

Library

In 2015, 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 2015 Annual Report highlights activities and services that reflect how the library is making progress in these areas to better serve Wilmington residents.

Community

There were a number of ways this past year that the library established itself as an agency that supports community partnerships and creates connections that bring residents with common interests together.

Library Director Tina Stewart and Dianna DiGregorio, President of the Wilmington Community Fund, identified local non-profits whose mission directly serves the needs of the Wilmington community and invited them to meet at the library. The purpose of meeting was to share information to ensure an understanding of services and programs offered by each thereby improving impact and outreach to residents. After the initial meeting in April, the group concurred that sharing information about each organization's services was very beneficial and decided to meet again in September. The group now identifies itself as the Community Resources Roundtable and will continue to meet twice a year.

Library Director Tina Stewart and Assistant Library Director Charlotte Wood worked with Nancy Vallee, Executive Director of the Wilmington Chamber of Commerce, on hosting the first Welcome to Wilmington Reception at the library on April 30. Representatives from town departments, local organizations and businesses were on hand to welcome 35 new residents and provide information about living in our town. The second Welcome to Wilmington Reception, with 50 attendees, was held in November. Going forward, we will continue hosting two receptions annually for new residents.

We hosted the library's first Teen Job Fair on April 22. Nine local employers participated and over one hundred teens attended the job fair to learn about job and volunteer opportunities.

Sixty-one homeowners participated in the library's first annual Town Wide Yard Sale on Saturday, June 13. For a fee of \$15, each homeowner received two yard sale signs, lots of publicity and a listing on the yard sale map. Maps were distributed at the library, town hall and local businesses. The weather cooperated, feedback was positive and planning for our second yard sale in June 2016 is underway.

Providing a space for groups to meet is important for community connection. A new group for writers, led by local resident Barbara Alevras, was started in the spring. This group meets the first Saturday of the month and draws a dedicated group of writers. The library continues to offer a Friday morning meeting space for those who like to do needlework. This group has been meeting since March 2014 and has evolved from a group of strangers to a group of friends. The library's job networking group was launched at the same time and continues to be a valued resource for those who are out of work or are looking to change to a new job. "Couponers," a group of women who like to use money-saving coupons, meet the first Monday of the month to share their coupons. The new "Cookin' the Books" book club began meeting in early September. Led by staff member Lisa Crispin who chooses the cookbook for each meeting, participants select and make a recipe from this cookbook and then come together to enjoy the food and talk about the recipes. This daytime lunch group now has a loyal following and some staff participation as well.

One of the hottest trends in 2015 was adult coloring books with reviews noting the creative and calming effects of coloring. WML started an adult coloring group in August that now meets monthly. A number of coloring books have also been added for patrons to borrow and coloring pages are available in the library. This past year, we also began circulating a variety of lawn games and board games encouraging families and friends to enjoy old fashioned ways to socialize and connect with one another.

WML initiated the collaboration between the Friends of the Library Book Store Next Door and the Wilmington Recreation Department to create a deposit collection of books at Silver Lake Beach during the summer months. Beachgoers enjoyed having a supply of reading material at the beach that was free and did not have to be returned.

For five years running, the library has sponsored a Shredding Day in September. This year the library sponsored two shredding days because the shredding truck filled to capacity on the first day. Over 250 cars came through the line over the course of both days. Many people commented how much they value the service and wish for it to continue.

WML sponsored Food for Fines in February and August to help out the Wilmington Food Pantry. In addition, the library served as collection drop off place for We're One Wilmington for Halloween costumes and donations for Wilmington families in need during the holidays.

WML was once again a Community Supported Agriculture (CSA) pick-up point for Wilmington residents and others who have CSA shares with Farmer Dave of Dracut, MA.

Literacy

WML continues to look for new ways to inspire and connect with readers of all ages. While reading is usually a solitary activity, readers love to discuss characters, ideas, plots and whether the book met their expectations. In April 2015, Adult Services Librarian Kim Rowley started "Novel Ideas," a fiction book club that meets monthly. A group of eight to ten readers enjoys reading and discussing books from a variety of genres.

The annual summer reading program is a mainstay of our library offerings. "Every Hero has a Story" was the 2015 summer reading theme and the Youth Services Staff led by Barbara Raab once again did an awesome job offering a wide range of events, activities and incentives. Over 780 children read a total of 9,303 hours! In addition, Youth Services staff presented 241 storytime programs this past year. To accommodate working parents, a drop-in program for babies and toddlers was added, along with "Dads and Donuts" on Saturdays. Youth Services Librarian Barbara Raab and Assistant Children's Librarian Victoria Waitt also made visits to preschools, center-based and family day care programs where they presented storytimes.

Lifelong Learning

WML's robust offering of programs provided a variety of lifelong learning opportunities ranging from a discussions of foreign and domestic affairs to how to identify birds. We are now envisioning ways to help our patrons build 21st century skills by engaging them in Science, Technology, Engineering, Math (STEM) learning experiences. The Youth Services staff presented the following STEM based programs in 2015:

- *Exploration Station*, a hands-on program for preschoolers to explore science topics
- *Minecraft*, a video game where kids build constructions out of cubes
- *3D Printing*, kids and teens use computer-aided design software to design and print a 3D object

- *Stop Motion Animation*, a fun program in which kids and teens made their own movies using clay or LEGOS
- *SCRATCH Programming*, using an easy to learn programming language, tweens and teens design their own videogame
- *LEGO Mindstorms*: kids create and program robots and work on various challenges

In addition, the goal of the Friends of the Library Annual Appeal for 2015 is to raise the funds needed to offer innovative multigenerational STEM programs and resources. We plan to purchase STEM kits that patrons can borrow. These STEM kits may include math games, materials for experiments with simple machines, solar powered robots and more. The library added two telescopes that patrons could borrow so they could experience astronomy from their backyard.

Technology

Helping residents navigate new technology and keeping them informed about emerging technology trends has become a major role for the public library. In 2015, we increased our one-on-one Tech Help sessions from two per week to five per week. Technology Librarian Brad McKenna also taught classes every quarter on varying technology topics including “Introduction to the Cloud,” “Digital Security”, “Linked in” and “3D Printing”. In addition, we hosted our first “Tech Panel” in May featuring local technology professionals who shared their thoughts on what future technology holds for us. We also joined others around the world celebrating “Pi Day” on March 14. Professor Chris Rycroft from Harvard University gave an historical overview of this mathematical concept on May 12 and patrons experienced “Pi” with math trivia while also enjoying some pie on May 14.

Marketing

We continued to focus on improving our marketing strategies to ensure that residents are aware of and take full advantage of what the library has to offer. Barbara Alevras of Sage Consulting Services was hired in the spring to help guide the library in developing a strategic social media plan. Barbara provided tutorials, best practices and guidance in the development of a social media plan which provides the framework for sharing unique and informative content that will increase patron interaction with the library and promote all it has to offer. To promote more engagement on Facebook, WML did a “Like Us On Facebook” campaign with a goal of going from 850 page likes to 1,000 likes. As of September 10, 2015, we had 1027 likes and by year end we had 1,118 likes. Working with Tomo 360, a marketing and website design firm, library staff reviewed content and best practices to create a user friendly website that connects patrons with all our services, programs, databases, collections and community resources. We look forward to launching the new website in early 2016.

A promotional campaign in September, National Library Card Sign Up Month, encouraged residents to sign up for a library card resulted in 119 new sign ups during the month. Our marketing efforts were recognized by the Massachusetts Library association with an award in the *Advertisement* Category of for our billboard “Why Buy?” that was located on Route 38 during the month of November 2013.

Facility

A new art hanging system installed in the library’s conference room makes it possible for the library to showcase the work of local artists. In 2015, Jean Chang, Linda Molloy, and Peter Cain had their work on display.

A new service desk was installed on the first floor in October that improves work flow, ergonomics and overall look of the first floor.

Four large historic photos of Wilmington depicting swimmers at Silver Lake, grade school students in a one-room school house, the North Wilmington train station, and the Harnden Tavern were hung in the Banda Room and in the conference room. The photos that had originally hung at Market Basket in Wilmington were previously in storage at the Harnden Tavern.

Staff

Staff changes this past year include the following: Kimberly Rowley joined the staff as the new Adult Services Librarian in January, replacing Anna Call; Danielle Ward joined the staff in August as the new Marketing Librarian, replacing Pamela Gardner; Brittany Tuttle joined the staff in September as the Assistant Librarian for Teen Services, replacing Alison Schwartz.

Thanks to funding support from the Friends of the Library, staff is able to attend national library conferences where they learn about emerging technologies, trends and best practices that help keep library services up to date and relevant to the community. Technology Librarian, Brad McKenna, attended the Computers in Library conference in Washington, D.C. in April. Assistant Library Director, Charlotte Wood, attended the American Library Association conference in San Francisco in June. This is the largest library conference in North America providing a forum for leading libraries to share their ideas and accomplishments. In October, Adult Services Librarian Kim Rowley, and Marketing Librarian Danielle Ward attended a one-day session of the New England Library Association Conference. In November, Assistant Library Director Charlotte Wood and Library Director, Tina Stewart, attended a two-day "Library Journal Director's Summit: Brand Challenge: Communicating the New Library to Build New Brand Equity."

Library staff participated in a variety of online training webinars and workshops presented by the Merrimack Valley Library Consortium. In the spring, Traci Mello, Town Nurse, taught an AED/CPR course for nine staff members. At the June staff meeting, Krista Mcleod, Library Director at the Nevins Library in Methuen, presented "Defending Access with Confidence: A Practical Workshop on Intellectual Freedom." In addition, library staff voluntarily participated in a number of library programs this past year. Whether making recipes for Cookin' the Books, creating an entry for the Edible Books contest, or demonstrating a craft for the holiday craft night, staff enjoys getting to know our patrons better while fostering good customer service and a sense of team spirit.

The following comments on social media demonstrate how the library and its staff are perceived and valued by the Wilmington community.

Posted by Melissa Goldstein in October on the Wilmington Community Board Facebook Page:

I just want to give a shout out and praise to the Wilmington Memorial Library. They have been really knocking it out of the park with their children's events: Story times, Toddler painting, Little movers, an awesome Halloween party..complete with games and cupcake decorating. The staff is amazing and so caring! We truly have an amazing library!

Posted by Amelia Broome in December on the Wilmington Townie Referral Facebook page.

A shout-out to the folks at the Wilmington Library. ALWAYS courteous and helpful. A pleasure to deal with..thank you!

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, 2015)

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

Assistant Children's Librarian - Victoria Waitt
Assistant Technical Services Librarian - Linda Harris
Assistant Teen Services Librarian- Brittany Tuttle
Circulation Librarian- Linda Pavluk

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
Melody Almaida, Britney Chin, Matthew Leiskau
Kyria Nelson, Brianna Perrino,
Ruju Trivedi, Megan Waring, Jayne Wierzbicki

LIBRARY STATISTICS FOR 2015

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	21886
Number New Patrons Registered	821
Total Registered Borrowers	16,227
Number of library visits	143,427

Number of Items in Collection		51,416
Items per capita		2.35
Subscriptions		142
Museum Passes		12
Circulation		220,807
Physical	202,084	
Digital	24,611	
Circulation per capita		10.09
Interlibrary Loan		52,634
To other libraries	21,936	
From other libraries	30,698	
Information Services		
Information Desk Transactions		5426
Internet Sessions		14,407
Email Newsletter Subscriptions		3,325
Website Hits		386,522
Meeting Room		1,048
Library	831	
Community	217	
Library Programs		808
Children's Programs	427	
Teen Programs	66	
Adult Programs	315	
Total attendance at programs		16,765
Children's Programs	12,277	
Teen Programs	568	
Adult Programs	3,920	