

# Dedham Public Library

Strategic Plan

FY18-FY22

Approved by the Board of Trustees  
September 28, 2017

Margaret Connolly  
Chairman of Board of Trustees

**Dedham Public Library**  
**43 Church Street, Dedham, MA 02060**

**Mission Statement**

To provide free and equitable access to information while valuing and fostering learning and creative human potential in a safe, fun, and collaborative environment. We empower and inspire discovery, inquiry, growth, and the application of knowledge in a community of kindness locally and beyond.

**Vision Statement**

To become a global leader at connecting people to opportunity, experiential and lifelong learning, literacy support, technology, and knowledge while offering sanctuary and resources to address community disparities and helping those in need.

**Values Statement**

Leadership, Kindness, Innovation, Community Engagement, Daring, Equity, Excellence, Freedom, Privacy, Global, Diversity, High Standards, Conviviality, Safe Environment, Collaboration, Compassion and Understanding, Fun

## Strategic Goals and Objectives

**(1) Establish a solid and exemplary foundation for STE(A)M programming, access, and services**

**Objectives:**

Within the next year:

- Establish flexible and permanent 'maker' areas inside and outside our facilities to support experiential and lifelong learning
- Develop and maintain robust, cutting-edge tech and tool collections across our facilities
- Design and market relevant and timely programming across all aspects of STEAM
- Identify areas of opportunity to give our community broad exposure to GRIN (Genetics, Robotics, Info Tech, and Nano-tech)

Within the 3 to 5 years:

- Radically expand the amount and diversity of STE(A)M programs offered to learners of all ages and abilities
- Develop and implement preliminary GRIN programming

**(2) Support and facilitate ESOL in the community**

**Objectives:**

Within the next year:

- Establish a flexible space for ESOL resources and services

- Determine language needs of community and develop effective strategies for service
- Recruit cadre of ESOL facilitators

Within the next 3-5 years:

- Develop, implement, and grow a robust ESOL program
- Examine ways to leverage success to expand services to those served according to need
- Review community utilization annually to reassess and redefine greatest areas of need and corresponding services provided

### **(3) Increase Community Engagement and Utilization**

#### **Objectives:**

Within the next year

- Analyze collection and circulation trends and better curate and diversify collections to increase circulation
- Expand web presence and engagement to increase digital access to content, collections, services, and staff
- Develop outreach strategy to reach and engage all members of the community inside and outside our facilities

Within the next 3-5 years:

- Develop and implement integrated content delivery system to delight, serve, and engage users

### **(4) Update facilities and spaces to better support modern lifestyles and accessibility needs**

#### **Objectives:**

Within the next year:

- Create broader experiential learning spaces
- Continue to address accessibility and make improvements
- Establish serene space for quiet reflection

Within the next 3-5 years:

- Determine further accessibility enhancements needed and address

### **(5) Strengthen Core Services**

#### **Objectives:**

Within the next year and beyond:

- Overhaul and strengthen early childhood literacy initiatives
- Broaden access to essential technologies and address digital inequity
- Ensure freedom of access to information & freedom of inquiry to those we serve
- Engage in active outreach to our aging population

## **ACKNOWLEDGEMENTS**

This plan is the result of the hard work and dedication of many members of the community and library staff.

### **Strategic Planning Committee:**

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Tom Ryan  
Mary Ann Sliwa  
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John Walsh

### **List of Trustees:**

Margaret Connolly  
Sarah Santos  
Tracy Driscoll  
Monika Wilkinson  
Mary Ann Sliwa

### **Planning Methodology Description:**

The library surveyed the community with regard to satisfaction with current library services and library hours. The committee met for three consecutive Monday evenings examining current and evolving library services and spaces, engaged in a SOAR analysis envisioning varying opportunities, challenges, and futures for the library and the Dedham community, and developed a Mission Statement, Vision Statement, Values Statement, and Strategic Goals and Objectives for the Dedham Public Library for the future.

### **Community Overview and Needs Assessment:**

Dedham has a much higher than average percent of seniors, unwed mothers, number of families that are non-traditional, and a growing population of people moving in from elsewhere, mostly from in-state (population increased 2%, birth rate is low for the state average, 85% of population was born in MA.)

Dedham is an average American city - we have children, teens, and 20s who need support to prepare for their futures, we have a thriving senior population who need life-long enrichment. We have broad socio-economic disparity and digital inequity within our community which needs to be addressed. We have a growing percentage of our population who are in need of ESOL services and additional supports. Our diversity is increasing, along with the state average. Nearly 5% of the town's population lives at or under the poverty line. The Dedham Public can be a strong force for equitable access to opportunity, learning, and enrichment within our community.

### **Data:**

Dedham Community:

Population: 25,224

Change from 2010: +2%

Density: 2,462 people/sq mile (MA in general: 860)

Dedham median age: 42.2

(US median age: 32)

(MA median age: 39.3)

% of age of population 22.6% under 20 (ma: 24%, us: 26%)

11.1% 20-29 (ma: 14.3%, us: 14%)

13.2% 30-39 (ma: 12.5%, us: 13%)

14.1% 40-49 (ma: 14%, us: 13.3%)

14.4% 50-59 (ma: 14.6%, us: 13.8%)

10.3% 60-69 (ma: 10.6%, us: 10.4%)

14.3% 70+ (ma: 10.1%, us: 9.5%)

From towncharts.com:

"Looking at the breakdown of age groups in the generation analysis in Figure 8 Dedham has one of the largest proportions of people 70 years of age or older at 14.3% of the total and is ranked #2. The only larger place being Westwood with 14.9%. Figure 10 shows the Hispanic or Latino population of the area which indicates Dedham's population is 6.7% Hispanic or Latino, ranking #1 of all towns in the area. Figure 11 is the ratio of the population of men to women and shows total male population is about 5.7% smaller than total female population.

#### Racial make-up

White: 84.3% (MA: 79.6%, US: 73.6%)

African American.: 7.1% (MA: 7.1%, US: 12.6%)

Asian: 3.6% (MA: 6%, US: 5.1%)

Other is all listed at 0%, probably an error

Dedham has a welcoming, growing population with good diversity.

78% of family households are man/woman married, with a growing diversity in family types. 17% of births were to unwed mothers, 100% of unwed mothers were ages 20-34. The percentage of births to unwed mothers at 100% to 199% of the poverty level is 31%, percent.

The percentage of births to unwed mothers at 200%+ poverty level is 69%

85% of population are citizens, 10% naturalized, 5% are not citizens

(nearly exactly the same numbers for MA and US averages), 80% of people in Dedham were born in this state

6.3% of the Dedham population speak Spanish, and of that 6% only 67.2% speak English well. People also speak Arabic, Russian, Greek, French Creole, and Italian (those all basically either 2% or 1% of the pop), more languages at less than 1% of the population

# of residents who have jobs: 12,766

(+1.54% from last year)

Median household income: \$83,438

(-2.48% growth from last year)

(MA average: \$68,563, County: \$88,262)

4.84% of the population in Dedham, MA (24,139 people) live below the poverty line, which is lower than the national average of 14.7%. The largest group living in poverty is Female 75+, followed by Female 25-34 and then Female 35-44.

[https://datausa.io/profile/geo/dedham-ma/#poverty\\_age\\_gender](https://datausa.io/profile/geo/dedham-ma/#poverty_age_gender)

#### Poverty by race

The most common race or ethnicity living below the poverty line in Dedham, MA is White, followed by Hispanic or Latino and Unknown.