs and activities	2020-21	Director
Create multi-cultural activities and actively model curiosity and acceptance of diversity	2020-21	Director
Actively model curiosity about and acceptance of diverse gender perspectives	2020-21	Director
Ensure that the Library is fully prepared to welcome people of all social and economic backgrounds	2020-21	Director

1.4 Provide opportunities for and education about civic dialogue and engagement

Civics Trivia Night	2020	Director
Election Awareness	2020	Director
Library participate in more Town meetings	2020	Director, Trustees

1.5 Partner with other groups in Deerfield and the region to share resources and further our combined interests

ACTION	TIMELINE	RESPONSIBILITY
Library Join Town Building committee	2020	Director, Trustees
Identify and run programs in shared space	2020-21	Director and staff
Co- facilitate programs and awareness of resources with local non-profits and businesses	2020-21	Director
Partner with Town Recreation Dept for co-run events and resources	2021	Director
Library staff, Trustees, and Friends go to Town meetings, events, and businesses to inquire about collaboration ideas.	2020	Director, Friends, Trustees
Issues of Race: Partner with Deerfield Inclusion Group at Deerfield Elementary School	2020	Director and staff
Take advantage of Five College/ Community College professors for library partnerships for programming, resources, and collection	2020-21	Director

1.6 Partner with other local public and academic libraries to co-create programs and share resources.

Community Reads	2020	Director
Co-create teen programs with local libraries that have dedicated teen staff	2020-21	Director
Work closely with Frontier school libraries to attract more young public library users.	2021	Director

GOAL 2: Activities and resources for our community.

2.1 Develop creative ways to present our resources to increase awareness and usage		
ACTION	TIMELINE	RESPONSIBILITY
Meetup.com	2020	Director
Social Media staff (share with other libraries and/or student aides)	2020-21	Director
Digital Photo Screen at library rotating event/resource listings	2020	Director
Better/more outdoor event signage	2020-21	Director, Friends
Build stronger relationships with local press	2020	Director
Word of Mouth Marketing	2020-21	Director, staff, Trustees, Friends
2.2 Create more drop-in activities for all ages, to bring people in at times that work for their schedules.		
Drop-in crafts and maker projects with on-site supplies and instructions	2020	Director and staff
Evolving Community Art Piece(s)	2020-21	Director
Community engagement on variety of topics with questions to answer	2020	Director
2.3 Diversify our collection.		
Printed books/dvds/audio/periodicals	Ongoing	Director

More Library of Things items	Ongoing	Director
Explore idea of Library of Talent - borrow an “expert” in a field for a time period for coaching/advice	2021	Director
Purchase more digital items - ebooks	Ongoing	Director
2.4 Create opportunities for learning about and use of technology at the Library		
Tech Tuesdays	2020-21	Director
Promote all available digital materials and databases	2020	Director
2.5 Expand and diversify programs for teens and adults		
Research teens programs - drop-in and RSVP - that are inspiring to that age group.	2020-21	Director
Writing group/cafe for adults	2021	Director
Environmental sustainability / nature-based programs	Ongoing	Director, Friends
Local history talks	Ongoing	Director, Friends
Physical Literacy - health and wellness programs and resources	2020-21	Director
Craft groups for adults	Ongoing	Director
Computer gaming group - Minecraft	2021	Director

Memoir Writing group for seniors	2020-21	Director
Explore unique and niche book groups	2020	Director
2.6 Expand and diversify programs for kids		
Library learning garden	2021	Director, staff
Provide more animal-oriented programs (Paws for Reading)	2020-21	Director, staff
Explore literacy programs to help families (How to Raise a Reader)	2020-21	Director, staff
2.7 Build awareness of resources available through the library		
Create handouts listing names and links of local and state resources	2020	Director
Organize and expand library “reference” section	2021	Director
Train staff on library’s own digital resources on website	2020	Director
Along with library brochure, create insert listing all library’s resources and distribute locally	2020	Director

GOAL 3: Our physical space and infrastructure

3.1 Update and continue to develop the use of technology in and around the library		
ACTION	TIMELINE	RESPONSIBILITY
Faster Wifi	2020-21	Director, Trustees
Kanopy for downloadable movies and tv	2020-21	Director, Trustees
3.2 Find ways to use the space we have now for compelling programs and experiences		
Nook programming	Ongoing	Director, staff
Outdoor programs	Ongoing	Director, staff
After hours programs	Ongoing	Director, staff
3.3 Create spaces (and programs) that support calm and offer a respite from hectic life		
Create anti-stress zones with prompts for meditation and mindfulness	2020	Director
Provide ongoing calming programs: hand massage, chair yoga, walking meditation	2020-21	Director

3.4 Continue to address the need for more space

Keep building expansion project fresh in the community's mind - provide continuous updates	Ongoing	Director, Trustees, Friends, Capital Campaign Committee
Design and develop pocket-size piece outlining points for needing expansion	2020	Director
Document the need for more space as events/activities occur	Ongoing	Director, staff
Hold fundraising events and activities for the Capital Campaign Committee	Ongoing	Director, Trustees, Capital Campaign Committee

3.5 Focus on environmental sustainability in how the library operates

Sustainability Workshops/Talks	Ongoing	Director
Model and explore energy efficiency	2020	Director
Partner with local experts/groups for programs and literature (Transition Towns, Frontier Environmental Club, Northampton Reuse, UMass)	2020-21	Director

GOAL 4: Our people and the way we work together

4.1 Hold activities for trustee development and engagement		
ACTION	TIMELINE	RESPONSIBILITY
Trustees attend MBLC meetings and workshops	Ongoing	Trustees
Openly invite patrons and town residents to “special” meetings with food	2020-21	Trustees
Make Trustees activities more visible in brochure and on website	2020-21	Director, Trustees
4.2 Hold activities for Friends development and engagement		
Hold member recruitment events with speakers, music, and food	2020-21	Friends, Director
Friends give “member discount” at Friends fundraisers and sales	2020-21	Friends, Director
4.3 Create opportunities for Trustees, Friends and staff to get to know each other, and for the community to know them		
ACTION	TIMELINE	RESPONSIBILITY
Have member of each group attend the other group’s meetings	2020-21	Trustees, Friends, Director
Co-create fundraisers	2020-21	Trustees, Friends, Director
Have potluck dinners with brainstorm sessions	2020-21	Trustees, Friends, Director

4.4 Provide ongoing opportunities for staff development		
Create inventory of staff strengths and desired growth	2020-21	Director, staff
Provide training and materials to familiarize all staff with policies and procedures	Ongoing	Director
Plan for education for single point service	2020-21	Director
4.5 Encourage the Tilton Fund and The Friends to update all bylaws to align with strategic plan.		
Have Friends revisit bylaws	2020-21	Friends
Have Tilton Fund update bylaws	2020	Trustees

GOAL 5: Resources

5.1 Identify and apply for grants to support our activities		
ACTION	TIMELINE	RESPONSIBILITY
Engage with a grant-writing professional to identify and apply for grants	2020-21	Director
5.2 Develop a cadre of volunteers to support activities in the strategic plan		
Create internships for high school students	2020-21	Director
Volunteer Days at library	2020-21	Director
Have a volunteer matchup party	2020-21	Director
5.3 Create Library Champions Kit, including talking points to garner support for the Library and its expansion		
Provide handouts and pdfs with points that are clear and easy to remember	2020	Director
Have FAQs inside library and on website	2020	Director

Appendix A: Community Input Sessions Facilitated by Consultant Abby Straus



**Tilton Library Community Strategic Planning Workshop
April 4, 2019**

1. The context: What's happening in our world globally, nationally and locally that's having a big effect (plus and minus) on the way we live, work and play in Deerfield?

- Aging population
- Aging population
- Bees disappearing
- Birthplace
- Climate change
- Climate change
- Community development issues: Sugarloaf condos, Dollar General debates
- Declining infrastructure
- Deerfield gentrification
- Deerfield is antidote to depression
- Diminishing liberal arts and humanities in higher education
- Discrimination against people in school based on sexual orientation
- Disparate world views
- Divisive political climate
- Divisive politics
- DIY Movement
- Economic inequality
- Energized and engaged youth
- Environment/climate
- Environmental issues
- Farms and schools
- Focus on the local, fortunate to live in a beautiful
- Gender identity
- General sense of unease
- High stress
- Hyper social media and hyper media
- Immigration
- Incivility
- Incivility
- Incivility
- Interest in increasing diversity (or not)
- Lack of childcare options
- Legalization of marijuana
- Less children
- Live in a peaceful valley
- Live in a tolerant area
- "Me too" movement and black lives matter

- Mental health concerns
- More people struggling financially.
- Need for community
- Negative media influence
- Nicotine addiction and vaping
- Opioid crisis
- Opioid crisis
- Opioid epidemic
- Opioid epidemic
- Organic farm movement
- Pending community expenses: sewers! Library expansion, senior center
- People feeling welcome or not
- People taking more action
- Pinterest
- Progressive place
- Recycling (is it going in the landfill?)
- Rising real estate prices
- Sensory overload
- Start of revitalization of downtown
- Teen and youth mental health
- Texting while driving
- Thoughts about screen time for adults and kids
- Trains
- Underlying sense of anxiety and dread;
- Vaping, immigration tensions
- We like our "bubble" and local activism

Themes: climate change; opioid issue; mental health; incivility; screen time; financial stress; community: the need for it and positive aspects of our area; uncertainty about growth; vaping/nicotine addiction; environmental issues; infrastructure is aging; issues and contributions of youth: stresses anxiety; diversity and inclusivity

2. What's really working in our community that we want to KEEP? What's not working that we want to ABANDON? What might we INVENT or REINVENT that would make living, working and visiting in Deerfield more marvelous?

KEEP

- Bakeries
- Church buildings even if not used as church
- Common, town center, fountain
- Community's commitment to sustainable agriculture, locally owned small business
- Farms and preserved land and outdoor recreation areas
- Focus on arts
- Friendly sense of community, size of town
- Hillside pizza
- Keep agricultural roots and beauty of open spaces
- Last library
- Library
- Natural beauty

- Positive new businesses in town center
- Quality public schools
- Town center revitalization
- Walk from school to library
- Walkability, proximity of town/public services

ABANDON

- 2 village idea
- Any thoughts of big box stores.
- Dead storefronts
- Fear of change, old-boy networks
- Old Deerfield properties not continue tax free status of residential property
- Ugly commercial development

INVENT

- Avoid gentrification.
- Bike paths
- Coffee shop or gathering place
- Diversity
- Greater civic involvement
- Low income housing

- More diverse population
- More diversity and acceptance
- Thoughtful commercial development
- Train stop

REINVENT

- Beautify the village center
- Cultural venues
- Downtown vibrancy
- Downtown, stores/businesses
- People involved in community
- Reinvent South Deerfield town common and business center;
- Reinvent way of looking at taxes that benefit whole community instead of automatic rejection of all tax increases;
- Relationship b/t town center and Yankee Candle--capitalize more on the tourist traffic/visitors
- Swimming – Tri-town beach
- The Master Plan
- Town common
- Use of public spaces and buildings for multi-purpose use

3. What's a project we could begin today at the library that would help us make our ideas a reality? Respond like this: 5-7 word catchy title, 25 word description.

1. Outdoor library "Cafe" - tables, space to hang out in the warmer weather, meet other folks, eat and drink, play games, programming.
2. Local performance/teaching series: children and adults perform and teach a lesson (magic show, music, improv); library could partner with other groups like Senior Center, held at a regular time weekly for an hour-90 minutes.

3. Race: What is it good for? Partner with Diversity Inclusion Group at DES; bring in speakers from community/local colleges universities to speak on issues related to race, privilege, how to build diversity.
4. Fundraising ideas: Buy a brick in memory or in honor of someone. Approach FRHS alumni to donate bricks. ESL classes, conversational language groups.
5. Put the pet bowl out now!,
6. Cultural Center Next Door: Library participation in town building committee to convert church next door to cultural center open to all.
7. Group computer game playing, e.g. Minecraft--kids can play simultaneously in the same physical space so they can talk with each other.
8. Partnering: Library partnering with local businesses and organizations. Senior center memoir writing workshop, or book group at BBC.
9. Start conversation about what to do with Congregational church.
10. Higher Ed Partnerships: Increase programming on diverse current event topics.
11. Start conversation about bike path, build interactive book path.
12. Community outreach; cooking classes, ESL, learn to play an instrument, learn card games, outdoor games series, partner w/Rec Dept.,
13. Intergenerational Storytelling Through Multimedia: Schools partner with senior center at library to have seniors tell their stories while teens film, edit and produce video memoirs
14. Library of Things: Start borrowing shelf of pastas= makers, insta-pit, air fryers, dehydrators, etc.
15. Library of Talent: Have people in the community donate a certain number of hours of their time. Community members can "check them out" for an hour at a time (or some other specified length) to learn new things, etc.
16. One-town read with a book that reflects these concerns [identified in workshop (Obama book?)
17. Ask for Deerfield students to help read to children
18. Town History project, encourage oral histories
19. Work on walking tour; Library could lead the walking tour, bring someone in to lead the tour, or have a brochure for self-guided tour, pick up audio or YouTube video; com to library for memorabilia and take off from library on walking tour. Project movies on the side of a building? Partner with local historical society.
20. Sponsor a garden club to advocate beautification of South Deerfield



Tilton Library Community Strategic Planning Workshop

April 13, 2019

1. The context: What's happening in our world globally, nationally and locally that's having a big effect (plus and minus) on the way we live, work and play in Deerfield?

- Agricultural preservation
- Bullying
- Business development in Deerfield-Giving Circle Thrift Shop
- Climate change
- Climate Change - coming around to more understanding of it and engagement in it
- Climate extremes
- Colleges nearby
- Decrease in neighborly interaction possibly due to the advent of social media.
- Deeply rooted history
- Diversity - what does that mean when living somewhere like Deerfield?
- Diversity in the valley - people, economy
- Diversity inclusion group (DIG) - film series - working on building understanding of diversity
- Due to negative things going on in world - people are becoming more civically engaged
- Engagement of young people
- Fewer personal interactions, meeting spaces
- History is valued
- Idea of a commonwealth
- Internet use has decreased use of libraries and increased access to information.
- Lack of civility in politics
- Legalization of cannabis
- Nationally healthcare needs improvement
- New housing development on Sugarloaf street
- Opioid epidemic
- Plastic bag issue
- Recreational areas
- Resources for seniors
- Sewer - we all have to care about each other's issues
- Sports/activities/arts
- Strong healthcare
- Technology advances
- The idea of sharing what we have and contributing to each other's needs
- Transition towns - self-sustaining

Themes and further ideas: Community, commonwealth supporting each other; diversity; climate change; social interaction; SEWER! We love you Trevor; health care/drug use; appreciation for the arts and community artistic endeavors; lot of art things in the area that we have access to

2. What's really working in our community that we want to KEEP? What's not working that we want to ABANDON? What might we INVENT or REINVENT that would make living, working and visiting in Deerfield more marvelous?

KEEP

- 350th anniversary – history
- Ad hoc committee for town common
- Attraction of new businesses / more restaurants
- DA - tradition and support
- Doesn't smell
- Frontier and strong schools
- Growing of community
- Growth and engagement
- Historic Deerfield
- Interest in art and music
- Keep agricultural farming land
- Library
- Often friendly
- People are engaged - people love this town
- Private schools as supportive part of community
- Small town-ness
- Supportive of each other – community
- Town meeting
- Young entrepreneurs coming to town

ABANDON

- Deerfield as separate from region or "better than"
- Get rid of bullying both from kids and adults
- Idea of us v them: "natives v newbies"
- S. Deerfield v Old Deerfield

INVENT

- Arts spaces
- Better senior center
- Community center for all
- Connection to bike path
- Create community spaces for game times, community talks, art projects, theater etc.
- More meeting places/gathering places informal & formal
- More restaurants
- Movie theater
- Performance location for music
- Regionalization
- Spaces for people to play music, create art

- Spaces that allow for different groups to meet each other and collaborate
- Transition town idea

REINVENT

- Better grocery store
- Empty storefronts in center
- Encourage farmers to use more environmentally friendly farming practices

- Expand library facilities
- Hotl Warren
- More walking paths/hiking trails - improve what we have and expand
- Red Roof Inn
- Redo sidewalks so it is easier to bike, walk etc. And encourage younger and older people to get out more
- Senior center, senior housing

3. What's a project we could begin today at the library that would help us make our ideas a reality? Respond like this: 5-7 word catchy title, 25 word description.

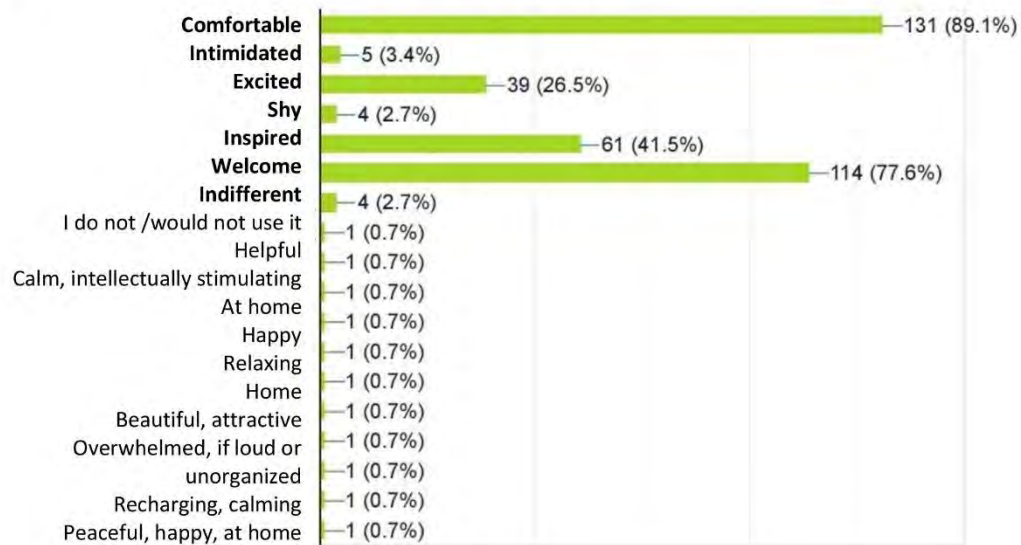
1. Alternative energy with community education.
2. Craft groups: knitting, felting, drawing, writing, pottery etc.
3. Library Learning Garden: small raised bed garden for experimenting with herbs, flowers, veggies, etc.
4. Marketing campaign to make the community more aware of the library and its services.
5. Performance Patio: level hardscape, tented for music Mondays and other events
6. Creative Envisioning Meeting: Join an open library meeting to brainstorm a re-envisioned Deerfield.
7. Partnerships with other facilities for performance space
8. Work with 350th committee to create a celebration of tradition AND change / growth.
9. Board Game nights: monthly gathering for games; gets new users into library
- 10.** Teen advisory board

Appendix B: Community Surveys

SURVEYS: ADULTS – 147 RESPONSES

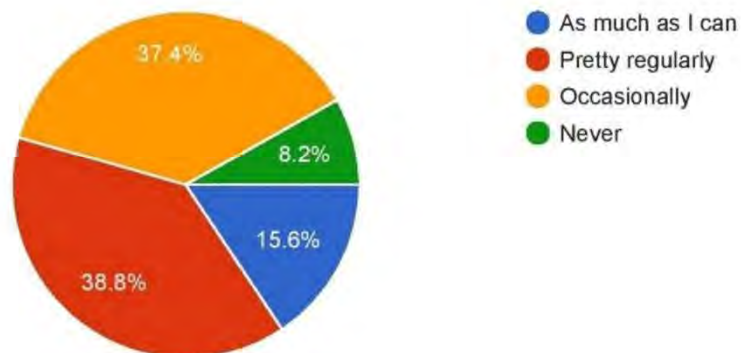
Help us make our library the best it can be

Thinking about your experience with libraries in general, what feelings come to mind? Check all that apply.



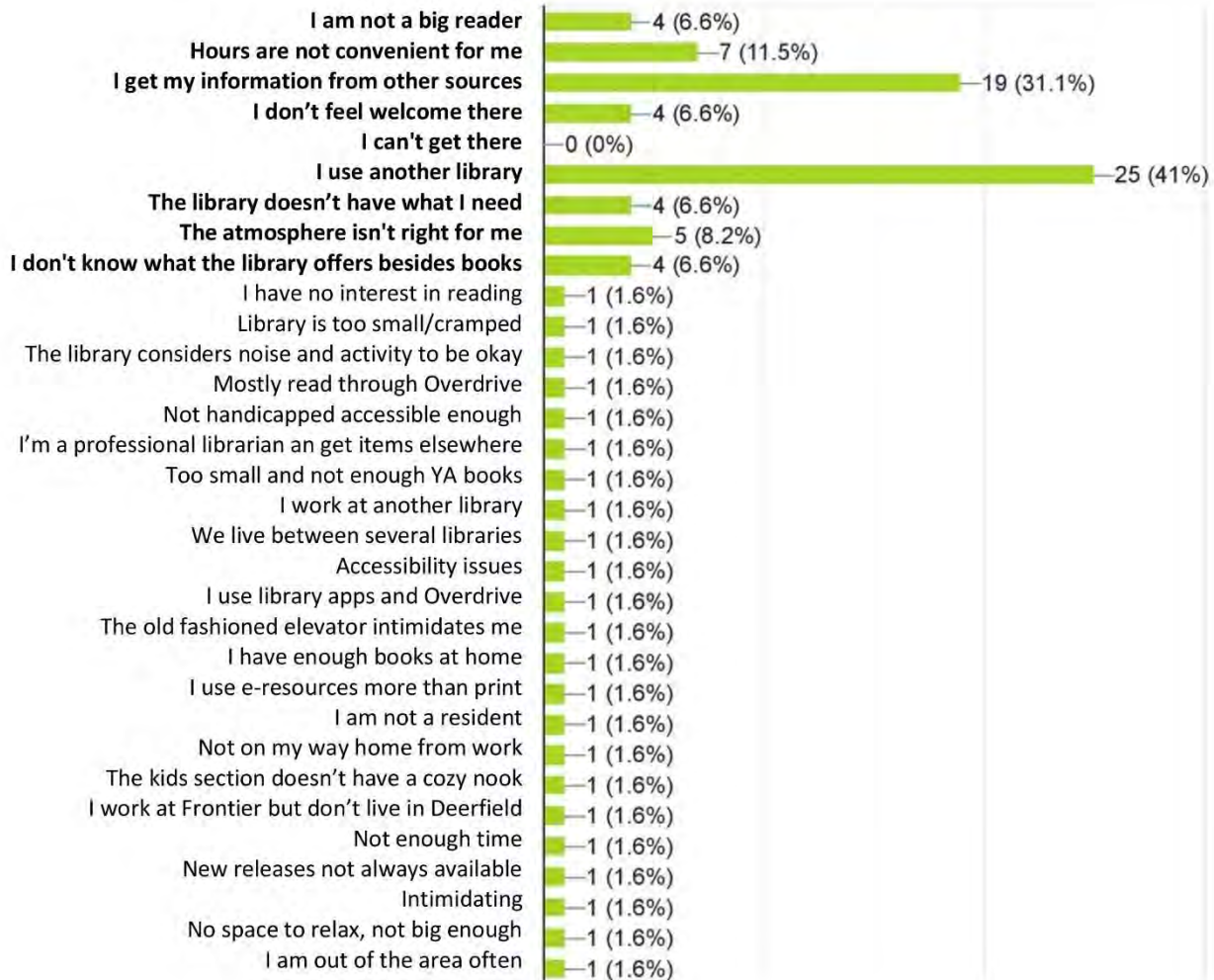
How often do you use the Tilton Library?

147 responses



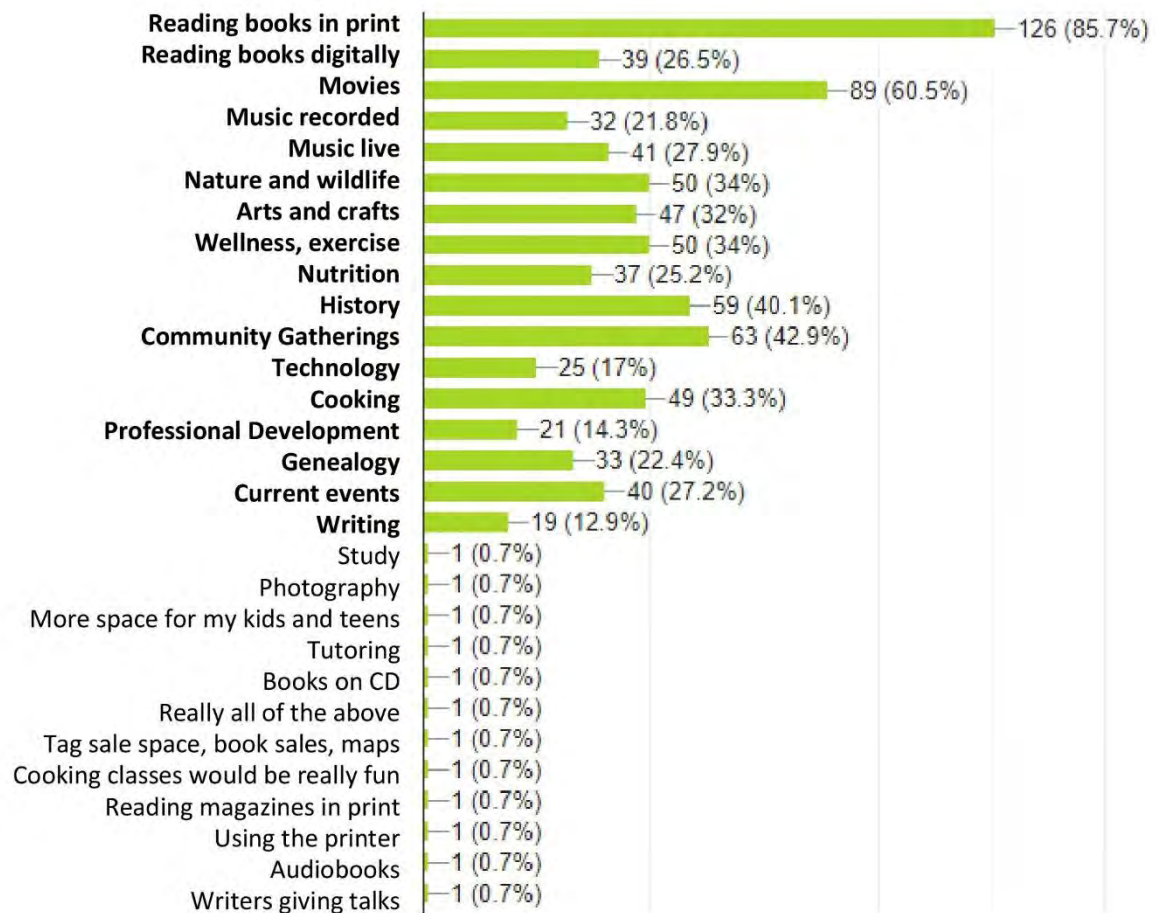
If you don't use this library, what is the reason? Check all that apply.

61 responses



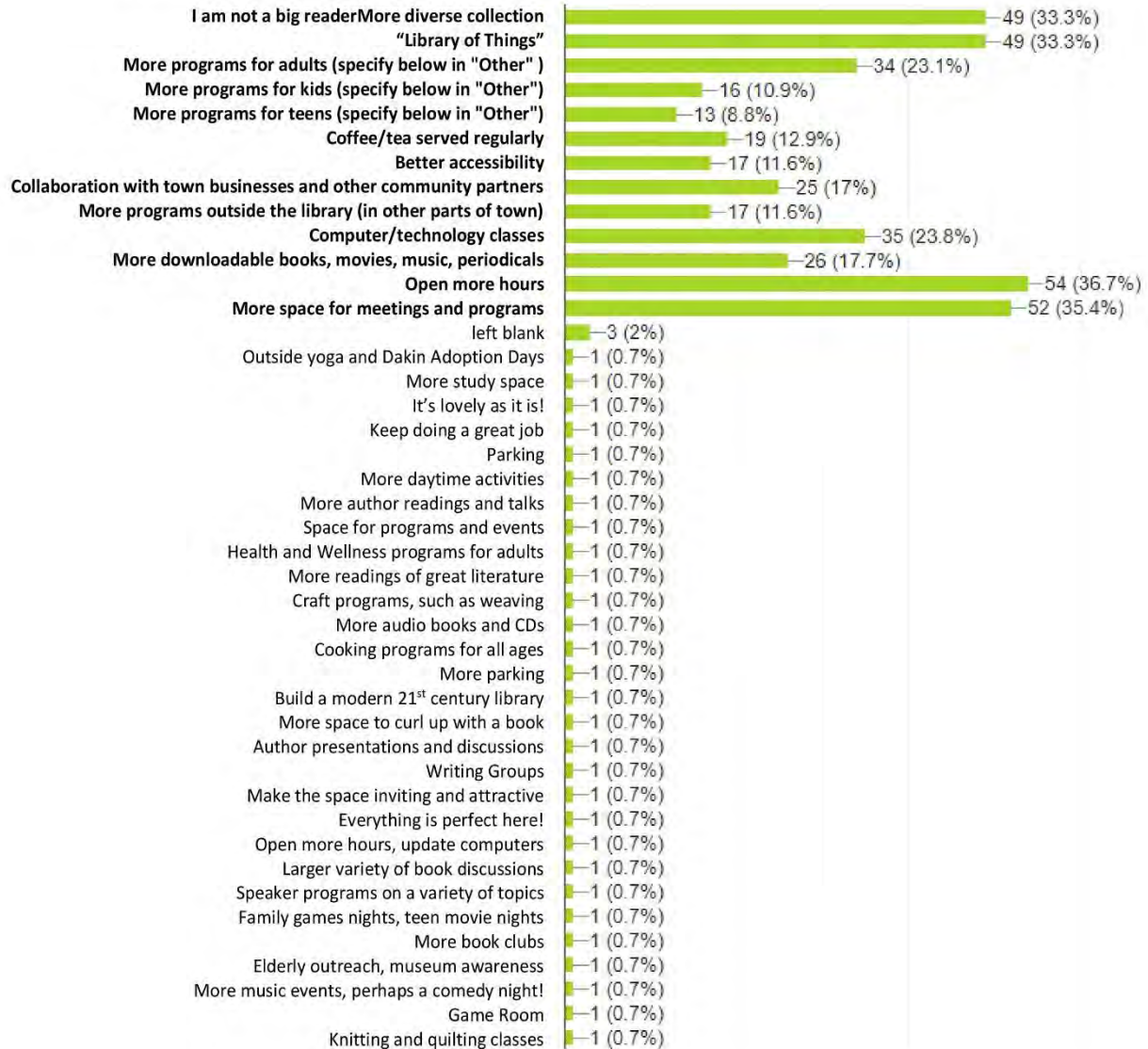
Which of the following activities and services are you interested in? Check all that apply.

147 responses



What could the Library do to make your experience more delightful? Check all that apply.

147 responses



What else would you like us to know that would help us improve our library?

52 responses

Would love to be able to rent space for children's bday parties (inside and outside)

Your goal should be to make the library self supporting. It is not a necessity for the town. It is a luxury for most people.

There should be a regional library and not a duplication of services that are not used by the majority of residents.

The staff is always friendly and helpful. Thank you for what you do!

Having M and S as "off" days, with short school day on M, means library isn't really thinking about family needs. Look at community to assess possible changes. Hours on Monday and take another day off, for example. Two days in a row every week with no hours makes no sense.

I would like the library to continue to focus on being a library, not a community center, coffee shop, performance center, etc. And if the focus is not on getting teens and kids to use the library - not as a community center/coffee shop/performance center, but as a knowledge resource the library has lost its focus as well as its purpose for the future
Weekend activities

A water fountain would be nice.

Posting more information more often. Cushman Library, Leverett Library, Jaffrey Library post regularly on Facebook. They are all smaller town libraries. I listed Jaffrey because it is a town very similar in size and businesses to South Deerfield but seems to be able to offer many more programs.

I know for space reasons you have thinned the collection, but I think it is important for ANY public library to have on hand a good collection of literature of the western "canon", certainly the works of English-language literature, and major works in translation. I have at times looked for something I thought surely would be there, and was surprised it was not. I love using CWMARS, but I think Tilton could have a stronger collection of "classics" on hand -- for the next generation of readers!

I love our library.

An upgraded library would be a boon for the town and its people!

I love my library! The Librarians ate wonderful, I honestly can't think of anything.

I love the Tilton Library! We travel in our RV much of the year but when we are home, I use the library as much as I can. When on the road, I borrow books through CWMars.

More room

You guys are great.

It would be nice to have plenty of space for local artists to exhibit their work and local history displayed, a community room for concerts, etc.

Its a wonderful space and i always enjoy going.

I'd love to see a larger children's nonfiction section. Thanks!

Creating a safe and welcome space for all ages but especially one that my kids can use after school

I love the idea of more community space and space to read; for kids, a larger, comfy area for free reading

More seating ,larger collections. We are frequent users of inter library loan. We like the intimate feeling the small library provides, how to capture that if the library grows?

Make digital downloading of books easily taught

The most important investment you can make is in the people that work at the library. We've had wonderful experiences with those working at the Tilton and I think they are the key to the library's success. Make sure these employees are listened to and given freedom to express themselves professionally and that the programs adopted align with a philosophy and ethos that works for employees and patrons alike.

Working with library and other community organizations to help those in need, like serving community meals, food drives, etc.

Grow the space. Move forward with a substantial addition and renovation.

I find that the Sunderland Public Library has the space to offer more programming for all. So if the expansion occurs, I am positive you will expand your programming.

I would like to consider the role of the library as a community center...Deerfield really doesn't have a community meeting place where a variety groups can meet up to pursue common interests and activities (like all the activities listed in the "activities and services" question) and it would be great if the library could include space for these kinds of community-building activities. I'd be interested in some of those on the list, I'm sure others would be interested in others and there are

probably more interests that could be developed. The resources of the library - books, movies, music, computers- provide valuable tools and inspiration for activities. Having the welcoming, accessible space for this would help bring all kinds of people together and build community.

Comfy chairs to sit and read

The staff couldn't be nicer or more helpful. An outside drop return for electronic media (music, film) would be nice.

Accessibility needs to be better than the service elevator for those who find stairs a challenge. It would be awesome to link the physical space with other community services like the town hall offices and senior center in the same locale. I would love to see it be a more vibrant part of the community for all of Deerfield. The staff is great!

more space!

Obtain bestsellers sooner.

I have seen some library 'expansions' that involve very little space for stacks. One of the most important roles for a library is to allow young people to browse. If you do not already know about things, you need to browse. The Internet is not a great browsing space as it is huge and not curated. The greatest thing about our libraries through the years has been that kids with few advantages have walked in and found a wealth of knowledge that gives them a foundation to build upon. Don't allow modern architects to ruin the aesthetics of this building as they have done with many local library's. Preserve the historic charm of the building by using brick and period style windows for any potential expansion. Expand only the rear, lower level to provide room for an updated internet and meeting room. Add a large, wrap around porch and gazebo around the rear addition to provide for outdoor activities and concerts.

I'm not aware of programming for adults. Only aware of children's activities.

more personnel and advanced training for them

I appreciate being asked for my input. Thank you!!

a tea and coffee space, which would allow conversation

I wish we had inter-library loan again from our schools.

Babysitting certification for teens connect to the school system also

more information about what is offered

I think you all are doing a great job, current with the times and very welcoming.

More like Sunderland library...space, more books, they don't get rid of collections of popular authors that they were given....

It's Great!

An additional bathroom; a welcoming "sunspace" for reading to recharge & thaw in the winter.

NO DOGS ALLOWED

I would like to see more activities for kids (you already do a lot). Crafts/Lego time. Would love an outdoor playspace -- not necessarily structure, but a natural playspace or mud kitchen.

The library staff members are all helpful and friendly. Thank you, all!

I really appreciate the friendly staff, the Saturday hours, and the collection of books & DVDs.

I love books and libraries -- my mother took my siblings and I from an early age. The biggest need is for more space -- space for meetings and programs and space for more books!

More computers (sometimes all busy)

DVD drop off box needed for when library is closed.

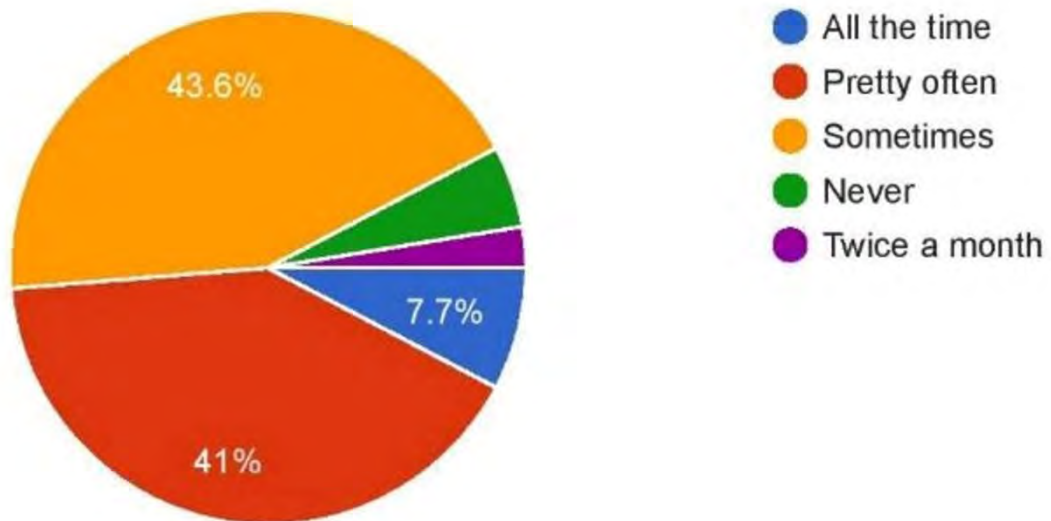
SURVEYS: KIDS & TEENS – 39 RESPONSES

Help Make the Deerfield Tilton Library More Awesome!

39 responses

4 Questions to help us make the Library the best it can be

How often do you visit the Library?



What's do you like best about the Library?

BOOKS

GRAPHIC NOVELS

Abby's test1: The books and the friendly people.

the amazing books and toys, my play space and all the nice ladies who smile at me

no one bothers you when you are reading

Selection of books for young readers

I like how you have inclusive groups for reading and help kids learn instead of just being a place to check out books.

The comfortable feeling that comes from being a small library.

That you can look at all the cool toys and check out all the cool books.

.

A quiet place to do work.

Everything

It's a good place to do homework and browse the internet.

The buildings character

I like the quietness and how neat it is

Easy location

Book selection

It brings back good memories of being a kid and visiting, but now that I'm older I appreciate how quiet they keep the second floor and how well the space serves me to do work. It's also well air conditioned which is a huge plus anywhere.

Free wifi and a nice quiet place to do homework.

Theres two diffent levels.

the hole thing it is the best place to go

THE BOOKS!!!!

the relaxing environment

resources and documents make homework easier

THE VARIETY OF BOOKS

THERE'S A LOT OF GOOD BOOKS

THERE ARE NICE LIBRARIANS

THE BOOKS

PLAYING WITH TOYS, TABLETS, KIDS, BOOKS

THE VARIETY

MANGA

ALL THE COMFORTABLE SEATING AND BOOKS

MAGIC TREE HOUSE

THAT THEY HAVE A LOT OF GOOD BOOKS

FOOD

READ BOOKS

If you could do anything you like to make the Library more awesome, what would it be?

MORE BOOKS

TO GET MORE BOOKS

More places for kids to hang out and do things together.

ice cream parties, playing outside with story time, a slide from the 2nd floor to the 1st floor, kids dance parties, ukelele lessons, and maybe some animals to pat

library lock-ins

Add to the number of museum passes available for check-out.

I would like if you had a group every(other?) week were kids could get together and you would pick a book/ author/ series/ educational movie to talk about and have games (chess, scrabble) and snacks. Also a big comfy space for kids to read in.

More/longer open hours

If there were more flying farm animal decorations hanging from the ceiling.

Advertise it more.

Improve on staff more

I think that it is fine.

Larger selection of historical fiction and young adult

I would make a teenager section in the adult area

More inclusive for teens

Nothing

Update work spaces and make the teen book section a little more prominent.

Nothing

Give more room for studying etc.

have food there

Idk...maybe more movies or audio book?

have more events there for the community

it's pretty good as-is

ADD MORE BOOKS

HAVE A PLAY STRUCTURE IN THE BACK

ADD MORE AWESOME BOOKS

BEAN BAGS

BIGGER KIDS ROOM, LIKE THE SET-UP IN WENDELL

MORE CERTAIN SECTIONS

MORE

PUT IN A LOT MORE GRAPHIC NOVELS

NO ANSWER

HELP WITH BOOKS AND KIDS

FOOD

MAKE A READING PARK

ART AND EVENTS

Please tell us your age.

39 responses

