

Holbrook Public Library

Strategic Plan

2022 - 2027

Submitted by

Kimberly Usselman, Library Director
and the Holbrook Board of Library Trustees

Mission Statement:

The Holbrook Public Library is committed to serving the changing needs of our community by providing access to free sources of knowledge, information, and entertainment both within and beyond our walls.

Vision Statement:

The library strives to be seen as the heart of the community, because a good community shows its heart through a good library. The library will help build a stronger community, helping lead and support the community in growth, services, and advanced planning, as well as advocating for both community and library needs. Good Libraries = Strong Communities

Strategic Planning Method:

After learning the previous Strategic Plan had expired, the new library director took on the strategic plan process. The first step was doing a SWOT analysis with the staff followed by a SWOT analysis with the Trustees. The Trustees and Library Director then made a list for the Director to interview one-on-one for community stakeholder interviews. Additionally, the library set up poster questions during a big event with post it notes, these questions were left up in the library for two weeks. Lastly, the Holbrook Public Library developed a survey that library patrons were able to complete online or in person at the library, the Council on Aging, or at Town Hall. The survey was available for completion for approximately six weeks. The library advertised the survey extensively on all town social media sites.

The results of the survey, information from the one-on-one interviews, the comments on the post it notes, and both SWOT analysis all aided the Holbrook Public Library to brainstorm, develop, and identify the future library service priorities.

The survey, results, both SWOT analysis, and feedback from the post it notes are all attached.

Strategic Initiatives, Goals, and Action Items:

Strategic Initiative 1: Provide for the current and future needs of the community through Stronger Programming, Services, and Collections

Goal 1: Add programs to benefit the community

Action Item 1: Use State Aid, Cultural Council grants, and any other grants, aid, or donations to add program offerings

Action Item 2: Advertise Meeting Room space in order to partner with others for more programs

Action Item 3: Prioritize getting more staff hours dedicated to programming

Goal 2: Add services as wanted and needed by the community

Action Item 1: Add faxing services

Action Item 2: Investigate adding notary and passport services

Goal 3: Continue to build or add unique collections

Action Item 1: Continue contributing to the new Wonderbook collection

Action Item 2: Add items to the Library of Things

Action Item 3: Build a brand new Board games collection

Action Item 4: Support and promote the new Seed Library

Goal 4: Weed current collections and investigate space needs

Action Item 1: Review entire collection per CREW method

Action Item 2: Determine best space for current collections and relocate as needed

Action Item 3: Consider Favorites bins in Children's collections

Action Item 4: Develop plan for the historical books and town documents collection

Strategic Initiative 2: Expand awareness of library services to every resident through Stronger Outreach and Communication

Goal 1: Be seen in the community more

Action Item 1: Attend community events

Action Item 2: Develop relationships with schools and other child focused organizations

Action Item 3: Develop relationships with Town Departments

Action Item 4: Investigate Pop-Up Library services

Goal 2: Get event and services information out more

Action Item 1: Adapt monthly newsletter for print

Action Item 2: Create social media plan

Action Item 3: Investigate better signage outside

Action Item 4: Advertise what is available at the library for increased usage

Strategic Initiative 3: Holistic Building Plan for Now and the Future

Goal 1: Investigate current building needs

Action Item 1: Create priority list

Action Item 2: Fix immediate concerns

Action Item 3: Renovate / update the Meeting Room

Action Item 4: Make library more welcoming

Goal 2: Investigate possible future building ideas

Action Item 1: Investigate expansion

Action Item 2: Investigate a new building

Goal 3: Technology Plan

Action Item 1: Create order of priority list of all technology needs

Action Item 2: Advocate for technology line item to be added to our budget

Action Item 3: Create Technology Strategic Plan

Strategic Initiative 4: Strengthen Administrative Functions

Goal 1: Stronger Governance

Action Item 1: Review and update Trustees Bylaws

Action Item 2: Investigate Board expansion

Action Item 3: Develop onboarding and continuing education for Trustees

Action Item 4: Advertise open yearly elected Trustee position

Goal 2: Library Policies

Action Item 1: Update all current library policies

Action Item 2: Create current policy list

Action Item 3: Library Trustees will review all policies regularly on rotation

Approved by the Holbrook Public Library Board of Trustees on: Tuesday, September 6th, 2022

Terrence Yunits, Chairperson

Amy Mills, Treasurer

Kerry Sullivan, Secretary

Kimberly Usselman, Library Director

Community Survey:

Ten Minutes to a Better Library!

We need your help! We are working on a long-range strategic plan to establish library priorities for the next 3-5 years, and we cannot do this properly without YOU, the residents of Holbrook.

Please assist us in planning Holbrook Public Library's future by taking 10 minutes to fill out our survey. And, if you submit a completed survey by July 31, 2022, you will be entered in our raffle to win a \$50 gift card to a local restaurant of your choice.

We would love to hear from EVERY member of your household. Go to www.holbrookpubliclibrary.org to take the survey online or to print out additional copies. Surveys will also be available at the Library, Town Hall, and Senior Center. Once we have collected and analyzed the results, we will present our findings to the Town and use this information to guide library planning for the next 5 years.

If you have further thoughts, or anything else you would like to share, Library Director Kimberly Usselman welcomes additional comments at hpl@holbrook.ocln.org.

We appreciate your time and feedback very much. Thank you!

-The Holbrook Public Library Staff & Board of Library Trustees

Let's begin...

1. Library use

The following questions are about how often you visit specific locations, using this scale:

- 3 - Weekly
- 2 - Monthly
- 1 - Yearly
- 0 - Do not visit

- A. How frequently do you visit the Holbrook Public Library? ____
- B. How frequently do you visit another library? ____
- C. How frequently do you visit the Holbrook Public Library's website? ____
- D. Another library's website? ____
- E. What prevents you from using the Holbrook Public Library more? Choose up to 3

- Too busy / no time
- I buy what materials I need (or get them as gifts)
- My children are grown and I mainly went to the library for them
- Programs not of interest and/or I attend programs elsewhere
- Wait times too long for popular materials
- Loan periods not long enough
- It's too hard to find materials I want to borrow
- Hours not convenient
- Location / parking not convenient
- Staff not friendly / welcoming
- Blocked account / owe money for materials
- Had a bad experience
- Disability or physical limitation
- Meeting room / space not available
- There is nothing preventing me from using the library
- Other (please specify) _____

2. Library Services

A. How often do you use the following library resources? Rank each item on a scale of 1 to 3, where 1 is "always" and 3 is "rarely".

	1 I always use this	2 I sometimes use this	3 I rarely use this	4 I never use this	Didn't know the library offered this
Children's collections					
Teen/Young Adult collections					
Adult collections					
Large Print collection					
DVDs/Blu Rays					
Music CD collection					
Playaways/Audiobooks CDs					
Video Game Collection					
Library of Things Items					
Digital Content (E-books, audiobooks, and magazines think Overdrive, Libby, Hoopla					
Digital Resources (Tumblebooks, Ancestry, Mango Languages, etc)					
Museum Passes					
Space to relax/work in					
Community Meeting Room					
Public Computers & Printing					
Free Wi-Fi in the library					
Mobile Wi-Fi hotspots					
Photocopier					
Community Bulletin Board					

B. How satisfied are you with the following library resources? Rank each item on a scale of 1 to 5, where 1 is "very satisfied" and 5 is "very dissatisfied".

	1 <i>Very Satisfied</i>	2 <i>Satisfied</i>	3 OK / Neutral	4 <i>Dissatisfied</i>	5 <i>Very Dissatisfied</i>
Children's collections					
Teen/Young Adult collections					
Adult collections					
Large Print collection					
DVDs/Blu Rays					
Music CD collection					
Playaways/Audiobooks CDs					
Video Game Collection					
Library of Things Items					
Digital Content (E-books, audiobooks, and magazines think Overdrive, Libby, Hoopla)					
Digital Resources (Tumblebooks, Ancestry, Mango Languages, etc)					
Museum passes					
Children's area (the physical space)					
Teen/Young Adult area (the physical space)					
Adult areas of the library (the physical space)					
Community Meeting Room					
Public Computers & Printing					
Free Wi-Fi in the library					
Mobile Wi-Fi hotspots					
Photocopier					

Community Bulletin Board					
--------------------------	--	--	--	--	--

C. We are considering adding the following services and resources. Circle up to 3 that you think would be most helpful to you and your family.

- Faxing Services
- Notary Services
- Passport application services
- Community visibility / mobile library (be at community events such as school events, the Farmer's Market, town parades, etc - so that people can get library cards and check out items)
- More Things in the Library of Things
- Virtual Community Calendar for the entire town to use
- 3D Printer (available to use at the library)
- Home Delivery for those that are Home Bound
- Video Games (different systems - We have Wii, WiiU, XBox One, XBox360, PS3, PS4 games)

D. Are there any services or resources you wish we had?

E. Do you have any other comments for us about our services, resources, or space?

3. Library Programs

A. Do you attend our Adult Programs? Circle: Yes / No

B. If yes, which adult programs have you attended?

C. What other types of Adult programming would you like the Library to offer?

D. Do you or your children/grandchildren attend our Youth Programs? Circle: Yes / No

E. If yes, which children's or teen programs have you/they attended?

F. What other types of children's or teen programming would you like the Library to offer?

4. Library Hours

A. What hours do you and your family visit the library? Please check off all that apply.

Open hours	My family / I use the library during this time
Tuesday afternoons	
Tuesday evenings	
Wednesday mornings	
Wednesday afternoons	
Thursday afternoons	
Thursday evenings	
Friday mornings	
Friday afternoons	
Saturday mornings (not open Saturdays during the summer)	
Saturday afternoons (not open Saturdays during the summer)	
Monday mornings (open Mondays during the summer)	
Monday afternoons (open Mondays during the summer)	

B. If funding became available to open the library for more hours, when would you MOST like us to add hours? Circle up to 3.

These are time frames we are not open
Monday mornings
Monday afternoons
Monday evenings
Tuesday mornings
Wednesday evenings
Thursday mornings

Saturdays in the summer

5. Communication Preferences

A. Where do you get information about community and library events? Check off all that apply.

	Holbrook Library	Town of Holbrook
Facebook		
Instagram		
Website		
Word of Mouth		
Flyers hung various places		
Town Blast E-mails		
E-newsletter		
HCAM		
Outside Sign		

Other: _____

B. Do you have any other suggestions of places the library can be advertising its programs / services?

6. Final Thoughts!

A. Where does the Holbrook Library excel?

B. What improvements to the Holbrook Library should we prioritize?

7. Demographics

To help us best serve Holbrook's population, please tell us a bit about yourself. All questions are optional if you do not wish to answer.

- A. Do you have a library card? Circle:
Yes
No
- B. Do you live in Holbrook? Circle:
Yes
No
If not, what town do you live in? _____
- C. Are you signed up for the Holbrook Library's e-newsletter? Circle:
Yes
No
- D. What race(s)/ethnicity(ies) do you identify with?
- E. Do you speak, read, and/or write languages other than English? Circle:
Yes
No
Prefer not to answer
If yes, what languages? Are you fluent?

- F. What level of education have you completed? Circle the highest level you have finished:
Ended school before completing high school degree
Finished high school, or diploma equivalent
Some college
Bachelor's degree
Graduate or professional degree
Prefer not to answer

OPTIONAL

PLEASE DETACH THIS PAGE FROM THE SURVEY

All survey answers are confidential and will be kept separate from any identifying information.

If you would like to register for the Holbrook Library's e-newsletter, please leave your email address here:

Raffle:

To be entered into our raffle to win a \$50 gift card to a local restaurant of your choice, please fill in your information below and submit your completed survey by July 31, 2022.

Name: _____

Address: _____

Zip Code: _____

Email: _____

Phone: _____

Results:

	Services in Demand:	
	Passport Application Services	35.71%
	Notary Services	29.22%
	Faxing Services	22.08%
	No Response	5.84%
	Home Delivery for those that are Home Bound	3.90%
	Community Visibility / Mobile Library (be at community events such as school events, the Farmer's Market, town parades, etc - so that people can get library cards and check out items)	1.95%
	Video Games (different systems - We have Wii, WiiU, Xbox One, Xbox360, PS3, PS4, and switch games)	1.30%
	More Things in the Library of Things	0.00%
	Virtual Community Calendar for the entire town to use	0.00%
	3D Printer (available to use at the library)	0.00%

	Days/Hours in Demand: (Not Open Currently)		
	Saturdays in the summer	36.36%	
	Wednesday evenings	16.36%	
	Monday evenings	15.15%	
	Monday mornings	9.70%	
	Tuesday mornings	7.88%	
	Thursday mornings	5.45%	
	Monday afternoons	4.85%	
	Days/Hours in Demand: (Open Currently)		

Saturday mornings (not open Saturdays during the summer)	11.48%	
Saturday afternoons (not open Saturdays during the summer)	9.80%	
Tuesday evenings	9.52%	
Thursday evenings	8.68%	
Friday afternoons	8.68%	
Tuesday afternoons	8.40%	
Wednesday afternoons	7.84%	
Thursday afternoons	7.56%	
Wednesday mornings	6.72%	
Friday mornings	6.44%	
Monday afternoons (open Mondays during the summer)	6.16%	
Monday mornings (open Mondays during the summer)	5.32%	

F. What other types of children's or teen programming would you like the Library to offer?			
<ul style="list-style-type: none"> - Arts and crafts - I'd love to see more programs geared towards 9 year olds. - Any programs that involve animals - More creative (design a comic book, video game) programs, visits from storytellers, animal rescuers, etc. - More story times, childrens events - Meet and greet play dates with kids of similar ages - Weekend events, music classes - Would love to participate in a mommy and me group, but have not looked into if one is available. - More programs for early elementary kids - k-2/3 grades so 5-8yr olds - Beginner level language courses. (Not English as a second language) movie nights. - Using the internet and technology LESS and learning how to use PRATICAL research skills MORE. - Yoga. Meditaion 			

C. What other types of Adult programming would you like the Library to offer?			
<ul style="list-style-type: none"> - I so enjoyed the adult arts and crafts when they were offered - I'd like to see daytime things for us older folks. - Maybe writing workshops? Workshops about how to use Excel and library databases and other things that will help people who are job hunting. More authors would be lovely. D&D/RPs for adults, not just teens. - Choral group more arts and crafts writing group - Do enjoy the craft events and the authors coming in. - monthly arts and crafts - floral arranging!!! - Open nights adult learning pc, windows, Plants/gardening, crafting - story telling/ day and night. - More weekend opportunities. I do have more time over the summer and will try to get down there more. - I'd love to see an adult program & Children's program run concurrent! - Community networking events. - authors, concerts, classes how to - Painting night - Job training classes for those unemployed, Technology classes for older residents, More author meet and greet - Permanent wellness talks and group. Movie nights with refreshments outside or in community room - Computer training if they don't offer it - Classes on saving money / couponing - Hip Hop exercise, learn Italian 			

B. What improvements to the Holbrook Library should we prioritize?			
<ul style="list-style-type: none"> - I just want to emphasize that home delivery would be absolutely wonderful! Hours are a limitation on getting library materials to me since the people who visit the library for me (I am homebound) cannot get there during the hours the library is open. - Host more events to build up foot traffic - Would love to have new titles readily available so hold time is not so long. - More space for working, more programs for adults - Your home page is so boring, no color, the layout is bland. It used to be better than this! - Promote services more. Town website. Flyers, etc - I love the space of the library, it is very comfortable. The staff and the resources 			

are outstanding!!! I do think though that more actual physical copies of a greater number of magazines would be nice.. there are too few magazines offered. I would like a permanent arts and crafts activity program for adults established. Maybe the library could even hire an art s & crafts consultant to plan activities. I think the community meeting rooms are very uninviting and sterile, need better chairs, artwork on walls. Just overall improvement of the space.plants for ex. The Boston Globe physical copy . Picnic tables outside the library for people to be able to have lunch or a snack and read outside in nice weather, also to do crafts. Knitting group, scrabble group would be nice. More flowers planted outside library.

- New books.
- I have had some bad experiences with flies flying around me. I hope the library can solve this problem of keeping flies out of the building.
- I think the Library should prioritize toward children + elderly
- The hours should be expanded, if closed I drive to Thayer/Braintree
- Central Air

How Often Do Our Survey Respondents Use the Library?		Survey Respondents Happiness with Collections / Space	
Weekly	27%	Very Satisfied	14.2%
Monthly	35%	Satisfied	17.4%
Yearly	28%	OK / Neutral	64.1%
Do not visit	10%	Dissatisfied	2%
		Very Dissatisfied	0.3%
		I didn't know about this!	2%
Survey Respondents Frequently of Using Collections / Space			
Books:		Non-Book Collections:	
How often do you use the Children's collections?	49.97%	How often do you use our DVDs/Blu Rays?	45.95%
How often do you use the Teen & Young Adult collections?	37.96%	How often do you use our music CD collection?	37.90%
How often do you use the Adult collections?	79.98%	How often do you use our playaways or audiobooks cds?	28.88%

How often do you use the Large Print collection?	39.90%	How often do you use our video game collection?	26.85%
		How often do you use Library of Things items?	36.75%
Digital Resources & Technology:		How often do you use our museum passes?	65.90%
How often do you use our digital content?	50.94%		
How often do you use our digital resources?	36.89%	The Space:	
How often do you use the public computers/printing?	38.97%	How often do you use the library space to relax/work in?	47.97%
How often do you use the free Wi-Fi in the library?	49.97%	How often do you use Community Meeting Room?	29.89%
How often do you use the mobile Wi-Fi hotspots?	33.84%	How often do you use our Community Bulletin board?	44.91%
How often do you use the photocopier?	48.96%		

The SWOT analysis were done early on in the process during January of 2022, when the library was still dealing with cancelling programs due to COVID, as well as staffing issues to people having COVID. The community survey was done in July and August of 2022, and the post it note questions in the library were done in April and May of 2022.

Staff SWOT Analysis:

Strengths

- Customer Service
- User Friendly
- “Best Staff”
- Welcoming Staff
- Knowledgeable Staff
- Staff Friendly
- Personal Service

- Staff is down to earth, not stuffy or strict
- Users of the library like how talkative we are
- People feel comfortable coming into the library
- Compassion
- Loyal Patrons
- Location
- Great Location in Town
- Strong and good relationships with our patrons
- Access to admin
- Access to materials from OCLN
- Access to help
- Friends

Weaknesses

- Study rooms/meeting rooms
- No formalized meeting or study rooms
- Meeting rooms
- Building for space, meetings
- Building needs updating
- Limited space
- Broken building
- Building could use an update
- Being able to use able to use entire building
- More visibility (outdoor spaces, electronic sign, curb appeal)
- Ceiling lighting
- Computer resources
- Updating tech
- Small staff
- Programming (not enough time or money)
- More Programs
- Positions with multiple titles
- Adhere to standards/compliance
- Transparent communication
- Open more hours
- Lack of fax machine
- Prominent Intersection but we are hidden
- More involvement from Trustees
- Bathroom in the Children's Department
- Heating System/AC
- Furnace
- Location
- Technology Trickeries (Cybersecurity, Dependability of Technology)

Opportunities

- Grants
- Training for Staff (Professional Development)

- More community outreach
- Reach out with local schools
- Senior services
- People not wanting to leave the house (programming)
- Home delivery
- Possible curbside pick up (after hours)
- Library of Things expansion
- More things to lend out (fishing poles, laptops, museum passes, etc)
- Group chat and foreign speakers
- Greater Boston Area
- Community Meeting Space
- Community partners (Local Sports, Boy Scouts/Girl Scouts, Rotary Club, Historical Society, Town Officials)
- Fundraising Opportunities (Generating more income, Silent Auction)
- Combining Resources with Town

Threats

- COVID
- Going virtual
- COVID Masks
- Holbrook Community not wanting to come in (Not Covid Related)
- People not wanting to leave the house
- Changing demographics (more families moving in, what services do they need, what do the disadvantaged need?)
- Funding
- Town Budget
- Town not understanding the importance of funding the library
- Possible reduced town funding
- Trustees as elected officials doesn't seem to be working, maybe board of directors instead
- Hard to trust town officials
- Relationship to Town Hall/Town Politics

Board of Library Trustees SWOT analysis:

Strengths

- Library location - center of town, visible to all
- Library collection -books, dvds, games, streaming services, computers, library of things

- Dedicated Staff- good customer service
- State Aid approval
- Fine Free
- Adult/Children's programming
- Strong leadership in new director
- Involvement of Friends and Board of Trustees
- New/fresh viewpoints from recent hires - such good energy!!
- Location
- Lots of money/grants available
- Great job pivoting to virtual programming
- Helpful staff
- Interesting collection and collection development.
- Unique programming.

Weaknesses

- Aging building - lots of repairs needed... roof, ceiling, boiler, HVAC, windows, asbestos
- Lack of storage- takes up programming room
- Short staffed due to covid callouts
- Social Media presence - program advertising
- Repeat programming
- Personnel issues/discord among staff
- Communication (internal and external)
- Building issues (the elevator, any potential ADA compliance issues, security of the building space at night).
- Hours potentially (Saturdays and Mondays not always open for some patrons).

Opportunities

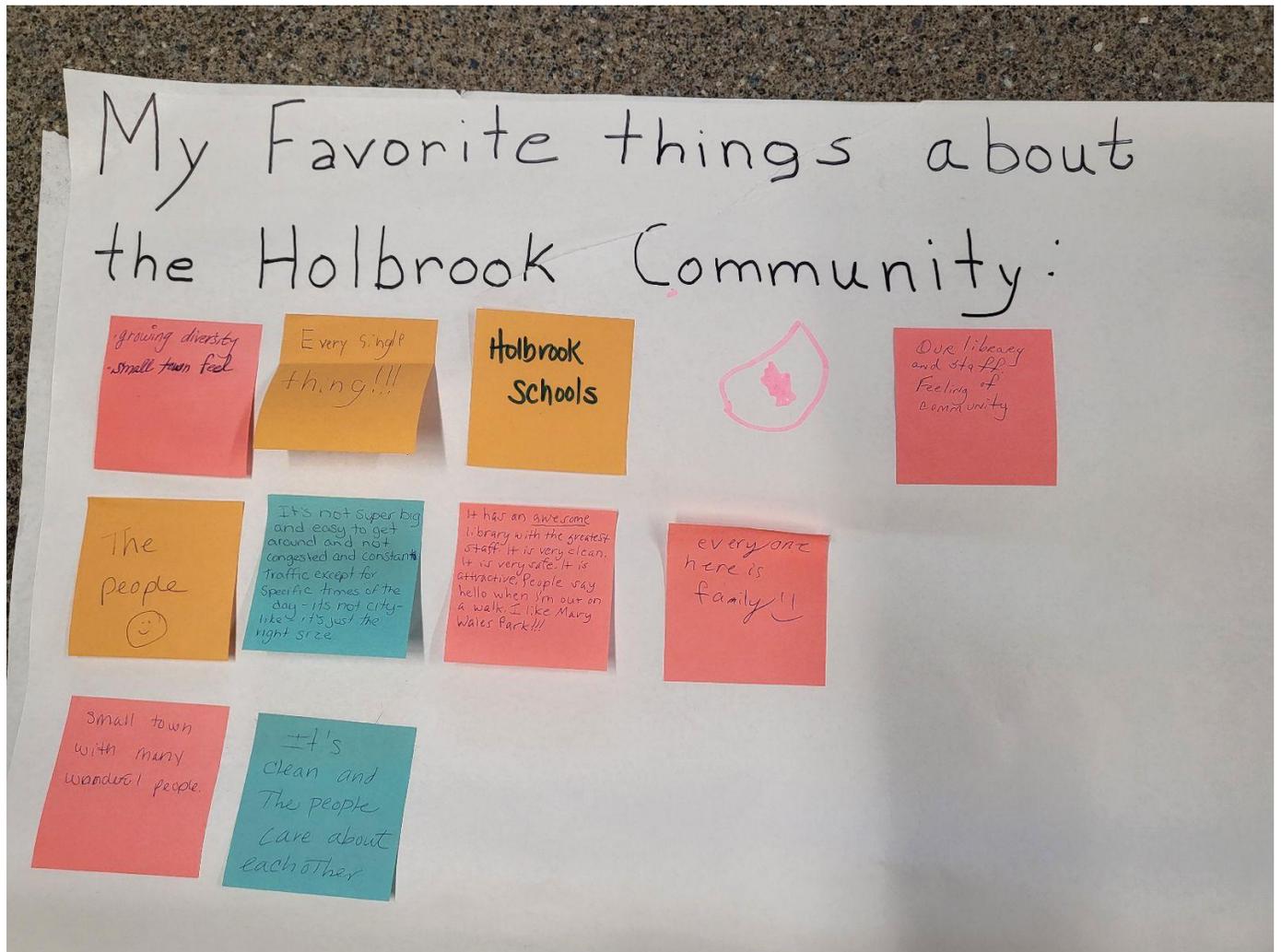
- Library addition
 - larger programming room, with windows

- study rooms
- Bigger presence in the community
- Collaborate with Schools
- Staff advancement/involvement
- Community outreach
- Programming collaboration with committees (DEI?)
- Summer coming, kids out of school - drive to library
- Study rooms
- Potential to expand
- Malleable space.
- New museum pass ideas / opportunities to replace some passes.

Threats

- Covid-19 Restrictions
- Decrease in patrons coming into the library
- Virtual programming vs In person programming
- Building restrictions
 - Small programming space = less participants
- Small parking lot = less participants
- Budget approval - FinCom
- COVID :(
- Amazon and web services that replace physical materials
- People moving from physical checkouts to digital only.
- Patrons not returning for programs / finding other outlets for entertainment.

Post it note survey results inside the library:



What does Holbrook need

Community center
expanded community programming

Things to do!
geared towards younger couples with young kids!
ie: block parties
shut down main streets for events and activities

- keep water
- more masks
- no more covid
- in the library, more school weeks
- Library = more crafts
- playgrounds
- more cream places
- more
- more playgrounds
- more rescue vehicles
- A Beach

I need Holbrook needs more events and activities

Activities in the summer like a craft fair in Mary Water Park! It really needs a supermarket badly

It needs a "center" to include daycare for the preschoolers & also our valued elderly.

Supermarket

A Dairy Queen Ice cream shop

a hockey team (girls + boys)

A supermarket

A DOG PARK!!
♥♥♥♥

A united community

What is your favorite thing about the Holbrook library?

Children's programs!

community programming

The Holbrook Library

Children's Programs + The Staff

Kids e-verts

the books that are in the library

ALL THE LIBRARIANS ARE GREAT

That you get to read and have a great time and its fun, theres always something you can do.

friendly staff
The books and DVDs they sell for fundraising

it's free and always available

The staff and the quiet tranquility

The Staff

Emails + information sharing

The Staff

So many options and wonderful books

Kids events

I love everything about the library esp. the staff and the comfortable seating.

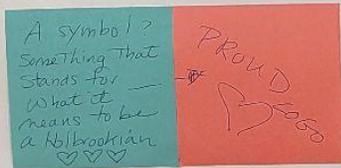
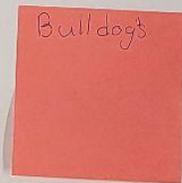
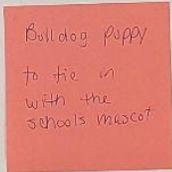
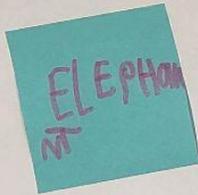
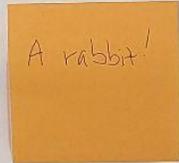
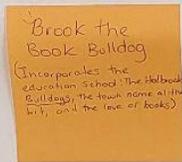
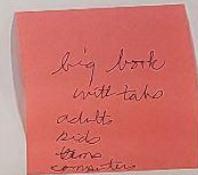
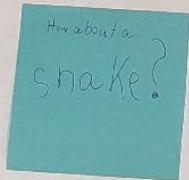
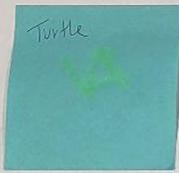
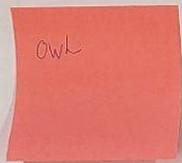
Children's Library
The B

The great workers here,

wed. afternoon book club!

The books that Mrs. D. ROOTS and other us.

If the Holbrook library were to ^{be} a mascot, what would you suggest it be? This can be real or imaginary, and it doesn't need to be an animal.



What topic or event would you and your family be excited to attend that the Town doesn't currently have?

Diversity Based Cultural Programming

History Our History History

Diversity based programs for kids

Program geared toward mental health issues

I wish that the Frozen princess could visit

Harry Potter week??

Karaoke


What is one thing you wish the library had?

an expanded lending library for home tools, use tools etc. (community donated items?)

Adult ESL classes
reading tutors

More programs for toddlers
2yo-3yo

VR headsets to engage in education such as The Anne Frank House Tour, Apollo 11 space shuttle or other experiences

Activities for Kiddos pre-k-3rd grade

A movie theater?
(w) popcorn

More literary
- author series
- feature adult movies

adult programs
↳ paint nights
↳ adult crafts

town pictures + homebuy artifacts

CRAFT ACTIVITIES
(like when Donald was director)
movies outside in summer
knitting group
picnic tables or outdoor seating

That when it closes we could go in and have the workers help us and we could read in complete silence.

I wish we had more morning activities just for toddlers as children such as yoga and more story times

one thing you wish the

How do you find out about events in Town that interest you?

Facebook +
word of
mouth

Facebook
Word of Mouth
Newsletter email
Savillines Town Hall
website (needs to
be updated)

Instagram
Facebook

facebook
unfortunality

My Parents,
tell
me.

I go online

Facebook

library
facebook page

Town email
- Blast
- Website
online

WORD OF
MOUTH

Ms. B
emails my mom

Face book
✓
word of
mouth

technology
Lol
!

a choral group
When I lived in
Stoughton I sang
with the choral
group. I miss
that