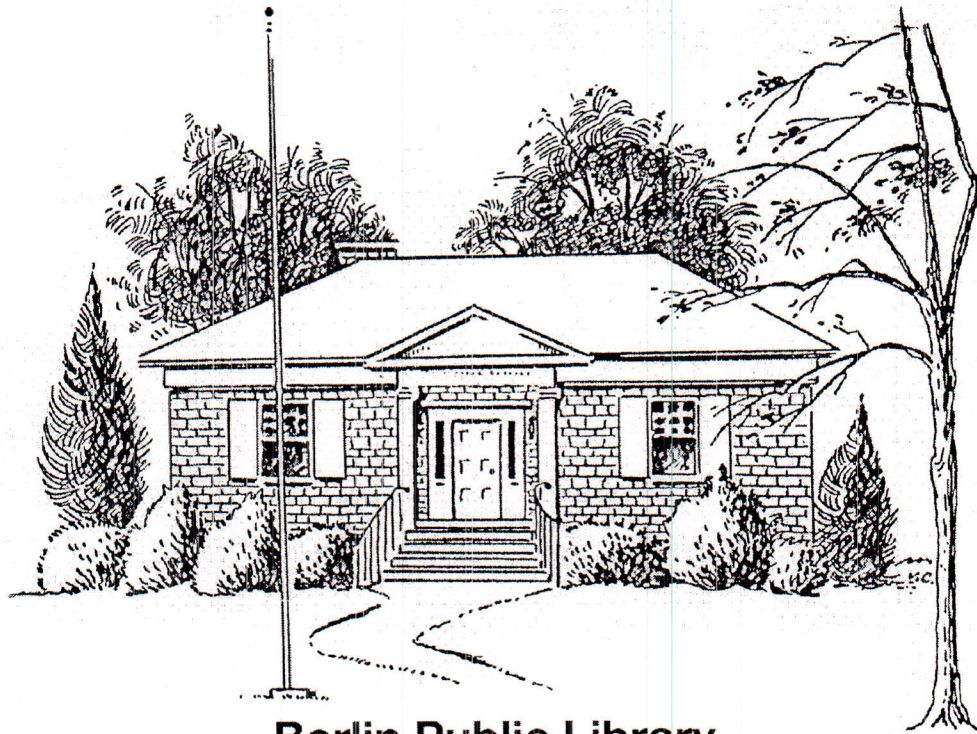


BERLIN PUBLIC LIBRARY

2007 Long-Range Plan



Berlin Public Library

23 Carter Street
Berlin, MA 01503
978-838-2812

www.townofberlin.com/Library

Berlin Public Library

Library Director

Suzanne McGuire

Board of Trustees

Evy Dueck, Chair

Stephen Russell, Treasurer

Marsha Johnston, Recording Secretary

Heather Simpson, Corresponding Secretary

Linda Plummer

Bob McTague

Table of Contents

Executive Summary	1
Mission Statement.....	2
Community Vision Statement.....	3
Community Profile	4
Community Description	4
Demographics.....	4
Library Profile	7
History	7
Present Description.....	7
Desired Facility	9
Staffing.....	9
Hours.....	9
Collection	10
Circulation.....	10
Interlibrary Loans	11
Registered Borrowers.....	11
Financial Resources	11
Board of Trustees.....	11
Friends	12
Volunteers.....	12
Standards.....	12
Library Service	13
Computers	13
Outreach	13
Reference	13
Website.....	13
Newsletter	14
Programming	14
Photocopier and Fax Service	14
Needs Assessment.....	15
Methodology.....	15
Data Gathering.....	15
SWOT Analysis.....	15
Service Areas	19
Technology Plan.....	21
Priorities	22
Access	22
Space	23
Hours.....	23
Building Issues	24

Executive Summary

The Berlin Public Library has been making excellent progress over the past few years. The Staff, Trustees, and Friends are working together to make the library successful and become a strong presence in the town.

Our emphasis is on customer service. The staff does a very good job providing friendly and courteous assistance to everyone who walks through the door. The staff relates well to the needs of all age groups.

The library is losing its cluttered look due to weeding, getting rid of unneeded furniture, rearranging the collection to better advantage, and sprucing up the library in general. We have created a welcoming atmosphere and now want to work on making the library a place where people will want to come and stay for awhile.

The biggest disadvantage of our library is its lack of accessibility. The library was built in 1928, and as was typical of libraries of that time, has many steps leading to the entrance. With no possibility of a new library in sight for several years, if not longer, we have begun to address the accessibility issues of our present building. This past May, the town meeting voted \$30,000 to build an access ramp to the front door of the building, redo the steps and doors and create two handicapped parking spaces. The next step will be to make at least one of the two bathrooms handicapped accessible and to make the inside of the library as easy as possible for handicapped persons to get around.

Due to the water supply, septic requirements and site constraints, we have applied to the State for a waiver that would permit us to add on to our present library. If this happens we have expansion as an option in case we decide not to pursue a new building in the next few years. Expansion of the present building would insure all entrances are accessible to everyone, bathrooms would meet state requirements, and an elevator would be installed to serve both levels of the library.

We are looking forward to the future. Our collection is becoming more relevant to the needs of our patrons, we have up-to-date computers, our circulation has been increasing each year, we have a strong relationship with town officials, a wonderful Friends group, and the support of people in town who wish the library to play a key role in the future of the town. With the access and space problems being addressed, we hope to continue offering the best we can to all who visit.

Mission Statement

The Berlin Public Library is a small public library providing materials and services to support community residents in their pursuit of personal, recreational, educational and occupational interests. Special emphasis is placed on current popular materials in a variety of formats. The library serves residents of all ages, recognizing that each group has its own distinct needs and interests: preschoolers, school-age children, teenagers, adults and seniors.

Community Vision Statement

(The community vision statement is derived from focus group participant's input.).

The library is the center of knowledge for the town. Information is readily available either through the library collection, the computer, or obtained from other sources.

The library provides easy access into the building and a welcoming atmosphere. It is large enough to house a varied collection, provide easy maneuverability for all its patrons on both levels of the building, provide comfortable seating and provide bathroom accessibility for all.

Communication with the community takes place utilizing such vehicles as a website, a newsletter, local cable, the schools and local newspapers.

Materials are available in a variety of formats. Programming is interesting and available for all age groups. Computers and software are up-to-date.

Community Profile

Community Description

The Massachusetts General Court incorporated Berlin in 1784, on land taken from Bolton and Marlborough. Berlin was incorporated as the Town of Berlin in 1812. It is located on the eastern edge of Worcester County with Boston 32 miles to the east and Worcester 13 miles to the southwest. The total area is 13.18 square miles.

For a period after the Civil War, Berlin was home to a large shoe factory and shoe manufacturing and lumbering provided non-agrarian jobs. The town soon moved into specialty market gardening, sending 41,000 bunches of asparagus to market in 1885, growing hops and raising chickens. By 1940, the poultry farmers of Berlin were producing 83,600 dozen eggs annually. Apple orchards, wholesale flowers, and market gardens continue the agricultural heritage today.

Suburban growth from 1950-1975 brought the population of Berlin to 2,300. This growth was hastened by construction of Interstate 495 through the eastern part of town and Interstate 290 along its southern border. Many of the citizens of the town now work in the high tech industries of Eastern Massachusetts. Today the population stands at 2680.

Berlin Memorial School serves grades 1-6 locally. The town is part of two school regions: Tahanto Regional High School (grades 7-12) in Boylston and Assabet Valley Regional Vocational High School (grades 9-12) in Marlboro. Government is by selectmen and open town meeting.

Berlin's uniqueness lies in its ability to maintain a bucolic rural atmosphere despite its proximity to major highways and a shopping mall on one border. Residents cherish the rural feel of Berlin while benefiting from its convenient location.

Demographics

The following demographics and socio-economic characteristics were obtained from the 2000 U.S. Census unless otherwise stated:

Population	
Male	1,189
Female	1,191
Total	2,380

Race	
White	2,323
Black/African American	4
American Indian/ Alaska Native	2
Asian	23
Other race	9
Two or more races	19
Hispanic or Latino (of any race)	12

Age Distribution	
Under 18 years	596
18 to 64	1,489
65 and over	295

Educational Attainment	Percent of population 25 years and over
Less than 5 th grade	0.0
5 th to 8 th grade	1.0
9 th to 12 th grade, no diploma	10.6
High school graduate	28.6
Some college credit, less than 1 year	3.8
1 or more years of college, no degree	14.1
Associate degree	5.5
Bachelor's degree	25.9
Master's degree	8.8
Professional degree	1.5
Doctorate degree	0.2

Households	
Total households	872
With persons under 18	326
With persons over 65	215
Family households	666
Single person households	163
Persons per household	2.72
Persons per family	3.13