

Strategic Plan, FY2026-FY2030 (July 1, 2025-June 30, 2030)

- I. Mission Statement and Vision**
- II. Methodology**
- III. Library Description**
- IV. User Needs Assessment**
- V. Strategic Priorities**
- VI. Appendix: Survey Results**

I. Mission Statement and Vision

Mission Statement

The Clapp Memorial Library is a welcoming and lively center for lifelong learning, personal enrichment and community interaction. It is dedicated to serving greater Belchertown as a vital cultural resource and community center, and recognizes its role to promote the value of reading and self-expression to local youth. The Library meets community needs as they evolve over time and connects its users to ideas, technologies, experiences, and to others in the community and the world at large.

Vision

The Library seeks to exert a positive impact on the lives of our users. Our services will help individuals learn new skills, gain knowledge, and explore creative outlets. The Library will bring community members together, fostering communication, bonds, and understanding. Our presence, through new and accessible materials, services, and technologies, will enhance life in the community.

II. Methodology

In the fall of 2023, the Clapp Memorial Library began planning the process for the development of a new strategic plan. The planning process was part of our ongoing commitment to serving the community. Our aim was to identify and review community needs for library services, to evaluate present services and facilities in relation to those needs, and to identify improvements and new services that will fill those community needs. We seek to produce a working document of strategic priorities that will guide the library through the next five years.

Our strategic planning process was focused on community engagement. The Library contracted with Deb Hoadley of Hoadley Consulting to facilitate an all-staff meeting, a Trustee Focus Group, a Community Forum, and two Community Focus Group meetings. These meetings were held between February and April 2024. To garner further community input, the Library distributed a survey that was available online and in the library throughout the month of June 2024. The survey was advertised through local newspapers, in the library's email newsletter, on social media, and on flyers throughout the library.

Through these engagement activities, the Library identified key priorities focused on supporting wider and deeper community impact over the next five years. The Library Director, with assistance from the staff and consultant, drafted the Strategic Plan in August 2024. The Clapp Memorial Library Strategic Plan FY2026-FY2030 was adopted by the Board of Trustees at their meeting on September 4, 2024.

III. Library Description

Belchertown native John Francis Clapp set off for New York City at age 16. Later in life, when he had achieved wealth and success, it is said he regretted never having enough to read as a boy. Hoping to spare other Belchertown children this fate, he left a bequest of \$40,000 in the hands of his brothers, with the provision that it be used for the construction of a library and for the purchase of its contents. Clapp, who died in 1882, had stipulated that work on the project must be completed within five years. On June 30, 1887, the Clapp Memorial Library building was dedicated on a plot located on Main Street, across from Clapp's childhood home. On September 1, 1887, the library opened its doors, with two of Clapp's brothers among the original trustees.

The handsome, Romanesque Revival style building is arguably the most noteworthy in town. The interior of the building is dominated by two large stained-glass windows, one at the south end, donated in honor of John Francis Clapp by his brothers, and the other at the north end of the building donated by original trustee Susan Bridgeman in her husband's memory. The building is owned by the Trustees of the Library. While the town does not provide for the maintenance of the building, most other basic library operations are funded through town appropriations. The building is part of the Belchertown Historic District, comprised of 74 properties, listed on the National Register of Historic Places.

As the town has grown over the years, driven by the accelerated home building that began in the 1980s and continued through 2008, hours of operation, services, and usage increased steadily. In the 2000s, the Trustees pursued a library expansion/renovation project and were awarded both a Planning and Design Grant and a Public Library Construction Grant from the Massachusetts Board of Library Commissioners (MBLC). Unfortunately, in 2009, a Special Town Meeting vote to fund the Town portion of the project was defeated, the state grant lapsed, and the building project did not move forward.

Hope for an improved and expanded Clapp Memorial Library remains. In 2023, the library secured a Feasibility and Technical Assistance grant from the Mass Cultural Council and MassDevelopment to undertake a design study to examine the existing footprint and determine ways to renovate the lower level of the library to increase accessibility, provide additional programming space, and expand collection space. The study determined that renovating the existing footprint is not cost effective nor feasible and even a small addition to the rear of the building is cost prohibitive at this time.

However, the library has made small advancements towards increased accessibility. The ramp entrance door and operator were quickly replaced after the previous operator stopped performing consistently. We also installed an automatic door opener on our interior door, making entry onto our main floor easier to access. While our existing Limited Use Limited Access (LULA) elevator

is nearing the end of its life, we've kept on top of repairs and are actively researching replacement options.

Today, the Clapp Memorial Library is a member of the Massachusetts Library System (MLS) and the Central and Western Massachusetts Automated Resource Sharing (CW MARS) network, a consortium of 165 libraries of all types, with combined collections numbering over 8 million items. In FY2024, we were open a total of 2,267 hours, welcomed 74,723 patrons to the library, held 629 programs attended by 10,847 people, and circulated a total of 143,301 items.

Governance

A Charter was granted to the Clapp Memorial Library Corporation by the Massachusetts Legislature on March 31, 1887. While the Library is a Town department governed by a self-perpetuating seven member Board of Library Trustees, it is also a non-profit 501c3 incorporated entity. The Chair of the Select Board is an ex officio board member. Responsibility for library management, collection development, and provision of library services to the public is delegated by the Board to the Library Director. The Library Director is appointed by, and directly responsible to, the Board and is an employee of the Town of Belchertown.

Staffing

The Library Director and library staff work a total of 257 hours per week, for a full-time equivalent of 6.4. In 2023, we were able to upgrade one of our 25 hour a week positions to 40 hours, which expanded the staff hours dedicated to Young Adult services from 5 hours a week to an average of 13 hours a week.

The Library is currently staffed as follows:

LIBRARY DIRECTOR - 40 hours per week. Responsible for overall library operations and all aspects of library management including planning, budgeting, collection development, staff supervision, state reporting, grant management, equipment upkeep, public relations, and facilities management.

CIRCULATION AND REFERENCE LIBRARIAN - 40 hours per week. Oversees and supervises activities at circulation/reference desk, including scheduling, training, and supervision of circulation staff and volunteers. Responsible for adult fiction collection development and some recurring adult programs.

YOUTH SERVICES LIBRARIAN - 40 hours per week. Plans, organizes, and administers all aspects of Children's Services, including collection development and program planning, with considerable community outreach. Provides library services to the town's Cold Spring School. Oversees the Junior Volunteer program.

TECHNOLOGY AND TECHNICAL SERVICES LIBRARIAN - 40 hours per week. Responsible for all aspects of technical services, including cataloging and processing of materials as well as all technology-related initiatives, including computer maintenance and upgrades, and website maintenance. Provides technology instruction to patrons and staff;

supports all library technology, and investigates new technologies. Provides programming and program support.

TEEN SERVICES COORDINATOR AND CIRCULATION ASSISTANT - 40 hours per week. Plans, promotes, and implements teen programming, including designing displays and managing social media, and works with Teen Advisory Board and Junior Volunteers. Responsible for Young Adult collection development. Performs all circulation tasks, processes overdue notices and Interlibrary Loan requests, assists patrons with reference, reader's advisory, and library use inquiries.

CIRCULATION ASSISTANT - 25 hours per week. Perform all circulation tasks, process Interlibrary Loan requests, assists patrons with reference, reader's advisory, library use inquiries, and programming.

PAGES – Three positions totaling 17 hours per week. Shelving, shelf reading, and straightening of library materials.

CUSTODIAN - 15 hours per week. Cleans and maintains building; Ensures functionality and safety of library facilities.

Hours

The Clapp Memorial Library is open 50 hours per week. Hours of operation are:

Monday: 9:30 AM – 6:00 PM

Tuesday: 9:30 AM – 7:00 PM

Wednesday: 9:30 AM – 7:00 PM

Thursday: 9:30 AM – 7:00 PM

Friday: 9:30 AM – 6:00 PM

Saturday: 9:30 AM – 2:00 PM

Collection Description

The Clapp Memorial Library houses a predominantly popular collection, with new material, particularly adult fiction, being in high demand. Because of the extreme space constraints imposed by the 1887 building, the collection is quite small for a town of this size. Nevertheless, circulation is high and providing leisure reading materials for all ages remains a top priority. In addition to regular print materials, we offer a decent-sized collection of large print materials. A wide selection of popular magazines and newspapers are available. Over the past two years after identifying an unmet area of popular interest, the library developed collections of adult graphic fiction and nonfiction, as well as tabletop role playing games, which circulate widely. The library also loans twelve museum passes to a variety of area cultural institutions and a few non-traditional "Library of Things" items including a ukulele, a telescope, adventure kits, and wireless hotspots. The library also houses a Local History Collection of approximately 750 titles that is available for in-library use only.

The library's collection of feature films, television shows, and documentaries is in high demand and circulates well. Maintaining an eclectic collection in good condition, with a balance between genre favorites, new releases and classics, is a high priority. Adult audiobooks and music on compact discs remain high circulating collections. We also offer a small collection of video games for adults.

The children's area offers a heavily used collection of picture books, easy readers, juvenile fiction and nonfiction, graphic novels, parenting books, board books, and juvenile audiovisual materials including movies, WonderBooks, LaunchPads, and video games. The children's area has been refreshed in recent years to include a new bench and play table. The collections were also reorganized to streamline access and highlight the most popular collections.

A small alcove adjacent to the adult nonfiction stacks is dedicated to Young Adult materials, including fiction, graphic novels, video games, and DVDs. In the last two years, this area has expanded and now includes a dedicated Young Adult nonfiction section (previously, YA nonfiction titles were interfiled with the adult nonfiction collection) as well as increased titles in the graphic fiction section. Due to space constraints, Young Adult audiobooks are housed with the Adult collection with a sticker identifying them as young adult.

Our patrons have access to a wide variety of ebooks, audiobooks, music, and videos through our subscriptions to digital streaming services, such as Kanopy and Hoopla, our membership in the resource sharing network CW MARS, and statewide resources provided by the Massachusetts Library System (MLS). We also subscribe to databases including Mango Languages, TumbleBooks, LOTE4Kids, Birds of the World, Ancestry Library, Consumer Reports, and newspapers.

IV. User Needs Assessment

Belchertown, with a population of 15,368, is a town of 52.6 square miles situated the Pioneer Valley of western Massachusetts. It is a community with strong agricultural roots that maintains its rural appeal and has ample outdoor resources including the Quabbin Reservoir, three lakes, a town beach, community gardens, and recreational facilities including pickleball and basketball courts, soccer fields, and a skate park.

Community Demographics

The following is key Belchertown demographic data from the United States Census Bureau:

Population by Race/Ethnicity

Race/Ethnicity	Percentage
American Indian and Alaska Native	.08%
Asian	2.4%
Black or African American	1.9%
Hispanic or Latino (of any race)	4.3%
Native Hawaiian and Other Pacific Islander	.03%
Not Hispanic or Latino	87%

Some Other Race	1.4%
Two or More Races	6.3%
White	88.2%

Data from 2020 Decennial Census

Population by Age Range

Age Range	Percentage	Age Range	Percentage
Under 5 years	5.9%	45 to 49 years	5.4%
5 to 9 years	5.3%	50 to 54 years	7.8%
10 to 14 years	5.7%	55 to 59 years	7.7%
15 to 19 years	3.8%	60 to 64 years	8.2%
20 to 24 years	5.3%	65 to 69 years	6.9%
25 to 29 years	5.8%	70 to 74 years	6.4%
30 to 34 years	6.0%	75 to 79 years	2.2%
35 to 39 years	7.1%	80 to 84 years	1.6%
40 to 44 years	6.7%	85 years and over	2.1%

Data from 2022 American Community Survey 5-Year Estimates

- The median age is 44 and 19.1% of residents are 65 years and older.
- 7.9% of residents speak a language other than English at home.
- The median household income is \$99,500.
- Belchertown has a poverty rate of 8.3%.

Community Trends

During the Community Forum and Community Focus Groups, residents discussed the issues, concerns, and opportunities in Belchertown. Based on these discussions, consultant Deb Hoadley identified the following community trends:

1. **Demographic and Economic Development:** There is a noted increase in diversity and demographic shifts, with a focus on supporting small business development and attracting young professionals back to the area through incubators and technology hubs. The community also faces challenges related to budget constraints and economic development.

People are curious about what is happening with certain buildings in town that are empty. Is there a plan for multi-use facilities within the town and are there partnership opportunities with the town for the use of this space?

2. **Cultural and Recreational Enhancement:** The town aims to enhance its cultural and recreational offerings through events and facilities that leverage its natural resources, like lakes and trails. Desires to introduce a community theatre and more diverse events reflect an interest to enrich community life.

This is a strong desire of the community, especially if the schools are cutting their cultural programs. The library can fill this gap by partnering with organizations and town

departments to provide additional resources and programs to the community. There is already a strong 4H partnership and this is important to the younger generation in the community.

3. **Infrastructure and Accessibility Improvements:** Belchertown is looking at infrastructure enhancements such as better transportation options, development of community spaces, and accessible housing. This includes addressing needs such as more commercial spaces and diverse housing options to support the growing population.

While the library is not directly involved in these infrastructure conversations or the need for more communication around economic development in the town – the library can provide resources and an opportunity for people to come together and discuss concerns related to this issue. The library is close to the main bus stop in town, which may allow us further opportunities to serve the community.

4. **Community Cohesion and Support Networks:** There's a push towards building a more connected and supportive community through various means, including the establishment of more robust networks for elderly support, food security initiatives, and enhancing local governance and civic participation.

We can build upon the library's existing outreach, including community book groups, visits to Christopher Heights, an assisted living facility in town, partnership with the Cold Spring School, and connections with the Belchertown Cultural Council, among others, to help increase support networks in our community.

V. Strategic Priorities

Champion Inclusion, Equity, and Diversity for All Library Users

- Connect all patrons regardless of age, race, gender, sexuality, religion, or abilities to services, resources, programs, and technology that are convenient, relevant, reliable, and accessible.
- Ensure collections are diverse, inclusive, and available in formats that are accessible to our patrons.
- Expand availability and accessibility of programs, services, and reading materials for all age groups, backgrounds, and abilities.

Activities for annual action plans may include: Undertaking a Collection Diversity Audit; Developing our world language holdings; Hiring multicultural presenters; Hosting programs on a variety of cultural interests; Adding sensory-friendly practices and accessibility tools materials to existing programs; Adding more juvenile large print materials; Providing internet access to underserved residents in our community; Circulating Memory Care Kits; Pursuing a diverse workforce and volunteer pool; Expanding our Library of Things offerings to circulate sensory-friendly tools for patrons to explore.

Foster Community Engagement and Partnerships

- Strengthen partnerships with local schools, cultural groups, and community organizations to further position the library as a central hub for civic engagement.
- Support local artists, creators, performers, and cultural practitioners by providing opportunities to enhance community involvement.
- Extend the library's reach and visibility throughout the community.

Activities for annual action plans may include: Expanding homebound delivery support; Partnering with local organizations to provide theatre events, historical walking tours, and other cultural programs; Continuing to partner with Cold Spring School to provide library services to their students; Representing the library at community-wide events; Maintaining annual partnership programs and engaging with new community groups; Partnering with the BUCC to provide music programs on our 1877 Steinway piano; Leveraging local business support for library functions; Beginning the next strategic planning process earlier to better facilitate staff participation, increase community connection and engagement, and to better assess community needs; Exploring options to establish a mobile library or pop-up locations; Engaging the community through outreach events beyond the library premises.

Curate Educational, Cultural, and Recreational Programming

- Execute a variety of programs that are reflective of and responsive to the educational, cultural, and recreational needs of our community.
- Collaborate with community leaders and local organizations to tailor programs to the interests and needs of different community demographics.
- Implement inclusive programs for diverse age groups, backgrounds, and abilities.

Activities for annual action plans may include: Devising ways to meet programming demands within space, budget, and staffing limitations; Collecting community data about cultural attraction interests and investigating the feasibility of increasing our cultural attraction pass options; Connecting with local and community experts to share their knowledge; Developing more consistent programming during the school year for elementary-aged children; Offering a children's book group; Developing neurodivergent-friendly story time; Expanding the Adult Summer Reading Program; Regularly surveying patron interest on programming options and ideas; Growing our volunteer base to include program facilitators.

Enhance Technological Infrastructure and Digital Access

- Broaden digital resources, including educational tools, and implement technology to enhance the patron experience and ease of use.
- Advance equitable access to technology for all community members.
- Ensure the library's digital presence is user-friendly, accessible, and provides information and resources for all users.

Activities for annual action plans may include: Redesigning the library website to best connect users with resources; Improving the online calendar; Investigating mobile printing; Replacing the existing children's computer; Providing mobile-friendly language learning solutions and access to historical and genealogical resources online; Increasing the number of public computers;

Updating public computers to stay abreast of technology improvements and new operating systems; Providing adequate staff training to support them in serving our patrons; Expanding access to mobile hotspots; Researching the circulation of laptops, tablets, and other technologies.

Improve Accessibility and Space Utilization

- Address accessibility issues by improving navigation into and throughout the building.
- Explore and implement changes to existing library spaces in response to community needs, including developing more sensory-aware environments.
- Identify ways to streamline services within the existing building footprint.

Activities for annual action plans may include: Repairing and upgrading the existing LULA elevator to ensure continuation of access to the collection; Renovating the North entryway to increase accessibility and safety; Creating signage or artwork in the stairwell to create a more welcoming and navigable entrance; Upgrading library access with a full-sized elevator; Continuing to improve and support private study space; Revisiting the storage section to maximize collection space; Improving accessibility in the children's area with regards to the computer, shelf spacing, and elevator access; Expanding funding, including grant support, to support much needed building repairs and maintenance; Exploring a sensory-friendly renovation of the activity room that will also remove the pillars to maximize space.

VI. Appendix: Survey Results

1. How often do you use the following resources?

Adult Collections	Sometimes - 11
Rarely – 19	Often - 14
Sometimes – 32	Almost Every Visit - 24
Often – 29	Didn't Know the Library Offered This – 0
Almost Every Visit – 22	Large Print Collections
Didn't Know the Library Offered This – 0	Rarely - 72
Teen/Young Adult Collections	Sometimes - 18
Rarely – 64	Often - 3
Sometimes – 23	Almost Every Visit - 6
Often – 8	Didn't Know the Library Offered This - 3
Almost Every Visit – 7	Downloadable books, audiobooks,
Didn't Know the Library Offered This – 0	magazines, or streaming media (Overdrive, Hoopla, Kanopy)
Children's Collections	Rarely - 39
Rarely - 53	Sometimes - 13

Often - 21
Almost Every Visit - 22
Didn't Know the Library Offered This - 7
Databases (Mango, Consumer Reports,
Newspapers Online, Ancestry, etc.)
Rarely - 66
Sometimes - 10
Often - 10
Almost Every Visit - 2
Didn't Know the Library Offered This - 14
Audiovisual Collections (DVDs, music CDs,
books on CD)
Rarely - 57
Sometimes - 32
Often - 6
Almost Every Visit - 5
Didn't Know the Library Offered This - 2
Museum Passes
Rarely - 40
Sometimes - 37
Often - 14
Almost Every Visit - 2
Didn't Know the Library Offered This - 9
Wireless Hotspots
Rarely - 72
Sometimes - 13
Often - 4
Almost Every Visit - 2
Didn't Know the Library Offered This - 11

Library of Things materials (Puzzles,
ukulele, telescope, etc.)
Rarely - 60
Sometimes - 15
Often - 9
Almost Every Visit - 1
Didn't Know the Library Offered This - 17
Adult Programs
Rarely - 36
Sometimes - 45
Often - 15
Almost Every Visit - 2
Didn't Know the Library Offered This - 4
Teen/Young Adult Programs
Rarely - 82
Sometimes - 12
Often - 4
Almost Every Visit - 2
Didn't Know the Library Offered This - 2
Children's Programs for Ages 0-5
Rarely - 71
Sometimes - 13
Often - 5
Almost Every Visit - 11
Didn't Know the Library Offered This - 2
Children's Programs for Ages 6-11
Rarely - 71
Sometimes - 13
Often - 10

Almost Every Visit - 6	Sometimes - 19
Didn't Know the Library Offered This - 2	Often - 9
Public Computers	Almost Every Visit - 5
Rarely - 82	Didn't Know the Library Offered This - 3
Sometimes - 13	Adults areas of the library
Often - 2	Rarely - 50
Almost Every Visit - 2	Sometimes - 22
Didn't Know the Library Offered This - 3	Often - 13
Copier/Scanner	Almost Every Visit - 3
Rarely - 75	Didn't Know the Library Offered This - 6
Sometimes - 18	Teen/Young Adult areas of the library
Often - 3	Rarely - 83
Almost Every Visit - 1	Sometimes - 8
Didn't Know the Library Offered This - 5	Often - 3
Fax Machine	Almost Every Visit - 5
Rarely - 83	Didn't Know the Library Offered This - 3
Sometimes - 8	Children's Room
Often - 1	Rarely - 60
Almost Every Visit - 1	Sometimes - 15
Didn't Know the Library Offered This - 9	Often - 8
Free Wi-Fi	Almost Every Visit - 18
Rarely - 60	Didn't Know the Library Offered This - 1
Sometimes - 22	Program/Activity Room
Often - 8	Rarely - 55
Almost Every Visit - 3	Sometimes - 15
Didn't Know the Library Offered This - 3	Often - 13
Space to work, study, or relax	Almost Every Visit - 7
Rarely - 66	Didn't Know the Library Offered This - 8

2. How satisfied are you with the following library resources?

Adult Collections

Extremely Dissatisfied – 1

Dissatisfied – 4

Neither Dissatisfied or Satisfied – 23

Satisfied – 52

Extremely Satisfied – 22

Teen/Young Adult Collections

Extremely Dissatisfied – 1

Dissatisfied – 4

Neither Dissatisfied or Satisfied – 62

Satisfied – 26

Extremely Satisfied – 9

Children's Collections

Extremely Dissatisfied – 1

Dissatisfied – 7

Neither Dissatisfied or Satisfied – 50

Satisfied – 29

Extremely Satisfied – 15

Large Print Collections

Extremely Dissatisfied – 0

Dissatisfied – 3

Neither Dissatisfied or Satisfied – 74

Satisfied – 20

Extremely Satisfied – 5

Downloadable books, audiobooks,
magazines, or streaming media (Overdrive,
Hoopla, Kanopy)

Extremely Dissatisfied – 1

Dissatisfied – 4

Neither Dissatisfied or Satisfied – 50

Satisfied – 28

Extremely Satisfied – 19

Databases (Mango, Consumer Reports,
Newspapers Online, Ancestry, etc.)

Extremely Dissatisfied – 0

Dissatisfied – 1

Neither Dissatisfied or Satisfied – 77

Satisfied – 15

Extremely Satisfied – 9

Audiovisual Collections (DVDs, music CDs,
books on CD)

Extremely Dissatisfied – 0

Dissatisfied – 2

Neither Dissatisfied or Satisfied – 68

Satisfied – 25

Extremely Satisfied – 7

Museum Passes

Extremely Dissatisfied – 1

Dissatisfied – 4

Neither Dissatisfied or Satisfied – 50

Satisfied – 35

Extremely Satisfied – 12

Wireless Hotspots

Extremely Dissatisfied – 0

Dissatisfied – 0

Neither Dissatisfied or Satisfied – 77

Satisfied – 16

Extremely Satisfied – 8

Library of Things materials (Puzzles,
ukulele, telescope, etc.)

Extremely Dissatisfied – 1

Dissatisfied – 4

Neither Dissatisfied or Satisfied – 71

Satisfied – 19

Extremely Satisfied – 7

Adult Programs

Extremely Dissatisfied – 0

Dissatisfied – 6

Neither Dissatisfied or Satisfied – 49

Satisfied – 31

Extremely Satisfied – 16

Teen/Young Adult Programs

Extremely Dissatisfied – 1

Dissatisfied – 2

Neither Dissatisfied or Satisfied – 77

Satisfied – 17

Extremely Satisfied – 5

Children's Programs for Ages 0-5

Extremely Dissatisfied – 1

Dissatisfied – 4

Neither Dissatisfied or Satisfied – 67

Satisfied – 18

Extremely Satisfied – 12

Children's Programs for Ages 6-11

Extremely Dissatisfied – 1

Dissatisfied – 4

Neither Dissatisfied or Satisfied – 77

Satisfied – 14

Extremely Satisfied – 6

Public Computers

Extremely Dissatisfied – 1

Dissatisfied – 3

Neither Dissatisfied or Satisfied – 78

Satisfied – 12

Extremely Satisfied – 8

Copier/Scanner

Extremely Dissatisfied – 0

Dissatisfied – 1

Neither Dissatisfied or Satisfied – 79

Satisfied – 17

Extremely Satisfied – 5

Fax Machine

Extremely Dissatisfied – 1

Dissatisfied – 1

Neither Dissatisfied or Satisfied – 84

Satisfied – 11

Extremely Satisfied – 5

Free Wi-Fi

Extremely Dissatisfied – 1

Dissatisfied – 1

Neither Dissatisfied or Satisfied – 60

Satisfied – 26	Extremely Satisfied – 7
Extremely Satisfied – 14	Children’s Room
Space to work, study, or relax	Extremely Dissatisfied – 2
Extremely Dissatisfied – 2	Dissatisfied – 12
Dissatisfied – 9	Neither Dissatisfied or Satisfied – 54
Neither Dissatisfied or Satisfied – 50	Satisfied – 21
Satisfied – 29	Extremely Satisfied – 13
Extremely Satisfied – 12	Program/Activity Room
Adults areas of the library	Extremely Dissatisfied – 4
Extremely Dissatisfied – 2	Dissatisfied – 7
Dissatisfied – 4	Neither Dissatisfied or Satisfied – 58
Neither Dissatisfied or Satisfied – 56	Satisfied – 24
Satisfied – 28	Extremely Satisfied – 9
Extremely Satisfied – 12	Library Hours
Teen/Young Adult areas of the library	Extremely Dissatisfied – 3
Extremely Dissatisfied – 1	Dissatisfied – 7
Dissatisfied – 7	Neither Dissatisfied or Satisfied – 36
Neither Dissatisfied or Satisfied – 68	Satisfied – 38
Satisfied – 19	Extremely Satisfied – 18

3. How often do you visit the Clapp Memorial Library in person?

Rarely – 10

A few times a year – 16

Once or twice a month – 37

Once a week – 34

A few times per week/almost daily – 5

4. What prevents you from visiting the library? Check all that apply.

Prior fines or fees – 1

Buy my own books, magazines, or DVDs – 21

It is too hard to find what I'm looking for – 6

Lack of transportation – 3

Library hours aren't convenient – 13

Library doesn't offer programs I'm interested in – 16

Library staff are unwelcoming – 2

Lack of quiet study space – 8

Don't have a library card – 0

Building is not accessible – 8

Use library e-resources instead of the physical collection – 32

5. What initiatives do you think the library should focus on over the next five years? Please choose your top 3 initiatives.

Provide safe, adequate, accessible, inviting library facilities that meet the needs of the community – 61

Provide more programming opportunities in the library and out in the community – 57

Create opportunities for people to become involved in the community and with the library – 43

Increase resources for children and families – 40

Build partnerships and collaborations with the town, local businesses, and non-profits – 38

Increase access to e-resources, including databases, ebooks, and e-audiobooks – 28

Provide enhanced research services – 8

6. What would you like to do in Belchertown that you can't do now?

24 hour donation book drop
A drop in D&D game that adults can play in would be nice.
A Starbucks Coffee Shop
Access more programming/events for adults and young children
Activities for younger kids that aren't during the typical work day
Adult programs in the evenings instead of during the work day
Allow coffee, tea and the like

am okay with the present
As a new resident and SAHM to two under 2 libraries are so important to our weekly schedule. A welcoming library includes a robust children's section including a variety of board books, a place where my toddler/infant can safely play without worry of bothering other patrons, and a variety of children's programming (which you guys do a lovely job of!). My biggest frustration is that it is hard to navigate the library with a stroller, there aren't a ton of toys to play with for toddlers/babies, and the children's section is in the middle of the library so you feel compelled to keep their voices down.
Attend music concerts and art shows
Bike to the library on a bike path! Practice my Spanish. There is no other space for notes so I will say them here. I have kids age 0-8. There have been many improvements to the children's area since my first kid and I appreciate them all. Granby and Pelham both have far more extensive kids collections though (especially in that learn to read stage). I wish my 8 year old could be part of book groups. It seems like there are programs for littles and teens, but nothing in between. I wish the library had a place to sit and eat (inside or out) for those toddler age kids who always need a snack. Many adults programs look interesting to me, but the hours never work for me. I wish the library had Saturday afternoon and/or Sunday hours.
Cafe with outdoor seating. If that's possible!!
cannot think of a thing
can't think of anything
Children's play spot and more story times so all kids can be involved
Community build
Community Garden
Continuing Education Programs
Coworking spaces. More adult programs. Greater access to museums and other activities
Easily use public transportation
Enjoy a wider selection of restaurants. I'd love more breakfast/lunch cafes.
Evening classes and activities at the senior center
Feel more like a community. There is too much dissension and negativity. Some people make yiu feel,if yiu weren't born in Belchertown you don't belong.
Find a decent place to eat out
Find more kid friendly activities
get a good cup of coffee and sit quietly and read
Get more tech support through the library
Get most books including study guides
Give/host literary events focused on local authors
Go to the movies
Have a town-wide calendar of events.
have access to a science library somewhere.
have more of a selection to museum passes
Have more roadways that are safer for pedestrians and bicyclists.
I can foresee a need for an "in town" trolley or shuttle service for accessibility
I can't think of anything at this time.

I think a community co-working space that's free with really cheap coffee would be cool. Also a local re-use center (to find otherwise costly things, like tools, on the cheap, and also have a place to donate no-longer-used items) would be convenient. Both of these things would be useful services but also add other points of community-making in Belchertown.
I think the Library is doing a wonderful job! I wish my scheduled allowed me to take advantage of more adult programming.
I want to find out what's going on in town.
I'd like to let my children play more and enjoy inside the library but can't because it's not set up in a way that's functional for multiple children and the sound carries so badly.
I'd really love art classes similar to what Workshop 13 in Ware does
I'm pretty satisfied with the activities and amenities offered in Belchertown currently!
in person shopping
Indoor space for public play dates, more private study spaces, better maintained and more community use room. My son would like more chess opportunities.
Instrument classes for young children
Join the book groups. I moved to Belchertown and called to ask about joining the adult book club and was told no they were full, so this was a very unwelcoming experience.
Learn in a gifted program
Lessons on computer usage for elderly from teens
Meet for coffee or tea at the library in a relaxing social space !
Meet people who are safe
More museum passes
More space for bigger meetings
More unique programs
my needs are met
Nothing/Not Sure/No Comment – 20 responses
Not sure. I have to order most books that I want to read. Some come quickly and some not so quickly.
Nothing but would like more adult outside activities
Nothing. I think the library is great.
order a burrito. JK love all the library initiatives. you're crushing it.
Parenting group meetup (not a story time but more a playgroup so you could also meet other parents)
Play more pickleball
Puzzle competition
Quiet work space
Read quietly
Restaurants
see films
Sell Queer art. Belchertown community events don't sell well
Since my young son is in full-time preschool, we're unable to participate in weekday morning events. Offering more family friendly events on weekends would make accessibility easier for our family.

Space to hold large meetings
Spend time in the library. It's too small to find a quiet spot.
Splash pad
stained glass
Stay connected through the library.
Take the bus!
The summer reading program is wonderful. Maybe more activities for kids/families after working hours or on weekends during other times of the year.
Unsure
Visit the library with my children and it be free from religious, political, and social opinions
Visit the library with my handicapped adult daughter for inclusive events.
Voulunteer/work more
Walk around town more (more sidewalks please)
We love the CML but often we're told we were too loud. We stopped coming due to lack of space and lack of room. We now go to Palmer, Granby and Amherst.
We need a brewery! (HA HA)

7. How do you hear about library news?

Facebook/Social media – 37

Emails/Newsletter – 47

In person – 13

Online/Website – 5

Sentinel/Newspaper – 7

Other – 1

8. Do you have a library card?

Yes – 100

No – 2

9. Do you live in Belchertown?

Yes – 101

No – 1