

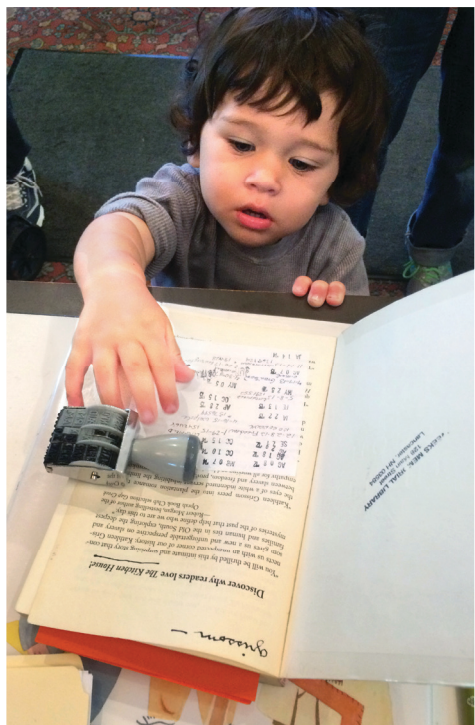
Kensington Public Library Strategic Plan



Preserving the Past, Embracing the Future.

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Kensington Public Library Mission Statement

The mission of the Kensington Public Library is to serve as a community resource that provides all residents of Kensington with free access to a broad array of quality materials and programs that meet their personal, educational, and recreational needs. We accomplish our mission by striving to:

- Maintain and make available a relevant collection of materials in a variety of formats.
- Offer programs and services that encourage the development of reading and learning in children.
- Provide a community space where residents can meet, interact, study, and enjoy programs of public interest.
- Maintain a friendly and knowledgeable staff trained to offer professional service.
- Assess and respond to the changing educational, informational, recreational, and professional needs of the community.
- Develop a Vision Statement and a set of goals.
- Collaborate and cooperate with other town departments and community organizations.
- Operate in accordance with the New Hampshire library laws and current standards set by the American Library Association.

Rationale for the Strategic Plan

In 2020 the Kensington Public Library will celebrate its 125th year providing patrons with free access to information and materials. It has been serving the community out of the same brick building that Joseph Hilliard donated in 1895. In between 1974 and 1976 the building was expanded with a two story addition to provide more space for its collection and a reading room for the children of Kensington.

Much has changed over the last 100 years, indeed in the last decade, mainly in the way people access information. The Digital Age has made it possible for library patrons to access virtually everything on the internet, replacing the need for encyclopedias, dictionaries and many other nonfiction reference books that libraries typically have in their collections. Additionally, books and audio books can be downloaded onto hand-held devices which have replaced, for many, the need to borrow “hard” copies.

As we look to the future, we must be ready to respond to this ever-changing world. In anticipation of our 125th anniversary and to ensure the continuing vitality and viability of our library, the Kensington Public Library Trustees initiated a strategic planning process. The goal of this process has been to explore ways to maintain the library in keeping with the rural character of the community while ensuring its relevance in the 21st century.

The Strategic Planning Committee first met in late October 2015 and continued to meet monthly through the fall of 2016. During March and early April 2016 the committee conducted a survey of Kensington residents. 115 respondents completed the survey online or by written response.

On April 17, 2016 the committee hosted a “listening session” held at the Kensington Elementary School, attended by 35 individuals of all ages. At the listening session the committee shared the results of the survey in a Power Point presentation and sought feedback. The responses to the survey and feedback at the listening session have served as the primary basis for development of goals for the library for the next three to five years.

The Strategic Planning Committee wishes particularly to thank those Kensington residents (both library patrons and non-users) who have participated in the strategic planning process by contributing their ideas and suggestions toward making the library a place that can continue to be an integral part of the community.

Committee Membership

The members of the committee representing a cross-section of the town are:

Elaine Kaczmarek

Kensington Social Library, Trustee and Chair

Denny Roffman

Kensington Social Library, Trustee and Treasurer

Kathy Felch

Town of Kensington Assessor

Janet Bunnell

Town of Kensington Resident and Patron

Kelsey Plourde

Kensington Elementary School Teacher

G. Matthew Berardino

Town of Kensington Resident and Patron

Mariah Kilcoyne

Eastman's Corner, Assistant Program Director

Susan Gilbert

Kensington Public Library, Director

Jack Herney

Kensington Public Library, Trustee and Chair

Heather Ritter

Kensington Public Library, Trustee and Treasurer

Jan Seeger

Kensington Public Library, Trustee and Secretary

John Woodard

Advisor

Key Kensington Metrics

Education Level Achieved

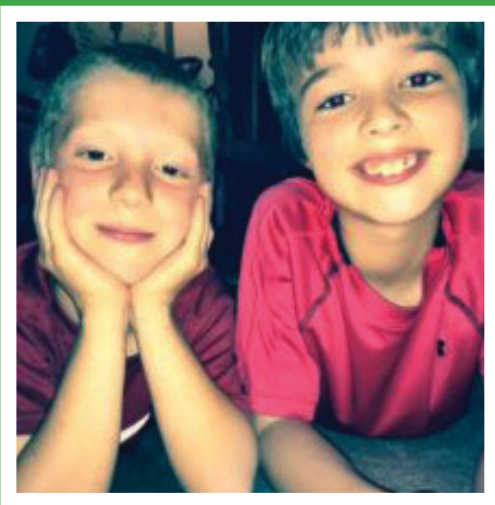
Secondary school graduate
or higher.....96.2%
Bachelor's degree or higher39.4%

Income Level

Per capita income \$49,435
Median Family income \$112,500
Median household income \$96,964
Individuals below poverty level2%

Percent of Employed Residents

Working in community of residence. 13%
Commuting to a NH community53%
Commuting out of state34%



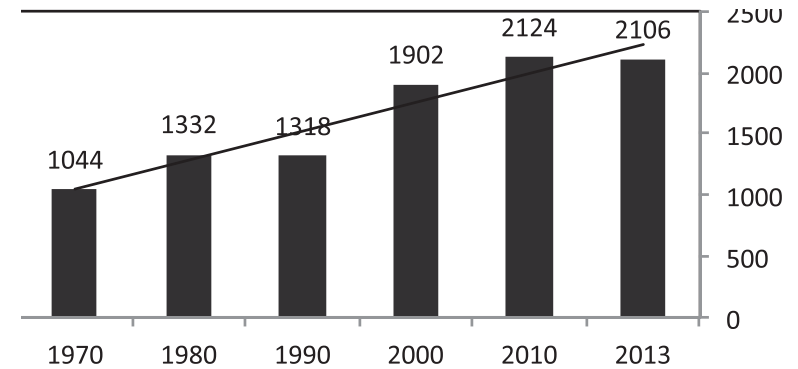
Our Community

Kensington and Area Towns

Kensington is a small rural community situated in southeastern Rockingham County containing 12 square miles of land area. The 2013 Census estimate for the town population was 2,106 residents, which ranked 136th among New Hampshire's incorporated cities and towns.

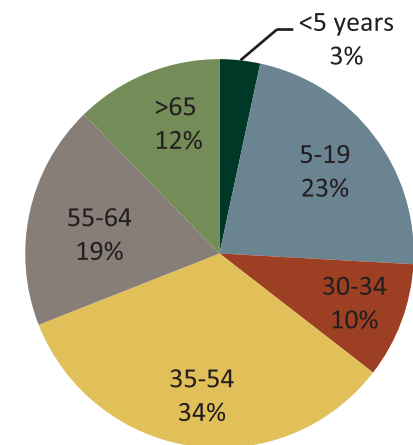
Bordering towns include Seabrook, East Kingston, Exeter, South Hampton, Hampton Falls and Amesbury, Massachusetts, with Seabrook and Exeter being the two towns that most residents use for shopping and entertainment. Each of these towns has its own public library as do all the other towns in the New Hampshire "Seacoast Area." Kensington is part of a collaborative organization, the Seacoast Area Libraries, which co-sponsors events and meets monthly. The area also is rich with educational, recreational, social, and municipal organizations that, with the library, contribute in complementary ways to the overall quality of life of Kensington residents.

Kensington Population by Year*



**Median age is 45.6 years

Kensington Population by Age**



*Data as of 2013

Library History



1767

Kensington Public Library traces its history to 1767 when the first library was formed as "The Social Library of Kensington."

1798

An act of incorporation was signed by Governor John Gilman establishing the library as the "Kensington Social Library. The Library operated out of a private home in the town and a librarian oversaw the distribution of the books to patrons who paid an annual fee of \$.25 to \$1.00.

1849

A second institution was established in Kensington named the "Ladies Sewing Society Library." The group met at the home of Francis and Maria Hilliard where patrons could borrow books from a collection totaling 725 books for \$1.00 a year.

1893

The town accepted an offer of \$100 from the state legislature, selected three public trustees, joined books with the Ladies Library and hired a librarian to oversee the circulation of the books.

1895

Joseph Hilliard donated the brick building to seven Social Trustees who would oversee the building. All the books were moved into the new building. The social trustees shared responsibility for the library with the three elected public trustees.

1972-1976

The building was expanded by the Town of Kensington with a two story addition including a new children's room.



2017

Kensington Public Library serves the community as a place to read, to learn and to meet for all ages and interests. Residents enjoy the benefits and services of a modern library while maintaining the warmth and friendliness of a small community library.

Library Mission

The mission of the Kensington Public Library is to serve as a community resource that provides all residents of Kensington, NH with free access to a broad array of quality materials and programs that meet their personal, educational, and recreational needs.



Library Staff

Susan Gilbert – Library Director
Dana Donovan
Molly Donovan
Jane Hunt-Brackett
Christine Powers

Trustees

Jack Herney
Heather Ritter
Jan Seeger

Social Trustees

Elaine Kaczmarek
Jan MacQuarrie
Carl Rezendes
Dennis Roffman
Kathryn Tuthill
Frank Whittemore

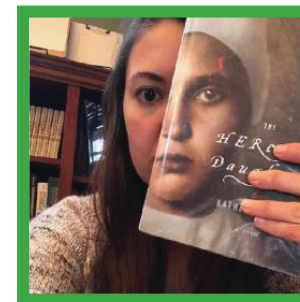
Library Organization and Operations

Statutory Authority and Governance

Three Kensington Public Library Trustees, elected by town voters, employ a librarian and other staff who oversee the library's collection, including books, audio books and other reading and listening materials. In addition, the trustees of the Kensington Social Library, created by the Articles of Association in 1895, own the building for the benefit of the Kensington Public Library and are responsible for its maintenance and preservation.

Library Services in 2016

- Our library staff assisted patrons with hundreds of reference transactions such as help with computers, Overdrive, Reader's advisory, assisting students finding materials for projects
- Our library Museum Pass Program provided for approximately 348 patrons to enjoy free or reduced rates to area attractions
- Our Inter-Library Loan Service provided our patrons with 952 books
- Our library provided patrons with 696 genealogy and EBSCO database search results
- Our library operates Tuesday – Saturday, 31 hours weekly



Library Collection, Program and Circulation



Library Programs

Adults:

- 5 – 6 educational programs per year, approximately 50 attendees per program
- Monthly book club: 5 – 6 members
- Weekly knitting classes: 4 – 5 members
- Summer Reading Program: 49 participants



Children:

- Story Times, twice per week: 7 attendees on average
- After school activities, five events per year: 5 – 10 children attending
- School vacation activities: 6 per year, 5 – 10 children attending
- Monthly Preschool Socials: 10 families attending
- Annual Santa Party: 60 patrons
- Summer Reading Program: 107 children and teens, 20 – 100 children at each of eight events



Attendee records for all programs are approximate.

Library Collection

	Books	DVDs	Periodicals
Physical	13,486	1165	40
Virtual	34,351	–	64

Library Circulation

There are 989 library cardholders...
47% of Kensington Residents

In 2016, there were a total of 7977 recorded patron visits...
8 visits per patron

13,993 physical materials were borrowed...
14 items per patron

1380 e-books and audiobooks were downloaded...
1.6 items per patron

Total yearly saving per patron...
\$387*

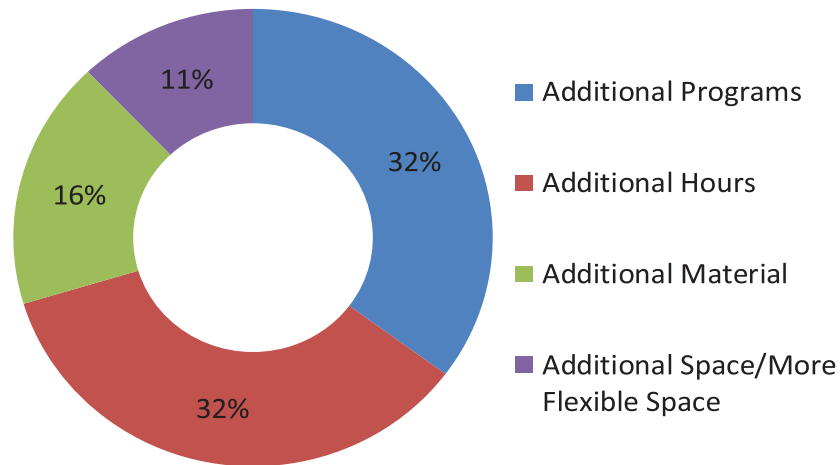
Savings are based on an estimate of \$20 to purchase a new book

Survey and Listening Session Results

Community Input

A comprehensive survey was undertaken to reach all stakeholders in the community. Overall 115 surveys were completed. The key takeaways are summarized below:

Survey Results



The Listening Session was conducted to allow community members the opportunity to provide feedback on the current services KPL offers and input that will guide the future of KPL. Thirty five town residents attended and the results reinforced the survey feedback with residents requesting:

- Additional/more flexible space
- Additional hours
- Additional programs
- Library functioning as the community center



*"Thanks for providing a great library.
It's one of my favorite things about living in Kensington."*



*"The library is a wonderful asset to the town and the staff is
equally great. Thanks so much for all that you do."*

*"I think the Library does an excellent job with the space it has.
It's a wonderful environment."*

*"Librarians are always prompt about getting things not in stock
either through interlibrary loan or purchasing directly."*

WITHOUT
Libraries
WHAT HAVE WE?

WE HAVE NO PAST
AND NO *Future.*

- RAY BRADBURY

Kensington Public Library Vision Statement

"The library will act as a center in the local community for education, information, and cultural enrichment. By working with other town departments and local organizations, the library's goal is to be a place to bring generations together through the promotion and support of community programs."



Goals

Increase Community Awareness

- Better promote the library to residents as the primary source for information and technological services
- Create visual identity/symbol/logo
- Recruit KES/KPL Ambassadors who will meet with KPL librarians and report to KES students
- Create more consistent and frequent messaging through media outlets
- Begin planning for 125th anniversary of the library

Expand Programs & Services

- Survey other libraries for program ideas
- Develop KPL/KES program/classes, such as Heritage
- Provide more hands-on materials for children
- Reorganize interior spaces to increase opportunities for collaborative work
- Add laptops to allow mobility for computer work and assess future technology needs
- Enlist KPL Computer Ambassadors to assist with instructional services
- Assess availability of additional databases

Increase Functionality of Space

- Establish inventory of space needs growing from programmatic needs
- Hire consultant/architect to evaluate building space utilization
- Undertake comprehensive review of Sawyer Room holdings, including continued storage of KHS materials
- Determine hours of operation that would maximize patron usage
- Establish matrix of hours of operation that would meet program needs described above
- Design and create an outdoor reading area/garden outside the children's room

Ensure Financial Support & Resources

- Establish a program of Library Sponsors, town and area businesses and organizations, which would support Library programs and assist with library needs
- Research grant opportunities to add to the collection, improve technology and provide funding for increased hours of operation and capital improvements
- Review funding initiatives undertaken by other NH libraries

Appendices

Please visit:

www.KensingtonPublicLibrary.org

for additional links to:

Kensington Annual Reports 2011–2016;

Kensington Public Library Budget
2011–2017;

Kensington Public Library Statistics;

Kensington Public Library By-Laws;

Kensington Social Library By-Laws,

Articles of Association–Social Trustees;

Core Competencies Strategic Plan 2016;

NH Library Statutes;

KPL Survey and Survey Results;

Listening Session Powerpoint Presentation;

KPL Strategic Plan Timeline.



Kensington Public Library

126 Amesbury Road
Kensington, NH 03833
603.772.5022

KensingtonLibrary@comcast.net

www.KensingtonPublicLibrary.org

"The only thing that you absolutely have to know,
is the location of the library."

- *Albert Einstein*