

Library

In 2016, Wilmington Memorial Library (WML) continued to implement the FY16-FY20 Strategic Plan by meeting the goals and objectives that focus on the following: community, literacy and lifelong learning, technology, marketing, facility, and staff. The 2016 Annual Report highlights activities and services that reflect how the library is making progress in these areas to better serve Wilmington residents.

Community

The library hosted a variety of community based activities in 2016. The second annual Town Wide Yard Sale was held on the second Saturday in June. This year 75 homes participated which is 14 more than last year. In addition, Savers Thrift Store picked up unsold items after the sale netting the Friends of the Library over \$800 in partnership proceeds. The feedback from the sellers was positive and the library looks forward to hosting the “third annual” next June. For the sixth year in a row, the library sponsored a Shredding Day in September. This year the library partnered with the Wilmington Community Fund, which funded the two on-site shredding trucks. In return, the public was asked to donate food to the food pantry and we are happy to report that the food and monetary donations taken in that day far surpassed expectations. It was so successful that the Community Fund is looking forward to partnering with the library in 2017.

Over 500 people joined us for our first “End of Summer Bash” on the Swain Green on August 11. Two food trucks were on hand serving delicious barbecue and Tex-Mex meals. Music was provided by the talented Quentin Callewaert Quartet. Fun activities for kids included carnival games, face painting and balloon figures by Casper the Balloon Artist. Thanks to the Friends of the Library, all summer reading participants received a free ice cream coupon for an ice cream treat.

In September, we were notified that the library was approved to host a Massachusetts Memories Road Show scheduled for Saturday, September 30, 2017. The Mass Memories Road Show is an event-based public history project sponsored by UMass Boston that digitizes personal photos and memories shared by the people living in Massachusetts towns and cities. The goal of the Road Show is to reflect as realistic a picture as possible of the community and to create a self-portrait of Wilmington based on photographic artifacts that are held in its citizens’ photo albums and scrapbooks.

In collaboration with the Chamber of Commerce, a Welcome to Wilmington Reception was held in May and November. Residents new to Wilmington were invited to attend to learn about their new community. Representatives from town departments, local organizations, and local businesses were on hand to answer questions and welcome the newcomers.

In October, Adult Services Librarian Kim Rowley began a Pop-up Library at Buzzell Senior Center. Kim visits the center every three weeks making it convenient for seniors to check out an assortment of books, DVDs, music, etc.

We got into the spirit of the presidential campaign with a “Penny Vote” featuring life size cutouts of the candidates plus one of Uncle Sam for the undecided voters. Patrons were able to cast their vote with coins or bills as many times as they wanted from October 3-November 8. Hillary Clinton won with \$77.57 followed by Donald Trump with \$47.04, and Uncle Sam with \$27.75. Proceeds went to the Friends of the Library who purchased the candidate cutouts.

Needleworkers met every Friday in the library’s Banda Room to socialize while working on their needlecraft projects and Networkers continued meeting twice monthly for job hunting and career changing support. In addition, residents, non-profit organizations and community groups used the library’s meeting rooms 177 times in 2016.

Six local artists exhibited their work in the library's large meeting room using the art hanging system installed last year. A similar hanging system was installed on the wall in the Teen Zone.

Youth Services Librarian Barbara Raab and her staff collaborated with schools and organizations to support literacy and connect children and families to critical resources. The first annual Summer Activities Fair was held in March. Approximately 100 parents looking for local summer camps and programs that offer activities for children in the summer had the opportunity to speak to fourteen different groups. In addition, we hosted our second Teen Job Fair in April. Nine local businesses were on hand to talk with over fifty teens.

Outreach to local preschools continued this year. Eleven preschools and day care centers contributed 355 pieces of art work for the Week of the Young Child Art Show in April. The Youth Services Department took storytime on the road. Storytimes were also conducted at local preschools and family day care centers and at the Recreation Department's Tiny Tots/Kids Club in the summer.

Highlights of collaboration with the Wilmington Public Schools include a book sharing program with the high school library, participation in Family Literacy Night at the Woburn Street School, staffing a library resources table at the Mental Health Awareness Day at the Wilmington Middle School and visiting all the elementary schools to promote the annual summer reading program. Also, Assistant Librarian for Teen Services, Brittany Tuttle, worked with Jen Fidler, the K-12 Art Education Coordinator, to bring students' art work to display in the Teen Zone.

Literacy

In January, Adult Services Librarian Kim Rowley launched a new book club in collaboration with the Reading Public Library. "Pints +Pages" is geared towards readers in their 20's and 30's and meets every other month in a restaurant in Wilmington or Reading. The response has been positive with consistent attendance of ten plus readers enjoying discussing the book and socializing. The library's monthly book discussion group "Novel Ideas" has a regular following. Eileen MacDougall, Library Trustee and "reader extraordinaire," provides recommended reads each month at the program. In addition, Barbara Alevras, local writing enthusiast, meets regularly with two writing groups to share ideas and feedback on the writing process.

The Youth Services Department continued to work on a variety of traditional and new initiatives to support literacy. A "Grow a Reader" packet was sent to 242 families who had a new baby born in 2015. The packet contained a welcoming letter, a brochure with early literacy tips, a flyer with events geared toward babies and toddlers and a coupon for a free board book funded by the Friends of the Library.

The annual Summer Reading Program "On Your Mark Get Set Read" proved to be success with 952 children and 313 teens registering for the program. There were 95 programs offered for children with an attendance of 3,752, a 40% increase over the previous year. Many of the popular programs filled quickly creating waiting lists. We had 313 teens register for the Teen Summer Reading "Get in the Game", compared with 290 in 2015. We offered 17 teen programs, attended by 116 teens.

The Adult Summer Reading Program "Exercise Your Mind" encouraged readers to read outside their comfort zone and participate in a reading raffle. We had 69 participants who entered 494 raffle tickets. Each raffle ticket listed a book from a different category that the reader had read. Ten \$15 gift cards were raffled off. The library also hosted its fourth successful Summer Author Series. One of the highlights was Dan Shaughnessy from the *Boston Globe*, who drew an audience of 92 and received rave reviews. Another crowd pleaser was author Jay Atkinson, who talked about his book *Massacre on the Merrimack*.

A variety of other book-related programs for youth of all ages were offered throughout the year including a new kindergarten book club, a “read in the library” book club for kids in grades 1-3, a middle grade book club, a “First Look” book group for teens and a March Madness Series Book program for teens.

Lifelong Learning

We provided a variety of learning opportunities through a robust offering of events that included classes, lectures, concerts, performances, book discussions, writing groups, workshops and more. In 2016, we offered 918 programs with an attendance of 18,535. Some of these events drew large audiences including “Living History: Stories of Survival” featuring Seng Ty a survivor of the Khmer Rouge and Mary Recko a Holocaust survivor in May. Another successful Domestic Affairs series was offered in the spring and the Great Decisions discussion group again proved popular in the fall. Topics discussed in the fall included rise of ISIS, Middle East Alliances, and Climate Change.

Technology lectures were held once a month and included topics such as encryption, robotics, and scientific trends. An afternoon lecture program on the first Monday of the month was launched with topics geared to the interests of retirees. The library again put out the call to the community asking residents to share their skills and as a result we were able to offer classes on knitting, selling on Craigslist and Amazon, how to roast coffee, and backing up your computer.

The 21st century library offers more than books and this year we expanded our “Library of Things.” With funding from the Friends Annual Appeal, the Youth Services Department put together 11 Discovery Kits. Each kit focuses on a different science or technology topic and circulates in a backpack filled with books, multimedia materials and interactive hands-on components.

Adult Services Librarian Kim Rowley put together travel kits for Disney World, Ireland, Paris, San Francisco and London. Kits are conveniently packaged in a vinyl tote bag and includes such items as cookbooks, selfie stick, history of the area, city and public transportation maps, travel books and DVDs, and travel memoirs.

Technology

Following months of review and working with Tomo 360, a local website design firm, the library launched its new website on February 1. The feedback on the website survey was very positive. Two sample comments are below:

- *It's obvious that many people spent many hours thinking, collaborating and executing a tremendously wonderful new website. Kudos to all!*
- *Love the new setup - clear, concise, key information right up front. Nicely done!*

The library’s 3 D printer is gaining popularity as more people discover what it can do for them. Technology Librarian Brad McKenna offers the following example of how this technology is being used:

A patron was trying to prevent his dog from going upstairs. He thought to use a baby gate, but the geometry of the railing had other ideas. Undeterred, he launched his CAD program and designed an object to create a flat space against which the gate could rest. Long story short, he used our 3D Printer to print the part and now the gate can do its job!

Patrons continue to come to the library seeking tech help on a variety of topics. Technology Librarian Brad McKenna and Volunteer Carmine Lavino held 134 “One on One” tech help sessions in 2016.

The library began circulating four hot spots at the beginning of the year. A Wi-Fi hotspot is a device that allows you to connect your mobile enabled devices (e.g. laptop, smartphones, tablets, etc.) to the Internet. The hotspot is portable so you can connect your device almost wherever you go (for example: home, on the bus, in the park, etc.). With more patrons needing to charge their phones and other devices at the library, we also added charging stations on the first and second floors.

In keeping with our efforts to provide digital access to information, we added a subscription to The New York Times digital edition. Patrons can read the daily newspaper by going to the “downloads” page on the library’s website.

Marketing

Early in 2016, the library reached out to library patrons and invited them to become Library Ambassadors. The main duties of the Ambassadors were to help spread the “good word” about the library during National Library Week in April. Over thirty people volunteered to participate and felt it was an honor to do so. Library Ambassadors helped pass out library brochures, posted positive library news on social media, talked to their friends and neighbors about all the wonderful library events and services, and wrote letters to the editor. Ambassadors continued to help promote the library long past April and will be asked to renew their commitment in 2017.

In June, we purchased a digital sign floor sign for the first floor. The eye catching graphics work well to promote upcoming events and new services.

To celebrate and encourage residents to get a library card during National Library Card Sign Up Month, the library partnered with the Wilmington Chamber of Commerce. During the month of September, residents were able to get a discount at select businesses by showing their WML card.

In another partnership with the Wilmington Chamber of Commerce, the library provided promotional materials to be included in the swag bags given to the participants in the Wilmington Annual Half Marathon & 5K on September 25. Six hundreds Adult & Youth Fall brochures and magnets with the library’s hours and website were put in the race bags.

Marketing Librarian Danielle Ward and Technology Librarian Brad McKenna worked with Sean Neville and staff at WCTV to create brief videos featuring library staff talking about upcoming library programs and services.

Facility

The library makeover, initiated in 2006, has gone through various phases of improvements with the goal of creating a user friendly environment within our challenging space constraints. In 2016, new furniture for the quiet study area was purchased to accommodate more seating than the original furniture allowed. This space reserved for quiet study is a sanctuary for people looking for a place to use their laptops or read a newspaper or magazine. The funding for the new study tables and chairs was provided by the Friends of the Library Annual Appeal and state aid funds. The purchase of three new guest chairs completed the refurbishing of this area. A new library sign was purchased for the rear of the library building given that this is the primary entrance used by visitors.

The Facilities Master Plan Committee, working with the Cecil Group, evaluated the condition of the library building in terms of its ability to provide 21st service to residents. The two options under consideration are expanding the building at the current site or building a new library at the former Swain School site. Whatever is decided will be part of a long term capital improvement plan for municipal and school facilities.

Staff

With no staff turnover in 2016, we had the opportunity to further strengthen the library staff as a collaborative team. In addition to working together on various projects, we shared in the happiness of brides Victoria Waitt and Brittany Tuttle, and new mom Danielle Ward.

At the June staff meeting, Sharon Kuzuck from All One Health presented “Expert Communication Skills for Working Effectively with Others.” Valerie Gingrich, Planning Director, gave an update to the library staff at the December staff meeting on the Facilities Master Plan scenarios for the library and other municipal buildings.

Youth Services Librarian Barbara Raab and Adult Services Librarian Kim Rowley attended the Public Library Association Conference in Denver in April. Assistant Library Director Charlotte Wood attended the Library Marketing and Communications Conference in Dallas in November. Staff also participated in a variety of workshops and webinars to learn new skills and ideas.

Assistant Library Director Charlotte Wood developed in service training modules for staff including basic troubleshooting tips for computers and other library equipment, navigating the library’s website and downloading ebooks and other online service offerings.

Acknowledgments:

We would like to acknowledge the generous bequest from Barbara A. Johnson of \$350,000 to the Wilmington Memorial Library. Ms. Johnson, who grew up in Wilmington and was an avid library user, moved to West Coast where she lived for many years. The Board of Library Trustees voted to earmark these funds for a significant future library improvement that would provide a direct benefit to the community and not be used for operational or maintenance expenditures.

The Friends of the Library is acknowledged for its ongoing support. We thank the cadre of dedicated volunteers including members of the Executive Board, Book Store Next Door volunteers, hospitality committee and all Friends who by their membership believe that a good public library is an important community resource. Going forward, WML is committed to doing its best to connect residents to their community and the world beyond.

LIBRARY STAFF
(as of December 31, 2016)

Library Director -Christina Stewart
Assistant Library Director -Charlotte Wood
Administrative Assistant- Gloria Corcoran

Adult Services Librarian- Kimberly Rowley
Marketing Librarian- Danielle Ward
Technology Librarian- Bradley McKenna
Youth Services Librarian- Barbara Raab

Circulation Librarian- Linda Pavluk
Assistant Technical Services Librarian - Linda Harris

Assistant Children’s Librarian - Victoria Oatis
Assistant Teen Services Librarian- Brittany Tuttle

Adult Department Circulation Assistants
 Ruth Ellen Donnelly, Desiree Maguire, Maureen Walsh
 Children's Department Library Associates
 Lisa Crispin, Sonia Lacombe
 Technical Services Assistant- Diane DeFrancesco

Library Pages
 Britney Chin, Francesca Choi, Laura Kanihan,
 Kali Patterson, Dina Singh, Megan Waring,
 Jayne Wierzbicki, Rebeka Wierzbicki

LIBRARY STATISTICS FOR 2016

Hours Open Weekly		
Winter		64
Monday through Saturday 9-5		
Monday through Thursday evenings 5-9		
Summer		56
Monday through Friday 9-5		
Monday through Thursday evenings 5-9		
Population		22,475
Number New Patrons Registered		805
Total Registered Borrowers		15,936
Number of library visits		141,622
Number of Items in Collection		50,371
Print and Electronic Subscriptions		290
Museum Passes		12
Circulation		220,836
Physical	194,930	
Digital	25,906	
Interlibrary Loan		45,233
To other libraries	17,445	
From other libraries	27,788	
Information Services		
Information Desk Transactions		6,032
Internet Sessions		13,096
Website Hits		312,496
Meeting Room		1,171
Library	994	
Community	177	

Library Programs		918
Children's Programs	463	
Teen Programs	70	
Adult Programs	385	
Total attendance at programs		18,535
Children's Programs	13,522	
Teen Programs	505	
Adult Programs	4,508	