

WESTERN MASSACHUSETTS REGIONAL LIBRARY SYSTEM (WMRLS) PLAN OF SERVICE FOR FISCAL YEAR 2011

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 - 2009:

Officers:

- **President**
Eric Poulin (Academic) – Greenfield Community College
- **Vice President/President Elect**
Lee Fogarty (Public) – Springfield City Library
- **Treasurer**
Sue San Soucie (Public) – Carnegie Public Library, Montague
- **Secretary**
Christine Bergquist (Public) – Wilbraham Public Library
- **Past President**
Judith Clini (Public) – Agawam Public Library

Executive Board Members:

- **Rob Cox** (Special) – UMass Amherst
- **Lauren Cunniffe** (School) – Stoneleigh-Burnham School, Greenfield
- **Rochelle Garfinkel** (School) – Frontier Regional School, Deerfield
- **Betty Johnson (Public)** – Griswold Memorial Library, Colrain
- **Anne Lozier** (Special) – Deerfield Academy
- **Priscilla Perkins** (Academic) – D'Amour Library, Western New England College
- **Susan Peterson** (Public) - East Longmeadow Public Library
- **Faith White** (Lay Representative) – Sunderland

Non-Voting Members:

- **Beth Wade** – Liaison, 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 to support Regional and statewide resource sharing.

Activities:

- To work cooperatively with member libraries, library organizations (C/W MARS, MBLC, networks and the other Regions) and delivery vendors to provide a delivery service that is as responsive, efficient and cost-effective as possible.
- To maintain a close 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, the statewide delivery working groups and the MBLC to arrive at ways to meet increasing delivery needs when Regional funding can no longer accommodate growing demand without jeopardizing other needed Regional services. Consideration will be made of charging user fees.
- Plan and prepare to distribute Netbook computers to public libraries on a 6-week rotation if the WMRLS Public Computing Center grant (Federal-stimulus-funded) is approved.

Measures:

- Sample delivery volume semi-annually at member libraries, achieving as high a response rate as possible.
- Maintain a helpful and current delivery web page.
- Promote clear delivery guidelines as defined by the statewide delivery committee.
- Continue to consider the impact of statewide delivery sortation studies and the implementation of their findings and recommendations.
- Promote the Statewide Delivery Committee's recommendations on packaging for delivery and on the education of patrons about the impact of resource sharing and their responsibilities.
- Conduct a delivery roundtable or forum annually.
- Offer workshops on ways to make delivery more effective, efficient, and ergonomic for WMRLS and its member libraries.
- Hold 3 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.

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 promotion of direct access to Springfield's toll-free telephone reference service by 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 online chat reference services, reference databases, and new technologies 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 request 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 request usage.
- Training sessions on use of online databases, including workshops and onsite at member libraries.
- Springfield City Library and Board of Library Commissioners 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), incorporating new initiatives in reference service.
- Update and publicize the brochure that promotes in-library and remote use of databases in both print and electronic form.

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, C/W MARS, MassCat, the Virtual Catalog, 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 C/W MARS.
- Assist and train member libraries on use of MassCat.
- Encourage member libraries to avail themselves of Resource Sharing and other training offered by C/W MARS.
- 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 and delivery.
- Consider and implement cost-effective collaborations and partnerships to ensure excellent ILL services, both within WMRLS and across the state.

Measures:

- Interlibrary loan usage statistics
- Monitor the impact of collaborative activities on ILL staff and services to WMRLS members.
- Offer CE programs on ways to make resource sharing more effective, efficient, and ergonomic for WMRLS and its member libraries.
- 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

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 Administration in the Fall of 2010
- To provide opportunities for member libraries to meet, communicate and collaborate with one another, through meetings and workshops and online through Web 2.0 applications such as wikis, blogs, and/or other electronic means.
- To utilize expertise of member library staff in workshops and other training sessions.
- Conduct a continuing education survey which includes questions about the ability of member library staff to travel to workshops throughout the Region.

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.
- Collaborate with the Massachusetts Broadband Institute, the Board of Library Commissioners, Western Mass Connect and other organizations to improve internet access for member libraries and communities.
- Begin to implement a Federal Grant, if awarded, to help public libraries across Western Massachusetts serve as Public Computing Centers.
- 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 were provided to small public libraries to other size (and type?) libraries, possibly through a Circuit Rider for Hire program. Consider assisting libraries with projects such as interlibrary coordination, 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.
- Number of public libraries serving as Public Computing Centers, if that Federal Grant is awarded to WMRLS.

COOPERATIVE PROGRAMS

GOAL:

To plan and coordinate cooperative services for member libraries.

A. SUPPLEMENTAL MATERIALS

GOAL:

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

Activities:

- Evaluate the continued development of a more focused supplemental collection and consider whether filling supplemental deposits distributed by delivery to small libraries remains feasible.
- Provide certain genre fiction, books on CD and large print materials from the supplemental collection.
- 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.
- Determine how to process the supplemental collection.
- Develop a plan for collection maintenance, including weeding and shelving.

Measures:

- WMRLS circulation statistics from deposits sent from headquarters.
- Financial support received from State budget, WMRLS Friends, Bookmobile Subscriptions, donations and other funding sources.
- Changes in circulation totals and patterns due to the elimination of the bookmobile service, increased reliance on deposits to small libraries, selection visits to WMRLS by librarians.

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 new statewide purchasing cooperative beginning in July 2010 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, offer both a statewide summer reading program and a statewide year-round online 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 member libraries to plan, produce, and evaluate the annual daylong WMRLS Summer Reading Program Idea Sharing Workshop.
- 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.
- 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:

- Actively participate in a statewide planning process to determine current visions, goals, structures and models for cost-effective but responsive services to libraries and their users.
- 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.
- Continue WMRLS leadership role in working with Mass. Broadband Institute and other partnerships to bring broadband to every community and public library in Western Massachusetts.
- Apply for grants and incentive programs to install and use solar power and other energy saving initiatives to reduce costs at WMRLS Headquarters.
- Continue supporting small libraries in their efforts to become members of either C/W MARS or MassCat.
- Apply for grants and other alternative funding sources to accomplish WMRLS goals, as approved by the WMRLS Executive Board.
- Represent WMRLS at local, Regional, statewide and national activities and organizations.

Measures:

- Explore and implement alternative ways to spread the stories of WMRLS, its services and member libraries.
- Continuously update the WMRLS website, blog and other online resources with library news and updates.