

## Lawrence Library 2019 Town Report

Two thousand nineteen (2019) was a year of outreach with a focus on programming

In the spring, the library budget passed at town meeting, ensuring that the library met the state minimum funding requirements for the fourth year, eliminating the need to apply for a state waiver.

We had a surprise visit in June by Adam Zand and Greg Peverill-Conti, the “principals of SharpOrange and the guys behind [Library Land](#)”. They ranked the Lawrence Library in the top 25 out of 244 libraries in Massachusetts, using a one to five point scale to rate libraries on eleven criteria: **parking/transportation, WiFi, meeting/study rooms, building condition, completeness, community, friendliness, restrooms, noise level, general comfort level, and how good a place it is for patrons to work.** Adam and Greg met and spoke with the library staff, patrons, and town residents (and they enjoyed lunch at Breen's) to assess the work place atmosphere.

Also this year in June, the Children's Room partnered with the North Middlesex Regional School District to provide kindergarten students with tours of the library. Over one hundred children participated this year.



The library continues the partnership with PACH and the Friends of the Lawrence Library in offering the outreach program [Books to Keep](#). The goal of *Books to Keep* is to provide new and gently used books to children, teens and adults in need through local food pantries or soup kitchens so they can create their own personal libraries. Since 2015 we have expanded our yearly donations. This year we piloted an hour a week on site staffing to offering reference assistance. This program also provides us a venue to promote the many free library services we offer. Thanks to the Friends of the Lawrence Library we have donated over 1,800 books.

The use of our [mobile app](#) continues to grow and expand our commitment to smart phone users. For 2019 there have been 52,023 queries through our **Lawrence Library Mobile** app, averaging 4,335 per month. If you are a Lawrence Library card holder you can access the library catalog, your account, and all of our online services with easy search features designed for your mobile devices. If you haven't yet, download this FREE app today!

The library was awarded a Revisiting the Founding Era grant from Gilder Lehrman Institute of American History and the National Endowment for the Humanities. This grant provides \$1000, and copies of readers, to support programming regarding the Revolutionary Era. Several programs have been planned for early 2020, covering topics such as the Revolution in Massachusetts and the role of women in the era, with local university professors and authors presenting. The nonfiction book group read books about this period in history during the fall of this year in preparation.

The total value of all services provided was **\$2,321,671**. Over **20,752 (up 12%)** items were borrowed/requested just through inter-library loan, making the library a net lender for the seventh consecutive year. Total circulation was up 7% from 2018. **7,147** Pepperell residents have a current library card; we issued an average of 39 new or renewed cards each month. The foot traffic for the year was over 86,000 with an average 1,654 library users per week.

[Library website](#) usage remained strong in 2019 with over one million (1,125,259) visits, as reflected by the continued usage of the online [eBooks](#), [databases](#), [room-booking software](#), [event calendar](#) program registration and [museum pass](#) bookings.



We also added two new online services: [AcornTV](#), which streams world-class mysteries, dramas, and comedies from Britain and beyond. Binge-watch a classic series or discover your new favorite show among dozens of programs available exclusively on Acorn TV. With thousands of hours of commercial-free programming and new shows added weekly, there's always something to watch! Simply click on the link above to get started. We also added [IndieFlix](#), which is a

movie service that offers access to pop culture favorites, box office hits, award-winning feature films, documentaries, and shorts. With IndieFlix, you can instantly view thousands of titles from around the world, including the best from classic TV, horror, comedy and film festival darlings! Some additional online services: [Qello](#), [UniversalClass](#), [NuWav Legal Documents](#), [Global Road Warrior](#), and three (*in library usage only*) Genealogy Resources: Ancestry, American Ancestors and FamilySearch. All online services can be accessed 24/7. The website is optimized for both computers and mobile devices. The monthly library newsletter is emailed to over 2,040 people, with open rates significantly higher than industry average.

It was another busy year for adult, teen, and children's programming with the library offering **513** special events/programs (up 12%) with attendance over 8,300. The Summer Reading Program theme for children was *A Universe of Stories*, and the library had 3,062 participants over the course of 10 weeks.



*Pepperell Cultural Council* grants allowed us to offer five special events: Eyes on Owls, Over the Moon craft programs, Teen Comic Character Workshop with Jonathan Reincke, Ghosts and Legends with Jeff Belanger, and a Victorian Christmas.

A few of the other event/program highlights for the year:

- ◆ For children: Ms. Shannon and Ms. Jennifer offered many programs geared towards our younger patrons including: Baby Art, Preschool Storytime, Family Book Club, Bubble Blast, Stuffed Animal Sleepover, Family Board Game and Pizza Nights, Saturday Art and Craft Classes, and much more. The Youth Services Department was also in charge of organizing our participation in the Boston Bruins PJ Drive to benefit The DCF Wonderfund and Cradles to Crayons organizations.
- ◆ For teens - Super Smash Bros. Ultimate Tournaments, Drop-In Switch Gaming, LGBTQ+ Youth Group, Tie-Dye Party, Pizza and Movie Nights, Dungeons & Dragons, and more. The library also provided gaming at North Middlesex Regional High School Project Graduation (the 10<sup>th</sup> year of this partnership.)



- ◆ For adults - monthly: Adult Fiction and Non-fiction Book Clubs; weekly: Bridge Club and Meditation Classes; bi-monthly: Chess Club. Other programming this year included: Retirement/Estate Planning and Home Buyers workshops, Adult Crafting Night, ABC's of Building Your Family Tree, Henna Tattoos for Every Season, Digital Photography workshops, The Geology of Pepperell, Yoga, Folded Fabric Spring Wreath, LGBTQ+ Group: Gerri Cannon-Long Haul: A Survivor's Story, and much more.
- ◆ For All Ages: Our Annual Spring Peeps Diorama and Holiday Gingerbread contests; Paw Print Christmas Ornaments, Family Craft Nights, Puzzle Swap, Yummy Holiday Crafts were offered in addition to our monthly art and music venues.

The library also partnered with local organization and businesses to offer: Books to Keep (PACH), US Census Recruiting, DAR, and numerous Pepperell business sponsored programs.

The library provided meeting space for **327 (up 13%)** local non-profit programs organizations. Some of the community groups were: Friends of Pepperell, Brownies, Boy and Girl Scouts, PACH, Recreation Commission, Charter Committee, AA meetings, Town Department Head meetings, NM Patriots AYF/Cheer, Pepperell Watchers' Group, Climate Change work group, Support Group for Parents with Special Needs Children, piano recitals, Tarbell, Holland & Berkshire Associations, Cultural Council, Pepperell GreenUp, Pepperell Fourth Committee, Pepperell Garden Club Board Meeting, CPR and First Aid, and political town committees.



**Sponsored by the Friends of the Library** ~ Year round art/photography exhibits in the Art Gallery. The library hosted the eighth annual *Art in Bloom*, with a new twist in 2019 with the theme *Books in Bloom*. The library partnered with the Friends, the Pepperell Garden Club, local florists, staff, and patrons to create this wonderful exhibit.

**Thanks to the funding provided by Friends of the Lawrence Library, we continued to offer two free monthly music events throughout the year: *Live @***

**Lawrence Library** and **Open Mic** night. All performances are aired live and recorded thanks to our *Pepperell Community Media* partnership.

The musician lineup for 2019 included: Open Aire Ensemble, The Rakes, Rumblefish, Folksoul Duo, JiveKats, Dan Kennedy and The Incidentals. In August we hosted the NMRHS Band Fundraising Benefit Concert for Suicide Awareness. On December 6<sup>th</sup>, members of the high school band also provided three stations of wonderful holiday music inside the library while parents with their children awaited a photograph and visit with Santa.

The art gallery hosts monthly shows from artists and photographers, such as: Jonathan Adrian - Illustrations in Wonderland, Western Avenue Studio Art Show - Gypsy Soul, Squanicook Colonial Quilt Guild, Jeanine M. Vitale: The Tree's Got the Moon, the Nissitissit/Varnum Student Art Show, Scott Ashton Porter, Nan Quintin, and Jack McCrossan. For more information on 2020 art gallery events bookmark the library's [In the Gallery](#) web page.



The Friends of the Library continue to provide their generous and much-needed support, for which we are grateful. The Friends' annual fundraisers in 2019 included the Cupcake Festival, the weekend Used Book Sale in March, the spring Toy Yard Sale and the Wine & Cider Tasting in October. These events, plus membership, made possible the continued \$15,000 donation for the purchase of children's books, plus the funding for ALL library programs, with the exception of the five sponsored by the Pepperell Cultural Council.

The Friends continued to fund all nineteen [museum passes](#), sponsored the refreshments for the art gallery receptions, all music events, and Art in Bloom; contributed funds to help expand programming; continue to fund the [electronic newsletter](#) (sign up today!) the library creates each month, coordinated numerous holiday craft programs, and funded/organized the annual Holiday Tree Lighting and photos with Santa which once again drew over 500 residents. Their dedication, contributions, and support are much needed and always greatly appreciated!

The Lawrence Library stays in touch by participating in social media, with a presence on [Facebook](#), [Flickr](#), [Twitter](#) and [Instagram](#)



In the coming year, the library will continue to work to engage the community and to meet the state minimum funding and the state certification in FY21. Watch for the new 'Trail Tales' story boards coming this spring on the Greens Brook handicap accessible trail located behind the library.

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, stop by for one – it's **FREE** and a great way to help stretch your budget! We hope to see you soon.

**Did you know? The library offers free WiFi 24/7, plus faxing, color and black and white copying/printing, and document scanning for a nominal fee.**

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.

**The estimated total dollar value of all services rendered for one year for Pepperell patrons is \$2,180,017. This total was calculated using borrowed materials (books, audio books and music, DVDs, magazines and newspapers), programs, computer and WiFi usage, museum passes, online databases, and reference assistance. Try this calculator and see what you'll save in just one month.**

The [Library Board of Trustees](#) meet monthly on the first Wednesday at 7 PM. The [Friends of the Lawrence Library](#) meet September through June on the first Wednesday at 10:30 AM. Open to the public – all are welcome to attend.

#### **Lawrence Library Hours of Operation:**

<b>Tuesday, Wednesday &amp; Thursday</b>	<b>10am to 9pm</b>
<b>Friday</b>	<b>10am to 5pm</b>
<b>Saturday*</b>	<b>10am to 2pm</b>
<b>Sunday &amp; Monday</b>	<b>Closed</b>

**As noted except closed Saturdays**

**\*Summer Hours (June – Labor Day Weekend)**