Munson Memorial Library
Long Range Plan

FY2020 – FY2024

Approved by the Jones Library Board of Trustees November 13, 2019
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Executive Summary

Mission
The Munson Memorial Library will be a community hub to a diverse population of Amherst residents, where books are celebrated and all members of the community can enhance their educational, cultural, and lifelong learning pursuits.

Vision
- The Munson Memorial Library staff will create a welcoming atmosphere for everyone, and will be deeply engaged and committed to maintaining the highest levels of professionalism and providing exceptional customer service.
- The Board of Trustees, Friends of the Jones Library System, and staff will provide leadership so that the town of Amherst and its residents will continue to support the Library, including financially and by volunteering.
- The Munson Memorial Library will help provide Amherst with state-of-the-art technologies and will provide instruction and support for those seeking to use technology.
- A strong base of committed volunteers will augment the Library staff and be recognized for their important contributions, helping the Munson Memorial Library remain strong and connected to the entire community. The Library will use the skills and interests of each volunteer as they align with the needs of the Library.
- The Munson Memorial Library will develop and maintain mutually beneficial relationships with other Amherst town departments, with libraries and other relevant departments and offices at surrounding colleges and universities, C/W MARS as well as with other local business and cultural entities.
- The Library will actively welcome and encourage access by members of our community with economic and social disadvantages.

Critical Success Factors
- Fully motivated and engaged staff, including volunteer staff, who are committed to providing patrons with a welcoming atmosphere and exceptional customer service.
- Adequate financing to support current and future operations.
- State-of-the-art technology, with flexible responses to changing technologies and the ability to provide those technologies to patrons.
- Support from the residents of Amherst and surrounding townships.
- Mutually beneficial relationships with other Amherst departments, C/W MARS as well as surrounding college libraries and institutions.
- Ability to identify needs and serve the community of Amherst.
- Effective outreach and communication.
• Strong support from the Board of Trustees and the Friends of the Jones Library System.
• Visionary leadership from the Board and staff to ensure that the Munson Memorial Library continues to be a value-added entity to the Town of Amherst.
• Full engagement of all Amherst residents, from youth through seniors.

Strategies
• Provide a pleasant, safe and up-to-date building.
• Provide relevant, quality materials, programs and services to our patrons.
• Maintain exceptional customer service by recruiting and retaining outstanding Library personnel.
• Increase and enhance communication efforts through social media, an interactive website, newspaper and radio.
• Expand funding through the Town of Amherst’s appropriations, The Jones Library, Inc., the Friends of the Jones Library System, and the Library’s Annual Fund, Capital Fund, Planned Giving program, Sammys and new resources.
• Offer and promote state-of-the-art technologies to both staff and patrons.
• Advocate with local, state, and federal legislators regarding the importance of Library funding.

Gaps
• Although Munson Memorial Library patrons appreciate many aspects of the current facility, the interior is inefficient, creating difficulties in serving patrons.
• The Library’s open hours schedule is confusing.

Immediate Priorities
• Secure additional annual funding to ensure the Munson Memorial Library continues to provide high quality services, programs, and an engaged staff.
• Secure necessary capital funding for a space-planning exercise.
• Evaluate open hours schedule.

Environmental Scan

South Amherst Population
• The 2010 Census recorded the population of the South Amherst Area as 4,994 people.
• The 2000 Census recorded the population of the South Amherst Area as 5,039 people.
History of the Munson Memorial Library

Early residents of South Amherst valued the importance of a well-read community. A Library was established in 1793 long before Amherst College was founded. Thirty-three subscribers formed a company for the purpose of procuring and operating a “Common Library” to be housed in Deacon David Mack’s home. It was not considered to be a free public library by modern standards; however, it was felt to be a “free public Library” since any resident could become a “proprietor” by paying a bimonthly fee.

Many changes occurred in all areas of Amherst as both North and Central Amherst looked for ways to encourage reading and learning. In 1881, Parnell T. Munson and his wife Mary built a home on Shays Street, and the two quickly became South Amherst community leaders. After Parnell’s death Mary moved from Amherst, however, after her death in 1914, Mary bequeathed $30,000 to “my native town and the town of adoption by my late husband,” and for “the erection of a Library building to be known as The Munson Memorial for the use of the inhabitants of the said town of Amherst.”

In the following years after Mary’s death in 1914, there were many different proposals as to where the memorial building should be placed in Amherst. When the Jones bequest was announced, some suggested that a Munson Memorial Wing be added to the Jones bequest; however, 146 South Amherst residents urged that a building should be placed in Parnell Munson’s own neighborhood. At that time the only Library service to South Amherst was a basket of books; the books were supplied by the Library in Amherst’s center and restocked by the proprietor.

It took more than a decade of indecision by a good many citizens, the trustees, designated in Mary Munson’s will, and the then Amherst Library Association, a building committee, and a group representing the South Amherst’s Library Association worked to find fitting place. A site next to the South Amherst Church was donated by William H. Atkins for the purpose of building the Munson Memorial Library Building. The building trustees engaged Carl Putnam to design the building and George S. Allen built a beautiful building in the 1930.

John M. Tyler, a Trustee of the Jones, envisioned a Munson Library that would embrace a community center which also embraced the Library. The Library and a kindergarten shared the two rooms in a wing of the building for several years. Charles Green, the Librarian of the Jones Library, considered the Munson Memorial Library at least a branch of the Jones Library. Green provided a modest service for the Munson’s operation.

During the late 40s and early 50s, Library usage at all of Amherst’s libraries decreased dramatically. The Trustees suspended service at the Munson for a few years; however, then Jones Library Director William F. Merrill recognized a
need and re-established service at the Munson Memorial Library Building. Helen Stedman ran the Library seeing much increased usage and 300 borrowers by 1968. Anna Thompson followed in her footsteps.

Also Betta Hedlun of the Jones staff was charged to make a careful study of both branches. Her study concluded that both branches should be encouraged and strengthened which has occurred to the present day.


Facilities & Grounds

William H. Atkins gifted a parcel of land situated next to the South Amherst Congregational Church and across from the South Amherst Common which finally provided the perfect placement for “the erection of a Library building to be known as The Munson Memorial for the use of the inhabitants of the said town of Amherst.” South Amherst residents had long requested that the building be situated in Parnell Munson’s neighborhood.

The Munson Trustees engaged Carl Putman to design an attractive building resembling a home and engaged George S. Allen to construct the building with a small walled garden in the front of the building for about $40,000. Bricks used in the construction came from the Local South Amherst brick yards.

The existing Munson Memorial Library Building was opened in 1930. In 1988, later extensive renovations were completed by the building’s Trustees.

The Town Manager appoints three South Amherst residents to be Trustees of the building. The Munson Trustees set polices and fees for use of the building, and oversee the general building operation and care of the gardens. The Town Manager’s office is in charge of collection of user fees and scheduling the use of the hall, meeting room, and the three offices on the lower floor.

The Munson Library staff provides information to the public concerning the used of the building by groups and works to secure and to alert Amherst Town Building Coordinator of building problems.

Ongoing renovations during the past five years have included new steps at the North side of the building, a handicap accessible front walk, new glazing for all windows, repairing and varnishing the hall floor, new carpeting and painting, and repairing the North side drainage system.

The Munson Memorial Library provides another community center for the town and the South Amherst area. Its meeting space and auditorium/hall is rented by
many community groups from Amherst and the surrounding towns. The building serves as polling place for all town and Federal elections. The building is handicapped accessible with a chairlift and has two handicapped parking place in front of the building. The auditorium/hall with its stage seats 160 people for meetings, classes, and performances.

The Basement Meeting Room and specific Library spaces seats a total of 50 people. Classes and programs given in the building bring participants from many different surrounding towns throughout the Pioneer Valley. The staff of the Munson Library uses the other building spaces for programs when needed. 1,700 feet, out of the building’s 5,276 square foot size, is dedicated to the Library.

The two current HVAC systems for the building are out-of-date and need to be replaced. Only the Library’s main service areas have air conditioning and has an alarm system for security, however, a fire alarm system for the building is needed.

Off street parking is shared by the Munson Library Building and the South Amherst Congressional Church; however, parking congestion does occur when both the Munson Building and the church are both being used at the same time. There is no public transportation near the Munson Memorial Library Building. Speeding traffic passing through the South Amherst Common is a concern for users exiting cars that park in front of the Library. Traffic patterns around the South Amherst Common will continue to be an ongoing issue for the area.

Staff

The Munson Memorial Library Branch Staff consists of a 30 hour per week Branch Head and 4-part time Library Assistants who assist the Branch Head during the 20 hours that the Library is open to the public. Two members of the staff have worked for the Munson Library for over 15 years. The Library has four very dedicated volunteers.

All paid staff are employees of the Town of Amherst and the salaries and benefits are established, but not fully funded, by the Town of Amherst.

Customer service from all Munson Library staff is considered to be excellent, friendly, and helpful. The staff is considered the strongest asset as indicated in the recent survey.

The Branch Head and a staff member have a MLIS and MLS respectively. One member has a Graduate Degree, two others have some college, and one has graduated from High School.
The Branch Head works with many different Jones Library departments, the Trustees of the Munson Memorial Library, the town manager’s office, the Amherst Building Coordinator, and the Maintenance Staff of the Jones Library and the town.

The Branch Head reports to the Director of the Jones Library on Munson Library operations and problems. Working with other departments of the Jones Library include, working four and a half hours on the Jones Library Reference Desk, Technical Services Department, the Office Staff, and other duties as needed. The four Library Assistants work with the Branch Head. The Assistants are a core part of the Munson Library contact to the public. They work with the Evergreen Circulation System, assist with the materials management, cover for each other and the Branch Head, and provide help with programing such as the Children’s Story Time, the adult book and film club, and PC Doctor Hank.

**Holdings, Circulation & Programming**

Currently, because of the significant number of Amherst’s population that are involved in secondary education, or are professionals, there is a town-wide need for high quality educational support and Library services.

The South Amherst area is home to The Crocker Farm Elementary School, The Amherst Montessori School, and Hampshire College. Many senior users take and teach Learning in Retirement classes given in the valley.

The Munson Memorial Library is unique. The Munson Building is owned by the town of Amherst. The Library shares its space with a hall, a meeting room, and three offices rented by different groups. The Library benefits by the many diverse groups who use the building’s rooms. The classes and programs scheduled by the town bring people from throughout most of Western Massachusetts. Classes and programs range from a very popular Tai Chi class to English Country Dancing.

The Munson Library a part of the Jones Library “Home Bound” Program. Volunteers take materials to the Applewood Assisted Living complex located in South Amherst.

An Adult Book and Film Discussion Club has been meeting for the last three years. The discussions have included everything from the film “RBG” to novels and Nonfiction works. The Munson Library is beginning to see an increase in the need for Children’s activities and has started a Children’s Story Time which continues to grow. In FY2004, the Munson Memorial Library reduced open hours from 24 open hours to 20 hours a week. The Munson Library is closed every Friday. Patrons are requesting that the Friday 3.5 open hours be restored.
FY18 Munson Library Services

- Total number of Saturdays open
- Total attendance
- Total number Reference transactions
- Total attendance at Children's Programs
- Total number of Adult Programs
- Total attendance at Adult Programs
- Total number of non-subsidized volunteers
- Total number of hours donated by non-subsidized volunteers

FY18 Munson Library Holdings

- Adult Audio
- Adult Books
- Adult E-books
- Adult Materials in electronic format
- Adult Materials in microforms
- Adult Miscellaneous (e.g. e-book, kits, puppets)
- Adult Video cassettes/discs/DVD
- Adult Volumes of Print Periodicals, Newspapers
- Children's Audio
- Children's Books
- Children's Materials in electronic format
- Children's video cassettes/discs/DVDs
- Children's Volumes of Print Periodicals, Newspapers
- Young Adult Audio
- Young Adult Books
- Young Adult Video cassettes/disc/DVD
- Young Adult Volumes of Print Periodicals, Newspapers

FY18 Munson Library Circulation

- Adult Audio
- Adult Books
- Adult E-Books
- Adult Materials in electronic format
- Adult Miscellaneous (e.g. e-book readers, kits)
- Adult Video cassettes/discs/DVD
- Adult Volumes of Print Periodicals, Newspapers
- Children’s Audio 163
- Children’s Books 6,606
- Children’s Miscellaneous (e.g. e-book readers, kits, puppets) 8
- Children’s Video, cassettes/disc/DVD 182
- Children’s Volumes of Print Periodicals, Newspapers 8
- Young Adult Audio 51
- Young Adult Books 437
- Young Adult Video Cassettes/discs 21

**Marketing & Publicity**

The Munson Memorial Library maintains a Library Facebook page, and the Jones Library’s website, flyers, and word of mouth are also used to keep our public informed as to the activities of the Library.

**Technology**

The Munson Memorial Library has always been at the leading edge of new technology that has enhanced the Library’s service to the public. The first music CD collection was started at the Munson Library in 1987. The Jones Library and North Amherst quickly added CDs to the collection. Before DVDs came on the market in 1995, the Munson Library tested the new Laserdisc technology by adding nine Laserdisc movies, which quickly moved on to the DVD format as is common today.

In 1994 the Munson Library also was given an early computer by a generous patron that was used by the public. The computer played CD-ROM games, and gave access to the beginnings of the Internet. The Gates Library Foundation awarded the Munson Library six computers and computer training during FY03. Then in 2009, a second grant from the Gates Foundation started the Munson Library’s most popular program, PC Doctor Hank. This valuable program continues today with funding from the Friends of the Jones Library System.

The Munson Library bought the first Color Nook in December 2009 and introduced e-books to the public in January 2010. At the present time, the Library has four Nooks in circulation.

<table>
<thead>
<tr>
<th></th>
<th>Public</th>
<th>Staff</th>
</tr>
</thead>
<tbody>
<tr>
<td>Desktop computers</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Laptop computers</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>Tablet computers/eReaders</td>
<td>4</td>
<td>0</td>
</tr>
<tr>
<td>Printers</td>
<td>1</td>
<td>1</td>
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### Finances

<table>
<thead>
<tr>
<th>Category</th>
<th>FY18 MM Expenses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personnel</td>
<td>$75,726</td>
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<tr>
<td>Technology</td>
<td>$3,400</td>
</tr>
<tr>
<td>Operations</td>
<td>$6,500</td>
</tr>
<tr>
<td>Materials</td>
<td>$12,000</td>
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</table>

<table>
<thead>
<tr>
<th>Equipment</th>
<th>Quantity</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scanners</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Copier</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Door Counters</td>
<td>2</td>
<td>NA</td>
</tr>
<tr>
<td>Wireless Internet Routers/access points</td>
<td>3</td>
<td>NA</td>
</tr>
<tr>
<td>Network Switches</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Network Router</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Network UPS</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Public Charging Stations</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Public Smart TV</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>
The Value of the Munson Memorial Library Services, Programs and Materials Provided in Fiscal Year 2018:

**More Than $650,000**

<table>
<thead>
<tr>
<th>Quantity of Use</th>
<th>Library Service</th>
<th>Value of Service</th>
<th>Based On</th>
<th>Total Saved</th>
</tr>
</thead>
<tbody>
<tr>
<td>13,758</td>
<td>Adult/Teen Books Borrowed</td>
<td>$20.00</td>
<td>Amazon average price</td>
<td>$275,160</td>
</tr>
<tr>
<td>6,606</td>
<td>Children’s Books Borrowed</td>
<td>$18.00</td>
<td>Amazon average price</td>
<td>$118,908</td>
</tr>
<tr>
<td>2,546</td>
<td>Adult/Teen Audios Borrowed</td>
<td>$20.00</td>
<td>Audible average price</td>
<td>$50,920</td>
</tr>
<tr>
<td>163</td>
<td>Children’s Audios Borrowed</td>
<td>$9.95</td>
<td>Audible average price</td>
<td>$1,622</td>
</tr>
<tr>
<td>9,006</td>
<td>DVDs Borrowed</td>
<td>$19.00</td>
<td>Average purchase price</td>
<td>$171,114</td>
</tr>
<tr>
<td>1,309</td>
<td>Computer Usage</td>
<td>$12.00</td>
<td>FedEx price per hour</td>
<td>$15,708</td>
</tr>
<tr>
<td>235</td>
<td>Adult/Teen Programs Attended</td>
<td>$15.00</td>
<td>Museum program admission</td>
<td>$3,525</td>
</tr>
<tr>
<td>92</td>
<td>Youth Programs Attended</td>
<td>$7.00</td>
<td>Museum program admission</td>
<td>$644</td>
</tr>
<tr>
<td>1,649</td>
<td>Reference Questions Answered</td>
<td>$10.00</td>
<td>Average library cost</td>
<td>$16,490</td>
</tr>
</tbody>
</table>

**TOTAL VALUE OF SERVICES (minimum):** $654,091
Strategies, Objectives & Action Items

1. Provide a pleasant, safe, and up-to-date building.

<table>
<thead>
<tr>
<th>Objective</th>
<th>Action Items</th>
<th>By Whom</th>
<th>When</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Evaluate existing spaces with an eye toward customer service, safety, and historic preservation</td>
<td>Work with staff and patrons in order to keep aisles clear</td>
<td>Branch Head, Staff</td>
<td>Ongoing</td>
</tr>
<tr>
<td></td>
<td>Work with Town Hall staff to ensure communication between Library staff and groups using the Hall</td>
<td>Director, Branch Head</td>
<td>Ongoing</td>
</tr>
<tr>
<td></td>
<td>Work with Town Maintenance to ensure interior general maintenance duties, including dusting, vacuuming, deep cleaning, &amp; removal of trash/recyclables are performed regularly</td>
<td>Director, Branch Head</td>
<td>Ongoing</td>
</tr>
<tr>
<td></td>
<td>Work with Town Maintenance staff to keep furnishings repaired/replaced when needed</td>
<td>Director, Branch Head</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Task</td>
<td>Responsibility</td>
<td>Timeframe</td>
<td></td>
</tr>
<tr>
<td>----------------------------------------------------------------------</td>
<td>-------------------------</td>
<td>------------</td>
<td></td>
</tr>
<tr>
<td>Work with Town Maintenance to ensure exterior general maintenance duties, including mowing and snow removal, are performed regularly</td>
<td>Director, Branch Head</td>
<td>Ongoing</td>
<td></td>
</tr>
<tr>
<td>Work with Town Maintenance to ensure pleasant outdoor green spaces including outdoor seating, outdoor programming spaces, and an outdoor trash receptacle</td>
<td>Director, Branch Head, Staff, Volunteers</td>
<td>Ongoing</td>
<td></td>
</tr>
<tr>
<td>2. Perform a space needs planning exercise, including evaluation of the circulation desk and spaces for teens and children</td>
<td>Research the addition of an accessible Internet station</td>
<td>Branch Head</td>
<td>FY21</td>
</tr>
<tr>
<td>Evaluate patron reading spaces</td>
<td>Branch Head, Staff</td>
<td>Ongoing</td>
<td></td>
</tr>
<tr>
<td>Research purchasing mobile furniture, in order to maximize flexibility</td>
<td>Director, Branch Head, Staff</td>
<td>Ongoing</td>
<td></td>
</tr>
<tr>
<td>Promote the Library’s technological capabilities, open hours, storytimes, Interlibrary loan, &amp; other services</td>
<td>Branch Head, Staff, Volunteers</td>
<td>Ongoing</td>
<td></td>
</tr>
<tr>
<td>Objective</td>
<td>Action Items</td>
<td>By Whom</td>
<td>When</td>
</tr>
<tr>
<td>-----------</td>
<td>--------------</td>
<td>---------</td>
<td>------</td>
</tr>
<tr>
<td>1. Evaluate Open Hours Schedule, including number of hours as well as when the hours occur</td>
<td>Work with Town Maintenance Department to ensure systems are energy efficient, and equipment is repaired/replaced as needed</td>
<td>Director, Branch Head</td>
<td>Ongoing</td>
</tr>
<tr>
<td>2. Evaluate and promote collections and display spaces for print as well as digital materials</td>
<td>Work with Town Maintenance Department to ensure systems are energy efficient, and equipment is repaired/replaced as needed</td>
<td>Director, Branch Head</td>
<td>Ongoing</td>
</tr>
<tr>
<td>3. Evaluate existing building systems, including HVAC and interior and exterior lighting</td>
<td>Research instituting staff control over HVAC system</td>
<td>Director, Branch Head</td>
<td>Ongoing</td>
</tr>
<tr>
<td>4. Evaluate Munson Memorial parking</td>
<td>Director, Branch Head</td>
<td>Ongoing</td>
<td></td>
</tr>
</tbody>
</table>

2. Provide relevant, quality materials, programs, and services to our patrons.
<table>
<thead>
<tr>
<th>3. Purchase items requested by Library patrons</th>
<th>Branch Head</th>
<th>Ongoing</th>
</tr>
</thead>
<tbody>
<tr>
<td>4. Maintain a browseable collection so that materials are available to patrons on a walk-in basis</td>
<td>Branch Head, Staff</td>
<td>Ongoing</td>
</tr>
<tr>
<td>5. Provide ample opportunity for staff continuing education opportunities including technological and Readers’ Advisory training</td>
<td>Encourage staff to attend continuing education classes as time and budget allow</td>
<td>Director, Branch Head</td>
</tr>
<tr>
<td></td>
<td>Encourage collaboration between Library Departments</td>
<td>Director, Branch Head</td>
</tr>
<tr>
<td>6. Advocate for additional funding for circulating materials</td>
<td>Director, Branch Head, Staff, Volunteers</td>
<td>Ongoing</td>
</tr>
<tr>
<td>7. Evaluate and promote programs and services, including Homebound Delivery</td>
<td>Hold an Open House</td>
<td>Director, Branch Head, Staff, Volunteers</td>
</tr>
<tr>
<td></td>
<td>Provide Jones program fliers at Branches</td>
<td>Branch Head, Staff</td>
</tr>
<tr>
<td>Objective</td>
<td>Action Items</td>
<td>By Whom</td>
</tr>
<tr>
<td>-----------</td>
<td>--------------</td>
<td>---------</td>
</tr>
<tr>
<td>1. Provide ample opportunity for staff continuing education opportunities including technological and Readers’ Advisory training</td>
<td>Encourage staff to attend continuing education classes as time and budget allow</td>
<td>Director, Branch Head</td>
</tr>
<tr>
<td></td>
<td>Encourage staff to subscribe to C/W MARS, MBLC, &amp; MLS email listserves</td>
<td>Director, Branch Head</td>
</tr>
</tbody>
</table>

3. Maintain exceptional customer service by recruiting and retaining outstanding Library personnel.
<table>
<thead>
<tr>
<th>Objective</th>
<th>Action Items</th>
<th>By Whom</th>
<th>When</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Evaluate existing PR methods</td>
<td>Research starting an Instagram page</td>
<td>Branch Head</td>
<td>Ongoing</td>
</tr>
</tbody>
</table>

4. Increase and enhance communication efforts through social media, an interactive website, and newspaper and radio.
<table>
<thead>
<tr>
<th></th>
<th><strong>Update Branch brochures and bookmarks</strong></th>
<th><strong>Director, Branch Head, Staff, Volunteers</strong></th>
<th><strong>Ongoing</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2. Promote Library services, open hours, and programs using social media, the website, newspapers, and radio</strong></td>
<td><strong>Encourage collaboration between Library Departments, including additional Branch mentions in Jones advertising and sharing program fliers</strong></td>
<td><strong>Branch Head, Staff, Volunteers</strong></td>
<td><strong>Ongoing</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Acquire exterior sign for program advertising purposes</strong></td>
<td><strong>Director, Branch Head</strong></td>
<td><strong>FY21</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Utilize volunteer expertise</strong></td>
<td><strong>Branch Head, Staff</strong></td>
<td><strong>Ongoing</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Survey Library patrons regarding their preferred technologies</strong></td>
<td><strong>Branch Head, Staff, Volunteers</strong></td>
<td><strong>Ongoing</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Hold technology Open House</strong></td>
<td><strong>Director, Branch Head, Staff, Volunteers</strong></td>
<td><strong>Ongoing</strong></td>
</tr>
<tr>
<td></td>
<td><strong>3. Attend community events, representing the Library</strong></td>
<td><strong>Trustees, Director, Branch Head, Staff, Volunteers</strong></td>
<td><strong>Ongoing</strong></td>
</tr>
<tr>
<td></td>
<td><strong>4. Increase outreach to non-Library users</strong></td>
<td><strong>Trustees, Director, Branch Head, Staff, Volunteers</strong></td>
<td><strong>Ongoing</strong></td>
</tr>
</tbody>
</table>
5. Increase opportunities for group visits and Library tours

<table>
<thead>
<tr>
<th>Objective</th>
<th>Action Items</th>
<th>By Whom</th>
<th>When</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Educate the community about Library funding</td>
<td>Generate excitement by imitating NPR's fund drives (e.g., &quot;Save Hank!&quot;)</td>
<td>Trustees, Director, Branch Head, Staff, Volunteers</td>
<td>Ongoing</td>
</tr>
<tr>
<td>2. Support the Friends of the Jones Library System</td>
<td>Advertise the Friends of the Jones Library System, including distributing Friends' brochures, sharing events through social media, and posting signs at programs</td>
<td>Trustees, Director, Branch Head, Staff, Volunteers</td>
<td>Ongoing</td>
</tr>
<tr>
<td>3. Utilize technological resources</td>
<td>Add a &quot;donate&quot; button to the Facebook page</td>
<td>Branch Head</td>
<td>Ongoing</td>
</tr>
<tr>
<td>4. Post signs acknowledging donors</td>
<td></td>
<td>Director, Branch Head</td>
<td>Ongoing</td>
</tr>
</tbody>
</table>
5. Post a donation jar at circulation desk and during programs  

<table>
<thead>
<tr>
<th>Action Items</th>
<th>By Whom</th>
<th>When</th>
</tr>
</thead>
<tbody>
<tr>
<td>Branch Head</td>
<td>Ongoing</td>
<td></td>
</tr>
</tbody>
</table>

6. Advocate for increased State Aid with legislators

<table>
<thead>
<tr>
<th>Action Items</th>
<th>By Whom</th>
<th>When</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trustees, Director, Branch Head, Staff, Volunteers</td>
<td>Ongoing</td>
<td></td>
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</tbody>
</table>

6. Offer and promote state-of-the-art technologies to both staff and patrons.

<table>
<thead>
<tr>
<th>Objective</th>
<th>Action Items</th>
<th>By Whom</th>
<th>When</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Promote the Library’s technological capabilities and services</td>
<td>Advertise patron success stories, including video stories</td>
<td>Director, Branch Head, Staff, Volunteers</td>
<td>Ongoing</td>
</tr>
<tr>
<td>2. Provide ample opportunity for staff continuing education opportunities including technological and Readers’ Advisory training</td>
<td>Promote C/W MARS and Libby apps</td>
<td>Branch Head, Staff, Volunteers</td>
<td>Ongoing</td>
</tr>
<tr>
<td></td>
<td>Encourage staff to attend continuing education classes as time and budget allow</td>
<td>Director, Branch Head</td>
<td>Ongoing</td>
</tr>
<tr>
<td></td>
<td>Encourage collaboration between Library Departments and sharing of ideas</td>
<td>Director, Branch Head, Staff, Volunteers</td>
<td>Ongoing</td>
</tr>
</tbody>
</table>
7. Advocate with local, state, and federal legislators regarding the importance of Library funding.

<table>
<thead>
<tr>
<th>Objective</th>
<th>Action Items</th>
<th>By Whom</th>
<th>When</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Ask Town Manager to hold Cuppa Joe events at the Munson Branch</td>
<td></td>
<td>Trustees, Director, Branch Head, Staff, Volunteers</td>
<td>Ongoing</td>
</tr>
<tr>
<td>2. Ask Senator and Representative to hold Office Hours at the Munson Memorial Library</td>
<td></td>
<td>Trustees, Director, Branch Head, Staff, Volunteers</td>
<td>Ongoing</td>
</tr>
<tr>
<td>3. Attend Library Legislative Breakfasts, both locally and state-wide</td>
<td></td>
<td>Trustees, Director, Branch Head, Staff, Volunteers</td>
<td>Ongoing</td>
</tr>
</tbody>
</table>
Appendix

Focus Group Results

Munson Memorial Library Focus Group Notes
Tuesday, November 27, 2018
Munson Memorial Library, Ground Floor

Sharon Sharry, Library Director, introduced herself, Trustees, and Kristi Chadwick, MLS Facilitator.

Kristi gave an overview of how this discussion will unfold. Usually the Jones goes through this process, incorporating the Branches into its Long Range Plan, but now we are brainstorming just for the Branches. Kristi explained that this information will be compiled and shared. Kristi encouraged participants to speak. We are here to brainstorm; talk about the positive and challenges; let’s see where we can go. Not SWOT (strengths/weaknesses/opportunities/threats) analysis; instead, we will conduct a SOAR analysis:

1. Strengths of the Munson Library
2. Opportunities – we will turn the challenges into opportunities
3. Aspirations – Amherst can get things done!
4. Results we will see once we achieve this vision

Then we will discuss the impact of this vision, and how the Munson Library fits into south Amherst community.

Rules:
1. One person speaks at a time
2. Raise hands…everyone shares…if Kristi notices you are being shy, she will call on you
3. Open your mind; there are no bad ideas; we want to look at where you want to go
4. Ideas need to be focused on topics; we will not be analyzing the ideas; we are just documenting
5. Some things will not be able to be fulfilled. But Trustees/staff/stakeholders will be able to see how much you value the Library’s place in the community.

Q: Please explain the building’s ownership.
A: The building is owned by the Town; the Munson will states there is to be a Library in the building; the Jones provides the Library services; the Town makes money by renting out the Hall; the Library pays rent to the Town for custodial and utilities services. Munson staff also provide security for the building.

Q: Can the Library expand into this ground floor room?
A: We do not have an answer to that right now. The Library spaces are the main floor, the mystery/computer room; and the nonfiction collection on the ground floor.

Strengths – What brings you here to the Munson, rather than somewhere else? What is the Munson now?
1. Staff and services provided by staff!!!!!!!!!!!!
2. Parking
3. Access to building/location
4. Neighborhood gathering space – this is really the only place in the area
5. Beautiful building/garden
6. Kid-friendly
7. DVD’s
8. Summer Reading Club
9. PC Dr. Hank
10. Personal feel
11. Open hours are good
12. We can bring guests
13. Walled garden
14. Specialized collections: light reading, cookbooks and mysteries
15. Access to ILL
16. Connection to the main Library is critical
17. Computer access
18. Sue is a leader with technology
19. Photocopier services
20. Candy jar
21. Apples
22. Small size makes it easier
23. Many people can walk here
24. The one reading chair
25. Hardcopy newspapers
26. The logo – its personality – an owl – personified

Opportunities – What are the challenges you find here? Not weaknesses, but what can we turn on its head?
1. Expand its hours – more night hours, so can come with children – even an extra half hour would help – especially Friday afternoon hours
2. More efficient work space for staff and workflow – hard to move around for patrons and staff
3. Recent draft architectural plan was created but never used – maybe revisit that plan and add to website
4. Front of Library green space; the common; the church seems to use it, but maybe the Library could hold events there e.g., BBQ’s, public activities
5. Books to be put on wall in this room would free-up space upstairs.
6. Teen gathering space
7. Comfortable place to come together – expand the comfy reading spaces e.g., reading room

Q: Does the Library have a birthday?
A: Munson was built in 1928/1929; but the first Library in town was first in south Amherst – but was private, run by the “church brothers.” Nursery school located here once; in 1988 this building was renovated – given windows out back. Jones has always provided the services.

8. Jones Library system celebrates centennial next year – opportunity! Green space on the common with a BBQ.

NB: The Munson building has its own Trustees – three separate elected officials.

9. Parking is not a strength – there are only three spots in front; we can use church lot; post a sign out front letting people know.
10. Lend garden and power tools; the Jones lends instruments; would love access to a chainsaw, and a volunteer who knows how to use it.
11. Large screen TV for a wall in ground floor for people to give presentations.
12. Control the heat.
13. What are the working conditions like? Is it crowded and cluttered? Can it be made to be more efficient?
Q: Where does ILL delivery go?
A: Four bins per day are delivered – staff process all bins in 3.5 hours; Library van parks in the driveway – have to walk up steps. Need a better space to deliver books.

14. A place where little kids can be? There is a small space right now with toys. We read to kids upstairs in the adult spaces. It’s easier to control the kids; little ones run around too much on the ground floor. The end of story hour is when she hides a feather. This is a new program, along with the adult book discussion group.

15. Additional use of electronic services – FaceBook, etc.

16. Are there things that aren’t being done that is stopping people from coming? This is what we want to find out. Who are we not serving? Very limited bus service, which is a Town/eternal Library issue.

17. Further diversify the collection.

18. Lectures.

19. Author readings for teens and kids

20. Game nights

Q: What goes on for the youth Summer Reading Program?
A: It is active; 72 kids participated this past summer; books were given out as prizes. Staff are seeing fewer younger children.

Aspirations – What are your dreams for the Munson? Pie in the sky; if you could have everything at the Munson, what would it be?
1. Take over the ground floor for Library use
2. Increased hours
3. More seating
4. Comfortable reading room
5. Better lighting
6. Teen space
7. Space for kids to browse collection and hang out
8. BBQ’s in summer with ice cream
9. Book collection all together
10. Central atrium – conservatory
11. Greenhouse
12. Café
13. Every book I want to read – more books; more DVD’s
14. Collection could be warehoused somewhere else – to be retrieved in 1 hour
15. Celebration of the books, even if I don’t want to read them; Beauty and the Beast scene; love browsing through stacks
16. Munson to reflect the more modern vision of the Library as a community center; would require programs to meet diversified needs of residents of South Amherst.
17. Play space for kids outside
18. Maintain its aspect of a Library that is part of a larger whole. Location makes it charming (on the common); it helps to define who we are.
19. Bookmobile for the system
20. Teen programming – homework support, after school hours.
21. That the Munson be here in 50 years; that the leadership of the Town continue to recognize the value of the Branch libraries.
22. Bus service, so people from the Munson can get to the Jones or to North Amherst Library and vice versa
23. The only place for people to come together, if you don’t go to church or have kids in school – this should be expanded upon.
24. Town Council to use the building to continue their work. E.g., precinct meetings; for the Town to use this building more.
Results – If we achieve our vision for the Munson, what will we see here?  What will be the results of all that work?

1. More people using the Library; interacting
2. Stronger community central gathering point to provide that neighborhood feeling.
3. Interacting beyond usual circles; intergenerational;
4. A space open to everyone in the community, even if not living within walking distance
5. Larger staffing
6. More books
7. More comfy chairs
8. Better lighting
9. Additional hours
10. Better working conditions for staff
11. That this Library be more accessible to all people from across the entire Town
12. Playgroups, story hour, puppet shows
13. Young people want new friends to meet
14. Make people more networked
15. Groups who use the Hall meet people from all over, by gathering at the Munson
16. A building that is “greener”
17. Happy patrons
18. Munson to become a place which models civic engagement
19. Relationship between the Town/Munson Memorial building Trustees with Jones Trustees/building so the building is used more.

Q: Is the MM building being used to capacity?
A: The Hall is used frequently, then people use the Munson Library services; hard to get teens here because they don’t drive, and there is very limited bus service

Vision – Library planning related to community; what do we want for the community?  Along with Munson’s place in the community. What’s your vision for south Amherst?  In relation to the Town/the area?  What ideally would you see in south Amherst? The Library can’t build new sidewalks, but the Library can have an impact in town services.

1. Sidewalks
2. Walkability
3. Safe bike paths
4. Bike lanes
5. Safety of the intersections at the common (cars are going very fast in front of Library)
6. More civic engagement
7. Preservation of open space (the Common) – is this in conflict with increased civic engagement?  The common is a unique aspect – should be compromised sparingly.
8. Lots of kids live north of Route 116; how do we get kids from north part of town to the south part of Town?
9. We need our Station Road bridge back.
10. Outdoor seating
11. Center for keeping residents aware of new technology
12. The other libraries have more technology in the main areas. Want to keep Munson small. We now have four computers for the public at the Munson.

OTHER COMMENTS:
1. The best images I have of libraries are from my time spent at the Boston Public Library, which has an interior open space – courtyard.
2. We have shared some great ideas here – we have been in town for 3 years now, and have enjoyed meeting people. The gaps between the BPL and Munson can be filled in with these good people.
3. I grew up in public Library – we treasure this sanctuary
4. I have allowed my child to go to the Munson by himself
5. Staff at Munson are incredible!
6. This is a sanctuary for people of all ages
7. Be active in Town politics – do not be overly nostalgic – if you love the Library, let your voice be heard.
Survey Results

Community Survey - Munson Memorial Library

Which of Amherst's public libraries do you use? (check all that apply)
192 of 198 Answered (97.0%)
Checkbox
- Jones Library (151 responses, 76.3%)
- Munson Memorial Library (175 responses, 88.4%)
- None of the above (0 responses, 0.0%)
- North Amherst Library (26 responses, 13.1%)

How often do you visit the Munson Memorial Library? (choose one)
192 of 198 Answered (97.0%)
Radio Buttons
- Daily (11 responses, 5.6%)
- Every 2 weeks (38 responses, 19.2%)
- Every 3 months (13 responses, 6.6%)
- Every 6 months (8 responses, 4.0%)
- Less often (8 responses, 4.0%)
- Monthly (30 responses, 15.2%)
- Never (9 responses, 4.5%)
- Weekly (75 responses, 37.9%)

Which days of the week are most convenient for you to visit the Munson Memorial Library? (check all that apply)
178 of 198 Answered (89.9%)
Checkbox
- Friday (117 responses, 59.1%)
- Monday (110 responses, 55.6%)
- Saturday (129 responses, 65.2%)
- Sunday (67 responses, 33.8%)
- Thursday (121 responses, 61.1%)
- Tuesday (115 responses, 58.1%)
- Wednesday (124 responses, 62.6%)

Which time of day is most convenient for you to visit the Munson Memorial Library? (check all that apply)
182 of 198 Answered (91.9%)
Checkbox
- Afternoon (160 responses, 80.8%)
- Evening (76 responses, 38.4%)
- Morning (73 responses, 36.9%)

Which of the following reasons make you less likely to visit the Munson Memorial Library? (check all that apply)
143 of 198 Answered (72.2%)
Checkbox
- Disabled / physical limitations (1 response, 0.5%)
- I buy my own books (5 responses, 2.5%)
- I can't get to the Library (2 responses, 1.0%)
- I use another Library (22 responses, 11.1%)
- Inadequate collection (16 responses, 8.1%)
- Inconvenient collection (91 responses, 46.0%)
- Inconvenient location (9 responses, 4.5%)
• Lack of bathroom (4 responses, 2.0%)
• Lack of parking (14 responses, 7.1%)
• My account is blocked (0 responses, 0.0%)
• My children are grown; I went to the Library for them (1 response, 0.5%)
• Other (25 responses, 12.6%)
• Poor service (1 response, 0.5%)
• The Library does not have what I need (9 responses, 4.5%)
• Too busy (10 responses, 5.1%)

For Other, please specify below:
Short Answer
25 of 198 Answered (12.6%)
25 of 198 Answered (12.6%)
• Bridge is out
• Fridays would be most convenient. I babysit nearby.
• I listen more to audiobooks and download them through Libby. I also take advantage of interlibrary loan.
• I live in an adjacent community.
• I love Munson Excellent People.
• Jones
• Jones Library
• more open hours would great!
• Munson needs more space to offer more activities and
• N/A (none)
• need Friday
• no place to sit.
• None
• None
• none interfere (?)
• None of above
• None They are Perfect
• None They are Perfect.
• nothing
• Nothing makes me less likely to use the Monson
• Station Road Bridge closed !!!
• The space is crowded and there aren’t enough new books.
• Too crowded (not in people but the space is too crowded) which makes it a little uninviting. Not a lot in the children’s area.
• We love Munson Memorial Library. It is very convenient to S. Amherst residents!

How often do you use the Library System’s website? (choose one)
192 of 198 Answered (97.0%)
Radio Buttons
• Daily (24 responses, 12.1%)
• Every 2 weeks (25 responses, 12.6%)
• Every 3 months (6 responses, 3.0%)
• Every 6 months (5 responses, 2.5%)
• Less often (10 responses, 5.1%)
• Monthly (24 responses, 12.1%)
• Never (20 responses, 10.1%)
• Weekly (78 responses, 39.4%)

Open hours
165 of 198 Answered (83.3%)
Radio Buttons
- Important (48 responses, 24.2%)
- Most important (95 responses, 48.0%)
- Neutral (13 responses, 6.6%)
- Not important (8 responses, 4.0%)
- Somewhat important (1 response, 0.5%)

Location
136 of 198 Answered (68.7%)
Radio Buttons
- Important (17 responses, 8.6%)
- Most important (38 responses, 19.2%)
- Neutral (27 responses, 13.6%)
- Not important (53 responses, 26.8%)
- Somewhat important (1 response, 0.5%)

Parking
145 of 198 Answered (73.2%)
Radio Buttons
- Important (44 responses, 22.2%)
- Most important (18 responses, 9.1%)
- Neutral (28 responses, 14.1%)
- Not important (41 responses, 20.7%)
- Somewhat important (14 responses, 7.1%)

Curbside book return
147 of 198 Answered (74.2%)
Radio Buttons
- Important (34 responses, 17.2%)
- Most important (19 responses, 9.6%)
- Neutral (33 responses, 16.7%)
- Not important (48 responses, 24.2%)
- Somewhat important (13 responses, 6.6%)

Passenger drop-off from a car
140 of 198 Answered (70.7%)
Radio Buttons
- Important (16 responses, 8.1%)
- Most important (6 responses, 3.0%)
- Neutral (39 responses, 19.7%)
- Not important (71 responses, 35.9%)
- Somewhat important (8 responses, 4.0%)

Bicycle racks
140 of 198 Answered (70.7%)
Radio Buttons
- Important (32 responses, 16.2%)
- Most important (6 responses, 3.0%)
- Neutral (32 responses, 16.2%)
- Not important (60 responses, 30.3%)
- Somewhat important (10 responses, 5.1%)

Proximity to public transportation
140 of 198 Answered (70.7%)
Radio Buttons
- Important (17 responses, 8.6%)
- Most important (6 responses, 3.0%)
- Neutral (41 responses, 20.7%)
- Not important (72 responses, 36.4%)
- Somewhat important (4 responses, 2.0%)

**Handicapped accessibility**
137 of 198 Answered (69.2%)
Radio Buttons
- Important (24 responses, 12.1%)
- Most important (14 responses, 7.1%)
- Neutral (44 responses, 22.2%)
- Not important (46 responses, 23.2%)
- Somewhat important (9 responses, 4.5%)

**Library garden**
144 of 198 Answered (72.7%)
Radio Buttons
- Important (39 responses, 19.7%)
- Most important (8 responses, 4.0%)
- Neutral (42 responses, 21.2%)
- Not important (44 responses, 22.2%)
- Somewhat important (11 responses, 5.6%)

**Seating throughout the Library**
144 of 198 Answered (72.7%)
Radio Buttons
- Important (48 responses, 24.2%)
- Most important (17 responses, 8.6%)
- Neutral (36 responses, 18.2%)
- Not important (30 responses, 15.2%)
- Somewhat important (13 responses, 6.6%)

**Public restroom**
137 of 198 Answered (69.2%)
Radio Buttons
- Important (52 responses, 26.3%)
- Most important (26 responses, 13.1%)
- Neutral (28 responses, 14.1%)
- Not important (26 responses, 13.1%)
- Somewhat important (5 responses, 2.5%)

**Reduced energy consumption**
134 of 198 Answered (67.7%)
Radio Buttons
- Important (52 responses, 26.3%)
- Most important (10 responses, 5.1%)
- Neutral (37 responses, 18.7%)
- Not important (22 responses, 11.1%)
- Somewhat important (13 responses, 6.6%)

**Lighting**
142 of 198 Answered (71.7%)
Radio Buttons
- Important (51 responses, 25.8%)
- Most important (15 responses, 7.6%)
- Neutral (40 responses, 20.2%)
• Not important (24 responses, 12.1%)
• Somewhat important (12 responses, 6.1%)

Attractiveness of interior
143 of 198 Answered (72.2%)
Radio Buttons
• Important (43 responses, 21.7%)
• Most important (9 responses, 4.5%)
• Neutral (58 responses, 29.3%)
• Not important (22 responses, 11.1%)
• Somewhat important (11 responses, 5.6%)

Comfortable atmosphere
146 of 198 Answered (73.7%)
Radio Buttons
• Important (54 responses, 27.3%)
• Most important (31 responses, 15.7%)
• Neutral (35 responses, 17.7%)
• Not important (19 responses, 9.6%)
• Somewhat important (7 responses, 3.5%)

Book displays
139 of 198 Answered (70.2%)
Radio Buttons
• Important (47 responses, 23.7%)
• Most important (9 responses, 4.5%)
• Neutral (53 responses, 26.8%)
• Not important (18 responses, 9.1%)
• Somewhat important (12 responses, 6.1%)

Spaces to eat / drink
139 of 198 Answered (70.2%)
Radio Buttons
• Important (10 responses, 5.1%)
• Most important (6 responses, 3.0%)
• Neutral (25 responses, 12.6%)
• Not important (89 responses, 44.9%)
• Somewhat important (9 responses, 4.5%)

Social / group spaces
139 of 198 Answered (70.2%)
Radio Buttons
• Important (38 responses, 19.2%)
• Most important (10 responses, 5.1%)
• Neutral (35 responses, 17.7%)
• Not important (42 responses, 21.2%)
• Somewhat important (14 responses, 7.1%)

Quiet spaces
143 of 198 Answered (72.2%)
Radio Buttons
• Important (42 responses, 21.2%)
• Most important (28 responses, 14.1%)
• Neutral (33 responses, 16.7%)
• Not important (30 responses, 15.2%)
• Somewhat important (10 responses, 5.1%)
Meeting / activity room
141 of 198 Answered (71.2%)
Radio Buttons
- Important (37 responses, 18.7%)
- Most important (11 responses, 5.6%)
- Neutral (41 responses, 20.7%)
- Not important (35 responses, 17.7%)
- Somewhat important (17 responses, 8.6%)

Website
140 of 198 Answered (70.7%)
Radio Buttons
- Important (47 responses, 23.7%)
- Most important (22 responses, 11.1%)
- Neutral (35 responses, 17.7%)
- Not important (23 responses, 11.6%)
- Somewhat important (13 responses, 6.6%)

Social media
137 of 198 Answered (69.2%)
Radio Buttons
- Important (17 responses, 8.6%)
- Most important (4 responses, 2.0%)
- Neutral (42 responses, 21.2%)
- Not important (67 responses, 33.8%)
- Somewhat important (7 responses, 3.5%)

Programming
139 of 198 Answered (70.2%)
Radio Buttons
- Important (41 responses, 20.7%)
- Most important (10 responses, 5.1%)
- Neutral (40 responses, 20.2%)
- Not important (33 responses, 16.7%)
- Somewhat important (15 responses, 7.6%)

Adult collection (ages 18+)
147 of 198 Answered (74.2%)
Radio Buttons
- Important (47 responses, 23.7%)
- Most important (50 responses, 25.3%)
- Neutral (28 responses, 14.1%)
- Not important (13 responses, 6.6%)
- Somewhat important (9 responses, 4.5%)

Teen collection (ages 13-17)
130 of 198 Answered (65.7%)
Radio Buttons
- Important (47 responses, 23.7%)
- Most important (12 responses, 6.1%)
- Neutral (31 responses, 15.7%)
- Not important (27 responses, 13.6%)
- Somewhat important (13 responses, 6.6%)

Youth collection (ages birth-12)
136 of 198 Answered (68.7%)
Radio Buttons
- Important (43 responses, 21.7%)
- Most important (22 responses, 11.1%)
- Neutral (24 responses, 12.1%)
- Not important (35 responses, 17.7%)
- Somewhat important (12 responses, 6.1%)

Which of the following Munson Memorial Library services have you used? (check all that apply)
193 of 198 Answered (97.5%)
Checkbox
- General collection (173 responses, 87.4%)
- Help from the staff (156 responses, 78.8%)
- I have never used the Munson Memorial Library (6 responses, 3.0%)
- InterLibrary loan (145 responses, 73.2%)
- Museum passes (70 responses, 35.4%)
- Programming (50 responses, 25.3%)
- Technology / website / online resources (90 responses, 45.5%)

In which of the following types of Munson Memorial Library programs have you participated? (check all that apply)
184 of 198 Answered (92.9%)
Checkbox
- Adult (66 responses, 33.3%)
- Babies / toddlers (birth-age 5) (28 responses, 14.1%)
- None of the above (83 responses, 41.9%)
- Tween / teen (ages 13-17) (14 responses, 7.1%)
- Youth (ages 6-12) (44 responses, 22.2%)

How do you learn about the Munson Memorial Library’s programs and services? (check all that apply)
174 of 198 Answered (87.9%)
Checkbox
- Email (27 responses, 13.6%)
- Facebook (14 responses, 7.1%)
- Library fliers (54 responses, 27.3%)
- Library staff (102 responses, 51.5%)
- Library website (83 responses, 41.9%)
- Newspaper (26 responses, 13.1%)
- Other (7 responses, 3.5%)
- Word of mouth (65 responses, 32.8%)

For Other, please specify below:
Short Answer
6 of 198 Answered (3.0%)
6 of 198 Answered (3.0%)
- eyesight. I saw the building.
- I grew up in South Amherst. I’ve been using it my entire life.
- Jones Library info on libraries.
- live nearby
- Live very close
- Never hear. Only about Jones Library.

How often do you attend the Munson Memorial Library’s programs? (choose one)
180 of 198 Answered (90.9%)
Radio Buttons
- Daily (0 responses, 0.0%)
- Every 2 weeks (4 responses, 2.0%)
- Every 3 months (17 responses, 8.6%)
- Every 6 months (10 responses, 5.1%)
- Less often (60 responses, 30.3%)
- Monthly (15 responses, 7.6%)
- Never (61 responses, 30.8%)
- Weekly (13 responses, 6.6%)

If you do not attend programs at the Munson Memorial Library, why not?

Long Answer
90 of 198 Answered (45.5%)
90 of 198 Answered (45.5%)
- Not yet anyway. If at night, I don’t drive at night. If there will be more than 5 there, I can’t hear well enough.
- Age, other activities
- Am a senior. Didn’t know are offered.
- Because I don’t know about them unless I hear it from the staff themselves and I don’t go that often to the Munson to hear it from them. They need their own website or Facebook page or something to announce events and programs.
- Because we have the Jones
- Busy
- Busy schedule
- Can’t get there
- Didn’t know about them
- Don’t go out in evening
- Don’t hear about them.
- Don’t know about them
- Don’t know anything about them, but I doubt people my age (in their 20s) attend so I probably would never go.
- Elder
- Except for Hank, they don’t interest me, but wonderful program’s none the less.
- Except for the tech program with computer help from Dr. Hank. I was not aware of Library programs at the Munson. I thought just Leisure Services programs were held in the building.
- Have a busy life with volunteer jobs.
- Haven’t been aware/attracted to Library specific events. But I do attend tai-chi twice/week on Fridays and Saturdays and value the space for this purpose.
- Haven’t(?)
- Honestly, I’ve never been aware of any.
- I am handicapped and my free time is quite limited.
- I am not aware of them. Most things seem to happen at the Jones.
- I am not aware of what is offered there.
- I am not aware of what programs are offered, and it is difficult to make it to programming when the Library is primarily open during my work hours.
- I am not interested in programs in general.
- I am rarely aware of them and, if so, believe they mostly occur in the evenings when I do not like to drive after dark.
- I am too busy with other activities and parking can be a problem
- I am too busy.
- I attend Jones programs
• I do the summer reading program.
• I don’t know what events are at the Munson Memorial Library.
• I don’t attend many programs any here.
• I don’t attend programs anywhere else, either.
• I don’t hear about any programs at the Munson Memorial Library. I’m guessing they are advertised on the Jones website but don’t look because I live in North Amherst so it is really not convenient. However, if there were interesting lectures going on I would be motivated to go in the evenings.
• I don’t know about them.
• I don’t know when or what they are, except for when I come in, Sue will tell me about the upcoming book discussion.
• I don’t pay attention to what is going on. I have enough to do. I haven’t seen something of interest yet.
• I enjoy just reading in the Library. Haven’t found programs of interest, in the questions below, I may not need some of these services, but others may well need them and I support that.
• I have commuted past it for over a decade and did not know until maybe four years ago that it was a Library and not the parish hall of a church (it looked like it was next to one?).
• We use only Jones Library. Munson is not in walking distance from our house and bicycling from our house down SE Street to the Library is a terrifying prospect (no shoulder, cars drive too fast).
• I do not know how I would learn about Munson programs except to drop in. I check the Jones Library website occasionally and it does a good job of listing activities, but we have so much going on with our kid’s school and activities on top of our own work and social life that it would take a lot to bring me out to any event at any Library. Perhaps integrating school activities with Library ones would help? Maybe tough to do though.
• I have joined some of the reading groups, depending on selection. I would use of the computer advisor, but there is always a waiting line of others who need help.
• I have other interests. Old age.
• I have to care for my husband who is elderly and handicapped.
• I just use it to take out books, DVDs, CDs.
• I live at Applewood and an old Senior Citizen. No Car-So Great Service from the Library. A Wonderful man brings the book and friend picks it up when I have finished.
• I live in downtown Amherst and go to the Jones Library mostly.
• I prefer to choose my own books & DVDs.
• I suppose there are not very many that particularly appeal to me. But I am also not very aware of all programs that going on.
• I work full time so could not do the programming for kids that occurred during the traditional workday. I might have done a weekend program/activity.
• I would attend, I go to the Library weekly. I never hear of any programs. Maybe flyer about upcoming programs.
• I would attend. I go to the Library weekly. I never hear of any programs. Maybe if they had flyers, about upcoming programs.
• I’ve got too many other activities on my plate right now, unfortunately.
• I’d rather be reading.
• I’m at home enjoying my armload of books.
• Involved with other organizations.
• Jones has more offerings.
• Just too busy with other things.
• kids have grown up. When my kids were young.
• Lack of awareness for programs that are available at Munson
• lack of time; not of interest to me
• Life is busy, the main Jones Library provides awesome services that we take advantage of.
• Little free time
• my age limits the number of activities each day. I do not like to sign up for programs I cannot attend regularly - It’s not for fair to leader(s) and other participants if one can't do one's fair share.
• My children have aged out of the programs.
• My family prefers to go to the Jones Library - it offers so much more for all of us (kids and adults). We don’t mind driving past the Munson Library to go to the Jones. We vote at the Munson and it never feels welcoming like the Jones does.
• Never had ones interesting to me.
• Never really thought about it.
• No information about
• No knowledge of what they are.
• No need. I go to pick up books I order via website.
• No Time
• No time and not relevant to my interests
• Not aware of programs.
• Not aware/not looking for programs.
• not interested
• Not interesting to me.
• Not relevant to me.
• Parking!
• Schedule
• Since I do not drive at night when most of the programs take place, I can not get there.
• Something for youth
• The Amherst Ctr Library (Jones) is closest to my home.
• The programs at the Jones Library and Pelham Library are more fitting for my family
• Time (my own time management)
• Too busy
• too busy
• Usually I don't know about them.
• We do.
• We love Munson Library. The Staff are wonderful and they are very friendly. We wish that there are Friday hours at the Munson Library.
• We love taking Dance Classes with Iris. I don't know about them? We go weekly to use the space for Dance Classes. Love the backyard space. It could use a larger area for outdoor storytime when nice. more parking
• What are the Programs???

Public computers
171 of 198 Answered (86.4%)
Radio Buttons
• Important (41 responses, 20.7%)
• Most important (22 responses, 11.1%)
• Neutral (44 responses, 22.2%)
• Not important (51 responses, 25.8%)
• Somewhat important (13 responses, 6.6%)

Copier / printer
167 of 198 Answered (84.3%)
Radio Buttons
• Important (33 responses, 16.7%)
• Most important (17 responses, 8.6%)
• Neutral (41 responses, 20.7%)
• Not important (62 responses, 31.3%)
• Somewhat important (14 responses, 7.1%)

Scanner / fax
161 of 198 Answered (81.3%)
Radio Buttons
• Important (23 responses, 11.6%)
• Most important (10 responses, 5.1%)
• Neutral (48 responses, 24.2%)
• Not important (70 responses, 35.4%)
• Somewhat important (10 responses, 5.1%)

WiFi / internet access
170 of 198 Answered (85.9%)
Radio Buttons
• Important (48 responses, 24.2%)
• Most important (55 responses, 27.8%)
• Neutral (21 responses, 10.6%)
• Not important (33 responses, 16.7%)
• Somewhat important (13 responses, 6.6%)

Self check-out
162 of 198 Answered (81.8%)
Radio Buttons
• Important (9 responses, 4.5%)
• Most important (1 response, 0.5%)
• Neutral (60 responses, 30.3%)
• Not important (89 responses, 44.9%)
• Somewhat important (3 responses, 1.5%)

Magazines / newspapers
167 of 198 Answered (84.3%)
Radio Buttons
• Important (52 responses, 26.3%)
• Most important (16 responses, 8.1%)
• Neutral (40 responses, 20.2%)
• Not important (44 responses, 22.2%)
• Somewhat important (15 responses, 7.6%)

DVDs
172 of 198 Answered (86.9%)
Radio Buttons
• Important (81 responses, 40.9%)
• Most important (39 responses, 19.7%)
• Neutral (18 responses, 9.1%)
• Not important (27 responses, 13.6%)
• Somewhat important (7 responses, 3.5%)
BluRays
162 of 198 Answered (81.8%)
Radio Buttons
- Important (38 responses, 19.2%)
- Most important (11 responses, 5.6%)
- Neutral (44 responses, 22.2%)
- Not important (64 responses, 32.3%)
- Somewhat important (5 responses, 2.5%)

Audiobooks
171 of 198 Answered (86.4%)
Radio Buttons
- Important (58 responses, 29.3%)
- Most important (30 responses, 15.2%)
- Neutral (35 responses, 17.7%)
- Not important (32 responses, 16.2%)
- Somewhat important (16 responses, 8.1%)

Electronic devices to borrow
164 of 198 Answered (82.8%)
Radio Buttons
- Important (31 responses, 15.7%)
- Most important (10 responses, 5.1%)
- Neutral (61 responses, 30.8%)
- Not important (56 responses, 28.3%)
- Somewhat important (6 responses, 3.0%)

eBooks / eAudiobooks / eVideos
166 of 198 Answered (83.8%)
Radio Buttons
- Important (56 responses, 28.3%)
- Most important (22 responses, 11.1%)
- Neutral (43 responses, 21.7%)
- Not important (38 responses, 19.2%)
- Somewhat important (7 responses, 3.5%)

Online resources / databases
160 of 198 Answered (80.8%)
Radio Buttons
- Important (53 responses, 26.8%)
- Most important (33 responses, 16.7%)
- Neutral (36 responses, 18.2%)
- Not important (32 responses, 16.2%)
- Somewhat important (6 responses, 3.0%)

I am satisfied with the level of customer service I receive.
188 of 198 Answered (94.9%)
Radio Buttons
- Agree (22 responses, 11.1%)
- Disagree (2 responses, 1.0%)
- Neutral (8 responses, 4.0%)
- Strongly agree (156 responses, 78.8%)
- Strongly disagree (0 responses, 0.0%)

I feel welcome when I visit.
I feel that the staff understand my needs.
186 of 198 Answered (93.9%)
Radio Buttons
- Agree (24 responses, 12.1%)
- Disagree (0 responses, 0.0%)
- Neutral (12 responses, 6.1%)
- Strongly agree (150 responses, 75.8%)
- Strongly disagree (0 responses, 0.0%)

The staff are helpful.
187 of 198 Answered (94.4%)
Radio Buttons
- Agree (23 responses, 11.6%)
- Disagree (1 response, 0.5%)
- Neutral (3 responses, 1.5%)
- Strongly agree (160 responses, 80.8%)
- Strongly disagree (0 responses, 0.0%)

The staff are knowledgeable.
185 of 198 Answered (93.4%)
Radio Buttons
- Agree (22 responses, 11.1%)
- Disagree (0 responses, 0.0%)
- Neutral (7 responses, 3.5%)
- Strongly agree (156 responses, 78.8%)
- Strongly disagree (0 responses, 0.0%)

I do not have to wait long for a staff member to assist me.
187 of 198 Answered (94.4%)
Radio Buttons
- Agree (33 responses, 16.7%)
- Disagree (0 responses, 0.0%)
- Neutral (5 responses, 2.5%)
- Strongly agree (148 responses, 74.7%)
- Strongly disagree (1 response, 0.5%)

I would recommend the Munson Memorial Library to my friends / family.
190 of 198 Answered (96.0%)
Radio Buttons
- Agree (25 responses, 12.6%)
- Disagree (2 responses, 1.0%)
- Neutral (4 responses, 2.0%)
- Strongly agree (151 responses, 76.3%)
- Strongly disagree (8 responses, 4.0%)

In your opinion, in what way(s) does the Munson Memorial Library excel?
Long Answer
159 of 198 Answered (80.3%)
friendly & Knowledgeable staff; Community feel when I visit.

Beautiful Building. Amherst Libraries are amazing. Thank you!

Superior staff, they are very helpful and courteous; DVD Collection

The staff is very friendly. When I go, they say hi - by my name. I feel like at a friend's home; Email comes in when material arrives. Very efficient.

Most of the staff make me feel welcome in fact more welcome than at the Jones Library. However, not all staff people do. Director, Susan Hugus is a gem. Most of the staff are friendly. The tone at the Munson Library - that of a small town or community Library - is superb. We are very fortunate in South Amherst to have a treasure.

I would recommend the Munson Memorial Library to my friends/family XXX Staff are friendly & knowable - and they remember my name! Books, DVD arrive quickly when requested; the space is awesome -comfortable, quaint, inviting. The candy on the check-out desk much appreciated and makes it fell like a neighborly welcoming place.

Parking - now good

I love Munson as it is, 'wants & all -only I can't think of any wants.; Comfortable atmosphere - I love it! Quiet spaces -I cherish these. Dr. Hank Allen’s visits weekly - they're irreplaceable! He’s a fantastic resource!

Absolutely wonderful neighborhood feel. I always feel safe.

AMAZING personal service from all the librarians. We always feel welcome there.

As a focus for community cultural activity in South Amherst.

as a place to pick-up books ordered through CW Mars.

As a resident of Shutesbury - no internet - I really appreciate the way Munson Library's wi-fi reaches outside the building, offering me 24/7 access.

Beautiful building, good location for me, they are great at calling when my books are in, etc.


Biggest strength: staff

Calm space

Caring staff that (lets) connects well with patrons.

comfortable -pleasant staff

Comfortable, Friendly staff; Excellent DVDs; Good choice of mysteries; easy parking

Convenience and service.

Convenient location and friendly staff/warm welcome.

Convenient neighborhood location.

Varied collection of books and DVDs for its size.

Quick response for inter-Library loans, exchanges with Jones, etc.

Cozy, Friendly

Creating a welcoming feeling of community!

Customer service and convenient access to inter-Library collections

Customer service and free parking.

Customer Service and Professional Attention to All Customer Requests.
• Customer Service and Professional attention to all customer requests. Cake, Candy, Dog Biscuits
• Dr. Hank, Tia Chi, Contra dance.
• Easy access, can park close to it. I am very happy in the Library as it is.
• Excellent friendly and resourceful staff. They bend over backwards get to know us all personally and to help.
• Excellent, gracious amazingly knowledgeable staff, Warm, inviting atmosphere and ambiance.
• Extremely knowledgeable and organized staff. They are a joy to interact with.
• Familiarity and customer service. The staff is great at making you feel at ease and a part of the community.
• Free, close parking, helpful staff, friendly and comfortable setting.
• Friendliness, greet me by name. Helpfulness in finding books; Dr. Hank is always helpful, has saved me from frustration many times. hominess
• Friendliness, helpfulness, coziness, Sunny Space for community activities, like dancing & tai chi.
• Friendliness, helpfulness, help with inter-Library loan, great pick-up place for ILL
• Friendliness. Remembering patron interests - to point out new additions
• Friendly and helpful staff.
• Friendly engaging and helpful staff, good location.
• Friendly knowledgeable staff who remember me and my family.
• Friendly positive staff that help patrons with all aspects of the Library. Warm atmosphere with good selection of new books DVDs. Easy to park and return things. The inter Library system is great!
• Friendly staff
• friendly staff convenient location
• Friendly staff, charming historic building on the beautiful S. Amherst Common, convenient to my house.
• Friendly staff. Helpful suggestions
• Friendly, helpful, welcoming staff.
• Friendly, knowledgeable staff
• Friendly, knowledgeable staff who are wonderfully welcome adults and kids into the Library. We make wide use of the interLibrary loan system. The staff are wonderful at getting books for our whole family and it's so convenient to be able to pick them up at our neighborhood branch rather than having to go into town.

• Giving access to books and DVDs, through their shelves or via CW/Mars. The staff is very helpful, friendly and knowledgeable about their products and about my interests. The Munson is local and very accessible. This is my favorite public resource. In fact, if I had to choose between the town providing snowplowing and the Munson, I'd choose the Munson. You can always walk in snow but if you have nothing to read, you're really stuck.
• Good on recent TV series (mysteries) current fiction (at least as much as funds will allow)
• Good staff- accommodating + caring +helpful
• great atmosphere kind, knowledgeable staff
• Great customer service and attention to people's needs
- Great friendly, flexible warm staff who always go beyond to help? Beautiful, relaxing location. Summer Reading Club/Party- very "neighborly" ; Easy Free parking; Bike/walk access
- Great people; Great Books; Great ability getting new books
- Great staff (they really try to know everyone by name and interests), accessible facility, they fit a lot into a small space
- Great staff and always willing to help me
- Great Staff and Volunteers: Helpfulness, friendliness, Local-convenience, feel known-belonging/not stranger, warm welcome. Great staff!
- Great staff, lovely small town feel, overall facility, especially the big giant meeting room.
- Great Staff. Availability of Books
- Great staff. Weekly tech support is great, but other than that I'm not aware of adult programs offered at the Munson.
- Great with inter Library loan
- Great, welcoming staff
- Helpfulness and friendliness of staff. The Munson Library is a haven where I am always welcomed by name and engaged in conversation. I go to the Munson for the social friendship and for enlightenment.
- helpfulness of the staff
- I am a volunteer for the Homebound program. The Munson staff has made it so convenient for me to pick up the books for patrons and to deliver their books back to the Library. It is so much easier than if I had to go to the Jones. Their communication to me about books for me to deliver has been great.
- I am at the Library because of the parking at the Jones. Not lack of but increase in costs & longer times you must pay.
- I find it friendly and easy to use. I find to borrow DVDs. (I love mysteries) and find that you have a good collection. I also use the Jones Library but you are closer to my home. I'm happy with the Munson.
- I like its location close to our house and I enjoy walking through the garden to enter the building.
- I like the location, and the fact that parking is free (unlike the Jones).
- In every way imaginable.
- In their personal attention
- individual support; pleasant atmosphere
- InterLibrary loan, location!
- It does not excel. It is a nice space and the only space in South Amherst open to the public.
- It excels because of Sue Hugus is an excellent director. She always picks out an excellent book that I like. She is very knowledgeable. Also staff friendly. Sue has outstanding organizational skills and Library service skills.
- It has a lot of good books and when I need another book that they don't have, they get it from a different Library.
• It is a warm welcoming place to come. A friendly environment staffed by smart and helpful people are always present. This builds a strong local community. I always leave feeling better than when I arrive & excited to get home and watch/listen/and or read the gifts that Munson Library has provided to enrich my life at home.

• It is part of the Jones System. Easy access from where I live. Ample parking (street and church lot.) Friendly, helpful staff.

• It's a nice cute space to relax while my daughter does her dance class in the community space. The outdoor lawn and garden are nice places to sit or run around for kids.

• It’s a great small Library, staff & services

• It’s just the perfect little branch Library, not trying to be anything else. I go for recreational novels--anything deeper I get from the Five College libraries. I like it's old fashioned simplicity and convenient location.

• Knowledgeable, friendly helpful staff. Making the most of very limited space. Understanding of the reading interests and needs of Munson users. Staff willingness to explore new and outside resources to help readers.

• Librarian helpfulness

• Location

• Location is appealing to South Amherst residents.

• Love the Munson Library!!

• Lovely staff. Has the environment of a real, cozy, local Library.

• Munson excels in customer service ... only we're not customers: We're friends. All the staff knows me & what I like to read. From Jean Manfredi days we knew it was special. She called us, newcomers, & told us our books were due, but she renewing them for us. Munson is a gem.

• Munson Library is close to a perfect neighborhood Library. I am greeted by name, always helped and informed of any new development. Sue is and the staff are extraordinary. I love the libraries relaxed approach to young readers. Kids come to the Library smiling & leave with a bigger smile. Finally, it is an effective, informal community center.

• None

• Parking is easy. Staff are incredibly helpful.

• PC Dr. Hank

• Perfect

• Personal attention. They know everyone who comes in & is friendly! the staff are helpful; I would recommend the Munson Library... XXX

• Personal friendly service

• Personal nature of service, and cozy spaces.

• personal service and friendliness and collection--Munson has amazing DVDs and a good adult fiction and mystery collection,

• Pleasant space in South Amherst.

• Pleasant staff, knowledgeable, helpful; Ease of getting materials from other libraries.

• quality and timely service

• Relaxed personal attention.
See programming and Service: This is a Library first and most importantly. You don’t need to do anything to make me happy. Children play on the spacious grounds while people visit, parking is easy, plentiful, staff don’t need your Library card because they know people by name. There’s candy jar, reading programs, and great camaraderie and energy. I would recommend the Munson.... Have done so.

Service from staff, available parking
Service, individual care, friendliness, skill
Small and is able to cater to the needs of its clients.
small community feel!! Easy access.
Small community feel, summer reading incentives for kids. Love using interLibrary loan to get books delivered to Munson

Staff
Staff @ Munson is a well-oiled machine. Sue Hugs is a real leader on the technology front and is quite a resource for the staff as they go through these system changes. But all the staff know all of us as customers, and it is such a pleasant experience to be served by them. No task or request is unreasonable, and they really strive to be as helpful as possible.

Staff are knowledgeable + friendly.
staff friendliness / helpfulness, Free parking

Staff goes way beyond what is necessary. Wonderful!
Staff helpfulness & friendliness. I would recommend the Munson ... yes, yes, yes!
Staff is the strength
Staff is very helpful and cheerful, and collections are up to date.
Staff is wonderful and very welcoming! It is a pleasure to visit Munson!
Staff service and knowledge. I mostly reserve books and go to the libraries to pick them up. My kids love to browse the kids sections, so those sections and the space to sit and peruse are extremely important in all libraries. I recently moved to S. Amherst and expect that I will use Munson much more frequently since it’s now my home Library; the Jones main building will likely become my secondary Library now.

Staff, decent book selection
Staff. The staff is wonderful, caring, and thoughtful. They set aside books they think we might like, they let us know when items come in, they’re perfect!
Sue and the other librarians welcome everyone who comes in and we all feel at home <3

Superb staff, kind, knowledgeable; Location: excellent for families & younger + older members; The memory of the staff for items they know I enjoy; The concern & support the staff gives to the community.
The community room is a space that seems to get a lot of use.

The convenient location. Parking is possible. Great Staff - Very Helpful. Able to get books & audio/video the libraries. Programming. Help getting electronic books. I using online Library services. Great Community space. Also- for the older Amherst residents, it is a great resource (electronic/books) - for the kids - they come here often. I always there are always kids around reading.
The entire staff is very friendly and always makes me feel welcome. They are all extremely helpful.
The librarians at Munson are amazing. They are knowledgeable and eager to share information about the many opportunities patrons are afforded with their Jones cards. The staff is always welcoming and they create a real sense of community.

The Library does a fine job. I have nothing to add.

The Library has very good staff, useful materials, great atmosphere, it is quiet and welcoming. I have taught bilingual courses in the classroom downstairs and it was great, ample area, good lights, chairs and tables and boards. Love the garden around too.

The Library is community. The patrons and the librarians know each other. The librarians take the time to talk and get to know everyone. Munson has the best community feel of all the libraries. We love the story time led by Karen. She prepares her program every week.

The Location; The Staff

The Munson Library is a quiet friendly branch Library with a strong adult mystery collection, and it is close to where I live. In the summer of 2016, I used the computers there and also at the Jones Library to take an online graduate course (no home access), I got an A!

the Munson Library staff is extremely friendly. The environment at the Library is always very comfortable and kind. I often look forward to going to the Library. Their selection is not always very good books or audiobooks, but the DVD section well stocked.

The personal attention of the Library staff. They are always willing to help locate a book or DVD. They recommend items based on my choices.

The Staff ! The Staff ! The Staff !

The staff and especially the main librarian, Sue has done an incredible job w/keeping the collection up-to-date. They use every square inch of the space and always make you feel welcome. No question goes unanswered and they are willing to search for any book or CD for you. The location is perfect for South Amherst - convenient & parking is always available.

The staff and their amazing ability to find whatever book I'm looking for. They are friendly and it's a joy to come to the Munson. Sue is great! she is the perfect blend of "old school" librarian and 21st.

The staff are exceptionally nice, knowledgeable, & helpful. with interLibrary loan, the effective size of the Library collection is impressive.

The staff are readily helpful. PC Dr. Hank-valuable Service to the community

The staff are wonderful. The Library is small, yet they provide lots of options. It's welcoming and comfortable. My choice hands down. Love the computer help. It's been invaluable.

The staff at Munson is amazing! They go out of their way to help you, they seem to know most customers (they know our family really well), and they are friendly, helpful, and entertaining.

The staff is amazing and always eager to help and advise. Sue is THE PERFECT LIBRARIAN! and her assistants are wonderful too. The Library has always felt like our extension to our home, especially when I could drive.

The staff is awesome and the convenience of having a Library in South Amherst is invaluable.
• The staff is knowledgeable and helpful. The weekly "computer help" sessions are crucial. by Hank is great. more hours, pls; more morning and late afternoon hours would be great. most importantly, the biblio needs to be open on Fridays.

• The staff, the coziness, the wonderful old home turned into a Library, the bench outside in the garden area to sit or chat, the clean bathroom, the way that there seems to be more books stored in nooks and crannies that anyone would have thought possible. I love the Munson Library just as my whole family does and has for the past 25 years. I would say that the Munson Library is one of the high points of living in Amherst.

• There is free parking. I like that it is small.

• They provide a service that is needed in the area - staff is polite & responsive

• Very friendly intimate atmosphere. Good book club; Very involved with electronic books & service

• Very professional

• Wonderful, informative and helpful staff. Great personal touch. Very welcoming. Love this Library and I would be extremely disappointed and sad to see it close. It is a valuable asset to the South Amherst community!

In your opinion, in what way(s) does the Munson Memorial Library need improvement?
Long Answer
141 of 198 Answered (71.2%)
141 of 198 Answered (71.2%)

• Can't think of any

• The physical space is always challenging, but I consider that a small price to pay against the staff & the service received there. Parking is sometimes challenging as well. I wish the Library was open all 5 afternoons of the week.

• Programming & Services: Open hours add Friday; additional hours - Friday!

• Access to collection

• Accessibility and space to read!

• Another cozy chair if space permits. A new rug for the children’s area. A bathroom upstairs if possible.

• Ask the librarians, they know best!

• Awkward to get around inside. I am not sure where to go inside.

• Basement - smells mildewy & moldy. Expanded hours to include early evenings + Frid afternoon; Perhaps if there is a way to arrange the DVDs so that they are more accessible. More Audiobooks would be terrific!! What is the best way to find out programs @ Munson? I get an email from Jones that I don’t read. I’m a work. Is there an email just for Munson?

• Be open on Friday. Longer, more hours. Open at 1:00 on Weekdays.

• Better ac/heat.

• Better hours for busy adults. More programming for adults geared to "life-long learning." For example, a "learning community." Not just a book club. Note: I am writing a book about public libraries in New England, and the Munson is one of 10-15 to be featured.

• Better lighting.

• Better signage for where to find books. I’ve always had trouble finding books or browsing as I can’t figure out the shelving. It’s been hard to find children’s books in the Library (they don’t seem to be shelved the same way the Jones Library shelves theirs).

• Bring Back the Friday Hours Please.
• Bring Back the Friday Hours Please.
• Building maintenance. More adult non-fiction books.
• Clear out the dusty CDs and little-used material from the desk area and open that up more to new stuff.
• Could use bathrooms on the main floor
• Could use some morning hours weekdays.
• Cull the children’s books or add more shelving - some are so snug in there it’s difficult to get books out to look at!
• Displaying of DVD. It is difficult to read.
• Enlarging the physical size of the rooms
• Expand hours as needed. Additional parking is needed.
• Fri pm hours.
• Friday afternoon hours. Some newer toys: Puzzles
• Friday and/or longer Saturday hours (maybe 10-4pm?), a 10 minute dropoff space out front on in the church parking lot, book dropoff by the curb. Need a quiet teen space where teens can do homework together.
• Friday hours
• Friday hours back
• Friday hours would be wonderful—and longer hours on most days (maybe opening at noon or 1 p.m. rather than 2 p.m. (I realize that could require additional staff.)
• Friday hours! With after school child care and after school activities, it’s hard to get to the Library on most weekdays. Friday afternoons would be IDEAL to be able to stop at the Library and get books for everyone in our household. Right now, we mostly fit it in on Saturday mornings or scramble to get there before music lessons during the week. Friday hours would be incredibly useful.
• Friday hours. Events: For the Library to make more of an effort honor/lost South Amherst authors with book signings.
  Paring (crucial): to reserve spaces out front on Saturdays for patrons only.
• Garden
• How about being open on Fridays some hours
• Hours can the limiting; parking sometimes an issue.
• I am now retired and would have liked to have used the Munson a couple weeks ago on a weekday, but it was before 2 p.m., so the Library was closed. Also, it would be great if the Library’s Sat. hours were 9-2. I think an expanded collection of books plus slightly extended hours would be helpful.
• I can think of no improvements necessary.
• I can't think of anything at the present. My chief complaint (which is not your fault!) is the closure of the station Road Bridge that makes it less convenient to get to the Munson at the present. (I live in Amherst Woods.)
• I have enjoyed going to Munson Memorial Library for over 35 years and really enjoy the personal help of the staff. Jones Library is too large and non-personal.
• I have no complaints about the Munson but it might be more accessible to more people if it were open on at least one whole weekend day, I'd say preferably Sunday. It might also help if it were open later one day a week, at least until 8PM.
• I have not used available service long enough to determine areas of improvement.
I listen to a lot of audiobooks & there are occasionally books I would like to find that are not in the Library system. But by in large I am usually able to find what I am looking for.

I mainly reserve books & pick them up here.

I never know when it’s open. It is hard to find space to linger inside.

I suppose parking could be improved but really, I’ve not had much issue with this. The 2/6 handicapped spaces are frustrating as rarely is someone in them but for 30 seconds to pick up or drop off a book, I’ve found one can use when all else fails.

I think it is fine as a Library branch as is. I never go there because I’m in North Amherst, but would if they offered an interesting lecture series in the evenings. I think there is a stage there, too, so that would be good for that I think.

I think the staff is crowded and needs better space in which to work and help patrons.

I wish it could be open more and I wish it could be bigger. I’d use it more if both those things happened.

I’d like to see the Library open on FRIDAYS. Contact me to offer my program for libraries: “A Library for all seasons’

I’d love for it to be open more hours.

I’m always having to look up the hours, since they are too few and not daily.

Increased care for the building and grounds, modernization of the building interior in terms of accessibility and facilities. Improved sound and lighting for the auditorium, to better facilitate its use as performance space. Parking (of course). The rear portion of the property is underused for programming. The Town should acquire the abutting property to the east and expand the Library’s grounds for a range of uses.

Instead of renovating Jones the town should build a new Library for South Amherst. The Munson Library has outgrown its building.

Access to several areas is confusing and difficult. The base is poorly lit and not accessible.

Internal appearance and parking. The inside is too busy, too much. The staff is very welcoming but the inside of the Library looks uninviting, especially to a child which the reason I go to the Library is so I can sit down with friends and the kids can play/read for a bit after a program/event. There is no space for that at the Munson in the winter/spring (cause in the summer/fall we could cross the street to the little park)

It feels like we have a lot of libraries for a town our size... the downtown Library is closer to where I work and so I mostly go there... and with the interLibrary loan, as long as you’re willing to be patient you can get whatever book you want delivered to your 'home' branch.

It needs more space and bathrooms on the same level.

It needs to close to save taxpayers money and concentrate on the Jones.

It would be good if the Library were open more hours.

It would be great if Library had Friday hours.

It would be nice if there were more hours of operation, but I understand about limited budgets.

It would be nice if there were more space, but that’s not possible. Computer room is cramped & hot.

It would be nice to have hours on Sunday and Friday, even just a few.

It would be nice to have regular hours six days a week.

It’d be great if Munson were open on Fridays and some Sundays. Also, the adult book collection needs to expand.

Librarian help
• Limitation of lighting - dark corners requires a flashlight to read titles. Limitation of space and current division of that space to opposite ends of a hallway. Would like the computer advisor to continue on a regular basis. Would like the Library to be open on Sundays.
• Longer Hours, More DVDs, More times* available for public meetings in your spaces. Or rooms*
• Maybe, lighting could be reviewed for the book/magazine room.
• More audiobooks.
• More choice of new books. I don’t like the small crowded space. In fact, though I also use the Jones too, I do not find it a welcoming space either.
• more free parking.
• more history books
• More hours
• more hours
• More hours and promotion of services.
• More hours open would be appreciated.
• more hours; more Tech.
• More hours! Especially Fridays. the Jones is so difficult to get to. Parking is a real problem. Please don’t close the Munson.
• More hours! If the Library was open on Fridays, that would be a massive improvement.
• More hours. Waiting until 2 or having until only 5:30 can cause me to miss a trip due to kids schedules and transportation.
• More open hours
• more opportunity to give help to digital dinosaurs; Friday hours if possible. Perhaps ”donation for Munson” envelopes at the desk esp. during the December Holidays?
• more parking, more space for books (especially display of books) bathroom on main floor would be nice
• More space, hours
• More space.
• Munson needs to be open Fridays. There is always someone using Munson when I go … Much busier once school is out & families come, but always people are here. It is a shame that it can not open all 5 weekdays afternoons & mornings.
• Need Friday hours
• Need more sitting /reading areas and less (???) books
• Need morning hours
• Needs more open hours.
• None - maybe Friday hours!
• None.
• Not a thing. Love the staff!!!
• Not much other than for the town to recognize the value of the neighborhood Library. It would be a tragedy to over-invest in a central mega Library at the expense of the North/south behaves.
• Nothing
On Saturdays I want the Library to be open later, even though I have classes there from 11:15-12:15.
open Fridays
Open Fridays? One more evening?
Open hours are not convenient for someone who works during the day. Maybe open on Monday evenings as well as Wednesdays, since Jones is not open then?
open hours- I order a lot of dvd’s for pick up via interLibrary loan and usually get them at Jones because I never know if Munson will be open when I can get there. I would love it if I could get them at Munson.
open longer hours; open Fridays! more audiobooks
open more hours
open more hours (Fri)
Open more hours and days.
Open on Friday
parking ?
Passed whey they had to call their collection so maybe space?
Perfect the way they are
Physical space needs an upgrade to be more efficient use of space. Would be nice to have more space for seating. Better lighting, Better parking; Friday hours
physically too small! places to sit - read, places to talk, more space for checkout like
Please appreciate this Library for what it is and don’t fool around with a good thing! Just keep it!! Don’t make a clone... (closing) this unique place.
Recent renovations have helped with appearance. Too bad the floor in the gymnasium/theatre room already shows signs of improper (?) installation. Bathrooms are great. I’m not sure about the downstairs book space. A trash can would be nice somewhere in the upstairs hall?
Return Friday hours. More Tech time for Computer help.
Room for books
see above to start... the munson enclosed garden needs some sprucing up with regard to its summer flowers with more annuals including purple cleome... marigolds and zinnias... more seating needed... on the eastern side of the building the munson has a splendid view that is rarely seen.... the eastern side of the building might be enlarged with a glass atrium... a kitchen would make the building more of a social beehive...
Sitting places & tables desk
Sometimes I don’t feel very welcome, or like perhaps some of the librarians don’t welcome children at this location?
Space
Space is cramped and unattractive and spread out over the building
Space!
Space? meeting space, Friday hours, PC Dr. Hank
The building is getting too small for all the books.
The hours the Library is open make it difficult for young professionals to visit. Longer evening or Saturday hours, or any hours at all on Friday would be amazing.
the layout is a bit confusing and feels disorganized. hours are very limited. needs more signs or a map posted that shows where different collections are located.
The Munson Library should be closed.
The room to the left when you enter through the front door could use more comfortable chairs. There is one now which is great. Also, the lighting is awful at night very hard to see. More lighting would feel more inviting. Also, when looking for DVDs, the light from the bay window makes it very hard to see. More lighting maybe above the shelves. It's not easy to see with light. It's a glare from outside. You have to squint to see DVDs.

The room to the left when you enter through the front door could use more comfortable chairs. There is one now, which is great. Also, the lighting is awful at night very hard to see. More lighting would feel more inviting. Also, when looking for DVD’s, the light from the bay window makes it very hard to see. More lighting maybe above the shelves. I love to look for DVD’s - it’s not easy to see with light. It’s a glare from outside. You have to squint to see DVDs.

The space interior really needs updating. An interior designer could be called in to really look at space efficiency. Expand the hours - open on Fridays would be great. Keep the “Computer Doctor” - excellent help & advice.

There is one staff member who is unfriendly (not sure what her name is). Everyone else is usually super nice. Evening and weekend hours would be useful for working people, it’s often hard to catch them when they are open.

There is only 1 chair for reading, so if I want to read a paper or magazine, I often have to stand. There is no parking. The hours are random and too few. The downstairs doesn’t seem to be utilized to its full potential.

There seem to be a lot of books downstairs that aren’t often checked out (Based on the dust.)

This is not something that is a deficiency of the Munson, but there needs to be public transportation to the South Amherst Commons.

This Library serves a wide, walking community.

Update children’s area. More seating for adults. Books could be better organized.

We only vote in the building, but when I enter I always am struck by how small and cramped and not very welcoming (the space itself) is. My family would rather drive farther and go to the Jones Library where we know we can find something for all of us.

Would love Friday hours and one more evening hours (till 7:00) would be helpful!

Would love it if they had Friday hours.

Would love it to be open more hours.

**City / town of residence (choose one)**

188 of 198 Answered (94.9%)

Radio Buttons

- Amherst (167 responses, 84.3%)
- Leverett (2 responses, 1.0%)
- Other (15 responses, 7.6%)
- Pelham (2 responses, 1.0%)
- Shutesbury (2 responses, 1.0%)

**For Other, please specify below:**

Short Answer

14 of 198 Answered (7.1%)

14 of 198 Answered (7.1%)

- Belchertown
- Belchertown
- Belchertown
• Belchertown
• Belchertown
• Belchertown
• Belchertown
• Florence
• Formerly S. Amherst, now Belchertown
• Granby
• Hadley
• Holyoke but in Amherst weekly
• just moved from Amherst to Belchertown
• Northampton

How do you most often get to the Munson Memorial Library? (choose one)
184 of 198 Answered (92.9%)
Radio Buttons
• Bicycle (6 responses, 3.0%)
• Other (3 responses, 1.5%)
• Personal vehicle (161 responses, 81.3%)
• Public transportation (0 responses, 0.0%)
• Walk (14 responses, 7.1%)

For Other, please specify below:
Short Answer
1 of 198 Answered (0.5%)
1 of 198 Answered (0.5%)
• Run

In which language is your household most comfortable communicating? (choose one)
186 of 198 Answered (93.9%)
Radio Buttons
• Chinese (0 responses, 0.0%)
• English (182 responses, 91.9%)
• Japanese (0 responses, 0.0%)
• Khmer (1 response, 0.5%)
• Korean (0 responses, 0.0%)
• Other (1 response, 0.5%)
• Portuguese (0 responses, 0.0%)
• Russian (0 responses, 0.0%)
• Spanish (2 responses, 1.0%)

For Other, please specify below:
Short Answer
0 of 198 Answered (0.0%)
0 of 198 Answered (0.0%)

HOUSEHOLD age ranges (check all that apply)
186 of 198 Answered (93.9%)
Checkbox
• 0 - 5 (17 responses, 8.6%)
• 13 - 17 (23 responses, 11.6%)
• 18 - 29 (27 responses, 13.6%)
• 30 - 64 (105 responses, 53.0%)
• 6 - 12 (49 responses, 24.7%)
Would you like to be added to the Library System's email list in order to receive program / service announcements?
167 of 198 Answered (84.3%)
Radio Buttons
- I am already on the list. (96 responses, 48.5%)
- No. (37 responses, 18.7%)
- Yes. (34 responses, 17.2%)

If Yes, please provide your email address below:
33 of 198 Answered (16.7%)

Your name (optional)
20 of 198 Answered (10.1%)

Your phone number (optional)
20 of 198 Answered (10.1%)