

Lawrence Library 2021 Town Report



Like the year before, 2021 continued to be a challenging and tumultuous year due to the COVID-19 pandemic. To ensure the safety of staff and patrons, a mask requirement remained throughout the year and into 2022.

The Lawrence Library was open by appointment six days a week from January 1st through May 30th. We happily re-opened without appointments on June 1st, open Monday through Saturday with reduced evening hours. The library budget passed at the Spring Town Meeting, ensuring that the library met the state minimum funding requirements for the sixth year, eliminating the need to

apply for a state waiver.

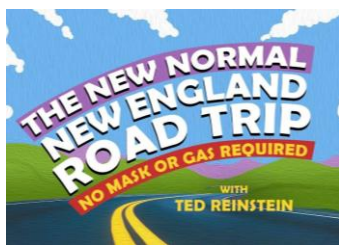
The Curbside Pickup (no-contact) service using outdoor lockers, implemented in May 2020, became an opt-in service once we re-opened in June, and it continues to be popular. We were able to offer limited in-person programs from June through late fall using our outdoor areas - a canopy tent in the back garden, the accessible walking trail, and our front porch. We resumed virtual programming in November 2021.

The Lawrence Library is pleased to announce that as of December 1st, 2021 we are FINE FREE! We no longer charge overdue fines for library materials. Existing fines will be waived. Replacement costs for lost or damaged items will continue to be charged, as will \$2 a day fines for overdue WiFi hotspots and museum passes.

COVID related concerns presented an unique opportunity for our patrons to explore the [eBook and digital audiobook](#) collections, and our many other [virtual collections, including streaming movies, TV, and music](#). The library WiFi remains available 24/7 outside the building. COVID funding allowed the library to purchase five T-Mobile HotSpots. These provide patrons/students with internet connectivity from the safety of their homes.

We added [hoopla](#) streaming service in the fall when the popular AcornTv and IndieFlix services were discontinued to public libraries. The library continues to offer [NuWav Legal Documents](#), [Global Road Warrior](#), [Mometrix](#) plus three genealogy resources: Ancestry, American Ancestors, and FamilySearch. For children we continue to offer [Scholastics Teachables](#) and [TumbleBooks](#). All online services can be accessed 24/7 (genealogy resources are restricted to in-library usage). The monthly library newsletter is emailed to over 2,100 people, with open rates significantly higher than industry average. [Library website](#) usage remained strong in 2021 with over one million visits.

It was a busy year for adult, teen, and children's programming. The library offered **828** virtual online programs, browsing, computer, and study appointments January 1st through May 30th, and **374** in-person and virtual programs June 1st through December 31st, 2021. The library provided meeting room space for **195** non-library meetings.



Due to COVID restrictions, some of the Pepperell Cultural Council grants were placed on hold. Those held virtually or outdoor under the tent included: *Cartoons/Illustrations with Bob Noberini* – 2 classes, *Early Literacy Outreach Kits*, *Playful Engineers*, 2 *Craft Nights with Mandy Roberge*, *Ted Reinstein (Chronicle Reporter): New Normal New England Road Trip*, *Laugh & Learn the Ukulele*, and *Henry the Juggler*.

Other event/program highlights for the year:

- For children - Ms. Shannon and Ms. Jennifer offered many programs geared towards our younger patrons including: Outdoor and Facebook Story Times, Family Book Club, Summer Reading with a Drive Thru Bubble Blast, weekly Library Trail Scavenger Hunts, Art-to-Go, Not So Spooky Trail, Fleece Pillow Craft, Playful Engineers Outdoor Program, Snowman Scavenger Hunt, Winter Village Craft Program, Take & Make Crafts, Chess Club, new stories featured each month on our "Tale Trail" (story walk), and more!

- For teens - virtually: bimonthly LGBTQ+ Youth Group, monthly Nintendo Switch Animal Crossing, and two Cartoons with Bob classes. A Super Smash Bros. Ultimate tournament and a Tie-Dye/Henna Party were both held outside (masked and socially distanced).
- For adults - monthly: Adult Fiction, Cookbook, and Historical Fiction Book Clubs; weekly: Bridge Club, Meditation, and Qigong. Online Zoom programs included: Zumba, Adult To-Go Crafting: Upcycled Paper Flower Ornaments, Quilted Coasters, Gift Bags, and Make Your Own Soup Bowl Cozy, All Your Dog Questions Answered, Understanding Your Cat's Behavior, What's Up Witches, and three photography classes: Understanding Your Camera, How-to Shoot Great Photos with Your iPhone, and Seeing Like a Photographer.
- The library continues to partner with the Friends of the Lawrence Library and our local food pantry, PACH, to offer Books to Keep.
- The library started the Seed Collective, using generous donations from 2 seed companies. In the spring, patrons can come get free packets of flower and vegetable seeds, along with planting and seed harvesting information. We also hosted various online gardening programs.



The Lawrence Library stays in touch on social media, with a presence on [Facebook](#), [Flickr](#), [Twitter](#), [Instagram](#), our [Blog](#), and [YouTube](#).

Did you know? The library offers free WiFi 24/7 as well as WiFi Hotspots to borrow. Additional services include faxing, color and black and white copying/printing, and document scanning for a nominal fee.

Sponsored by the Friends of the Library: Year round art/photography exhibits continue in the Art Gallery. Art Gallery shows now have ‘virtual visit’ videos, allowing anyone to see exhibits online through our [YouTube](#) account. Unfortunately, all music venues were canceled in 2021.

Due to COVID restrictions, the Great American Pie Fundraiser, Cupcake Sale, and Wine Tasting were postponed. The Annual Book Sale, Toy Yard Sale, Fall Bulb Sale, and the annual [Holiday Tree Lighting with Santa](#) were very successful.

These fundraising events, plus membership, make possible the funding for our library programs, museum passes, the monthly electronic [newsletter](#) (sign up today!), Take and Make craft programs, and the annual Holiday Tree Lighting. Their dedication, contributions, and support are much needed and always greatly appreciated!

A long-time member of the library staff, Pat Payer, retired after over 25 years of service to the town, most of which were at the library. The library welcomed three new staff members: Mary Cook, Jordana Wasylyshyn, Meredith Dooney.

At this time, the library is open six days a week, Monday through Saturday, with reduced evening hours. When deemed safe, we hope to fully open without a mask requirement in 2022. We are working towards in-person outdoor programming and in-library programming this summer (2022). Once in-door programming resumes, the library will re-open evenings but without additional funding in FY2023, our popular Monday hours will cease.

Watch for the new ‘Trail Tales’ story boards this spring on the Greens Brook handicap accessible trail located behind the library. The library will continue to work to engage with and meet the community needs while meeting the state minimum funding requirements for state aid and library certification in FY22.

On behalf of the staff, the Library Board of Trustees, and the Friends of the Library, thank you, Pepperell, for your support. If you don't have a library card, [apply online](#) or to stop by for one – it's **FREE** and a great way to help stretch your budget! We hope to see you soon.

Library Hours:

Monday	10-5
Tuesday	10-7
Wednesday	10-5
Thursday	10-7
Friday	10-5
Saturday	10-2

Opt-in Curbside Pickup:

24/7

Summary of Statistics:

- **\$1,693,989.90** - the value of all services provided (materials borrowed, programs, computer and Wi-Fi usage, museum passes, online databases, and reference assistance)
- **57,073 items** were borrowed/loaned; **18,616** Inter-Library Loans; **20,858** ebooks
- **6,953** patrons with active library cards
- Open **2,300** hours (due to COVID we were open by appointment only January 1st - May 30th, 2021)
- Building usage: **374** in-person and virtual programs June 1st - December 31st, 2021 (7,540 attendance). **828** online programs, browsing, computer, and study appointments offered January 1 through May 29, 2021 (2,555-foot traffic)
- Meeting Room use for 2021: **195** non-library meetings (approximately **1,378** attendance)
- Total of **11** library staff (plus one 10 hour/week custodian) FTE: **6.96**
- **1,110,576** web site visits

Respectfully Submitted,

Debra Spratt, Director
On Behalf of the Library Board of Trustees

What's your library worth to you? Massachusetts Library Association has an online Library Service Calculator (<http://www.ilovelibraries.org/what-libraries-do/calculator>), which lets you determine the value of services/savings your library provides to you. Try this calculator and see what you'll save in just one month.

The [Library Board of Trustees](#) meet monthly, generally on the first Thursday at 7 PM. The [Friends of the Lawrence Library](#) meet September through June on the second Wednesday at 10:30 AM. Both meetings are open to the public, all are welcome to attend.