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ABSTRACT

This extensive study of the Beverly, Massachusetts, Public Library begins with a description of the community, including demographic characteristics and social, governmental, and educational activities and organization. A chronicle of library governance, facilities, financial resources, and collections is also included. Library services are described in detail, with information concerning program size, cost, and effectiveness. Tables and charts are used extensively. (EMH)

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beverly

and its

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report of a self-study of

beverly, massachusetts

and the

beverly public library

1976

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INTRODUCTION

The original motivation for this self-study was a United States Office of Education funded institute which was managed by the Syracuse University School of Information Studies titled: "Developing Dynamic Public Library Services to Meet Community Needs". The three authors of this report attended the institute and committed themselves to the project.

The report soon seemed to take on a life of its own, as a real need existed for both a thorough examination of current services and practices, and for long-range planning. Many other staff members of the library soon became involved in various phases. Rather than a mechanical assignment for the Syracuse Institute, the report came to be seen as an important event in the history of the library . . . for as is the hope of all who make studies and write reports, we hope that it will be possible to deal effectively with the problems which have been defined. In several cases this has already been done.

Finally, while many have helped with this project, special thanks go to Lorna Young, Joan Watts and Betsy Sylvia.

HISTORY

Because Beverly and its surrounding communities (particularly Salem) are so steeped in America's History it was felt a short background should be included. The League of Women Voters recently published a pamphlet describing Beverly's History:

It might well have been Beverly's summer breezes and lovely hills sloping gently to the sea that attracted the five planters who settled our community. Although Beverly was originally part of the Naumkeag territory, in 1665 religious differences in Salem persuaded Roger Conant, John Woodbury, Peter Palfrey, John Balch and Captain William Trask to separate completely from the parent town. They chose to call their new settlement Beverly after the famous minister in Yorkshire, England, and in 1668, Beverly was incorporated as a township.

Beverly's seaside location on the north side of Massachusetts Bay made the first local industries of rope and sailmaking, fishing and farming natural choices for our forebears; and to judge by the quality of one of America's oldest existing dwellings built by John Balch, and the handsome Conant home, these early ventures must have been financially successful. Life on the sea has always been an integral part of day to day living in Beverly, and it was here in 1775 that Washington commissioned the U.S. Navy's first ship - the Hannah. Beverly's citizens served their country on land in the Continental Army, as well as on the sea.

The country's first cotton factory was built in our city in 1788 and this addition to the community led to extensive and lucrative foreign trade. Residents of Beverly traveled the seven seas in commerce and both the Museum of Fine Arts and Peabody Museum house oriental and other art treasures brought home by local sailors and merchants. Improved travel and communications brought other industries to Beverly and by 1894 the township was incorporated as a city.

Beautifully kept gardens on the famous estates along Beverly's nine miles of magnificent seacoast earned the community the nickname of "The Garden City" and many famous men - Presidents Taft and Harrison among them - have chosen the city as their summer home.

1. Beverly League of Women Voters, This Is Beverly (Beverly, 1966)

TOPOGRAPHY

Beverly is located in Northeastern Massachusetts bordered by Danvers (West), Wenham (North and East), Manchester (East) and Beverly Harbor and the Danvers River (South). Eighteen miles north of Boston, it can be reached by interstate Highway U.S.1 and state highway Route 128, which circles greater Boston. Route 127 from Beverly is a scenic shore road north to Gloucester and Rockport. Route 1A runs parallel to Route 1, joins it in Newburyport and then continues north to New Hampshire.

It has rolling countryside at 44 feet above sea level, with some hills of 100 feet high in the northeastern section. It is a seaport city with a tidal shoreline of 10.4 miles and a harbor 18.5 deep. The soil in general is moist and of good texture, with some wet, some rough and stony.

Along the rocky coast are stretches of sandy beach and tidal marsh that interrupt the barricade of rocks. The ice age deposited mounds or hills known as drumlins, which originated from little knobs in the landscape that protruded into the underside of an ice sheet. These drumlins formed many of the small islands that dot the Beverly and Salem Harbors and the high elevation points on the land. Significant formations are in the Sally Milligan Park, Beaver Pond - Norwood's Pond area, and the high elevations in Beverly Farms.

The Danvers River, which flows into the Atlantic, is quite shallow -- creating marshes along the shoreline that are the scene of a quiet struggle between plants and tides. Here too, sea life and aquatic animal life flourish.

Beverly, as it has developed, rejects the notion that the community is uni-centered and denies that the round of daily life revolves around a single economic business center. There is no symmetry or homogeneity of development, and growth has occurred on sectors which extend radially from the center. Therefore, the population of Beverly thinks in terms of living in sections very close to the census tracts with their own special characteristics as is mentioned in the Edwards & Kelcey Study:

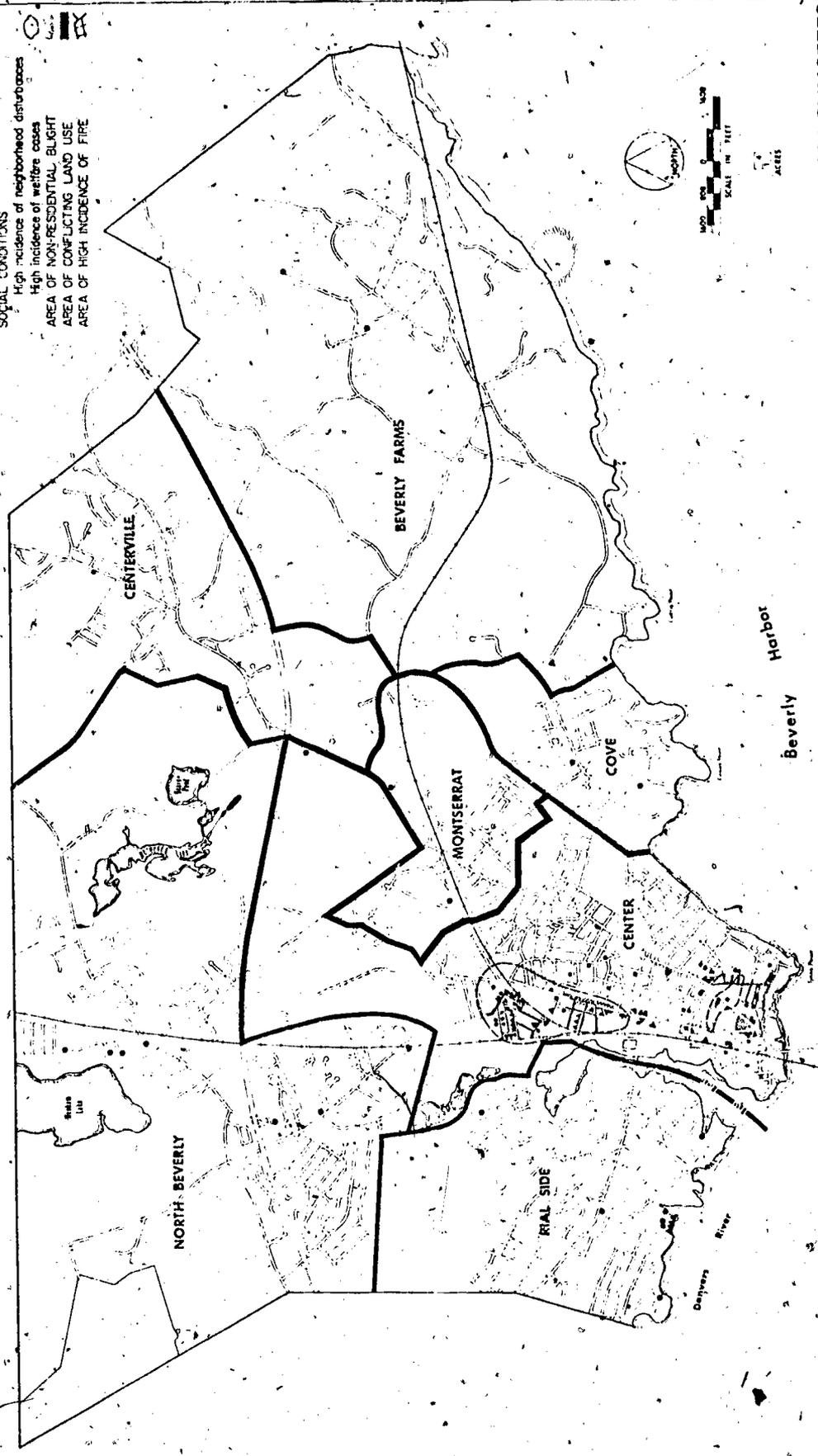
NEIGHBORHOODS

Beverly Farms

Located in eastern Beverly at the Manchester line, Beverly Farms contains the greatest amount of open space and the lowest density development in the City. It has limited commercial development which includes a small neighborhood shopping center at Hale and West Streets. There is no industrial

NEIGHBORHOOD ANALYSIS ENVIRONMENTAL FACTORS

- BUILDING CONDITIONS**
 - Detrimental
 - Dilapidated
- SOCIAL CONDITIONS**
 - ▬ High incidence of neighborhood disturbances
 - ▬ High incidence of welfare cases
 - ▬ AREA OF NON-RESIDENTIAL, BLIGHT
 - ▬ AREA OF CONFLICTING LAND USE
 - ▬ AREA OF HIGH INCIDENCE OF FIRE



BEVERLY, MASSACHUSETTS
BEVERLY PLANNING BOARD

EDWARDS AND FREELY INC.
 ENGINEERS AND CONSULTANTS

development and there are only a small number of multi-family units. Over half of the land is undeveloped and over 30% is in single-family residential use. Endicott Junior College, the area's major quasi-public use, is located along Hale Street in the western section. It has level shoreline lined with beaches, estates and high-income homes. Within Beverly Farms is Prides Crossing which is hilly, rocky and woodlands. The only branch library is located near the small shopping center.

Centerville

Located in the northeastern section of the City, nearly 60% of Centerville's land remains undeveloped. Of the 408 developed acres, 266 are in single-family residential predominately of new residential suburban character. No land is used for industrial use and only small amounts of land are commercially used. Centerville is level with some farmlands and the most rural area. It is one of the most distant from the main library.

Center

The Center neighborhood is the commercial core of the City. It is characterized by a variety of land uses including industrial, commercial, single and multi-family residential uses. Also located in the Center neighborhood is the Beverly waterfront which is presently developed with a wide mixture of uses. It includes Beverly's largest public beach and several small ones. The Main Library is located in this section and within walking distance.

Cove

The Cove neighborhood is predominantly a residential area located in south central Beverly along Beverly Harbor. The general character of the residential uses is exemplified by single-family residences on relatively large lots. Commercial and industrial uses are small in number and are not significant to the overall pattern of development. Lynch Park, a major city-wide park is located in the Cove neighborhood along the water. There are many small beaches and some wooded areas. This neighborhood borders the center and is fairly close to the Library.

Montserrat

Located in central Beverly, Montserrat is predominantly a residential area characterized by single family units on small lots. Beverly Hospital is located along Herrick Street in the northwestern corner of the neighborhood. The area is bisected by the Boston and Maine Railroad which results in two at-grade crossings and a scheduled stop.

4

Montserrat borders the Central section and is very close to the library.

North Beverly

North Beverly is a diverse area containing residential, commercial, industrial and public/quasi-public uses. The major land use is single-family residential, predominantly in the form of small lot suburban development. The main commercial development is the shopping area which exists along Route 1A. A small amount of industrial development, in the form of non-manufacturing concerns exists between Norwood Pond and Route 128. The City's largest quasi-public use, the Beverly Airport, is located in the northwest corner of the City. North Beverly also contains the City's major water bodies: Wenham Lake, Norwood Pond and Beaver Pond. It borders on the outer fringes of the Central district and is quite distant from the Library. It is a prime consideration for a branch or increased out-reach services.

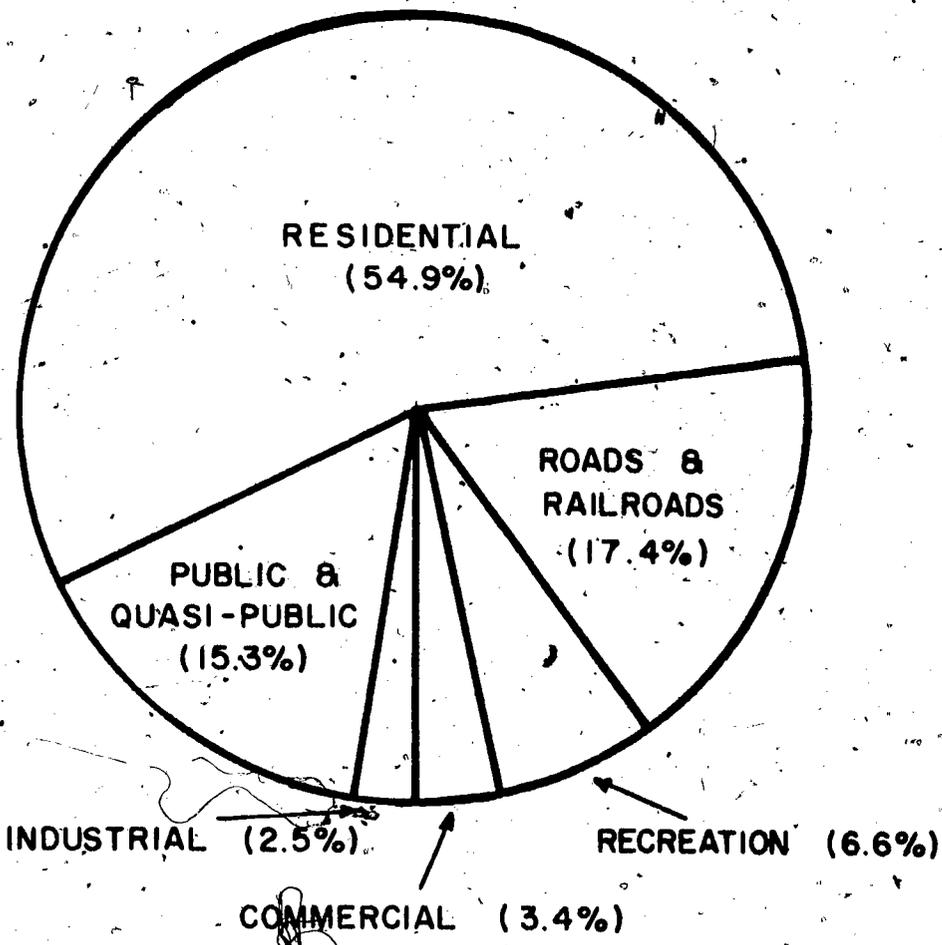
Ryalside

Located in southwestern Beverly along the Danvers River over one-third of Ryalside's total land acreage is developed for single-family residential use. The second major use in terms of acreage is the 123 acre Holly Hill Country Club located off McKay Street. It is bordered by the Danvers and Bass Rivers and has a beach and park on the Danvers River. It is divided from the Central area by these small rivers and is somewhat distant from the Library.

LAND USE ANALYSIS

According to the Edwards & Kelcey Report, Beverly's corporate limits encompass a total of 9,728 acres or 15.2 square miles. Of this total 5,197 acres or approximately 53.8% of the land is currently in use. Another 201 acres or 2.1% of total city area is water. The remaining 5,030 acres or 44.1% is undeveloped.

The 5,197 developed acres are divided among the following land use categories:



With its territorial acreage of 9,770 or 15.1 square miles of land space, Beverly is a residential community possessing topographically unique character -- its hills, its ocean, its lake and ponds, and beautiful woodlands.¹

¹ City of Beverly Planning Board, Beverly Comprehensive Planning Program, Part 1, (Boston, Massachusetts: Edwards and Kelcey, Inc., 1970)- pp. 7-9.



TRANSPORTATION

A community's transportation system is an extremely important part of its economic infrastructure. The ease with which people and goods can be transported within the community, and in a larger context, between the community and other communities within its socio-economic orbit, play a large role in determining the community's social and economic nature.

Beverly is on the outer fringe of the Boston Metropolitan Area as evidenced by the fact that considerations for improving mass transit in the area usually include Beverly, but do not extend beyond. Central to this issue is the future of the B & M Commuter line to the North Shore. Due to the erosion of the track and roadbed, the 18-mile trip now takes 45 minutes, 10 minutes longer than several years ago. There are 25 daily departures at 5-10 minute intervals during rush hours from Beverly station, and an equal number of return trips. By far, the heaviest traffic is inbound (toward Boston) in the morning, and outbound (from Boston) in the evening. The latest available study (1963) showed a total of 1,105 daily trips to Boston, of which 608 were via B & M:

TABLE 1

One-way trips - Beverly to Boston

	Work Trips	Non-work trips	Total
Auto	40	457	497
Transit	<u>491</u>	<u>117</u>	<u>608</u>
	531	574	1,105

At the time of that study, total daily passenger traffic to Boston from Beverly was expected to increase to 1,400 by 1980. However, the rising cost of automobiles and gasoline, and the general traffic congestion resulting from 17th Century roads and 20th Century automobiles, now make this estimate seem conservative.



The following table gives some sense of Beverly's rail traffic to Boston from all Beverly stops:

TABLE 2/

Beverly Commuter Rail Passengers
Weekday Inbound Boardings

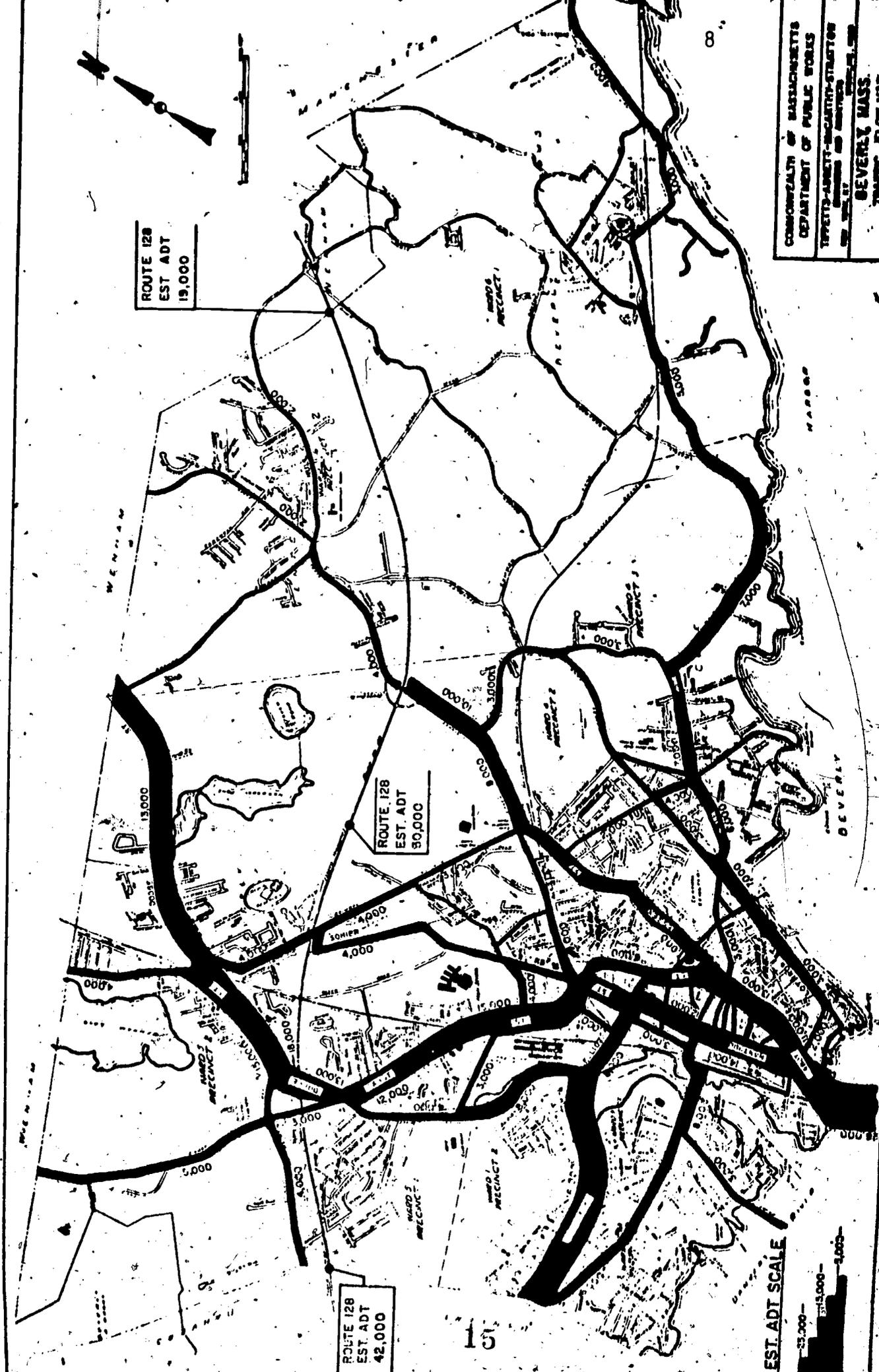
Station	October, 1966	March, 1968
Beverly Center	603	588
North Beverly	79	81
Montserrat	109	89
Prides Crossing	18	21
Beverly Farms	87	80
Total Beverly Sta.	896	859
Total - All Eastern Route Stations	--	2,852

Source: Boston Redevelopment Authority; Transportation-Facts;
1968/69

It is interesting to note in regard to commuter traffic, that the biggest train arrives at the Beverly Farms station (which is but one block from the Branch Library) at 6:07 p.m. The Beverly Farms Branch Library now closes at 6:00 p.m. Branch hours should be changed to enable commuters to take advantage of library services and materials.

Bus service in Beverly is severely limited. There is hourly service between central Beverly (Ellis Square) and the North Beverly Shopping Center, Salem Center, and the North-shore Shopping Center in Peabody. Taxi service is adequate.

The nature of road transportation within Beverly is shown on the following map. . . with the main library and branch indicated by red dots. While neither are located at prime intersections or on arterial streets, parking is a far greater impediment to library use than traffic flow. The main library parking lot (46 spaces) is normally filled with cars driven by students attending North Shore Community College's downtown Beverly branch. For nearly 10 years, one problem after another has prevented the college's long-awaited move from the former Briscoe Junior High School building to an area more accessible to Route 128. Approximately one-half the student body has been moved to temporary quarters near 128. However, the 2,500 students still attend-



ROUTE 128
EST. ADT
19,000

ROUTE 128
EST. ADT
30,000

ROUTE 128
EST. ADT
42,000

EST. ADT SCALE

0-23,000
23,000-37,500
37,500-42,000

ing classes in the downtown area use an estimated 750 parking spaces. The net results are many complaints about parking problems, and a rather heavy library usage during the weekends when the college is not in session.

A plan currently under discussion promises to relieve some of the considerable downtown congestion, especially between 4:30 and 6:00 p.m. The plan involves re-routing traffic coming into Ellis Square such that there are to be three inlets, and five outlets. Currently there are four inlets and four outlets.

DEMOGRAPHIC ANALYSIS

In order to produce an objective statistical profile of a community for which library service is planned, it is important to identify the different parts of the community, and to compare the community as a whole with neighboring cities and towns. Distribution of the following factors are examined in the pages which follow:

1. Population growth history and projections, and population density.
2. Occupational characteristics.
3. Home ownership.
4. Income characteristics.
5. Education characteristics.

Other studies, particularly Berelson's The Library Public, and the work of Bundy* and Evans* have found that people who use libraries conform to the following characteristics:

1. More young people than elderly.
2. More highly educated than less educated.
3. More high income than low income.
4. More professional than clerical workers.
5. More housewives.
6. More who live in close proximity to the library.

The following table shows Beverly's growth over the past 65 years. Growth has slowed rather significantly in the past decade . . . both in comparison to past levels, and in relation to past projections.

*See bibliography

TABLE 3

Population Growth in Beverly, 1910-1975

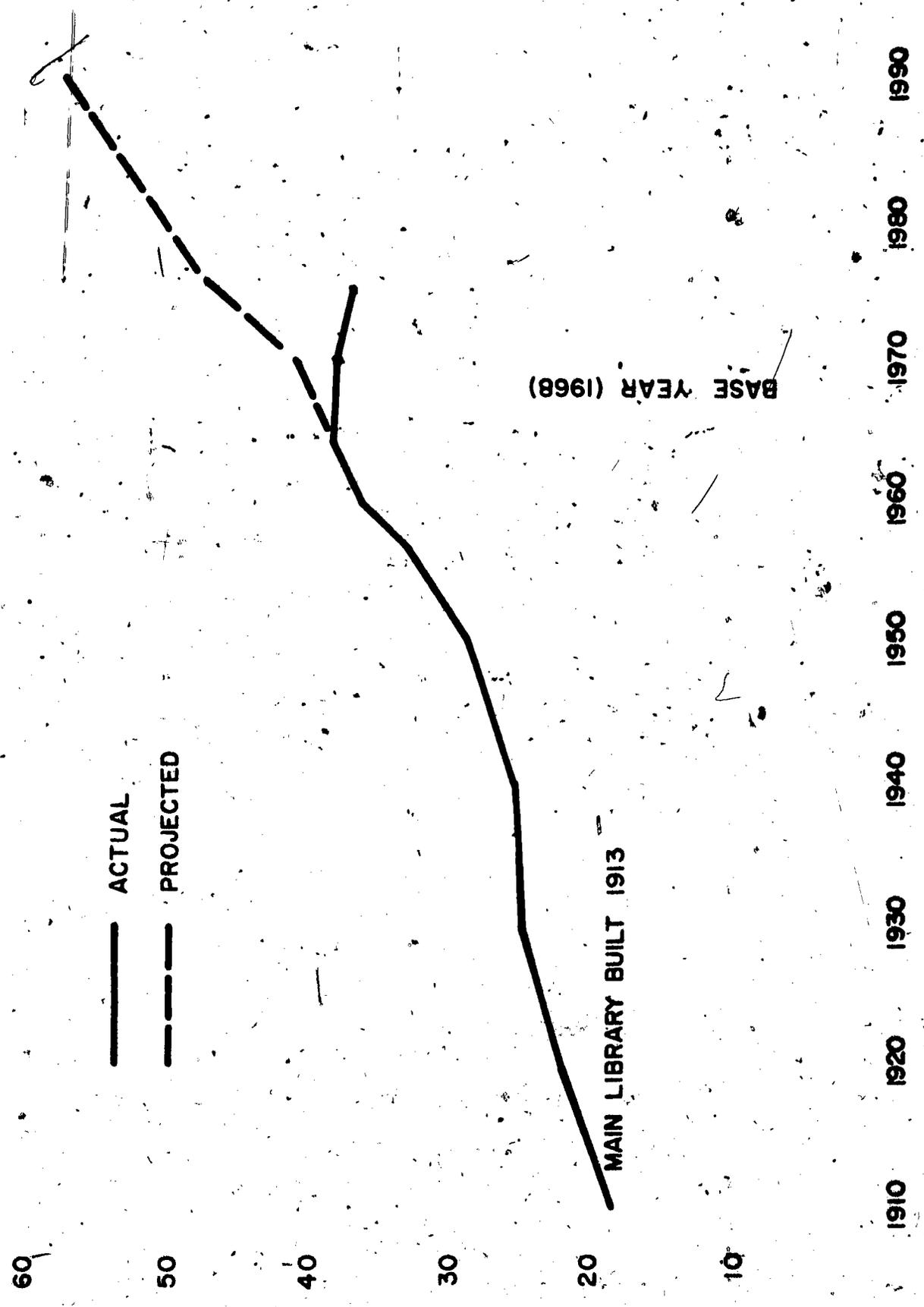
Year	Population.	5-year increase		10-year increase	
		Number	%	Number	%
1910	18,650				
*1915	20,605	1,955	10.5	3,911	21
1920	22,561	1,955	10.5		
*1925	23,823	1,262	5.6	2,525	11.2
1930	25,086	1,262	5.6		
*1935	25,311	225	0.9	451	1.9
1940	25,537	226	0.9		
1945	26,810	273	5.0	3,347	13.1
1950	28,884	2,074	7.7		
1955	31,432	2,548	8.8	7,224	24.7
1960	36,108	4,676	14.9		
1965	38,137	2,029	6.6		
1970	38,348	211	.01	2,240	6.0
1975	37,382	966	.3		

*Interpolated values

Sources: U.S. Census of Population; Education and Training Survey; North Shore Community College, 1967.

The following graph shows this historical pattern, and projects Beverly's growth to 1990 from a 1968 base line. It would appear that the estimate is high, but as the Edwards and Kelcey report notes, this could change virtually overnight with high-density apartment or condominium development along Rte. 128, where there is much available land.

PROJECTED* & ACTUAL POPULATION GROWTH



* EDWARDS & KELCEY, INC.



The following table shows that relative to selected other North Shore communities, Beverly's growth rate between 1960 and 1970 of 6.2% is lower than the North Shore average of 10.3%. From 1970 to 1975, the population actually declined 3%, from 38,348 to 37,382..

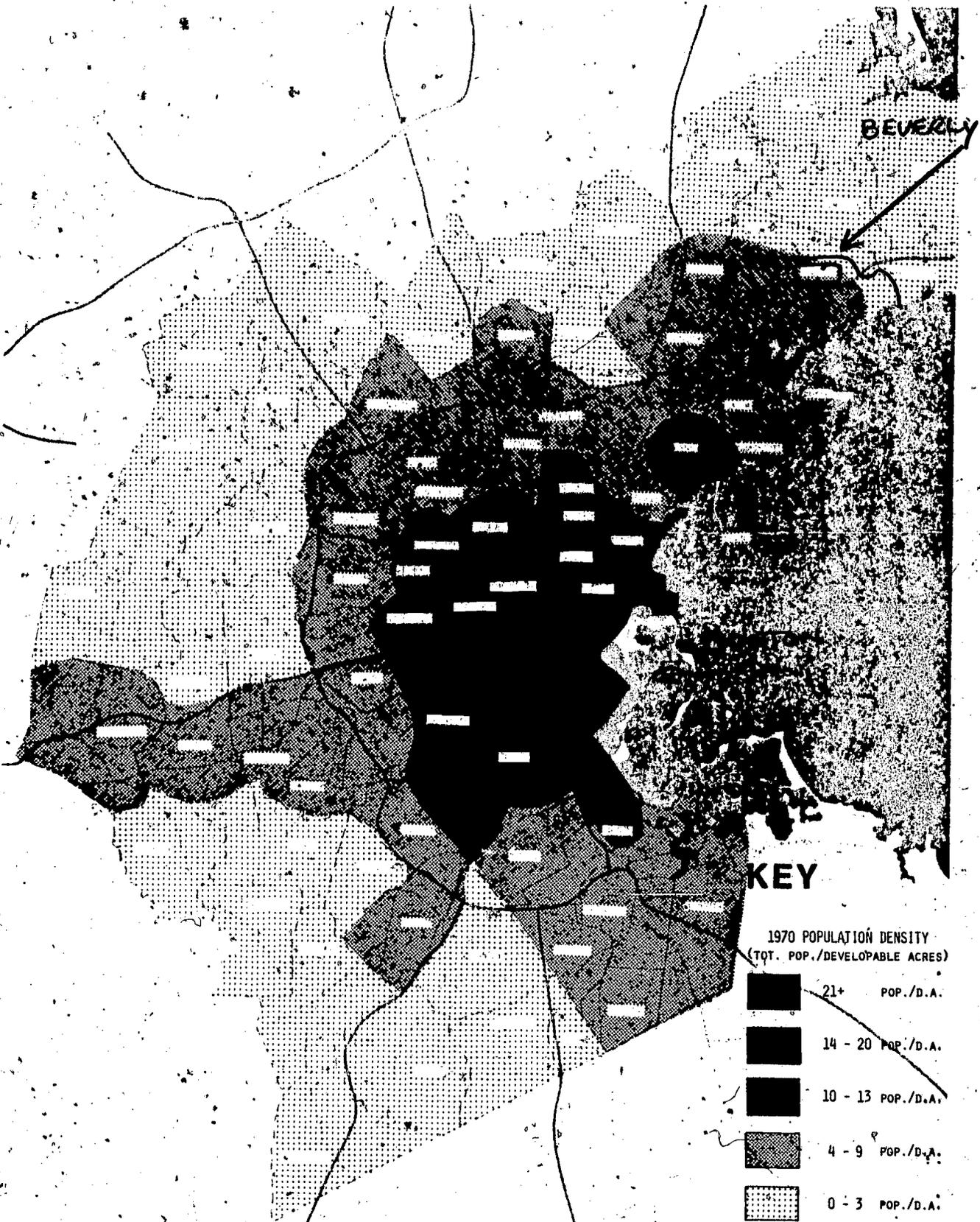
TABLE 4.
Population Change: 1960-1975

	1960*	1970*	% change	1975**	% change
Beverly	36,108	38,348	+ 6.2%	37,382	-2.5%
Danvers	21,926	26,151	+19.3	25,007	-4
Marblehead	18,521	21,295	+15.0	21,574	+1
Peabody	32,202	48,080	+49.3	45,503	-5
Salem	39,211	40,556	+ 3.4	38,545	-5

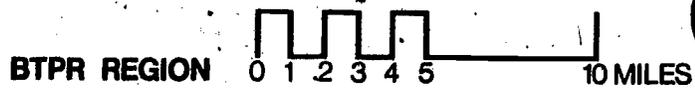
*U.S. Census

**Massachusetts Census

Regional population density is shown by the following map. Beverly is on the outer fringe of the Boston Metropolitan area.



1970-REGIONAL POPULATION DENSITY



Growth of the various neighborhoods within Beverly is primarily a function of available land, land cost, and zoning. As the following pages show, the greatest net growth is anticipated in "North Beverly", an area with much development potential and easy access to Rte. 128. Together with the average educational level, income level and existing library usage, this makes North Beverly a good consideration for a future branch site.

TABLE 5

Beverly Neighborhood Population: 1968 - 1990*

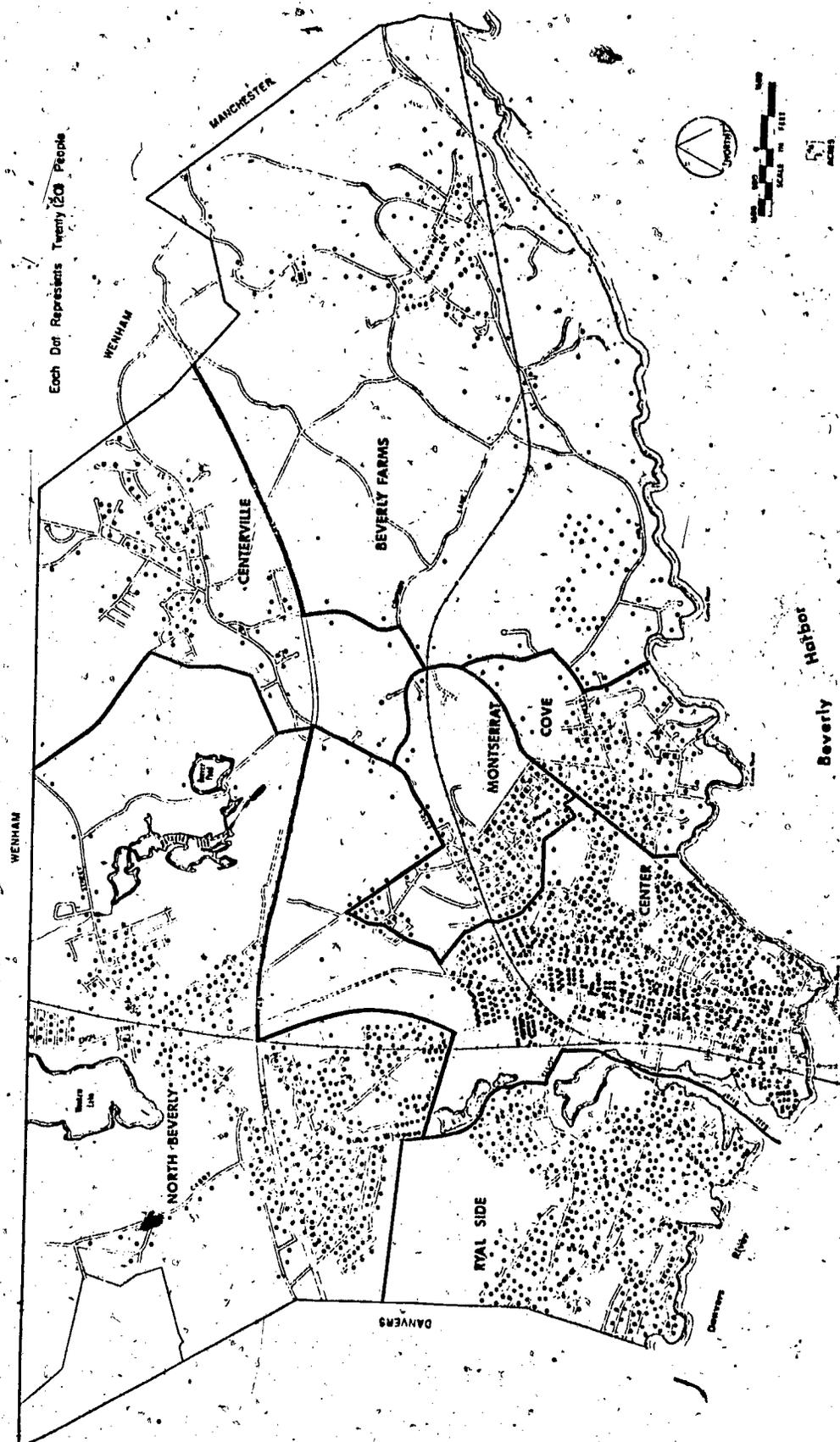
Neighborhood	Estimated 1968 Population*	Estimated Addt'l. Population: 1968 - 1990	Estimated 1990 Population	% Increase 1968 - 1990
Beverly Farms	3,500	4,600 ^a	8,100	131.4
Centerville	1,645	2,000	3,645	121.5
North Beverly	7,830	7,300	15,130	93.2
Montserrat	2,545	350	2,895	13.8
Ryal Side	7,560	900	8,460	11.9
Cove	2,430	250	2,680	10.2
Center	14,490	2,400	16,890	16.6
TOTALS	40,000	17,800	57,800	

1968 dwelling unit distribution x 39,160 (base population)

a. Includes Endicott College enrollment of 840

*Edwards and Kelcey

POPULATION DENSITY AND DISTRIBUTION



BEVERLY, MASSACHUSETTS
BEVERLY PLANNING BOARD

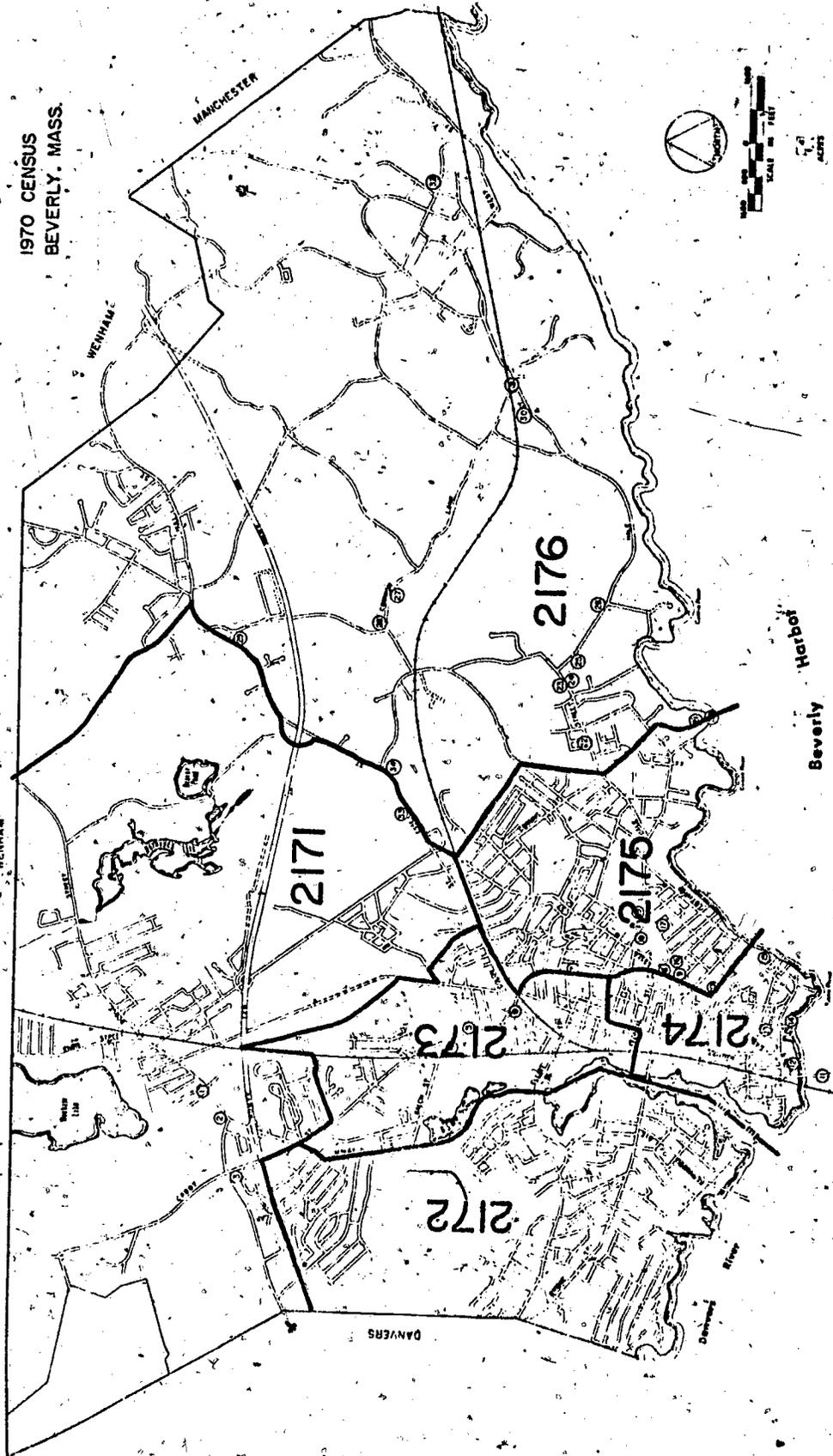
DESIGNED AND DRAWN BY
 GEORGE W. CHAMBERS

The US Census Bureau has established "Census Tracts" within cities and towns which it uses for its statistical analysis. These tracts generally attempt to contain homogeneous neighborhoods of no more than 7,500 people. Beverly contains 6 such census tracts which conform in a rough manner to the following neighborhoods.

<u>TRACT</u>	<u>NEIGHBORHOOD</u>
2171	North-Beverly
2172	Ryal Side
2173	Gloucester Crossing
2174	Cabot/Rantoul St. (CBD)
2175	Cove/Prospect Hill/Lothrop St.
2176	Beverly Farms/Centerville

CENSUS TRACTS

1970 CENSUS
BEVERLY, MASS.



BEVERLY, MASSACHUSETTS

BEVERLY PLANNING BOARD

DESIGNED AND DRAWN BY
CONSULTING ENGINEERS

TRACT 2171

Tract 2171 is generally synonymous with the neighborhood known as "North Beverly". Although North Beverly (as well as the rest of Beverly) is dotted with homes built in the 1700's and 1800's, most of the area is relatively recent development. The most noticeable manifestation of this fact is the amount of "strip development" commercial establishments . . . fast food chains, gas stations, discount shopping centers, etc. However, there is very little blight, and as is seen by the following chart, the area is above average in most categories. Of particular importance is North Beverly's anticipated growth over the coming decades. For, as is seen in page 16 while some sections of Beverly are at maximum density now, North Beverly has a good deal of available land which is likely to be developed. Both adult and juvenile circulation and registration samples have shown that use of the library is quite high, even though North Beverly is farthest from the main library, and to some extent, isolated by Highway 128. If there was money available for another branch library, it would likely be built in North Beverly.

Table 6

	U.S.	Mass.	Beverly	Tract 2171
Median Family Income	\$10,000	\$10,835	\$11,292	\$12,607
% of housing in rental units				18.2%
Median Education of Adult 25 & older	12.2%	12.2%	12.4%	12.5
% of pop. H.S. graduates	55.2	58.2	68.4	74.0
Median family size	3.58	3.62	3.21	3.35
Occupational Characteristics:				
Professional & Managerial	24.71	25.78	28.36	32.33
Sales & clerical	23.62	26.95	27.73	30.98
Skilled workers	30.61	30.71	27.04	21.33
Labor, service, etc.	21.06	16.57	16.87	15.36
Growth Expected according to Edwards & Kelcey Report:	NA	NA	44.5%	93.2%



TRACT 2172

Tract 2172 is generally known as "Ryal Side". While the area is beginning to show some signs of blight, houses are generally in good repair. In almost all areas of statistical measurement, Ryal Side is slightly above the city-wide mean . . . income, education, occupations, etc. It has the lowest percentage of rental units in the city - 14.2%. As is seen on pg.16 on the map showing density, and according to Edwards & Kelcey projections, very little growth is to be expected. Ryal Side is isolated from Beverly proper by the Bass River such that the only links between the two are Elliott St. and Bridge St. Library registration and use (circulation) as is seen later in this report is slightly above the city average.

Table 7

	U.S.	Mass.	Beverly	Tract 2172
Median Family Income:	\$10,000	\$11,835	\$11,292	\$11,581
% of housing in rental units				14.2%
Median education of adult 25 & older	12.2	12.2	12.4	12.5
% of population high school graduates	55.2	58.5	68.4	72.0
Median family size	3.58	3.62	3.21	3.51
Occupational characteristics:				
Prof. & managerial	24.71	25.78	28.36	26.93
Sales & clerical	23.6	27.0	27.7	26.25
Skilled workers	30.6	30.7	27.0	32.06
Labor, Services, etc.	21.0	16.6	16.9	14.77
Growth expected according to Edwards & Kelcey	NA	NA	44.5	11.9 %

TRACT 2173

Except for a small section, tract 2173 is known as "Gloucester Crossing", where the Gloucester branch of the B & M railway crosses Beverly's main thoroughfare - Cabot Street. As is seen by the chart below, this section of the city is below the city average in most of the categories . . . income, education, white-collar jobs, etc. It is high in the percentage of rental units, and includes a growing Puerto Rican community. It is low in use of the library . . . especially the children's department. As our sample shows that this section of the city population is not coming to the library, the library should go to them, especially during the summer-time and perhaps in cooperation with the recreation department which has the necessary "manpower" during the summer.

Table 8

	U.S.	Mass.	Beverly	Tract 2173
Median Family income	\$10,000	\$10,835	\$11,292	\$9,738
% of housing in rental units				50%
Median education of adults 25 & older	12.2	12.2	12.4	12.1
% of population high school graduates	55.2	58.2	68.4	55.2
Median family size	3.58	3.62	3.21	3.34
Occupational characteristics:				
Prof. & Managerial	24.71	25.78	28.36	16.26
Sales & clerical	23.6	27.0	27.7	26.71
Skilled workers	30.6	30.7	27.0	35.02
Labor, service, tc.	21.0	16.6	16.9	22.01
Growth expected according to Edwards & Kelcey	NA	NA	44.5	15.0*

*Estimate from Edwards & Kelcey data.

TRACT 2174

In many respects, tract 2174 is alike tract 2173. It occupies a section of the city which has experienced some blight and has a high percentage of rental housing (65%). Income and educational levels are the lowest in the city. The library should be working closer with the schools in order to accomplish common goals.

Table 9

	U.S.	Mass.	Beverly	Tract 2174
Median family income	\$10,000	\$10,835	\$11,292	\$8,925
% of housing in rental units				65%
Median education of adults 25 & older	12.2	12.2	12.4	11.9
% of population high school graduates	55.2	58.2	68.4	48.7
Median family size	3.58	3.62	3.21	2.66
Occupational characteristics:				
Prof. & managerial	24.71	25.78	28.36	15.35
Sales & clerical	23.6	27.0	27.7	23.33
Skilled workers	30.6	30.7	27.0	40.19
Labor, service, etc.	21.0	16.6	16.9	21.33
Growth expected according to Edwards & Kelcey	NA	NA	44.5	10.0*

*Estimate from Edwards & Kelcey data;

TRACT 2175

As will be seen later in this report, the library's heaviest users live in tract 2175 . . . and for good reason. The library is located in 2175. There are no physical or "man-made" transportation barriers, and a profile of the people who live in the tract closely resemble that of the "traditional library user" - higher income, educational attainment and white-collar occupations. Most of the homes in the tract are well kept, and home values are among the highest in the city.

Table 10

	U.S.	Mass.	Beverly	Tract. 2175
Median family income	\$10,000	\$10,835	\$11,292	\$11,588
% of housing in rental units				34%
Median education of adults 25 and older	12.2	12.2	12.4	12.6
% of population high school graduates	55.2	58.5	68.4	75.8%
Median family size	3.58	3.62	3.21	3.05
Occupational characteristics:				
Prof. & managerial	24.71	25.78	28.36	33.97
Sales & clerical	23.6	27.0	27.7	32.61
Skilled workers	30.6	30.7	27.0	18.92
Labor, service, etc.	21.0	16.6	16.9	14.51
Growth expected according to Edwards & Kelcey	NA	NA	44.5	10 %

*Estimate from Edwards & Kelcey data

8) TRACT 2176

Tract 2176 is made up to three rather distinct communities . . . Centerville, Beverly Farms and Prides Crossing. Centerville is generally a middle class community which has grown up in the past 20 years or so. Its people tend to use the library a good deal, and at one time lobbied for a branch. Prides Crossing is a very exclusive community with its own zip code and stop on the B & M rail-line, but with a population of only 200-300. Beverly Farms is populated by an assortment of tradesmen, professional people who commute to Boston, and families of substantial wealth. There is a small branch located in Beverly Farms, a "branch" which is nonetheless referred to as the "Beverly Farms Library". Homes range from spectacular estates to old but very well kept wooden two-story frame houses.

Table 11

	U.S.	Mass.	Beverly	Tract 2176
Median family income	\$10,000	\$10,835	\$11,292	\$13,332
% of housing in rental units				24%
Median education of adult 25 & older	12.2	12.2	12.4	12.7
% of population high school graduates	55.2	58.5	68.4	75.9
Median family size	3.58	3.62	3.21	3.38
Occupational characteristics:				
Prof. & managerial	24.71	25.78	28.36	42.68
Skilled workers	30.6	30.7	27.0	16.81
Labor, service, etc.	21.0	16.6	16.9	15.95
Sales & clerical	23.6	27.0	27.7	24.56
Growth expected according to Edwards & Keicey	NA	NA	44.5	varies greatly

LOCAL GOVERNMENT

The structure of Beverly's local government was determined in 1895, when its growth necessitated reorganization from a *town* into a *city*. Today, Massachusetts state law permits a local option as regards the city manager vs. strong mayor form of government, and Beverly has chosen the latter. The mayor is elected in odd years by a direct vote of the people for a two-year term. Following inauguration the mayor organizes the board of aldermen into sub-committees (as described below), appoints the city solicitor and assistant solicitor, commissioner of public works; and as vacancies occur, the police chief, fire chief, and members of the various boards and commissions within the city.

The mayor is the chief executive and financial officer. He receives budgetary requests from the various department heads, and after making changes, passes them on to the board of aldermen for final approval. He also serves on the school committee.

The legislative or representative branch of city government is the nine-member board of aldermen who are also elected every two years. One alderman is elected from each of the city's 6 wards, and 3 *at large* aldermen are chosen to represent the entire city. After inauguration, the mayor appoints each of these aldermen-at-large for one-year terms to head the board of aldermen's 3 subcommittees:

1. Public-Safety and Service - oversees police and fire departments, streets, sewers, lighting, etc.
2. Finance and Property - appropriations, bonding, printing, fuel and public property;
3. Legal Affairs and Accounts - claims, ordinances, licenses.

The top vote-getter among the aldermen-at-large becomes Aldermanic President and presides over the twice-monthly meetings of the board of aldermen. The board elects the city clerk, city treasurer, city collector of taxes, city physician, and clerk of committees for two-year terms each; and a member of the board of health, an assessor and an auditor for three-year terms each.

The total City of Beverly budget for fiscal 1975/76 was \$19,735,408.09 and is broken down on page 27.

The tax rate for this period (1975/76) was \$67.50 per \$1,000 of assessed valuation - valuation being at 60% of true value. The total assessed valuation of the city is approximately \$236,300,000. Compared with other cities and towns in the immediate area, and throughout the Commonwealth, Beverly's full value (at 100%) tax rate of \$37.50 is low. This is shown by the table below:

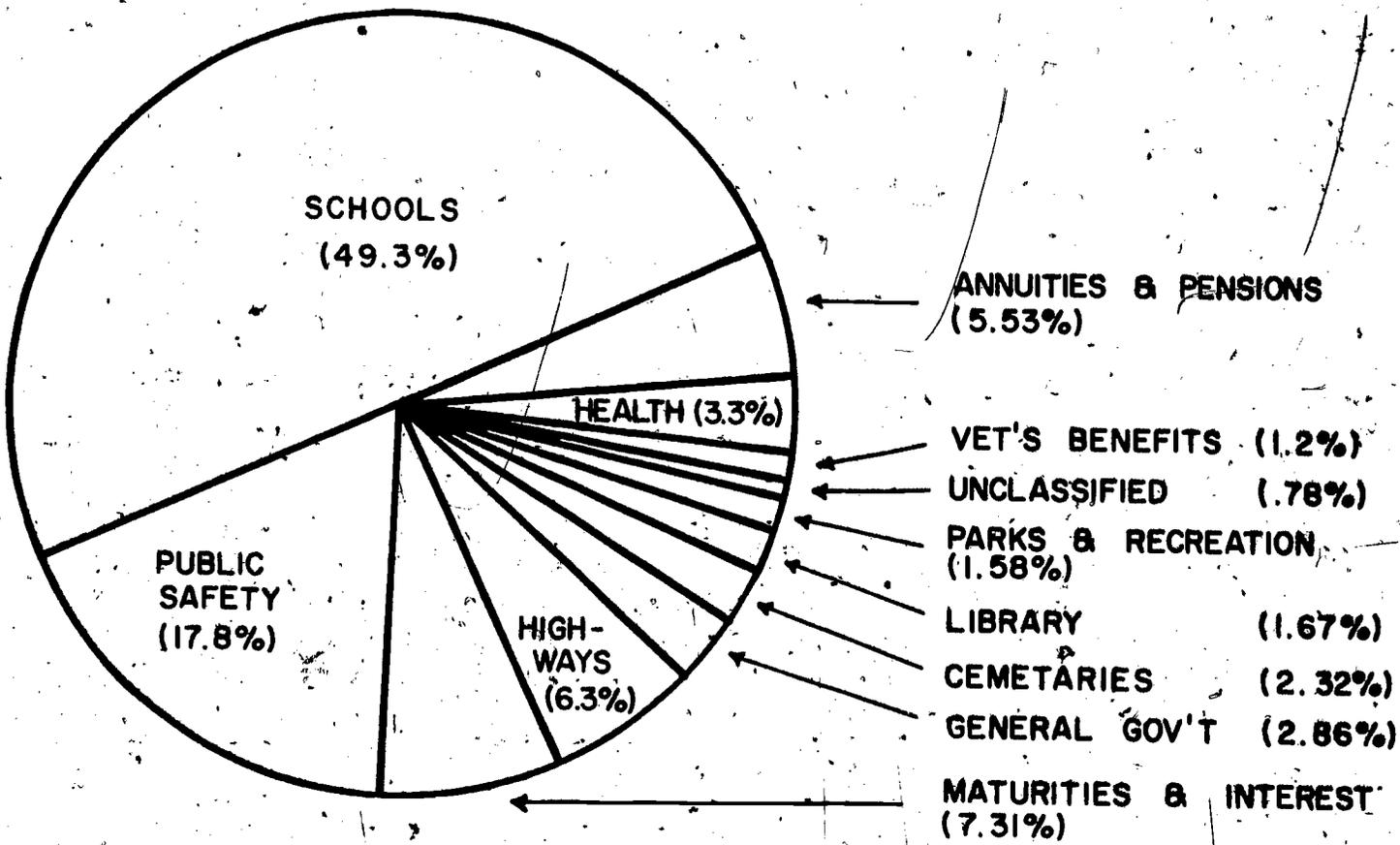
Table 12
Actual Tax Rates

City	1972	1973	1975	1976	FY. 1976 estimated	
					Assessment Ratio	Full Value Rate
Beverly	\$ 63.50	\$ 60.00	\$ 63.60	\$ 67.50	60%	\$40.30
Danvers	51.00	51.00	59.00	67.00	62%	41.50
Peabody	50.90	52.10	56.00	59.00	70%	41.70
Salem	145.30	152.00	152.00	168.90	28%	47.30
Gloucester	60.60	63.00	69.60	80.20	57%	45.70

Generally the information needs of those department heads appointed by the mayor and board of aldermen such as the city auditor, city collector, city treasurer and commissioner of public works are quite specific, and are normally met by a combination of professional associations and state regulatory agencies. Those department heads reporting to boards or commissions (the members of which are appointed by the mayor and approved by the board of aldermen) tend to require professional training and have broader information needs - some of which might be met by the library. These include the director of the recreation department, city planner, director of public health, and housing director. As their responsibilities are more broadly defined, they can benefit from ideas for new programs and services which have proven effective in other communities. Another department head who is a good possibility for library service is the clerk of committees. Members of the board of aldermen serve for a nominal fee, but all have full-time jobs. As a result, the amount of time available to them to research issues is limited. Consequently, the clerk of committees is responsible for being an information source for the board of aldermen. Here is an opportunity for significant library impact.

Reports and studies generated by various city departments and boards most commonly are to be found only at the source or origin. The city clerk is the repository of all papers and

documents which the city is required to maintain by state law, but due to a severe lack of space, keeps little more. The library attempts to acquire copies of all reports and studies, but coverage is uneven. City departments should be required to deposit all reports and studies with the library, so the library could function on the local level as do the Library of Congress and the State Library on the national and state level respectively . . . a clearinghouse for governmental information. Although this idea has been rejected in the past by the Board of Trustees, it should be proposed again, for if the library is to be an effective information source for city government, it must have ready access to reports and studies generated by city government. Further, the library could provide much greater public access to these documents than could city hall.



SOCIAL SERVICE AGENCIES

There are in or near Beverly a dozen or so independent social service agencies. Their objective is to help the community deal with specific social or health problems such as alcoholism, drug abuse or mental illness. Information, referral and counseling are provided on an individual basis usually free of charge. Several are supported in whole or part by the City of Beverly, the state or the Federal government.

In addition, there are two local agencies which try to provide comprehensive information-referral service for all problems. The Cape Ann Council for Children provides information, referral and advocacy for children in need of services. Project Rap provides a hotline crisis drop-in center for drug rehabilitation and counseling for all ages. Both endeavor to act as information-referral centers for any problem. Each has extensive files and respond with information on the correct agency to contact or appropriate action.

At this time, the library should be aware of all the social service agencies available to the community. If possible, some of their community card files should be duplicated for the library's use. The library should co-operate with these agencies in providing this kind of vital information needed by the community.

COMMERCE

Beverly is a mixed residential, manufacturing, commercial, institutional and service organization city. A 1971 survey reported 591 businesses, with manufacturing the largest source of employment (totaling 45.5% of the work force; or 3,792 employed). The three largest companies are the United Shoe Machinery Corp., Varian Associates, and Ventron Corp.. The U.S.M.C., by far the largest employer, is an international firm which has, in the last few years, completely reorganized and, as a result, cut back drastically on its Beverly operations. According to a Chamber of Commerce publication, it has always been felt that the economic health of this city is dependent on the prosperity of this firm to a considerable extent.¹ The work force has, in the past few years, dropped from 2,000 to 1,250. Although the Beverly economy has been effected somewhat, cushions of pension plans, new jobs and unemployment benefits have lessened the impact.

Varian and Ventron are national firms manufacturing electronic power tubes and chemicals, respectively. Ninety manufacturing firms list products as diversified as candy and sheepskins (employing 1 or 2 people), to electronic components, photostating devices, and tungsten filaments.

Most of the industry is concentrated in the high density population area along Rantoul Street which runs parallel to the main retail area of Cabot Street. The outstanding exception is Varian, located near Rte. 128 for easy access from surrounding areas.

Wholesale and retail trade is the second most important activity as measured by employment payrolls. The 1971 figures show 30 wholesale and 216 retail firms employing 2,851 people or 34%. The yellow pages show a Beverly listing for almost any category. The downtown, central shopping area runs several blocks along Cabot Street and through the center of Beverly. There are three shopping plazas in North Beverly, which include chain department stores such as Zayre; chain food stores; restaurants; cleaning establishments, etc. Beverly has many specialty shops catering to the area college students and Beverly Farms has a small shopping area which includes grocery, hardware, clothing, drug and gift stores plus Beverly's only bookstore. If this selection is not sufficient, a 5 minute drive on Rte. 128 (a state highway) reaches two very large shopping plazas, which include branches of large Boston department stores, Sears Roebuck, Lechmere Sales, and Ann & Hope. Finally, Beverly is a Boston suburb, a 35-45 minute trip by car or train.

The combination of the North Beverly and Rte. 128 shopping centers has resulted in a drop in sales for the

downtown shops. Presently, the businessmen of the central business district are involved in the first stages of "Downtown Progress 75", enlisting the aid of the Beverly Community Council, Beverly Improvement Society, Beverly Historical Society, Beverly Redevelopment Authority and others. Their plans include an improvement and revitalization of the downtown area with the aid of Federal, State and local funds.

In addition to the large shopping plazas, the necessity for this project was instigated by 2 other factors: 1. A basic need for refurbishing a somewhat rundown central Business District and 2. a drop in the sales of the stores which can be directly attributed to the establishment of the North Shore Community College (NSCC) in the center of the city. NSCC's students have completely monopolized parking, apparently forcing some businesses to close, being replaced by sandwich, pizza and low-cost eating establishments. Service agencies such as the library and businesses are supportive. Therefore, the Beverly Library, because of its proximity to the downtown area, is also affected and ready to support any workable solution.

Beverly has also been working on the "Harbor Project", a refurbishing of the waterfront to encourage tourism. This area would only be a few blocks from the beginning of downtown shopping, and would include motels, restaurants, a public marina and specialty shops. The business community, naturally, would be highly in favor of any prospect of increasing sales. The project was rejected in 1975. The library is ready to take an advocate role in any city projects by supplying information needed as to what has been done in other communities such as Newburyport and Salem. Supplying city officials with needed materials in other areas also and adding to our book collection in related subjects has already been stated as a goal in our program budget.

Beverly also maintains the Beverly Municipal Airport, with three runways of 3,500; 4,637 and 5,000 feet. Related businesses include several small airlines, flying schools, and an aircraft dealer.

In the past 10 years, industrial jobs in Beverly have decreased, the slack taken up by commerce, service organizations (such as the Beverly Hospital and nursing homes) and colleges and private schools. The Beverly Hospital, which employs 1,000, is the second largest employer in Beverly. There has been an increase in nursing homes and private schools, and local colleges have enlarged their enrollment.

Because of its waterfront location, Beverly has some specialized seasonal industry such as fishing, lobstering, boating marinas and boat building. Also, boasting a good harbor of 18.5 feet at low water, it is able to accommodate

large tankers for chemical and oil storage areas.

Beverly has a daily newspaper (which also prints the New England edition of the Christian Science Monitor) which is an important local business. Other employers are the city and federal government (post office), telephone company, school system (16 schools), two movie theaters, and one summer theater in the round, the North Shore Music Theatre.

The September 1975 figures from the Employment Security Office show a total work force in Beverly of 16,761. The unemployed number is 1,993 people, or 11.9%. "In general, the long-term economic growth potential of the North Shore study area appears low compared to the Boston metropolitan region as a whole. As a result, its share of the total regional growth will continue to decline if past trends are extended into the future. This is partly because of the insularity factors noted above and partly because the North Shore is less strategically located with respect to major distant markets, such as Providence, New York, Albany, and the West, that make other sectors of the Boston region more attractive for economic development."²

The commerce study showed a need for expanded library service to the business community such as reference, business newsletters, periodicals or a community bulletin board. Plans for increasing business reference have begun with a list of current business reference holdings including occupational, consumer, and environmental. A small bulletin board has also been established.

1. Industrial Guide for Beverly, Mass. Beverly Chamber of Commerce, 1975, page 3
2. North Shore Draft Environmental Impact Statement, Commonwealth of Massachusetts, 1972, pages 1-56.

COMMUNICATIONS MEDIA

The Beverly area receives extensive news coverage both locally and from various out-of-town sources. Aside from a variety of newsletters posted municipally by individual clubs and organizations, the major outlets are:

THE BEVERLY TIMES

Daily circulation of approximately 6,200 in Beverly;

Daily circulation of approximately 9,100 in the area, including Hamilton, Wenham, Ipswich, Danvers, Manchester, Essex, Salem, Peabody, Topsfield and Boxford.

Weekly Beverly-related stories reach a potential circulation of 34,000 if the stories are included in the North Shore '75 Magazine, published by the Beverly Times corporation-Essex County Newspapers, Inc. Circulation reaches all of Essex County and lower New Hampshire.

There are two editions of the TIMES, one circulating specifically in the Beverly area; the other in the Danvers-Salem-Peabody area, and containing more emphasis on those towns.

Additionally, the Beverly Times' building houses the press facilities for the Essex County Newspaper Corporation, which publishes (regularly) the Gloucester Daily Times, The Newburyport Daily News, The Peabody Times; several southern New Hampshire Weeklies; The Manchester Cricket; The Christian Science Monitor Northeast edition; tabloids for area advertisers like shopping malls; various "free lance" club journals like the Elks' News; and more.

The computerized printing systems of the Beverly Times are newly-installed at high cost, and integrate elements of several computer companies who lead the field in off-set printing processes.

THE SALEM EVENING NEWS

Daily circulation of approximately 4,760 in Beverly.

Daily circulation of approximately 33,800 in the area, including 20 cities and towns in most of the county.

Beverly-related news stories are featured on a special Beverly page which often expands to two or three pages. Items considered greatly important also get play on Page One.

NORTH SHORE WEEKLIES

Total circulation of approximately 29,000 on a weekly basis in all Essex County.

The Weeklies are published for Amesbury, Danvers, Ipswich, Marblehead, Hamilton and Wenham. They each contain a "B" section which features county-wide news, and specific features of local origin thought to be interesting enough for inclusion county-wide. Beverly is into this category. The nearest outlet for the Weeklies are in Danvers (circulation 8,700), Hamilton, Wenham and Marblehead.

WMLO Radio, Beverly
WESX Radio, Salem
WLYN AM and FM, Lynn

The local radio stations are all "middle-of-the-road" formats, including so-called talk shows, news and special affairs programming, music shows, ethnic hours, etc. All command a sizeable listening audience in the morning hours, but lose out to Boston-based stations during the afternoon and evening hours. The advertisers number over 200 or 300 locally.

There are no accurate rating figures for WESX and WMLO because the stations do not employ rating services, and only make infrequent telephone surveys.

Advertising and publicity time for public agencies like the library is free under the guise of Public Service Announcements (PSA) and occasional appearances by representatives on the so-called "Talk Shows".

The transmitting radii include an approximate 10-20 mile ring around Beverly and Salem. WLYN dents the Boston listening radius.

OTHER SOURCES

There are no Cable Television Stations in Beverly, and movement in that direction is barely past the talking stage in local and state-wide agencies.

Beverly is easily serviced, however, by Boston television stations WNAC, WBZ, WCVB, and WGBH (all VHF stations); WSBK and WLVI (UHF stations). Reception is also occasionally good for stations in New Hampshire (WMUR), Worcester (Channel 27) and Rhode Island (WPRI, WJAR, WTEV).**

Most Boston-area radio stations reach into Beverly, both on the AM and FM bands. Among them, WEEI-AM is the only 24-hours-a-day radio station featuring a staff large enough to

**WNAC is a CBS affiliate; WBZ is an NBC affiliate; WCVB is an ABC affiliate; WGBH is a NET affiliate and the only VHF station offering educational television programs of Boston origin.

provide continual suburban coverage, including Beverly. All the TV and Radio stations, however, regularly send staff out to do suburban reporting.

Uniquely, Beverly Airport serves as the base for the helicopter and airplane pilots who do the morning and evening traffic reports for WBZ, WHDH, WEEI, and WRKO Radio stations. It is the closest airport to Boston for the pilots, and their transmitting facilities easily make the jump from Beverly to Boston receivers.

Other newspapers - including the Boston Globe, Boston Herald American, Phoenix, Real Paper, Sunday papers, and others - are distributed to homes, sidewalk cases, and stores by agencies like the North Shore News Company of Lynn, and Oceanside News Agency of Magnolia. However, because of the private competitive nature of the businesses, neither will divulge their circulation figures. Easily 30% of homeowners in Beverly, however, receive the Globe or Herald American on a daily, delivered basis. And most drug stores and supermarkets feature the Boston publications.

The LYNN SUNDAY POST is the only local county Sunday newspaper that has the capability of covering Beverly should weekend news arise. It is distributed in the greater Lynn area, and includes Salem and Beverly.

Radio and television stations are obligated by F.C.C. regulations to offer broadcast time for community service announcements, and must offer community service programming which meets the needs of their listening/viewing audiences. Newspapers have a vested interest in the printed media and are mindful of the fact that they share many common goals with libraries. The library should mount an organized public relations/community information campaign to take advantage of these facts. This campaign should be directed at the prime audiences of the respective media. For example, daytime radio's prime listeners are in many cases homebound. Promoting in-library film showing to homebound people is likely to have limited results.

EDUCATIONAL INSTITUTIONS

There are 14 nursery schools and day care centers in Beverly licensed for 730 children. They vary greatly in facilities, staff and cost, but few have more than a small number of books for either children or teachers. During the 1974-75 school year, the library ran a trial program to serve these nursery schools. Three copies of approximately 150 "recommended" children's titles were purchased, and formed the basis for a delivery program. Every two weeks 10 books were delivered to each school by the book-mobile. Circulation records were minimized in an effort to make the program "hassle-free". The program was very well received and will be re-instituted as soon as staff and funds allow.

The Beverly Public Schools include 13 elementary; 2 junior high; and a centrally-located modern high school/vocational school. The total enrollment on October 1, 1975, was 7,921, a drop from 8,176 in October of 1974, and forecasting a projected enrollment drop in 1976.

The school age population is extremely mobile. School Department personnel have indicated that some years ago an attempt was made to project enrollment by charting live births at Beverly Hospital from birth through school. However, when 40-45% of those born in Beverly Hospital did not enroll in the first grade, the plan was dropped.

The lower national birth rate is causing smaller class sizes. In point of fact, the 1975 enrollment was lower than 1974 enrollment in all but the Edwards Elementary School and the Patten Trade School. On the surface, this drop would potentially free up a classroom library in those schools where the library is currently in a hall or coat closet. However, the increasing number of "floating specialists" (reading, math, learning disabilities, et al) make this unlikely because these teachers need operating space.

The inadequacy of Beverly's school libraries is shown in the following chart:

Table 13

School	# pupils	#volumes	vol./ pupil	Min. # vol. ALA Stand.*	1975-76 Budget**
Ayers/Ryal Side	292	2,457	8	5,840	\$1,006
Beadle (Washington)	375	3,126	8	7,500	1,215
Brown	214	1,912	9	4,280	640
Centerville	268	2,853	11	5,360	969
Cove	266	2,310	9	5,320	901
Edwards	339	1,951	6	6,780	778
Farms	155	1,597	10	3,100	556
Hannah	369	2,433	7	7,380	944
Hardie	361	2,363	6	7,220	972
McKay	324	2,403	7	6,480	1,330
North Beverly	275	2,672	10	5,500	951
Prospect	189	1,898	10	3,780	682
Upton	415	2,954	7	8,300	1,004
Briscoe Jr. High	1,144	6,000	5	22,800	5,208
Memorial Jr. High	865	6,000	7	17,300	4,685
High School/Patten-Vocational	2,060	9,000	4	41,200	8,812
					\$30,989

*1972 ALA/NEA Standards for School Media Programs, recommend 6,000 - 10,000 volumes, or 20 volumes per student, whichever is greater.

**Total, Beverly Municipal appropriation and E.S.E.A. Title II

A professional librarian co-ordinates the elementary school library program, with the assistance of 100 volunteers, who 'woman' the libraries. There is a professional librarian at each of the 2 junior high schools, and 2 professionals at the high school. At most, the libraries are open during school hours only. Several years ago the high school library was opened during the evening on a trial basis, but saw very little use.

Table 14

A new school building program is not foreseen except for the possibility of replacing and consolidating several smaller/older schools due to their inadequate facilities and high administrative costs. However, in a time of high building costs and high taxes, this also seems unlikely. The following chart shows some of these elements:

School	1975 enrollment	year built	no. of classrooms
Ayers/Ryal Side	292	1961	12
Beadle (Washington)	375	1910	13
Brown	214	1920	10
Centerville	268	1965	12
Cove	266	1956	12
Edwards	339	1912	14
Farms	155	1903	8
Hannah	369	1969	14
Hardie	361	1898	12
McKay	324	1905	12
North Beverly	275	1957	12
Prospect	189	1895	8
Upton	415	1919	16
Briscoe Jr. High	1,144	1923	60
Memorial Jr. High	865	1954	35
High School/Patten Voc.	2,060	1965	86

The fact that nine of Beverly's sixteen school buildings were built before 1925 bodes ill for the possibility of an addition to the main library building. While Beverly's school buildings have problems, they are in better condition than most in the surrounding area. However, the following chart shows that Beverly's per-pupil expenditure is well below the state average.

Table 15
Per Pupil Expenditure, Year Ending June 30, 1974*
For Ten Comparable North Shore Communities

REGULAR CLASSES

Rank	City	1973-74	Below State Average
1	Marblehead	\$1,217.79	—
2	Melrose	1,167.57	—
3	Salem	1,159.06	—
4	Andover	1,153.50	—
5	Wakefield	1,125.14	—
6	Danvers	1,110.30	—
—	State Average	1,102.88	—
7	Lynn	1,076.79	-\$ 26.09
8	Peabody	1,076.69	- 26.19
9	Gloucester	1,020.50	- 82.38
10	Beverly	939.76	- 163.12

AVG. Ten North Shore Communities - \$1,104.71

*Source: Massachusetts Department of Education - latest publication

Table 16

VOCATIONAL

	City	1973-74	Below State Average
1	Marblehead	\$1,206.18	—
2	Salem	1,165.69	—
3	Wakefield	1,163.75	—
4	Melrose	1,158.73	—
5	Andover	1,158.62	—
6	Lynn	1,123.43	—
—	State Average	1,129.28	—
7	Danvers	1,110.70	-\$ 18.58
8	Peabody	1,090.61	- 38.67
9	Gloucester	1,032.05	- 97.23
10	Beverly	960.64	- 168.64

AVG., Ten North Shore Communities - \$1,117.04

The number of graduating seniors who go on to some form of training or higher education is partially indicative of the kind of community in which they were raised. The following statistical analysis* shows Beverly High's graduating classes over the last five years:

	Table 17				
	1971	1972	1973	1974	1975
Total attending advanced education	70.1%	62.3%	63.3%	61.0%	63.9%
Waiting to hear from school applications	0	0.2	0.8	3.7	4.7
Total attending 4-yr. colleges	34.1	31.2	33.4	35.6	32.7
Total attending junior colleges	24.4	21.0	19.0	16.0	21.3
Total attending nursing schools	3.6	3.1	3.7	2.2	0.9
Total attending business & technical schools	7.8	6.6	6.4	6.5	8.8
Total attending preparatory schools	0.2	0.2	0.8	0.7	0.2
Total planning on enlistment	2.1	2.4	1.9	2.4	3.4
Total who have jobs	13.8	16.7	20.2	18.7	16.6
Total looking for work	10.0	13.1	12.0	10.6	7.9
Total undecided	4.0	5.5	1.8	3.6	3.5

*Source: Beverly Public Schools, Guidance Dept., 1975.

The percentage of 1975 graduating seniors from surrounding communities who went on to some form of high education:

1. Marblehead 78%
2. Danvers. 70%
3. Peabody. 66%
4. Beverly. 64%
5. Salem. 61%
6. Ipswich. 56%

Beverly is just a shade below the above average of 66% and somewhat below the state average.

The Beverly Schools' adult evening program is well received by the community . . . current enrollment is 2,645. Classes fall into three distinct categories, ranked below in the order of their popularity:

1. Crafts
2. Academic (some with H.S. credit)
3. Industrial (similar to apprenticeship training in metal working, carpentry, etc.)

These statistics, especially when coupled with the success of the community college movement, indicate a need for such programs. However, the library should, with few exceptions, limit its involvement in continuing education programs to supplying the necessary books, magazines, audio-visual support, and meeting space. The library should not attempt to provide teachers or issue credits.

There are 2 parochial grammar schools in Beverly - St. Mary's with an enrollment of 139 and St. John's with an enrollment of 205. In addition, there are 2 grammar schools for children with special problems. The Beverly School for the Deaf has an enrollment of 95, and Landmark School (for children with learning disabilities), which enjoys a wide reputation as a leader in this field. The latter has approximately 250 students and 113 teachers. Shore Country Day School with 403 students, sends many of its students on to Prep schools, and, as such, is generally geared toward a wealthier clientele.

Higher educational institutions of all types abound in the Boston Metropolitan Area . . . Harvard, Brandeis, Tufts, Boston University, Simmons, MIT, Boston College, etc. This fact has two important implications for public libraries in the area: First, the presence of these colleges and universities has caused many industrial and technological firms to locate in the Boston area, especially on the Route 128 beltway around the city, in order to take advantage of the available technical and scholarly professional expertise. Polaroid, GE, Sylvania and Honeywell to name a few are all in the immediate area. These firms' managerial and technical personnel tend to live in communities such as Beverly, and being well educated, make heavy demands on their local public libraries. Second, many students commute to Boston for classes while living at home - and tend to use their hometown public library whenever possible.

There are two higher educational institutions actually within Beverly - North Shore Community College and Endicott College. The former is part of the Commonwealth's extensive two-year college system, and enrolls approximately 4,500 students in both the continuing education program (non-credit) and in the Associates Degree (credit) program. The continuing education program offers self-enrichment classes ranging from art history to Zen Buddhism. The Associates degree is offered for a number of terminal technical programs such as police and fire science, physical therapy, etc., and for a two-year liberal arts curriculum from which many students transfer to four-year institutions. Endicott College is a two-year private women's school with a current enrollment of 750. As tuition charges are rather high, it tends to attract wealthier students who major in either terminal programs or who transfer to four-year colleges or universities.

With the advent of state-wide borrowing, students from both institutions have drawn heavily on Beverly's Public Library. Being only 10 years old, North Shore Community College's holdings in the humanities and liberal arts are rather shallow. However, their materials on nursing and other technical subjects supplement our collection. Endicott's library contains 46,000 volumes and their 750 students also use the public library.

CHURCHES

Beverly has 21 churches with almost every denomination represented. Those few missing are in neighboring cities, and by the same token, some of the Beverly churches encompass surrounding smaller towns such as Wenham and Hamilton. The congregations range in size from 20 or 30 to as much as 10,000. Roman Catholic is the dominant religion, with four churches scattered throughout the city, all of which rank with the largest-sized parishes. Other denominations with multiple churches are Congregational (3) Baptist (2), and Episcopal (2). These 3, plus the Jewish Temple, constitute the largest religious parishes.

The most outstanding feature of these churches (large and small) is that they are very busy. They offer Beverly citizens a very wide range of religious services, study groups, Sunday schools, etc., for every age group. Many programs are ecumenical. In addition, an even wider range of social activities is available. The list is long: day care centers, kindergartens, Girl Scouts, Cub Scouts, Boy Scouts, basketball leagues, volleyball leagues, craft groups, camping groups, square dancing, couples clubs, women's and men's clubs, junior and senior high social groups, young mother's groups, service groups, beano, etc. Annually, many churches run extensive fund-raising fairs which are very well attended.

All churches have meeting rooms available to the public, in most cases for a small fee. Some have gyms for sports activities. With few exceptions, libraries are maintained. They range in size and scope, but are naturally religious-oriented. Only a very few are catalogued. Almost all are open to the public, but availability is limited because some churches are closed many hours during the day.

Church activity showed there is very little need for library programming in some areas. However, cooperation between churches and the library, especially in the area of research for ministers and a knowledge of church library holdings would be beneficial to both.

CLUBS AND ORGANIZATIONS

Beverly has a long list of organizations and groups indicating a city of "joiners" with many diversified interests. This wide variety of activities can be divided into the following groups, with examples:

Business -- Chamber of Commerce, Beverly Board of Fire Underwriters.

Church -- Beverly Ministers Association, Knights of Columbus.

Civic & Governmental -- Beverly Community Council, Beverly Redevelopment Authority, Democratic and Republican City Committee.

Education -- Principals and Teachers Associations, Parent-Teacher Organizations.

Ethnic -- Italian Community Club, Franco-American Club, Improved Order of Red Men.

Historical -- Balch Associates, Beverly Historical Society.

Hobby -- Beverly Color-Photo Club, Coin Club, Garden Club.

Labor Organizations -- Beverly Firefighters, Post Office Workers, United Electrical Radio & Machine Workers of America.

Patriotic -- American Legion, Veterans of Foreign Wars.

Service -- Rotary, Lions, Kiwanis.

Social -- Beverly Mother's Club, Centerville Improvement Association, Dodge Association, Beverly Elderly Associates, Cove Community Center.

Sports -- Bass Haven Yacht Club, Folly Hill Country Club, Jubilee Yacht Club, Sports Club, Beverly Track Boosters.

Beverly also has 2 very active Scout Councils and a 4-H group.

Many clubs have their own meeting places; some meet in private homes, or rent rooms or halls for larger meetings.

The Beverly Library is now in the process of compiling an active organization file. Questionnaire returns are

starting to come in. The League of Women Voters has expressed much interest in the project and feels access to the file would be most valuable.

Some of the clubs already use the library's film collection and on occasion the meeting room.

There is obviously a large area wherein the library could directly approach these organizations and offer its services. Also, many clubs would have as their members some of the "opinion leaders" of the city and perhaps be a valuable source of support for the library. Programming could work cooperatively with clubs and would be a good source of audiences. Book lists, films available, the community bulletin board and availability of a meeting room could be supplied.

CULTURAL ACTIVITIES

Beverly is only 18 miles and 45 minutes from Boston - one of the country's largest cultural centers offering the best in music, art and theatre. Boston has its own world-renowned symphony, opera and art museum. All activities are heavily advertised in the print and broadcast media both in Boston and on the North Shore. It appears that most local residents interested in the arts support those cultural activities in both Greater Boston and the North Shore.

In Beverly, only three cultural organizations could be identified: (1) The Guild of Beverly Artists - a group of local artists who promote art through free lessons and exhibits; (2) Beverly Commoners - a small amateur theatre group who perform at the Commons Apts. yearly in January; (3) The Men's Singing Group - 42 men from all over the North Shore with a common interest in music. The non-existence of more cultural groups supports the idea that Beverly people join groups elsewhere on the North Shore, or travel to Boston.

The main cultural activity in Beverly is the investigation and preservation of the city's historical past. The community is actively interested in it's early history, and in preserving it's homes, artifacts and manuscripts. The library's collection in local history and preservation methods should be expanded and promoted to better serve this interest.

It is noteworthy that Beverly has five historical organizations with over 500 people involved. Some citizens feel there are too many historic societies in Beverly, and object to the fact that some have no central meeting place or phone number. To help alleviate this problem, the library should maintain a complete information file on each organization (members, projects, etc.) Co-ordination between agencies would be facilitated by this information. In addition, each organization should receive a yearly bibliography of new materials collected by the library in the community development and local history areas.

While there are as many as five separate organizations, each has their own goals and purposes. The Beverly Historical commission, was established in 1967 by Massachusetts general law. Beverly was one of the first cities to comply with the law establishing historic commissions in practically every city throughout the state. The Commission's



job is to complete an inventory of the city's past by investigating and preserving existing historical materials. These programs have included the establishment of the historical trail; placing signs on Beverly's historic buildings and a study of Beverly's graveyards.

The mayor has also appointed a 30-member Bicentennial Commission. Since 1972, when the committee was established, the following projects have been completed: (1) headquarters have been set up in downtown Beverly where information and souvenirs are available; (2) Appropriate ceremonies arranged throughout 1975 for historical celebrations; (3) Bicentennial carnival; and (4) beautification day. One of 1976's first projects will be the release of the published Beverly history to the public schools as part of a Bicentennial school curriculum project.

The Historic District Commission was established by city ordinance in 1971. It is designed as a watchdog agency to retain and promote the historical significance of the area bordering Beverly's waterfront which was designated a "historic district" in 1971 and is cited in the National Register of Historic Places as a national landmark. Known as Fish Flake Hill, it is located off Cabot Street between Stone, Bartlett and Water Streets.

The city also has a Historic Development Foundation, Inc. Founded in 1960, the independent non-profit foundation and its 100 members have been working to preserve city houses and restoring artifacts dating from the 1700's and 1800's.

Finally, the city has an Historical Society. The 400-member group was founded in 1891 and is a non-profit organization entirely maintained and supported by dues, donations and gifts. Offices, a research library and display rooms are open Wednesday, Thursday and Friday from 10 a.m. to 4 p.m. in historic Cabot House. There are 10 period and display rooms furnished mostly in excellent 18th century antiques. The library shelves over 5,000 books and manuscripts detailing Beverly genealogies and local history. The Society also has amongst its possessions, shipping records which are second to none, and one of the largest collections of Revolutionary war documents in the country.

Two other historical houses come under the Society's domain - Hale House and Balch House. Balch House is one of the 6 oldest houses in the United States with a written record. The Balch House Associates, an organization formed in 1950 to raise funds for maintenance, has over 600 members from all over the country. Both houses contain many interesting exhibits and are open to visitors.



Despite the many historical sites in Beverly, not many people outside the city know they exist: fewer than 700 tourists visited the Balch House last year while close to 300,000 visitors registered at the House of Seven Gables.

Tourism seems to be a major problem in Beverly. History is big business in Massachusetts and Beverly doesn't seem to be able to cash in on it. Part of the present problem may be lack of promotion and advertising revenue. Others feel that the historic sites lack significant interest, that the city is not exactly picturesque, and that the beaches are only "adequate". It's not easy for Beverly being situated next to "citadels" of tourism - Salem, the picture-perfect Marblehead, or the beach-beautiful Ipswich.

ENTERTAINMENT

There exists in Beverly the expected in entertainment: movies houses beano games, restaurant and social club dances. Many neighborhood bars are located in the Rantoul Street area and most restaurants have large cocktail lounges.

But there is also the unexpected, the unique. North Shore Music Theatre - a drama and art center - features entertaining theatre in the round for both adults and children during the summer season, featuring musicals and comedies with summer circuit stars. A new restaurant is also attached to the theatre.

From March to November, Sandy's Jazz Revival headlines such jazz greats as Buddy Rich, Dizzy Gillespie and Charlie Bird. Sandy's is open from 8:30 to 1:00 and serves alcoholic beverages. Both the North Shore Music Theatre and Sandy's attract a large Greater Boston and North Shore audience.

The city also provides musical entertainment with Sunday night concerts in Lynch Park during the summer. Rock and other concert bands are featured.

The library should keep these activities in mind when creating summer book displays. All local entertainment events should be included on the library community calender.

Other than the few activities mentioned above, people either entertain in their homes or travel to Salem, Gloucester or Boston. Beverly is more of a residential area than an entertainment center. Activities center around the home, church, apartment complex or social club.

RECREATION

"Active recreation" is of ever-increasing interest to the people of Beverly. Recreation is multi-faceted and multi-leveled -- schools, the city, commercial enterprises, and voluntary agencies all provide programs for people of all ages and interests. There is no one agency presently keeping track of all programming (hours, fees, eligibility, etc.). This might be an area where the library could be useful:

- (a) Brochures on recreational programs
(especially helpful to new residents),
- (b) Referral Service,
- (c) Calendar of weekly, seasonal events.

Given a total population of 38,348, and assuming that many individuals participate in more than one program, it is still reasonable to conclude that as many as 22,400 (58%) people participate in one or more units of programming in the community during the year.

The following pages attempt to explain who is involved in recreational activities, where, and when.

A. Schools and Recreation

The Beverly school system has accepted two definite responsibilities in providing recreation: (1) Integrating its resources and facilities with the community, and (2) Operating an adequate recreation program as an essential part of the educational program.

As the major tax-supported agency in the city, it is incumbent that the public school system and the department of recreation be close allies, especially in the use and control of public facilities. Joint use of facilities heightens the efficiency of each, with the lowest cost to the taxpayer. For example, the athletic complex of the new high school provides a fieldhouse, assorted playing fields, gymnasium and baseball diamond for both. Additional gyms are available in the junior highs, and 6 of the 13 elementary schools.

Over \$183,000 was spent in 1974-75 for the public schools' physical education and athletic program, representing 2% of the total budget, or \$23.00 per student. (In comparison the city spends \$3.92 per student for school library facilities.) With this money, the school system provides physical education instruction twice a week for every student.

New sport programs which have appeared in the last few years include soccer, lacrosse, and gymnastics. Traditional favorites like football, basketball, hockey and baseball

bring in a small profit used in part to finance these activities. In building a collection for young adults the library should keep these subject areas in mind.

B. Non-profit agencies

Certain groups and individuals have special needs in a community -- social, physical, or cultural -- which influence and create voluntary agencies for special services. The largest of these voluntary non-profit agencies is the YMCA. An organization open to all men, women and children, Beverly's Y, the second largest in the area, has fees among the smallest.

First and foremost, the YMCA is an educational institution whose educational philosophy and the ideas they support are a part of all their activities. The five professional and 90 part-time staff members provide a variety of programming, the most popular being physical fitness (over 1,800 women are involved in exercise programs). The summer program includes day camp, trailblazers, bicycle trips, and the family outdoor center -- a 24-acre camp grounds with recreational facilities in Beverly. New programs include tennis lessons, a ski club for 100 youths, and many new family activities.

The other non-profit agencies include the scouts, many organized league groups (Little League, etc.), the Salvation Army, church groups and a drum and bugle corps. Most serve youth from 7 to 16 and are athletic and/or activity-oriented. In total, about 10,000 residents are involved in at least one of these organizations. Some are members of several.

Since there exists already a wide range of recreational programming, the library should support these groups with film catalogs, book-lists and joint programming. A unique opportunity exists for a real co-operative effort for the benefit of all community members.

C. Commercial Recreation Resources

Capitalizing on the universal urge for recreation, commercial agencies have built up a recreation business in Beverly that totals thousands of dollars per year. This development also testifies, in part, to the inadequacy of present facilities afforded by the public and non-profit agencies purporting to serve leisure needs.

For the commercial venture, interest must be pitched at a level to which the largest possible number can respond, and the ventures often become an index to tastes and values of community life. The forms of recreation paid for become clues to existing cultures. The library should be aware of these interests when building a meaningful book collection.

In Beverly, the major commercial agencies focus on tennis and aquatic sports. There are over 1,350 people enrolled in tennis clubs and there are 3 separate yacht clubs in the area. A golf course is part of a country club with a membership of 500. The city also contains a bowling alley, an ice arena, dancing studios, and an indoor scuba-diving facility. Because all these activities require money the membership is often older than that of the non-profit agencies.

D. Regional Recreation Resources

In its report, the Outdoor Recreation Resources Review Commission noted that family recreation occurs within a 25-mile radius of one's home. Within this stated area a variety of resources exist around Beverly.

Essex County extends northward from Boston to the New Hampshire state line. The coastal part of the county is known as the North Shore -- a shoreline of great variety and beauty, combining beaches, salt marshes, and rocky coastline. Inland, the gentle rolling hill country abounds with farms, valleys and woodland. The North Shore, especially off Cape Ann and Plum Island, is one of the best salt-water fishing areas in New England.

Two state camp sites, one in North Andover the other in Salisbury, are convenient to Beverly residents. Hunting areas, fishing and boating access areas and stocked trout streams are plentiful. Five wildlife sanctuaries are conveniently available. In addition, the North Shore is an historical district second only to Boston in the State. The historical sites in Salem, alone attract thousands of tourists yearly.

E. Recreation Department

In the broadest sense, recreation programs are legislated through four distinct Beverly managing authorities -- the Recreation Commission, the Board of Park Commissioners, the Council on Aging and the Youth Advisory Commission. All four are autonomous and exist under city ordinances.

The Harlow Report (a master plan for the guidance and development of public recreation 1970-1980) felt that this comprised "what actually is a loosely-hinged, awkward and cumbersome recreation managing system for the city..."¹ The report recommended that a single managing authority on par with other municipal departments should be created. To date this has not been done. (Another 45 recommendations were made; so far the city has not tackled the problems it paid \$6,000 to have defined.)

1. From Hills to Sea. A Master plan for the Guidance and Development of Public Recreation 1970-1980. (Topsfield, Massachusetts: Harlow Inc., 1969), pg. 80

The recreation commission is the principle recreation agency responsible to the needs of all citizens. It is presently staffed by a director, Jim Green, and part-time help which includes 95 people in the summer.

The present per capita expenditure for recreation in Beverly is \$3.70. This is below the national recommendation of \$4.00 per capita (excluding park maintenance). The recreation department's budget has gradually increased from \$42,000 in 1963 to \$78,000 in 1969 to \$142,000 in 1975.

The programming that the recreation department provides has increased yearly under Mr. Green's directorship. Popular programs are track - consistently big; tennis - yearly tournament; and basketball - summer and winter for all age groups. New programs which will be repeated because of their success are soccer, girls' softball, cross country skiing, bicycling and boating. Unusual features of Beverly's program are a semi-pro baseball team, sailing instruction and the Reuben-Kennison Historical road race. A new emphasis for 1976 will be a program shift from playground activities to programs more suitable (nature hikes, bicycling, beach volleyball, swim lessons) on hot summer afternoons. It is expected that this program will more efficiently utilize summer staff during the hours when the playgrounds in past years have been deserted.

The library should co-operate with the recreation department by the loan of films and books when appropriate. The two departments might try some joint programming. (For example, a pre-ski season program on exercise and equipment.)

F. Recreational Facilities

The City of Beverly presently has 162.4 acres in public recreation lands. This total is equivalent to 3.7 acres for every 1,000 persons and is short of the accepted standard of 8 acres for every 1,000 persons. It includes neighborhood playgrounds, landscape parks, playfields, a stadium, beaches, an outdoor skating rink, and large city-wide recreation parks. Additional acres (148.9) are provided by a golf course, two day camps (YMCA and Girl Scouts) and several areas of semi-private and private nature. All public lands are maintained by the Beverly Board of Park Commissioners under the auspices of the Public Works Department.

Neighborhood playgrounds are active play areas oriented toward school-age children. Most elementary schools provide some play area which can be used by the neighborhood. Beverly's neighborhoods are nearly adequate in the acreage presently allotted to playgrounds. However, the need for playground improvements is critical.

Landscape parks with artistic gardening or a natural setting differ from playgrounds in that they are geared primarily to passive recreation. Beverly is about 76 acres short of the standard of 2 acres per 1,000 people for landscape parks. The need is particularly great in the high density residential areas which do not have extensive private open spaces (Centerville and Ryal Side).

Beverly's coastline is scenic along the Farms and Cove area but unattractive along the harbor and river. Both sections of coastline are insufficiently developed for recreational usage. Except for Lynch Park, beaches are small, rocky, supplied with few facilities and little parking. The beaches are accessible mainly to Beverly residents and are busy in the summer months. Lifeguards are provided by the recreation department.

A few beaches and parks in Beverly are quite lovely. Sally Milligan (62.5 acres) and Lynch Park (16 acres) are outstanding examples of a large nature study area and a beachfront park. However, other areas - like the playgrounds and the waterfront - are in rapid demise and immediate precautions should be taken to establish their future availability. In a city where 900 boats are harbored there is a noticeable lack of adequate public landings and public boat houses. In the event of the passage of a harbor-front project, attention should be given to adequate aquatic recreation facilities.

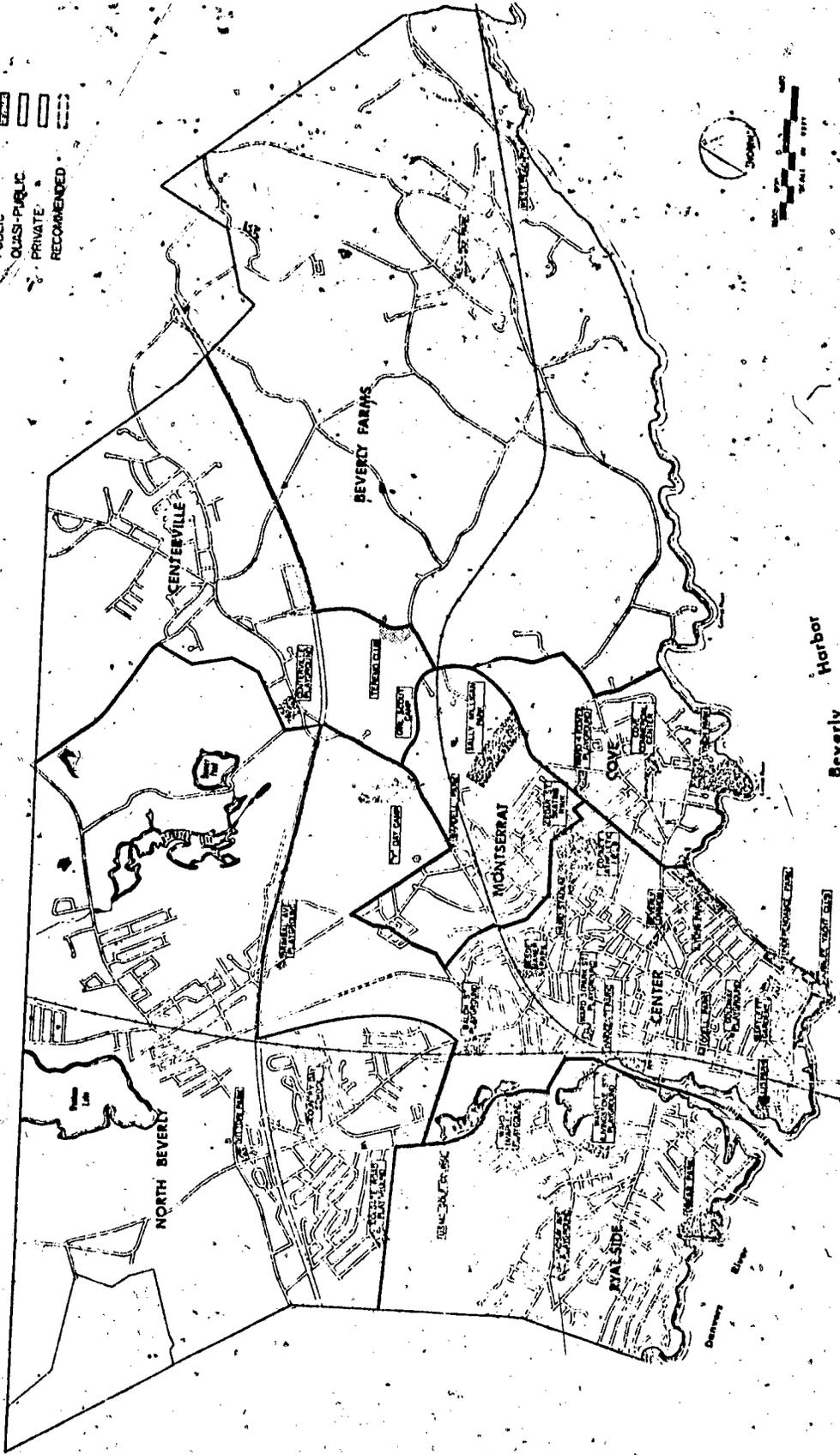
Both the Harlow Report and the Edwards and Kelcey Planning Program cited the reclamation of the waterfront as an area warranting the city's immediate attention. "If the waterfront is not rehabilitated, it will continue to have a blighting influence on surrounding land uses. Aesthetically it is one of the worst entrances a city could have."²

The library as an information agent should gather data on other community urban-renewal projects. Pictorial displays would show residents what others are doing or have done successfully. In this way the library can best support face-lifting projects for the civic-center and the waterfront.

2. City of Beverly Planning Board, Beverly Comprehensive Planning Program, Part I (Boston, Massachusetts: Edwards and Kelcey, Inc., 1970), pg. 91.

PARKS AND RECREATION

PUBLIC
 QUASI-PUBLIC
 PRIVATE
 RECOMMENDED



BEVERLY, MASSACHUSETTS
 BEVERLY PLANNING BOARD

PREPARED BY
 PLANNING AND RECREATION DEPARTMENT

BEVERLY PLANNING BOARD
 100 STATE STREET
 BEVERLY, MASSACHUSETTS 01915
 PHONE: 978-689-2200
 FAX: 978-689-2201
 WWW: WWW.BEVERLYMASS.COM

FACILITIES FOR GROUP MEETINGS

Beverly offers a wide range of 80 meeting facilities from small halls or rooms for Cub Scout meetings to large, plushy Yacht Clubs for dinner, dancing and fund-raising.

The breakdown is as follows:

Service Clubs (4) - American Legion Wardell Post,
American Legion Spear Post, Veterans of Foreign
Wars, Vittori-Rocci Post.

Ethnic Social Clubs (2) - Franco-American Club,
Italian Community Center.

Historical (3) - Cabot, Balch and Hale Houses

Drama (2) - Cabot Theater, North Shore Music Theatre

Social Clubs (7) - Elks, Masonic Temple, Union Club,
Cove Community Center, Knights of Columbus,
Centerville Improvement Society, Hastings House.

Athletic Clubs (4) - Folly Hill Golf and Tennis Club,
Jubilee Yacht Club, Danversport Yacht Club, Y.M.C.A.

Schools (24) - 16 public schools (with halls ranging
from 150 to 1,635 capacity), 5 private schools,
3 colleges.

Churches (25) - meeting halls.

Restaurants (2) - with function rooms.

Old Age Housing Projects (6) - All with recreation
halls.

Almost all facilities charge a fee, the churches being most generous and sometimes charging only electricity or heating costs. Scouts and similar organizations are sometimes sponsored by the churches without cost. The library is one of the very few free meeting places in the city, restricted to library hours unless a group is willing to pay a custodian. Small organizations will sometimes meet in private homes, but in recent months the Beverly Library has been used by the Welfare Department, T.M. followers, Garden Club, Juvenile Probation Meetings of the Salem District Court and Friends of the Library.

In addition, surrounding communities offer many facilities within a short automobile ride.

Because of its central location and lack of other free meeting places, the library is a logical place for small organizations which do not have their own buildings to use. It is recommended we publicize the availability of a free meeting place.

RELATIONSHIP WITH OTHER LIBRARIES

Beverly residents have local access to several different types of libraries, including a law library, a medical library, two industrial libraries and three local history collections. The Table below gives basic information concerning these facilities:

Table 18

Name	Subject Emphasis	Collection Size	Hours	Target Audience
Hon. James J. Ronan	Law	45,000	8:30-4	Mem. of the Bar
Beverly Hospital Research Found.	Medical	4,050	8-4:30	Hospital staff
Beverly Historical Society	Local History	5,000	3 days/week	Beverly residents
Essex Institute Salem	Local History	400,000	9-4:30	Salem resident Others by permission
Peabody Museum Salem	Maritime His. Natural His.	100,000	9-4:30	Staff library
Varian - Special Library	Technical	1,500		Staff
Ventron - Special Library	Chemistry	800	8-5	Staff

None are open at night or during the weekend. All will loan their materials to other libraries.

In light of the fact that there are two extensive genealogy and local history collections available to Beverly residents, the Beverly Public Library should evaluate the function of its present Genealogy Room.

The Essex Institute Library in nearby Salem is of special interest because of its extensive collection of Americana, Genealogy and Essex County History. It is a research library containing the written and printed record of events which have concerned Essex County people since the first settlement. The priceless records of the New England Colonies, coast and West India trade, log books of voyages, and the

development of New England business and industry attract scholars from around the world.

The works of Essex County authors, books from Essex County presses, thousands of pamphlets, genealogies of Essex County families, long series of city directories, and printed sermons for all occasions back up the large manuscript collections and increase the value of the library to researchers.

On a recent visit, we found the collection well organized and the staff knowledgeable and helpful. Their services are free to Salem residents. All others are charged 75¢, active membership \$15.

Beverly's own Historical Society Library is presently in an unorganized state. The librarian/historian of many years has retired and with her has gone the "index" to the collection. Funds are not available for a replacement and the collection is difficult to use in its present state. Members at this time are outlining the goals of the society, a weeding procedure, and means of classifying the collection for use by volunteers. When the library is functioning again, it will be a valuable resource for residents and the public library's reference department. The society's headquarters are four blocks from the public library. Much could be gained by both libraries by a close working relationship. Attempts should be made to form a co-operative network.

In addition to the public school library system (described in the education section), there are several private school libraries. The prime concern of these institutions is to provide materials and service to their respective clientele. But many open their doors to residents of Beverly. Gordon College and North Shore Community College are two who do so, with collections broad enough to be of interest to the community.

Basic information concerning the larger private school libraries are below:

Table 19

School	Subject Emphasis	Collection Size	Hours	Restrictions
Endicott Jr. College	Liberal Arts	42,000	8-10	Students only
Gordon College Wenham	U.S. Doc. Depository, Lib. Arts, Religion. Reading center for children with learning disabilities & teachers	90,000	8-11	None
Montserrat School of Visual Art	Art	200	9-4	Students only
North Shore Community College	Business, Sci., Tech., Para-Med.	47,000	8-9	None
Shore Country Day	Elementary Subjects	12,000	8:30-4	Students only

Beverly School for the Deaf, Landmark and the two parochial schools have small libraries, but they are not sufficient for their student enrollments. Those people responsible for the library cited usage of the public library as the principle means of supplementing the lack of library materials in their own schools. Most elementary students (both public and private) must depend heavily on the public library for school assignments and recreational reading. The library should seek increased financial support for children's material to help satisfy the heavy demands made on the public library by students.

Because of a new 1974 law, Beverly residents may obtain borrowing privileges from any Massachusetts public library. Residents may now use libraries closer to their homes or libraries in the city they work.

The following chart shows the active cards issued to North Shore residents from the Boston Public Library.

Table 20
BOSTON PUBLIC LIBRARY REGISTRATION
August 21, 1975*

	Adult	Y.A.	Child.	Total	1970 Pop.	Per Cap. Boston Reg.
Beverly	802	52	18	872	38,348	.0227
Danvers	276	23	1	300	26,151	.0115
Ipswich	222	30	42	294	10,750	.0273
M'head.	976	102	14	1,092	21,295	.0513
Peabody	681	40	21	720	48,080	.0154
Salem	591	13	0	604	40,556	.0149

*Misc. group registrations such as I.L.L. and businesses were omitted.

This table shows that Beverly has the second highest registration at the Boston Public Library. This seems to confirm what has been stated previously: that many Beverly people work and study in Boston. Also, since Beverly residents have one of the higher median education levels on the North Shore, they tend to be heavier library users.

The next table shows the number of adult cards issued from neighboring libraries to Beverly residents.

Town	Size of Library Collection	Registrations
Beverly	97,500	
Danvers	85,000	111
Peabody	44,219	23
Salem	138,308	214

Quite a few Beverly residents use the Danvers and Salem libraries. This might be due to their being closer to these libraries or our bad parking problem.

To illustrate how Beverly measures up next to neighboring libraries, comparative data issued from the Bureau of Library Extension is included below. Compared to its neighbors, Beverly receives slightly less financial support but manages to be second highest in volumes held per capita.

Table 22

City and Population	Per Capita Total income	Per Capita Municipal Appropriation	Salary expenditures as of % of total expenditure	Materials expenditures as % of total expenditures	# volumes held per capita	Non-print holdings per capita	Circulation of print materials per capita	Circulation of non-print Materials per capita
Beverly 38,348	6.95	6.95	.74	.16	3.6	.13	7.2	.40
Danvers 26,151	7.74	6.98	.73	.19	3.0	.16	.51	.24
Peabody 48,080	3.56	3.10	.54	.21	1.4	.03	3.0	.07
Salem 40,556	9.33	9.33	.60	.28	3.7	.32	4.6	1.40

It is perhaps interesting to note that while Beverly is only third in materials expenditure, it is first in circulation of print materials.

Beverly also benefits as a member of the newly-formed Essex County Co-operating Libraries. There are 25 members in ECCL both public and private. A recent project was a union list of periodicals encompassing all 25 libraries. Because many of the libraries have specialized periodicals this was an important step in inter-library co-operation.

However, much in the way of inter-library loan, co-operative purchasing and reference systems remains to be done between both neighboring public libraries and other city libraries. The library should continue to expand contact with other local libraries, study demands on the public library because of present school library inadequacies, and work closely with all libraries to ensure the most efficient development and use of resources and services.

The Beverly Public Library has a formal direct relationship with other public libraries through the state-funded Massachusetts Regional Library System.

The Massachusetts Regional Public Library System originated in 1936 with the first plans recommended by the Division of Public Libraries. In 1940, under the WPA, the first regional projects began on a very limited basis, and developed until 1960 when legislation (Ch. 78, Sec. 19c & d) authorized the Board of Library Commissioners to establish a comprehensive statewide program of regional public library service, with state funds to be appropriated on a per capita basis.

Three regions were established (Eastern - Boston Public Library, Central - Worcester Public Library, and Western - Springfield Public Library) listing their responsibilities as "the further extension of public library services beyond the municipal limits of the cities in which the so designated regional libraries are located".¹ Each of the regional systems established a series of "sub-regions" - larger libraries within the region which serve as a first-stop for inter-library loan, reference, and film service - in order to provide back-up service which can be more closely geared to local needs. However, the logical site for a North Shore sub-region - the Lynn Public Library - chose not to be so designated, so the Boston Public Library also serves as the North Shore sub-region for smaller libraries in that area.

Beverly has a daily truck delivery/pick-up service from the Boston Public Library for all inter-library loan material and film delivery, and has access to advisory services on library problems, and a telephone reference service.

However, the service is slow, with response to requests taking as long as a month to be processed - very often too long for our patrons. As a result, attempts are often made to locate materials in surrounding public libraries first.

For this and other reasons, the Bureau of Library Extension is currently evaluating regional public library services in the Commonwealth, and is expected to make its recommendations known in the spring.

¹Bureau of Library Extension Planning and Evaluation Unit, Evaluation - Massachusetts Regional Public Library Systems, Commonwealth of Massachusetts Board of Library Commissioners, Boston, 1975, p. a-6.

BEVERLY PUBLIC LIBRARY
Historical Sketch

A library and library service are not new to Beverly. In 1781, Reverend Willard, who later became a President of Harvard, bought a collection of books which had been seized by Privateers. Willard bought them at an auction on the Beverly wharf, and along with several friends, used them as a common library. The books subsequently found their way to Salem and became the nucleus of the Salem Athenaeum.

In 1802, the Beverly Social Library was born - a subscription library (with 72 subscribers) whose regulations specified ". . . no novels romances, nor plays, but consist principally of the serious productions of Calvinistic divines." Over the years, interest in the Social Library waned, however, such that when the General Court of Massachusetts passed legislation in 1851 allowing the expenditure of local tax money for libraries, the proprietors voted to turn their collection over to the newly organized Beverly Public Library which opened its doors on Saturday, September 30, 1856.

The new "Beverly Public Library" was housed in the Briscoe Junior High School building on Essex Street, and eventually came to rest in the remodeled City Hall. Several neighborhoods campaigned for branches; the most vocal being citizens of Beverly Farms, who attempted to secede from the town in 1886 over this and other grievances. Their efforts produced mixed results - a branch was eventually built in Beverly Farms (1916), but they remained a part of Beverly. North Beverly and Centerville were able to do no better than a series of inadequate deposit collections.

The central library at City Hall soon came to be inadequate, and in 1911, a Building Commission was appointed to plan and construct a new facility. Architect Cass Gilbert designed the brick and marble structure, and it was built facing the Beverly Town Common on Essex Street. When it was dedicated in 1913, the people of Beverly (approx. 19,650) found it a source of great pride. Within the 15,600 square foot structure, provision was made for a lecture room, adult and children's reading room, a newspaper room, and abundant work and storage areas. The book collection of 30,362 volumes filled only one-third of the available stack area.

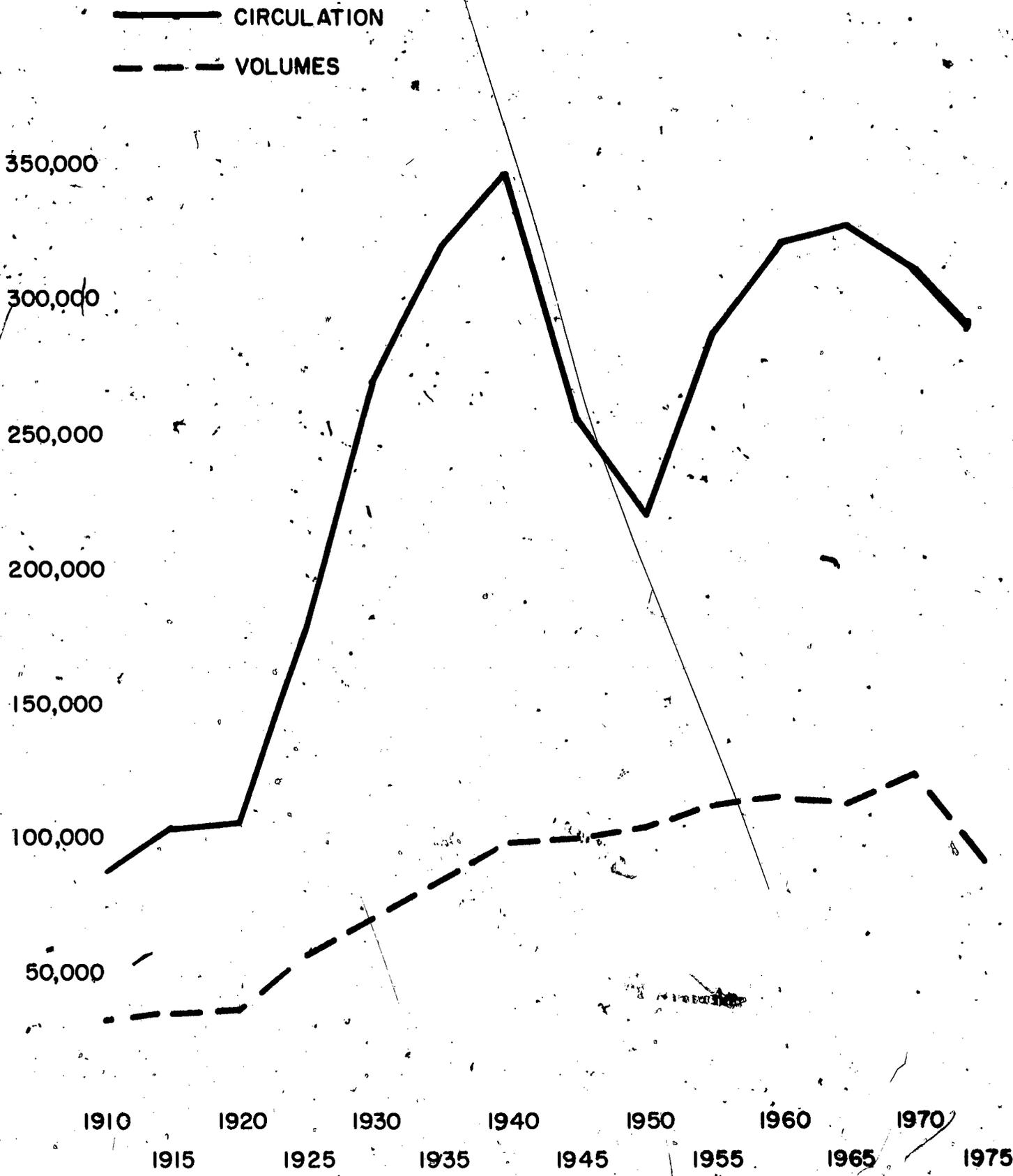
Andrew Carnegie's restrictions were too much for this proud New England community, and the entire \$100,000 cost came from taxes and contributions. In his dedicatory address, George E. Woodberry, a Columbia University Professor of English and Beverly Public Library Trustees, put it thus:

"I am proud that this library is the gift of the community, and not of any one man. I am Proud that we pay for it ourselves. It is an honor to the city that its citizens have done so; and it is in accordance with the spirit of our fathers, the true democracy of a people caring for itself. Culture is on the individual; civilization is of the community. There may be many individuals of culture, many private libraries and galleries in a city; but a city is not truly civilized until it provides for the common welfare from the common wealth of the city all that is essential to the common good, these things of the higher life included. This library, rightly regarded, is the civic centre of the city; here, more than elsewhere, all the citizens meet and have a common social home. This is the idea of the library, which I wish to leave on your minds."¹

Although the new building had been thought adequate for years to come, by 1925, the trustees felt there was a need for increased space for children's services. A lot behind the library was purchased, donations for construction received, and preliminary planning done. The plans were never realized. The building has remained essentially the same as in 1913, with the exception of periodic "maintenance-remodeling", and the addition of two more stack levels for which allowance has been made in the original plans.

The following graph shows a portion of the library's growth and development since 1900 - circulation, and number of volumes - as compared with the growth of the community. The rapid increase in the circulation of materials during the Great Depression parallels the experience of most other public libraries. Circulation figures during the late 1950's and 1960's were reportedly inflated by counting "in-library" use of books and periodicals. The decrease in circulation from earlier levels is normally attributed to a number of factors, among them TV and other media entertainment/reaction, the popularity of book-clubs, and the expansion in paperback publishing. This occurred at the same time that the library was involving itself in a wide range of other services, for which measurement and evaluative techniques were never adequately developed.

¹Beverly Public Library. Proceedings at the opening of the New Library Building, June 20, 1913. Printed for the Trustees. Beverly, Massachusetts, 1913.



GOVERNANCE

The Beverly Public Library is governed, according to Chapter VII of the revised Beverly Charter, by a nine-member Board of Trustees appointed in January by the Mayor, and confirmed by the Board of Aldermen. Three members are appointed each year for three-year terms. According to the by-laws of the Board of Trustees, (revised in 1976) a President and Secretary are elected by the members of the Board to one-year terms at the February meeting; the President then assigns members to each of the Board's three standing committees: Personnel, Finance and Administration. Meetings of the Board of Trustees are held on the third Thursday of each month, July and August excepted.

The Board of Trustees sets library policy, approves appointment of personnel recommended by the Head Librarian, and approves an annual budget within which the Head Librarian operates. The duties and responsibilities of the librarian are sketched in broad terms:

"The Board shall appoint a qualified Librarian who shall be the executive and administrative officer of the library on behalf of the Board and under its control. The Librarian shall recommend to the Personnel Committee of the Board the appointment of new personnel, and shall recommend changes in status, grade, and duties of present employees. He shall be held responsible for the proper direction and supervision of the staff, for the care and maintenance of library property, for an adequate and proper selection of books and non-print materials in keeping with the stated policy of the Board, for the efficiency of library services to the public, and for its financial operation within the limitation of the budgeted appropriations."¹

There is at present, no long-range plan for library service in Beverly. Library Consultant Kenneth R. Shaffer was commissioned to do a program for an addition to the main library in 1970, however, his report addressed itself to the need for more space in the main library - particularly for children's services - and did not deal with the character of the community and its library service needs in the years to come. The need for such a plan is great. Hopefully this report will provide some of the basic information and will delineate some of the issues to enable trustees, staff and citizens to do such planning.

¹By-laws, Beverly Public Library Board of Trustees, 1976.

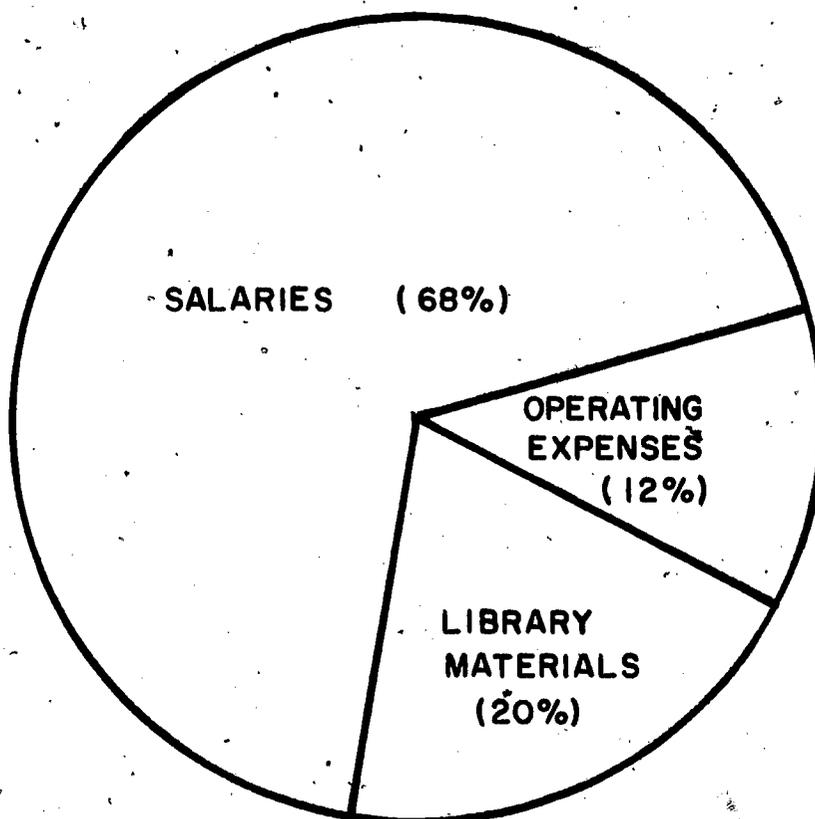
FINANCIAL RESOURCES

The total operating budget of the Beverly Public Library for the fiscal year 1975-76 was \$357,646.19 which was derived from the following sources:

Municipal Appropriation.	\$343,778.77*	(96%)
Interest from invested trust funds . . .	11,043.35	(3%)
Dog Tax.	2,573.07	(1%)
	\$357,646.19	(\$9.33 per cap.

These funds were allocated as follows:

Salaries.	\$243,230.64	(68%)
Library Materials	72,900.00	(20%)
Operating Expenses.	41,515.55	(12%)



*Includes \$14,380.50 in direct state aid.

The library budget is prepared by the head librarian and assistant librarian with input from the department heads. For the first time in 1975, the budget was assembled using program budget methodology. Each department head submitted both general and specific goals to be accomplished during the budget period, and specified the resources necessary to achieve these goals. This information was then translated into a line-item budget for municipal budget purposes and the justification for resources requested was considered by the Library Board of Trustees. After board approval, the budget is sent to the mayor's office for his consideration. Final approval comes from the Board of Aldermen in April or May.

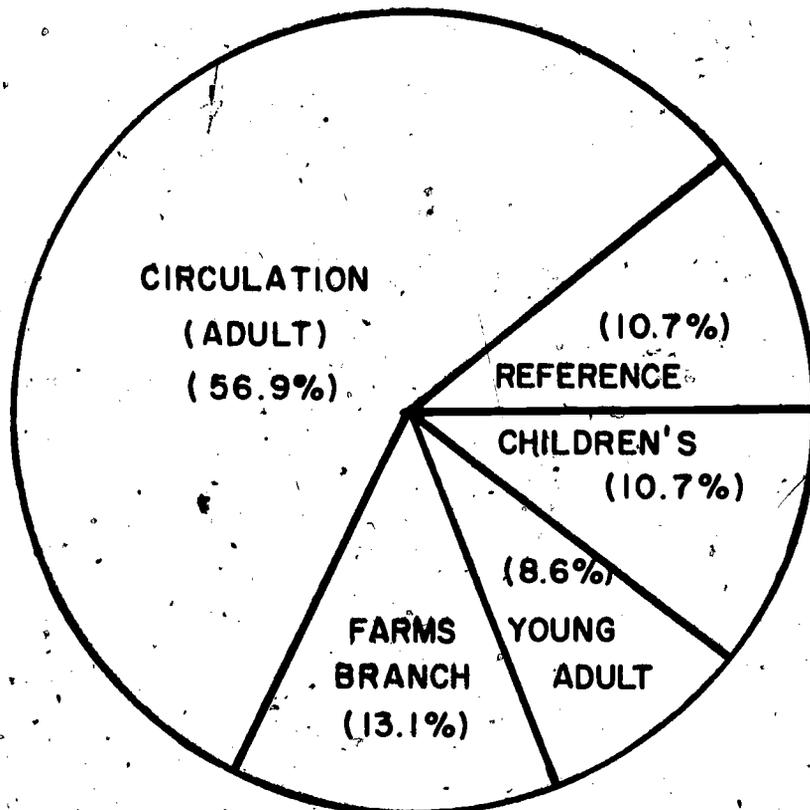
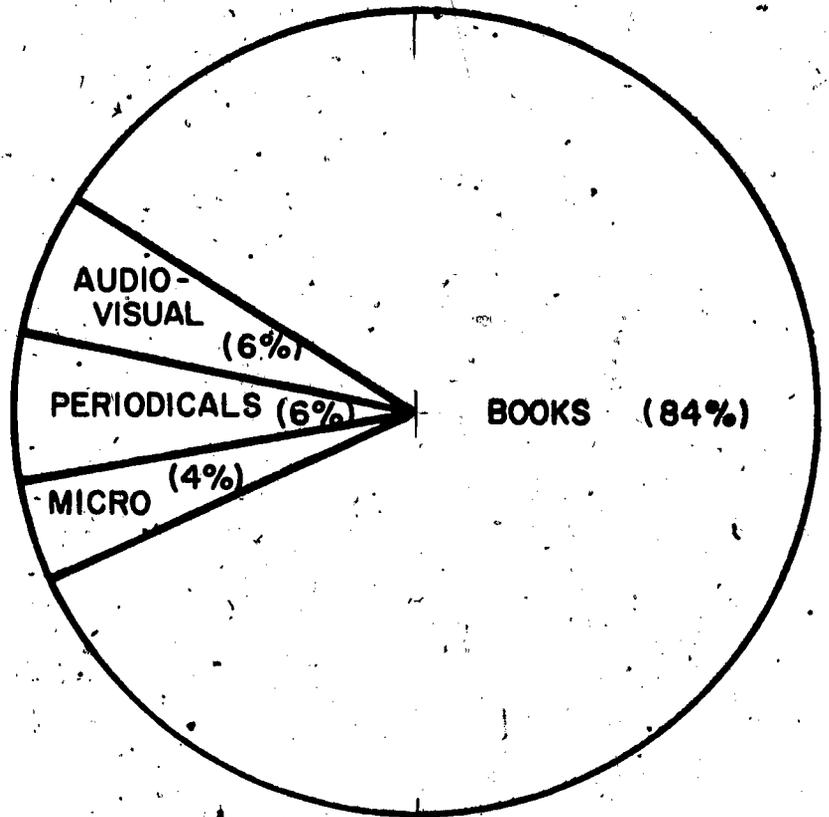
This budget is supplemented by interest from invested trust funds, 1/2 of the local dog tax, and a 37 1/2 cent per capita direct state-aid grant reimbursement to the city if the total budget is above \$6 per capita, and if 13% of the total budget is allocated for library materials. The latter state aid (1975/76 - \$14,380.50) for the first time was allocated to the library in 1975/76.

The latest statewide compilation of library statistics (fy 1974) shows that the \$6.95 per capita spent by Beverly for library materials and services falls below the statewide mean of \$7.15 per capita for libraries in Beverly's population range - 29,999-50,000.¹ Of this \$6.95 total, Beverly spends \$1.10 per capita for "library materials" (mostly books), also below the statewide mean of \$1.27 per capita, and significantly below the \$2.62 per capita spent by sister-city Salem. Additional comparative data for Beverly and her neighboring cities may be found on page 60.

¹Massachusetts Bureau of Library Extension, Comparative Public Library Report Data for Massachusetts, FY 1974, Boston, December, 1975, pg. 27.

The \$72,900 expended for library materials was allocated as follows:

Books	\$61,000.00
Audio/Visual (records, tapes, films)	4,400.00
Periodicals	4,500.00
Microfilm of periodicals	3,000.00



The \$61,000 expended for books was allocated as follows:

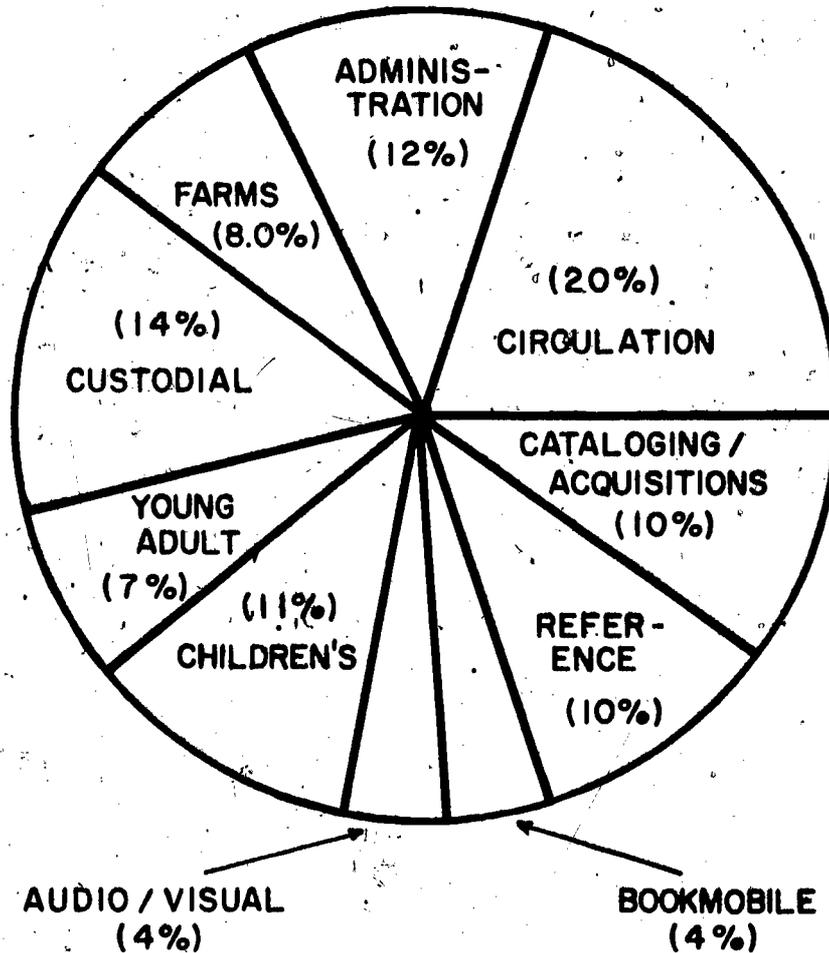
Adult	\$34,726
Reference	6,517
Bookmobile	(with adult)
Children's	6,517
Young Adult	5,223
Farms Branch	8,017

\$61,000

The amount expended for salaries - both regular staff positions and pages - is shown below:

Administration	\$29,606	(12%)
Circulation	48,577	(20%)
Cataloging/Acquisitions	23,920	(10%)
Reference	24,273	(10%)
Bookmobile	10,187	(4%)
Audio/Visual	9,998	(4%)
Children's	26,351	(11%)
Young Adult	17,166	(7%)
Custodial	34,800	(14%)
Farms	18,360	(8%)

\$243,238 (100%)



PERSONNEL

Beverly currently employs 17 full-time, and 14 part-time persons at the main library, Farms Branch, and bookmobile. These and other City of Beverly positions are set forth in a salary classification study done in 1966 by Yarger Associates. There are three civil service custodians whose wages and working conditions are negotiated as part of the Public Works Department Union.

The balance of library employees are neither civil service nor unionized; this is due mainly to the fact that the city has always passed along to non-unionized departments the same cost-of-living raises and benefits which it negotiates with the unions.

The Yarger Plan¹ sets down eight department heads within the library, and classifies them as professional (MLS) positions:

- *Reference Services Librarian
- Circulation Services Librarian
- *Young Adult Services Librarian
- Children's Services Librarian
- Bookmobile Services Librarian
- Audio-Visual Services Librarian
- *Cataloging/Acquisitions Services Librarian
- *Farms Branch Librarian
- (*currently professionally- MLS - staffed)

Their job responsibilities are fairly consistent with the generally accepted understanding of the positions. There is an Assistant Librarian who is in charge in the absence of the Head Librarian, and who is responsible for business management, bookkeeping and accounting and personnel.

Thus, in terms of personnel, the library exceeds the American Library Association's recommended minimum of one Full Time Equivalent (FTE) for every 2,000 population served. In addition, the library has four full-time persons under the Comprehensive Employment and Training Act (CETA), three of whom have been assigned to the Circulation Department, and who assisted in a large scale project to re-label all books in the collection. For two years, the library

¹Yarger and Associates, 1966, Salary Classification Study.

has had the services of a full-time volunteer who has done the major portion of mending old books and processing new acquisitions. Thus the total "staff" is:

Full Time	17
Custodians	3
Pages	14
CETA (temp)	4
Volunteer (FT)	1

While Beverly appears to exceed ALA Standards, two factors must be kept in mind:

- a.) the standards are 13 years old. . . services and personnel needs have changed;
- b.) the inflexibility of the buildings tends to be wasteful in terms of personnel. More staff is needed to cover the two public floors and four public stack levels.

Compared with other public libraries of similar size in the area, MLS professional salaries are competitive, and professional librarians receive the same vacations as library assistants: 1-3 years, 2 weeks; 3-5 years, 3 weeks; over 5 years, 4 weeks. This should be changed to conform to the widespread professional norm of 4 weeks after one year of service.

There is no personnel manual, and departmental procedure manuals are non-existent or in need of revision. This is a serious omission, as employees have the right to clearly defined policies, procedures, rules and regulations, etc. The Board of Trustees has, however, adopted two policies which relate to employees:

1. A professional-improvement policy which explains library reimbursement for approved continuing education programs;
2. A general leave of absence policy (includes maternity, sick leave, extended vacation, military, etc.)

There are too many chiefs, and not enough indians, as is seen by the organization chart on the following page. There are eight departments in the library, which have grown willy-nilly as the library has grown. Each new

service has resulted in a new department and department head . . . witness, Audio-visual, reference and Young Adult. As a result, the organization chart more closely resembles the library floor plan than an effective grouping of talent and training to deliver services. A re-organization of staff is necessary. This re-organization should cast service goals (and hence personnel organization) in broader, more general terms to eliminate a situation where departments consist of one or two persons. Hopefully this would result in staff members supporting rather than competing with each other. The following is one possibility:

Director

Assistant Director

Technical Services
Department

Extension Services
Department

Adult Services
Department

Youth Ser.
Department

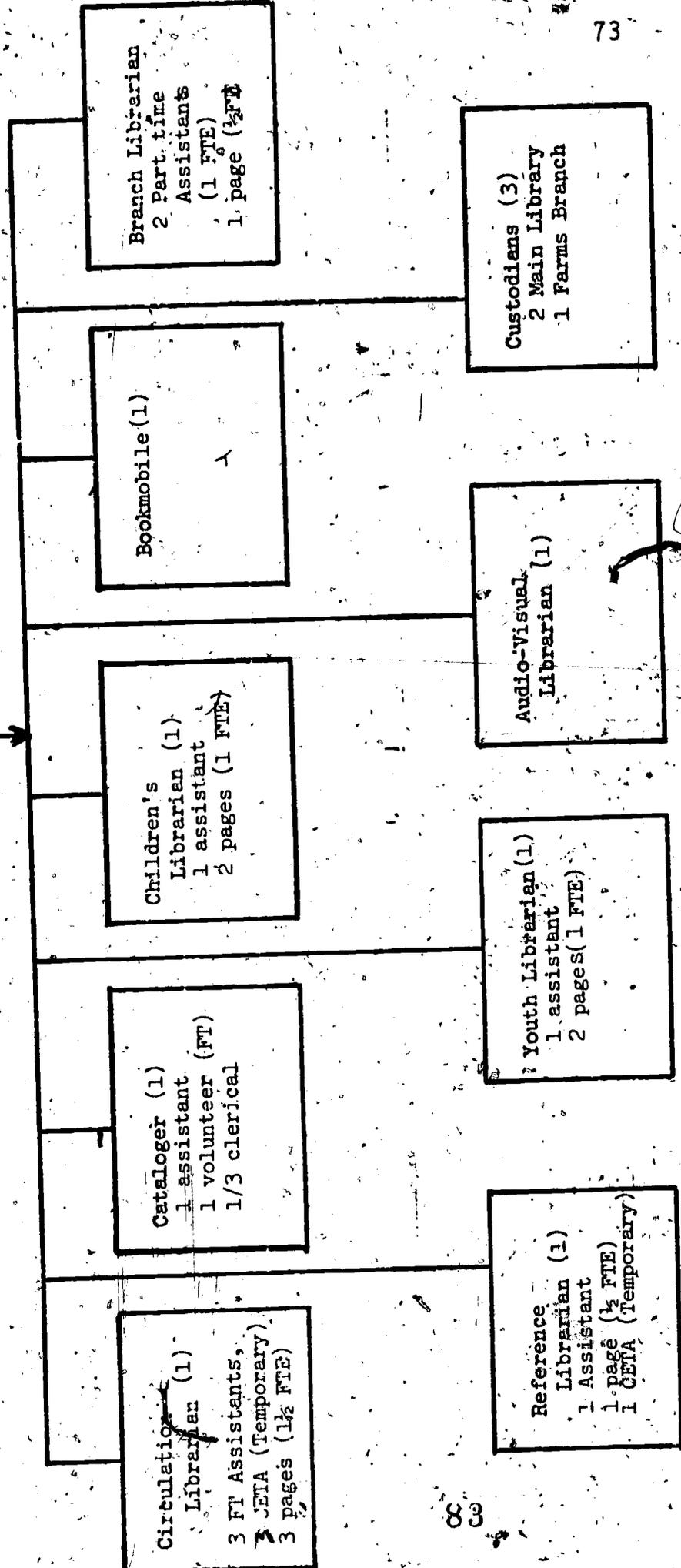
BEVERLY PUBLIC LIBRARY

Mayor and Board of Aldermen

Board of Trustees

Librarian

Assistant Librarian



FACILITIES

The main library was built in 1913, a brick and marble "Carnegiesque" structure of approximately 15,600 square feet facing the town Common at the corner of Essex and Dane Streets. Like many buildings of pre-automobile vintage, it was designed with no particular considerations for parking. In the mid-fifties, land behind the library which had been planned for expansion was paved over as a parking lot with 46 spaces. Since then, North Shore Community College, with a current enrollment of 4,500 commuting students, has come to reside one block from the library on Essex Street. As a result, the library parking lot is filled to capacity, generating innumerable complaints from library patrons.

Built as an object of community pride, the library's public entrance on Essex Street is ten feet above street level, and is mounted by climbing twenty steps. While this in itself is usually enough to deter the handicapped and the very old and young, the lack of a public elevator within the building provides further barriers to ease of use.

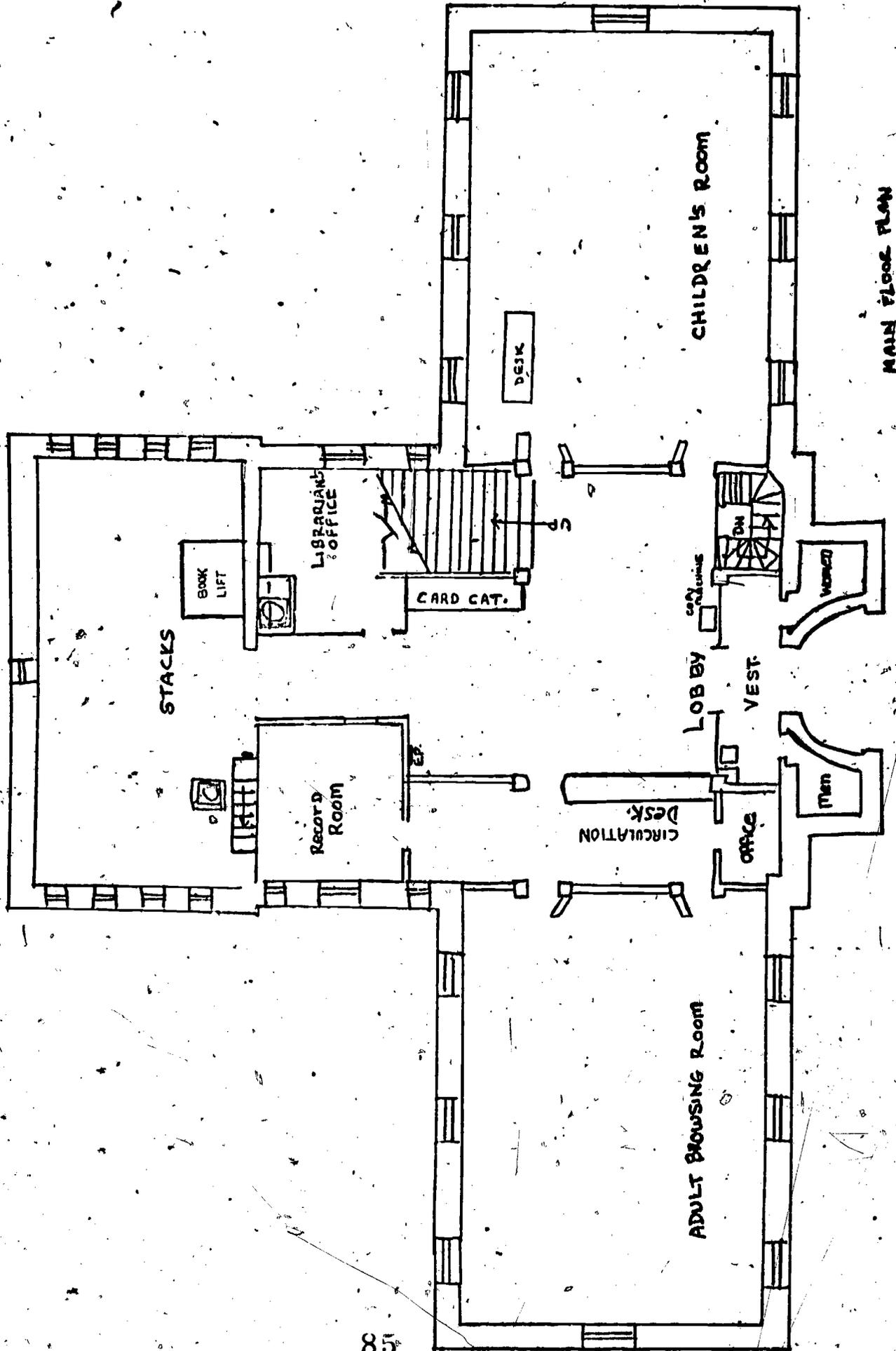
Most problems with the building stem from the fact that while library service has changed often since 1913 the building has not been flexible enough to keep pace. In this context, the discussion below analyzes the three floors and five stack levels:

Main Floor

The main floor (off the main entrance) of the symmetrically designed building has a children's room on one side, and an adult browsing room on the other - each approximately 1,050 square feet.

Children's Room

The children's room is much too small. It has long been impossible to allocate the usually standard 25-30% of the total materials budget to children's books due to the lack of space to shelve them. Also, the room is too small to develop and interest centers, study carrels, listening equipment, etc. As there is insufficient space within the children's room for story hours, it is necessary to use the main meeting room (the yellow room) on the floor below, reached by a flight of very treacherous stairs.



A rowboat filled with toys is a very popular feature with pre-schoolers and their parents. The latter also appreciate the two available strollers, as browsing through books while attempting to hold a squirming 500 lb. child can be a trying experience. There are 15 chairs available for studying, and virtually no quiet "curl up with a good book" areas. See pages 112-115 for further information on children's services.

Children's registration and loan operations are handled in the children's room. Presently, the adult circulation area is too heavily taxed for both staff and space to realistically consider adding services for children.

The room lacks the "zing" with which a children's room should abound. The furniture and color combinations are rather cold. This may be remedied in part by a full wall mural planned for 1976 by noted children's book author/illustrator Ed Emberley.

Adult Browsing Room

The adult browsing room is something of a paradox. It contains adult circulating books in all subject fields for the last two years, current magazines and newspapers. A recent analysis showed that approximately 60% of the total adult circulation came from this room, which contains but 10% of the total adult circulating collection. The library's "regulars" - those patrons who have been coming to the library at least once a week for years - seem to appreciate having all the latest books in one area. Further, this area is well lit, carpeted, has seating for 20 surrounded by attractive circulating art prints, and generally has a very warm atmosphere compared to the dark, cold stacks, which hold the balance of the older circulating collection.

However, splitting the collection into two sections - the old and the new - destroys the effectiveness of the card catalog. Users who are unfamiliar with this split are frequently at a loss to locate books they find in the card catalog. Before making changes in the present arrangements, a user survey and use study will be necessary to provide answers to the following questions:

1. Of the total number of adult users, how many use the catalog, and how many are confused by the split in the collection?

2. Is the current heavy circulation from the adult browsing room due to:
 - a. the fact that it contains the newest books on all subjects; or
 - b. the fact that the room is bright, attractive, comfortable, adjacent to the children's room, and does not require additional stair-climbing by the user as does the stack area?

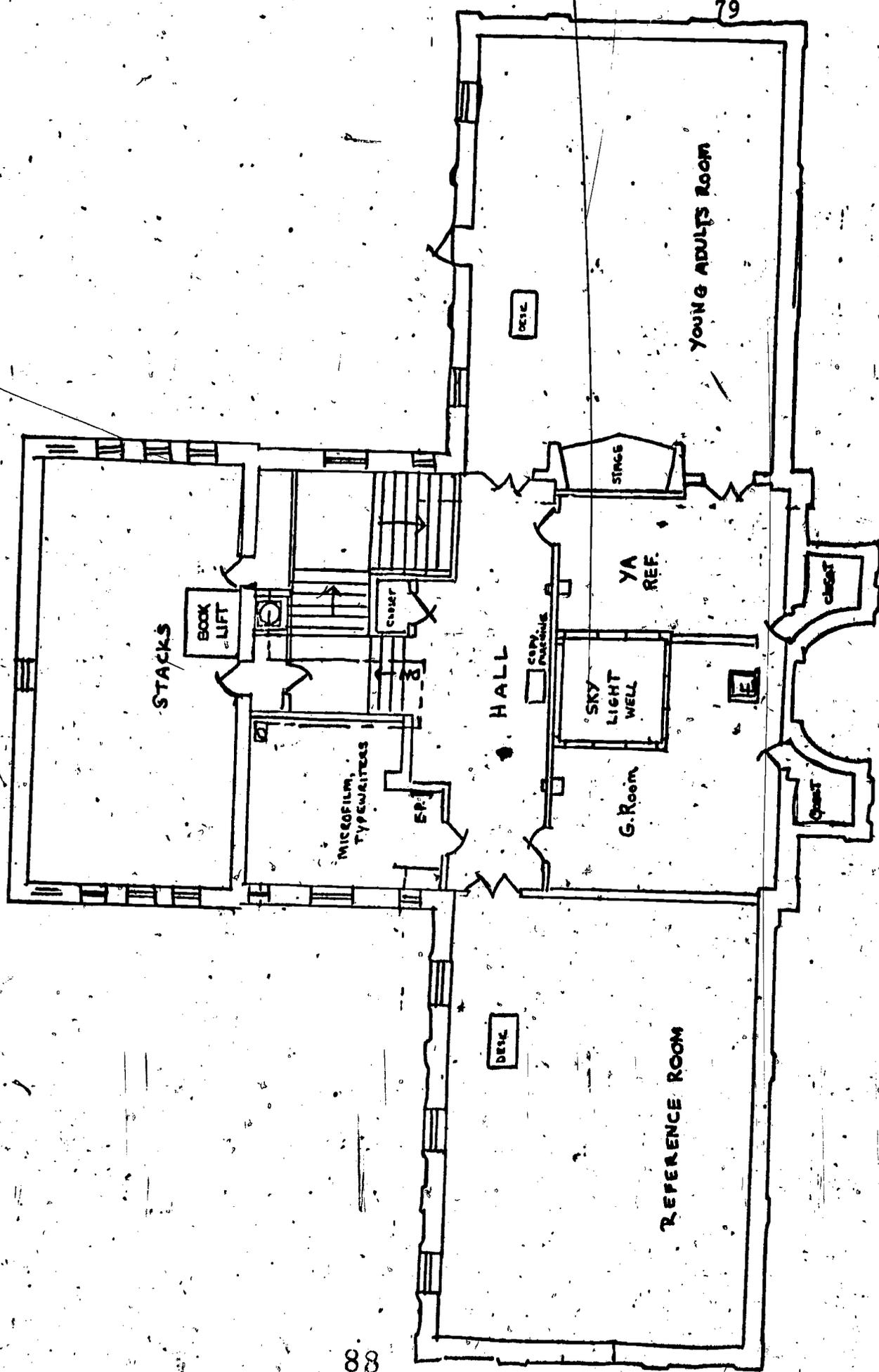
Another problem is that the card catalog is on the main floor, and the reference department a floor above. As a result, the circulation department handles most of the reader's advisory and interlibrary loan responsibilities which would normally fall to the reference department. This of necessity frequently takes the circulation staff away from the loan desk, causing inconvenience to patrons checking out books, but more critically, patrons do not receive the kind of service to which they are entitled.

Changes are necessary in order to have reference/information personnel near the front door and near the card catalog where they are needed, rather than upstairs where the reference collection happens to be located. The reference/information department would handle all interlibrary loan, reserves, library orientation, card catalog assistance and reader's advisory services in addition to traditional reference services now offered on the top floor.

The main floor also has a record room of approximately 225 square feet. This is so inadequate that records are stored on regular shelves rather than in bins, which are preferable. Further, facilities for listening stations are inadequate - there is but one such station. An alternative location for the record collection should be pursued.

A copy machine operated by the Friends of the Library is also on the main floor, causing the usual problems for staff: "I lost my dime", "my copy is too light", "do you have change for a \$20?", etc., but the service is highly appreciated by the public.

The children's room and adult browsing room are quite adequately lit - 50-60 foot candles - even though the ceilings are fifteen feet high; lighting at the card



79

88

- a. Work Room - acquisitions, cataloging, processing, A/V, mimeo, shelf list, C.B.I. collection, etc.
- b. Assistant Librarian's office.
- c. Bookmobile Office/Storage room (for janitorial supplies and equipment).
- d. Staff room.
- e. Custodian's Office.
- f. Men's and Women's staff lavatories.
- g. Auxiliary office space.
- h. Public Meeting Room - 621 square feet with a 15 inch square column in the center of the room. The room has a separate entrance, lavatory facilities, and is carpeted.

Although the bottom floor is not air-conditioned, the fact that it is below ground level and the thick concrete walls make the area quite comfortable during the summer except during occasional hot spells.

Stacks

The stack area is perhaps the library's clearest example of architectural/design obsolescence. The public was not allowed in the stack area during the period it was built - hence rather than bright, attractive and inviting it is dark, crowded, spartan and uninviting.

Further, the elevator accomodates only booktrucks - making movement from floor to floor very difficult. Finally, it contains "older" fiction and non-fiction - books older than 2 years old.

An effort must be made to physically improve the stacks such that more of the library's users come to know of the rich collections it contains.

catalog and circulation desk areas are very poor however - 10-15 foot candles. Presently the main floor has no air-conditioning - a fact which makes for many sticky summer days. Heat in the winter is quite adequate.

Public lavatories, a water cooler, and the Head Librarian's office round out the main floor's facilities.

Top Floor

By accepted parlance, the floor above the "Main Floor" is the "Top Floor". The Reference Room and Youth Room are directly above and identical to the Adult Browsing Room and the Children's Room, except that the ceilings are lower (11 feet) and there are no windows on the front side (Essex Street) and on the ends. The 1,050 square foot rooms are not carpeted, and have adequate fluorescent lights (40-60 foot candles) which buzz. Both have a very institutional atmosphere, especially the Youth Room, with its molded plastic-metal chairs and tables, and metal shelving resembling military surplus. However, both rooms have window air-conditioning which keeps them very comfortable during the summer.

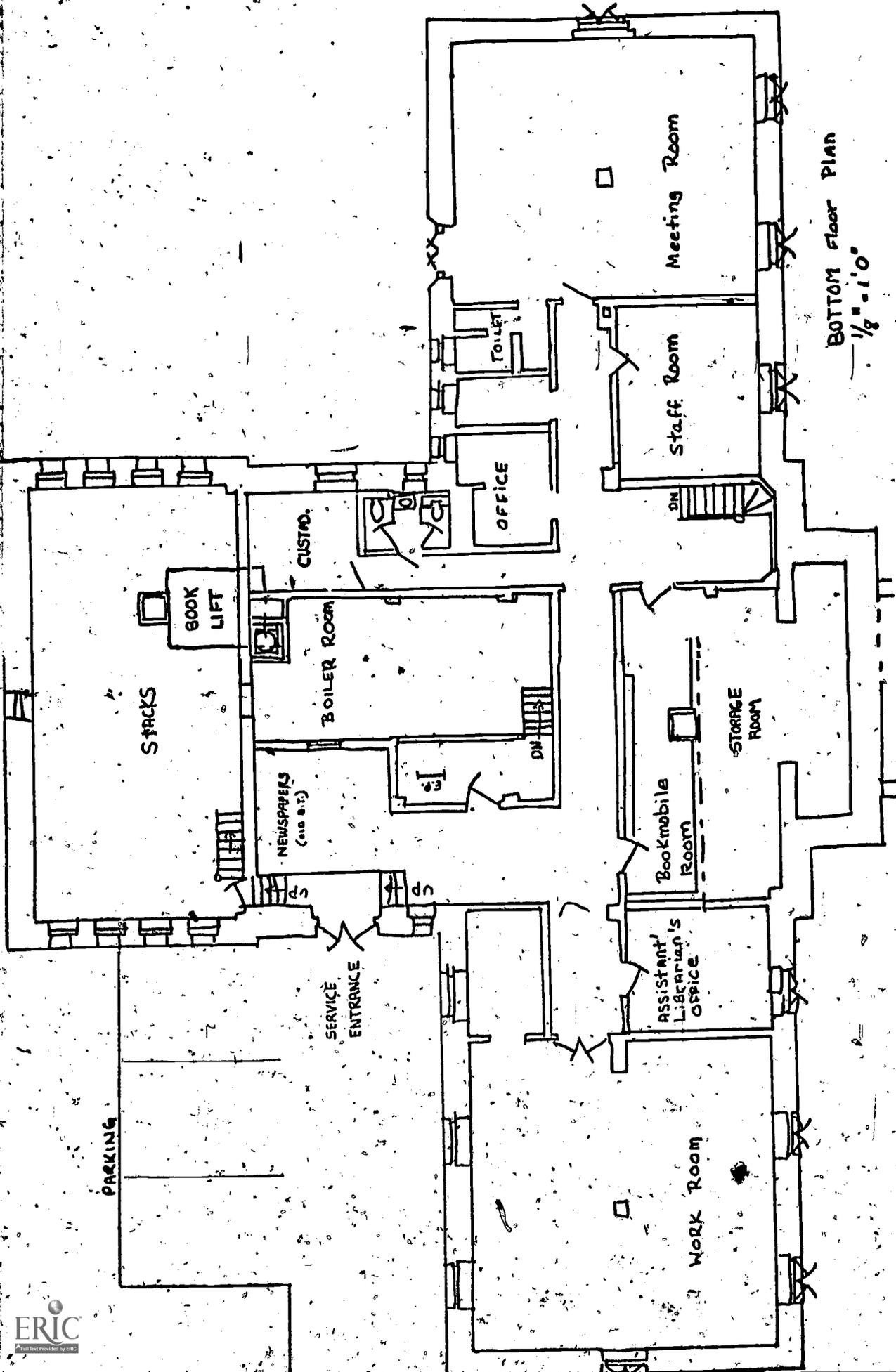
There are two small rooms off the reference room to hold related materials: a genealogy/local history room with approximately 2,177 non-circulating volumes in an area approximately 400 square feet; and a catch-all room which contains (a) two public typewriters; (b) microfilm, readers [four] and a reader/printer; (c) old city directories [due to a lack of space in the Genealogy Room], and a small sink.

A small room off the Youth Room contains reference materials, and is a quiet study area for some of the more mature students.

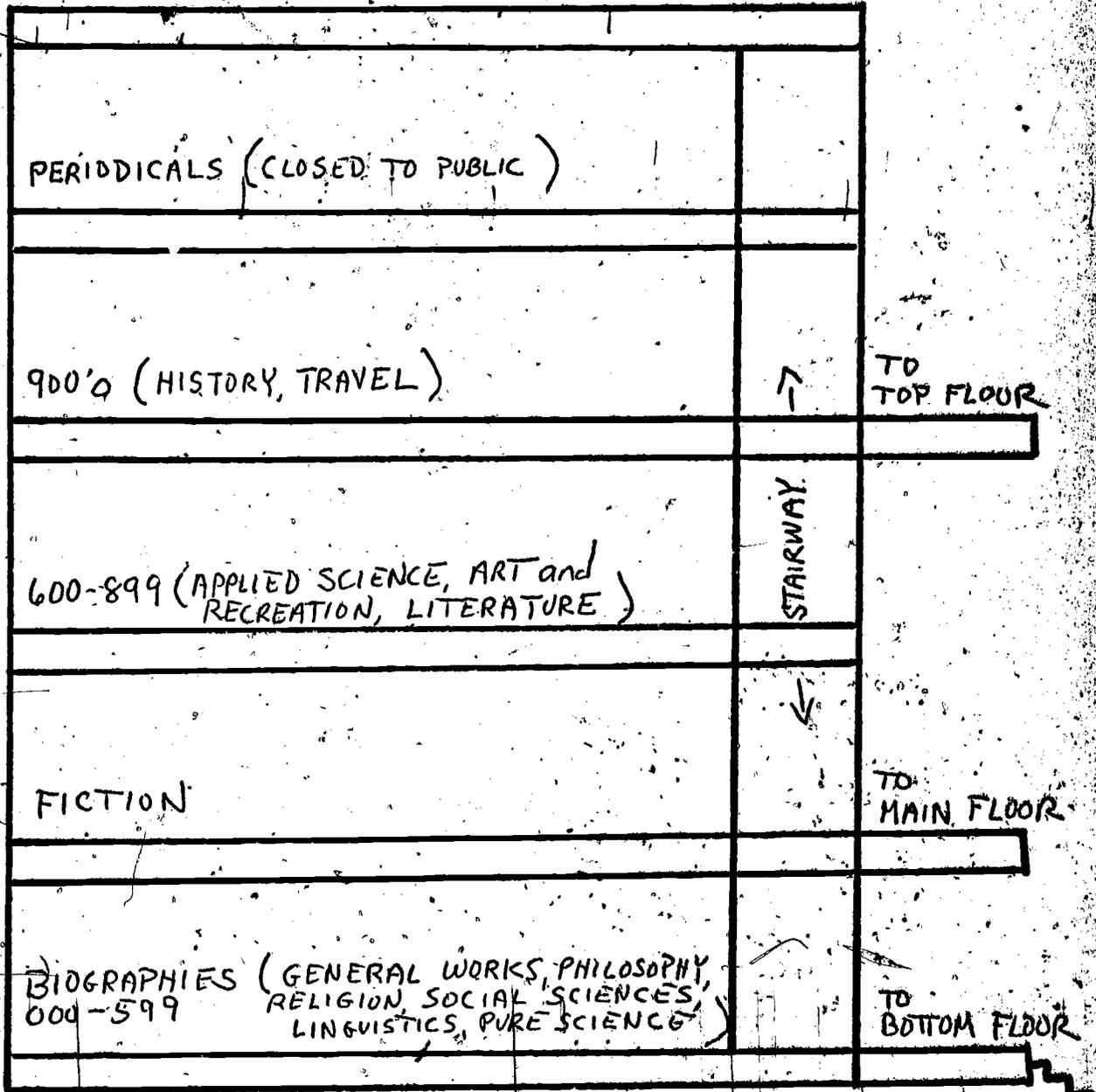
In the hall between the Reference and Youth Rooms a small copy machine saves trips down the stairs, and hopefully prevents the disappearance of the heavily used and unbound collection of periodical backfiles.

Bottom Floor

With the exception of a 621 square foot carpeted meeting room, the bottom floor is closed to the public. As seen in the floor plan, most of the space is given over to various behind the scenes activities and functions:



BOTTOM FLOOR PLAN
1/8" = 1'-0"



MATERIALS COLLECTIONS

The Interim Standards for Small Public Libraries¹ specifies that a library serving a population equivalent to that of Beverly should have a book stock of 2 books per person. Annual new book additions should total at least 5% of the library's basic collection, while annual withdrawals from the basic collection should average 5% of the total collection. The standards recommend that approximately 30% of the book budget should be spent on the children's collection, 10% on young adults and the remainder on the adult collection. It is suggested that a local history collection be included if not available elsewhere in the community.

The first step in analyzing the Beverly Public Library collection is in a quantitative profile. The following Table gives such a description. The second table compares our resources with Interim Standards.

TABLE 23
COLLECTION PROFILE

Type of Material	Number	% of Main total N=82,601	% of Total N=97,519
<u>Print Materials</u>			
Total Collection - Books	97,519		100
Main Library - Books	82,601		84.7
Adult	53,479	64.7	54.8
Children	11,648	14.1	11.9
Young Adult	5,156	6.2	5.3
Bookmobile (Adult & Children)	6,807	8.2	6.9
Reference	3,334	4.0	3.4
Local History	2,177	2.6	2.2
Branch Library - Books	14,918	<u>% of Branch total N=14,918</u>	15.3
Adult	11,103	74.4	11.4
Children	3,115	20.9	3.2
Reference	700	4.7	.7
Paperbacks (estimate)	4,000		
Periodicals	260		

¹Interim Standards for Small Public Libraries, (Chicago, Illinois: American Library Association, 1962), p. 7-8

Type of Material	Number		% of total N=3,335
<u>Non-print material</u>			
Records - Total	3,335		
Records - Main	3,000	% of main N=3,000	90
Adult	2,850	95	
Children's	150	5	
<u>% of Branch N=335</u>			
Records - Branch	335		10
Adult	250	74.6	
Children's	85	25.4	

TABLE 24
1975 B.P.L. BOOK COLLECTION COMPARED TO
INTERIM STANDARDS

Type of Material		Standards	Difference
<u>Print - Materials</u>			
Total Collection - Books	97,519	76,696 (2 per capita)	+20,823
Adult Books ^o	74,197		
Children's Books*	18,166	17,000 (2 per capita)	+11,090
Young Adult	5,156	7,780 (2 per capita)	- 2,624
<u>Non-print Materials</u>			
Records - Total	3,335	500-1,000	+ 2,335
Records - Annual additions	850	150-300	+ 550

A comparison indicates that the record collection is above the minimum requirements. However, it should be stated that the standards are 13 years old and in that time audio-visual materials have gained an increasing popularity in libraries. We can't afford to think our present collections are adequate for the '70's library user.

^o Includes branch, bookmobile and reference
* Includes branch and bookmobile

The following, shows that when compared to neighboring communities, Beverly Public Library does not fare as well.

Non-print holdings per capita

Salem	.32
Danvers	.16
Beverly	.13
Peabody	.03

The Audio-visual facilities and budget should be increased to meet the mounting demand for non-print materials. In the meantime, the distribution of records (95% adult, 5% children) should be remedied. More records should be purchased for children.

Based on the recommended 2 books per capita, the total book collection is approximately 21,000 above the recommended total. The children's collection is 11,000 above while the young adult collection is 2,600 below. Space and budget are restrictive factors in the young adult room. Even though it has been recently weeded, space for books is limited.

We added about 6,000 books in 1974 and plan to add an additional 8,000 this year. This is above the 5% (4,900) of the total collection recommended by ALA. In the last two years there has been an increased and also healthy amount of withdrawals. This indicates an active weeding policy on the part of the library to eliminate obsolete materials. This is vital when attempting to establish the library as a meaningful resource center. Both accessions and withdrawals should meet the 5% annual rate suggested by the profession.

The \$61,000 expended for library books was allocated as follows:

Adult	\$34,726	(56.9%)
Reference	6,517	(10.7%)
Childrens + Branch Children	8,922	(14.6%)
Young Adult	5,223	(8.6%)
Branch - Adult only	8,017	(13.1%)

Both the children's and young adult allocations are below the recommended 30% and 10% respectively. When the percents are compared to census population data, the children's and young adults' allocations still appear low.

	% of Total Budget N=61,000	% of Total Pop. N38,000
Children's	14.6% (includes Branch)	22%
Young Adult	8.6	10

The budget allocations by departments should be adjusted in accordance with the population groups they serve. It should be kept in mind, however, that young adults use the adult collection and vice versa. Additional space will be needed in the children's area to accommodate more books. The library should investigate ways of adding to the existing space.

An analysis of the quality of the collection was based on 2 major factors: (1) use of the materials, as reflected by circulation; and (2) age of the collection.

Analysis was accomplished by taking a representative sample of titles. The sample data were analyzed and generalizations relate to the entire collection. Consequently, the sample had to be randomly drawn, yet proportionately and adequately representative of all subject classes. It was felt that the method of systematic sampling suggested by A.K. Jain,² satisfied both conditions. The total sample consisted of 398 books from the adult main library collection. Items not located on the shelf or in the circulation file were accounted missing. Some general findings from the data are tabulated below:

TABLE 25
STATUS OF ADULT COLLECTION

Based on findings of a sample
from the adult shelflist

Status	Fiction	Non-Fiction	Total	% N=398
On the shelf when survey was taken	81	207	288	72.4
Missing - lost	25 43.9%	32 56.1%	57	14.3
In circulation	20 37.7	33 62.3	53	13.3
	126 31.7%	272 68.3%	398	100.0

Of the total 54,000 adult books available at the Beverly Public Library, 31.7% are fiction, slightly less than 1/3. The fiction has been weeded every summer in the past two years and has quite a bit less

²Jain, A.K., "Sampling and data collection methods for book use study", Library Quarterly, 39: 245-52, 1969.

"dead material" than the non-fiction. When a book is requested and found missing a new copy is purchased. This year with an allotted \$2,000, 400 classic fiction titles from Fiction Catalog were bought to replace missing, worn, or never-purchased titles. However, this has only touched what needs to be done. Such a program for several years running would help greatly. In any case, the fiction collection is at a better maintenance level than non-fiction.

Although Fiction represents slightly less than 1/3 of the collection, in circulation it represents a little over 1/3. This is consistent with Monat's study³, which found that fiction represented approximately 36% of the reading done by the respondents in his library user survey. The 37.7% fiction found in circulation seems to indicate that the reading patterns of Beverly patrons are similar to the library user pattern.

The sample indicated that 14.3% of the adult collection is missing. Even allowing for 5% error, this is a significant portion of the total collection, especially when considering the fact that it is the most-used titles which are usually lost. We presently find many reserved items are missing. An inventory, at least of the non-fiction, seems necessary in the near future. The large percentage of lost material affects the efficiency of the library considerably.

³Monat, William R., The Public Library and its Community: A study of the impact of Library Services in five Pennsylvania Cities. (Pennsylvania: Institute of Public Administration, Pennsylvania State University, 1967), p. 81.

The next table shows the distribution and proportions of adult sample titles among subject classifications (columns 1-2); data regarding titles in use (columns 3-6); and titles borrows at least once during the period 1974-1975 (columns 5-6).

TABLE 26
DISTRIBUTION OF ADULT SAMPLE TITLES BY
CLASSIFICATION AND USE

	(1) # in sample	(2) % N=398	(3) # out of library	(4) % of total N=53	(5) # circ- ulated 74-75	(6) % of total N=259
Gen. Works 000	3	.8	1	1.9	2	0.8%
Philosophy 100	12	3.0	3	5.7	8	3.1
Religion 200	7	1.8	0		5	1.9
Social Sci. 300	44	11.1	5	9.4	33	12.7
Languages 400	2	.5	0		1	0.4
Sciences 500	16	4.0	1	1.9	9	3.5
Technology 600	36	9.0	6	11.3	29	11.2
Fine Arts 700	43	10.8	11	20.8	37	14.3
Literature 800	44	11.0	4	7.5	19	7.3
History - T 900	30	7.5	1	1.9	16	6.2
Biography B	32	8.0	1	1.9	15	5.8
Fiction F	126	31.7	20	37.7	85	32.8
Foreign Lang.	3		0		0	
	398	99.2	53	100.0	259*	100.0

An analysis of the data presented suggests the following conclusions about the adult circulating collection: As might be expected, the fiction collection is the largest category at

*Excluding 57 missing titles or 14.3% of N and 82 (20.6% of N) were not borrowed during 1974-75.

31.7%. Of the 126 titles in fiction, it was found that 20 or 37.7% were in use at the time of the survey (Nov., 1975). This is about average with fiction circulation in other libraries. What appears high is the 20.8% of the Fine Arts books which were in circulation that day. Another heavily circulated area is technology (11.3%). Based on this information, thought should be given to purchasing more books in these two areas. Booklists and displays of fine art and technology books should be popular. The biography, history and literature sections show low usage compared to the amount of books available for circulation. These sections should be carefully weeded to remove the "dead weight". The science area needs to be completely re-evaluated in regards to weeding and acquisition.

The next table presents data on non-fiction use by categories (column 2) and contrasts this data with Bundy⁴ and Monat⁵ data (columns 4 & 5). Column 3 shows proportion of non-fiction titles in Beverly collection which were borrowed at least once during 1974-75.

TABLE 27
COMPARISON OF NON-FICTION USE DATA WITH BUNDY AND MONAT STUDIES

Subject category	Non-fiction in use at time of survey N=33%	Non-fiction cir- culated at least once 74-75 N=174%	% Bundy (n=6212)	% Monat (n=21515)
Gen. Works 000	3	1.1	1.6	**
Philosophy 100	9	4.6	1.1	5.7
Religion 200	0	2.9	2.0	5.4
Soc. Sci. 300	15.2	19	23.0	10.5
Language 400	0	.6	1.3	10.5
Science 500	3	5.2	11.1	8.9
Technology 600	18.2	16.7	12.7	13.8
Fine Arts 700	33.3	21.3	9.5	8.1
Literature 800	12.1	10.9	16.2	7.8
Hist., Tra., Biog. 900 + 920 B	6.1	17.8	20.5	38.7

⁴Bundy, Mary Lee, Metropolitan Public Library Users: A report of a Survey of Adult Library use in the Maryland-Baltimore-Washington Metropolitan Area, (Maryland: University of Maryland, 1968), p. 48.

⁵Monat, The Public Library and its community.

**This data included fiction. To achieve a comparable base, these data were subtracted from Monat's total to arrive at a total of non-fiction users of 2,515.

An analysis of data presented here suggests specific conclusions about the relevance of titles in various subjects of the non-fiction collection. First, it should be noted that sample data for certain subject categories (column 2) appear inconsistent with data in column 3. This may be the result of borrowing patterns varying at different times of the year. Therefore, analyzed data are from column 3 because these data represent title borrowed at least once during 1974 and 1975.

Beverly Public Library differences from Bundy data reflect significantly greater use by Beverly borrowers in the 3 areas of philosophy, technology, and fine arts. Compared to Pennsylvania users (Monat), Beverly users borrow more material in the 4 areas of social science, technology, fine arts, and literature. On the other hand, the Beverly borrowers appeared to use less material than Maryland (Bundy) borrowers in the 4 fields of social science, sciences, history-biography and literature. Compared to Monat's respondents, Beverly borrowers used significantly less material in the 3 categories of religion, science and history-biography.

The 2 subjects in which Beverly users exceed both Bunday and Monat respondents are in technology and fine arts. The 2 areas where Beverly use is below both of the other studies is the sciences and history-biography. A tentative conclusion would suggest that these subject collections lack relevance to potential needs of Beverly users. The library should evaluate its buying patterns in these areas and weed carefully the materials unused.

Quality is measured in part by the use a book receives. According to our sample, the adult collection in the Beverly Public Library is well-used; 78.8% of the total collection has circulated in the past 2 years, 94% in the last 6. (This high percentage may be due in part to a recent weeding of little-used materials).

TABLE 28
USAGE OF THE ADULT BOOK COLLECTION

Last Circulation date	Total number	% N=321
1975	211	65.7
1974	42	13.1
1973	26	8.1
1972	4	1.2
1971	13	4.0
1970	6	1.9
1969	5	1.6
1968	14	4.2
	321	

78.8% (circled around 1975 and 1974 data)
94% (circled around 1975, 1974, 1973, 1972, 1971, 1970, 1969, 1968 data)

According to our sample, 65.7% of the collection circulated in the last year. The table below shows the number of times each of these titles circulated. Of the books which circulated in 1975, 10.1% went out once a month -- a very high circulation rate; 24.4% circulated once every two months.

TABLE 29
NUMBER OF CIRCULATIONS IN LAST YEAR

# of Circulations in one year	Sample		Total	% N=188
	F	NF		
1	12	34	46	24.5
2	9	16	25	13.3
3	8	19	27	14.4
4	7	14	21	11.2
5	9	14	23	12.2
6	3	7	10	5.3
7	1	2	3	1.6
8	3	1	4	2.1
9		2	2	1.1
10	2	5	7	3.7
11	1		1	0.5
12 --	<u>12</u>	<u>7</u>	<u>19</u>	<u>10.1</u>
	67	121	188	100%

Another measure of the relevancy of the collection to its users' preferences and needs is the relationship of age of materials to use.

The Interim Standards indicate that a community of the size served by the Beverly Public Library, (38,000) should have a basic collection consisting of 90% of the total plus a changing collection represented by the remaining 10%. The distinction between "changing" and basic collection is defined as follows:

"A library's basic collection should contain only those items which have lasting usage. Books needed for shorter periods of time should be supplied by changing collections from resource

centers or book rental agencies, supplementing the basic collection.."⁶

A recommendation for the rate of annual acquisitions indicates that 5% of the basic collection (90%) should be added each year and 5% should be withdrawn. If these recommendations are followed, a community library collection will consist of a changing collection of light, popular material usually less than 5-10 years old representing 10% of the total. An additional 22.5% of the basic collection will be less than 5 years old ($5\% \times 90\% = 4.5\% \times 5 \text{ years} = 22.5\%$). Another 22.5% less than 15 years old, etc. Therefore, we can measure the quality of the present book collection by analysis of the imprint dates taken from the shelflist sample.

TABLE 30
IMPRINT DATES OF ADULT BOOKS

(1) Imprint dates	(2) Total number	(3) % N=340
1971-75	113	33.2
1966-70	53	15.6
1961-65	44	12.9
1956-60	41	12.1
1951-55	21	6.2
1946-50	9	2.6
-1946	59	17.4
Sample size	340	100.0

Column 3 shows that 33.2% of the collection was acquired in the last 5 years. This is slightly higher than the number, 32.5%, that should be represented in this group. The number of titles from 5 to 10 years old is less (15.6%) than the recommended 22.5%. The third category of titles from 10 to 15 years old (1961-1965) is also less (12.9%) than the 22.5% suggested.

Although the present acquisition rate is sufficient, budget problems in the past years have left the basic collection weak. This significantly affects the research value of the present total collection. The current budget,

6. Interim Standards, pg. 150.

while adequate to cover new selections, does not allow us to purchase basic titles which were not bought in previous years or are among the 14.3% missing presently. More book money is needed to buy the current up-to-date research materials our citizens need.

Even though the collection was weeded by user date last year, the remaining 20.9% between 15 and 29 years old and the additional 17.4% over 30 indicates that over 1/3 of the collection is dated. It should be re-evaluated in certain sections. Patrons may be borrowing dated books because that is all that is available to them. The stacks are over-run with sets of gift books dating in the early 1900's particularly in the literature, biography and history sections. This might be one reason why use of these areas, are below that of other libraries. Classic fiction should be replaced with newer, more attractive copies and non-fiction with later editions or up-dated replacements.

In summary, it might be said of the Beverly adult book collection that the quantity is high, the quality low. Adequate numbers of books are available but these books are often worn, old, and out-dated.

ADULT SERVICES

Hours of Service

The Beverly Public Library is currently open 72 hours per week on a 7-day basis and offers full service at all times. During the summer, it is open 64 hours, eliminating Saturdays. Figure 1 shows distribution.

Figure 1

Library hours Sept. 1 - July 1

Hours	9	10	11	12	1	2	3	4	5	6	7	8	9	Total Hrs.
Sunday														4
Monday														12
Tuesday														12
Wednesday														12
Thursday														12
Friday														12
Saturday*														8
														<u>72</u>

*During the summer months, the library is not open on Saturdays.

Circulation

The goal of the Circulation department is stated in the program budget: To provide the public with all phases of library services available at the circulation desk efficiently, courteously and pleasantly. To give our patrons an atmosphere of friendliness and willingness to help, so that they will look forward to their library visits.

All circulation functions are performed at a desk in the lobby immediately inside the entrance. A listing of services performed are as follows: (1) Public Service objectives such as circulate all library materials, issue borrowers cards, take all incoming calls, maintain a reserve system, Reader advisory work, assist at catalog and serve as an information desk, and (2) Department objectives such as overdue notices and bills, maintain all circulation records, shelve books in Browsing Room and 2 floors of stacks, file all catalog cards.

A Description of the Circulation System

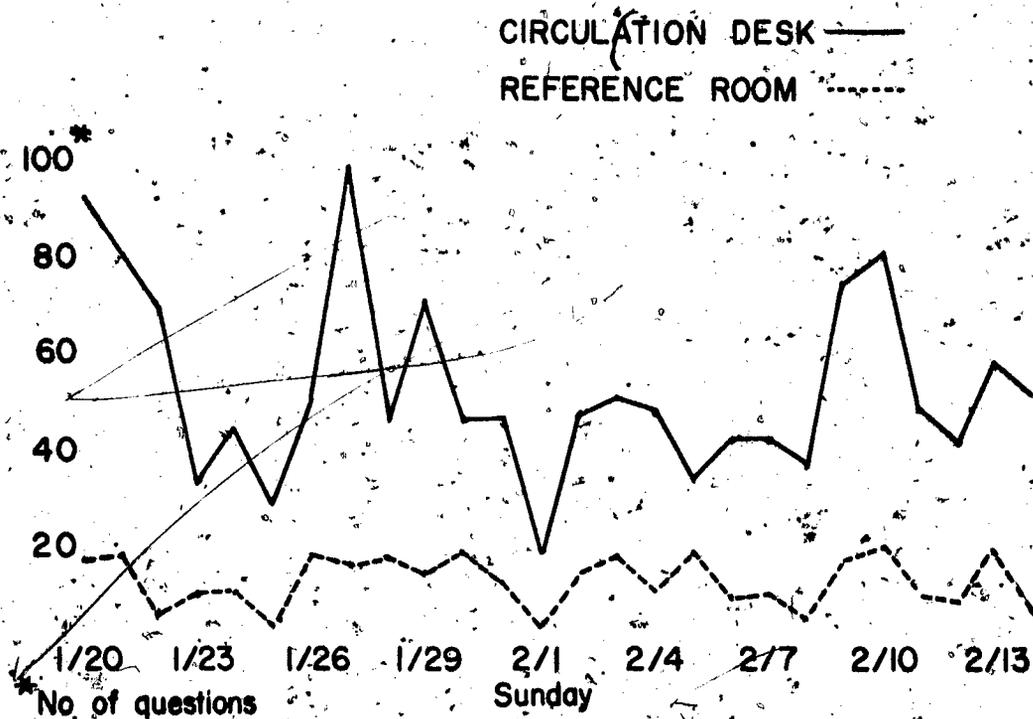
The library uses a Gaylord Book Charging Machine. All materials are loaned for 2 weeks. Two renewals are allowed (at the library or by phone) unless material is on reserve. Framed prints are loaned for 6 weeks.

Fines are 2¢ a day for books and periodicals, and 5¢ for records. We are attempting a leniency policy on fines, and think more materials are being returned. A future study of the fine system is planned to establish a more uniform policy on fines and billing in an effort to lessen the high loss rate.

The reserve system is just a matter of filling out a request card. There is no charge and patrons are called when their book comes in. Requests have increased greatly since last fall, now reaching as many as 30 a week, indicating the popularity of this service. It is felt that reference may better do reserves in that a more thorough search for materials or substitutions could be first explored.

There is no charge for registration, and after identification is shown, patrons are issued cards and allowed to borrow materials immediately. A state law since July, 1974, all Massachusetts residents are eligible for a library card. Out-of-state and temporary cards (college students, vacationers etc.) are also free.

The circulation desk is staffed by a total of 7 people -- 4 full time (35 hrs. weekly) and 3 part time. They are head of circulation, an assistant, 2 library technical assistants, and 3 college-age pages who work 20 hours weekly. All staff members work one weekend monthly, with compensatory time taken during the week. Because of the circulation desk lobby location, with the card catalog directly opposite and the reference room located up a long flight of stairs, the job description of the circulation desk includes many reference functions. This results in too many demands on the staff, with a minimum of 2 or 3 having to be on desk duty at all times. The question arises as to whether circulation people have the time and proper training to successfully do reference work. A 2-month count of reference jobs performed at the desk showed as many as 96 questions answered on a peak day. The following graph compares reference room and circulation desk questions on the same days during this period.



This indicates a need for information service to be on the main floor near the main entrance and the catalog.

Work space is a serious problem -- the total area (desk top and floor space) measures 111.1 square feet. The desk houses a Gaylord Machine, current circulation cards, films, cassettes, reserves and snags. The work area has a typewriter, storage cabinet, registration file, 2 book-carts and 2 chairs. Adjoining this area, is a small office (a converted coat closet) measuring 51.1 square feet which houses 2 desks and 2 chairs. The total work space is very inadequate and provides no place for the staff to "get away" from a busy desk to perform duties such as reserves, overdues, statistics, etc. At this writing, a small room on the lower level has been set up for all staff members' use. A schedule for circulation personnel allowing clerical work to be done uninterrupted has helped to relieve the crowding situation.

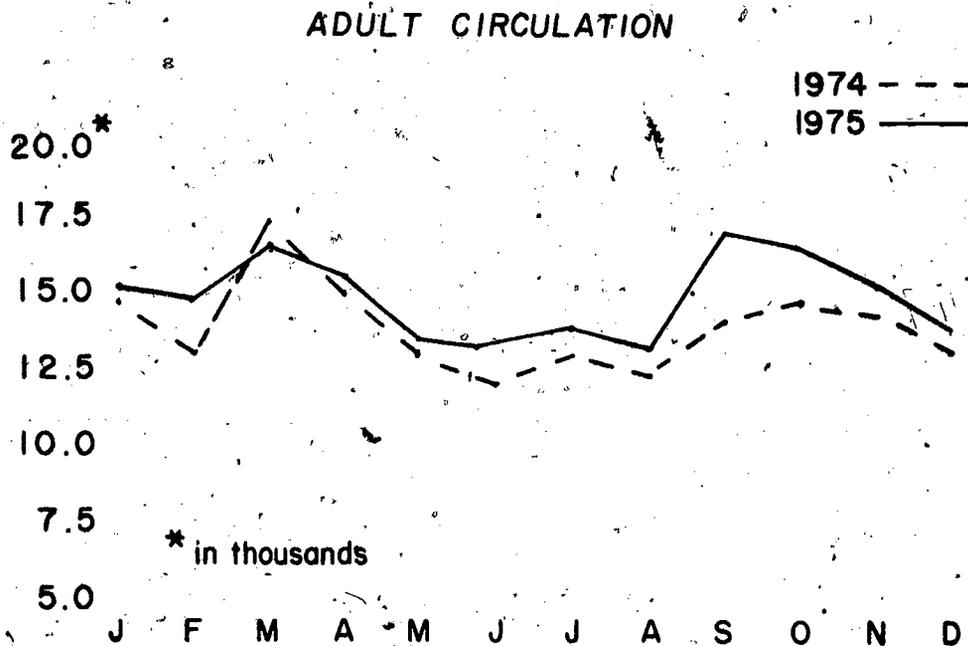
The budget for the Adult Services Department

Personnel (including A.V.)	\$ 55,399
Library Materials	38,784
Other expenses	515
	\$ 94,698

Using the total adult circulation as a unit of service, each unit cost \$.56.

The Beverly Library's total adult circulation for July 1974 to June 1975 was 169,641. The average monthly circulation was 14,137 and the biggest single day the adult circulation desk ever had was on September 3, 1975 - 1,181. The charting of daily circulation shows Mondays and Tuesdays to be the peak days of the week.

The following graph indicates the peak months of March, September and October, and the low months of the summer.



Registration and Circulation

The registration and circulation studies were done with random samples of 400 cards, which were then searched for names, addresses, occupations and ages. These were then plotted on maps of census tracts with the following results:

TABLE 31

ADULT LIBRARY REGISTRATION COMPARED WITH
TOTAL ADULT POPULATION (14 & over)

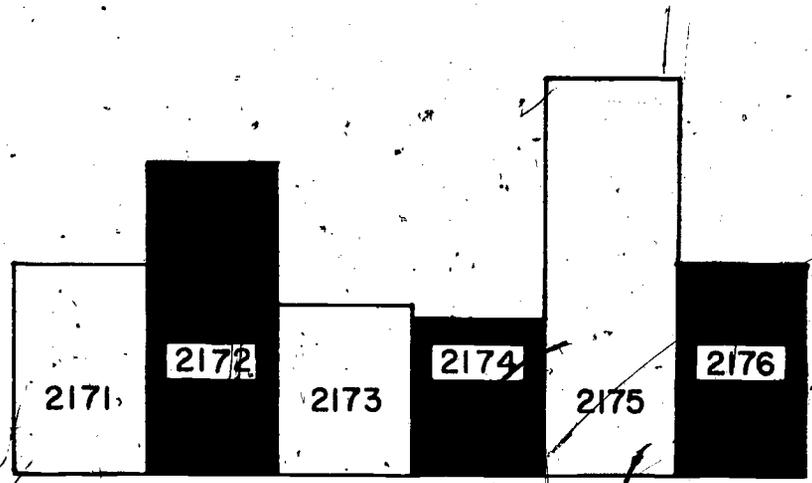
Tract	% of sample	Estimated # regist.	Adult pop. of Tract	% pop. registered	Comparative Index Figure
2171	14.8%	2,257	4,045	55.8%	17.4%
2172	20.7	3,157	5,756	54.8	17.1
2173	12.3	1,876	3,904	48.1	15.0
2174	11.8	1,800	3,684	48.9	15.2
2175	26.1	3,980	5,728	69.5	21.6
2176	14.3	<u>2,181</u>	<u>4,962</u>	44.0	13.7
		15,251	28,079		

Total population age 14 and over is 28,079

ADULT REGISTRATION by
HOME ADDRESS

Percent

30
25
20
15
10
5
0



It should be noted that tract 2175 (where the library is located) accounts for over 1/4 of the registrants. The occupational characteristics on the demographic study show this tract to have the highest percentage of professional and managerial group other than tract 2176 which has its own branch library. This tract also has the highest percent of the total tract population and the comparative index figure is also favorable. Tracts 2173 and 2174 are lowest in all these categories, as well as in the professional and managerial classification. This confirms library studies of a "typical" library user. An examination of the census tract population shows a close correlation between population and registration. This would indicate card holders are evenly distributed throughout the city. The total of 54.3% of the population registered is very high, as most library studies average 20 to 25%. Obviously, Beverly is a city of library-oriented people. It is also interesting to note that even though there is a branch library located in tract 2176, it does not have the lowest percentage of the total main library sample. This would indicate the Farms branch needs to open more hours, perhaps, or expand their collection in certain areas to attract their residents.

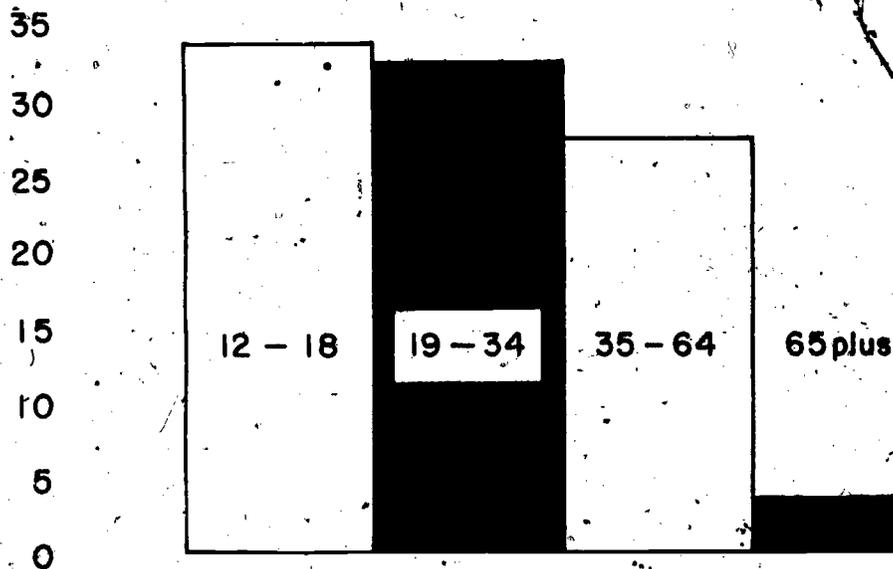
Using the ages of the sample registrants resulted in the following:

TABLE 32

AGE BREAKDOWN AS % OF REGISTRATION

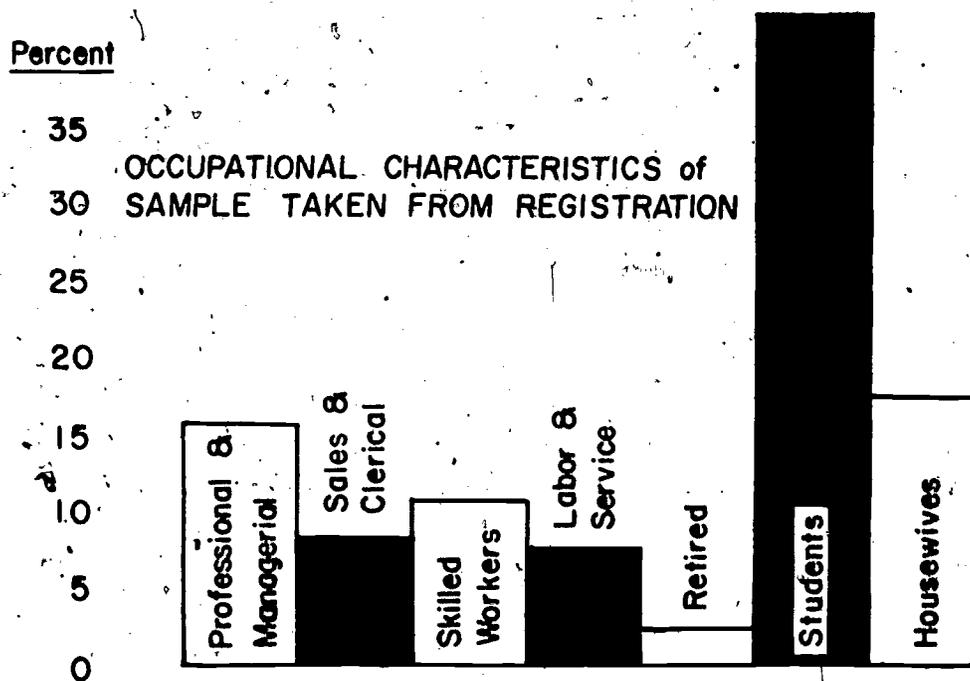
Age	Population	# of Reg.	% of pop.	% of total sample	Comparative Index figure
12 - 18	5533	90	1.6	34.6%	44.4
19 - 34	8037	87	1.1	33.5	30.6
35 - 64	12317	72	0.6	27.7	16.7
65 - over	3835	11	0.3	4.2	8.3
		260	3.6	100.0%	100.0

Percent AGE BREAKDOWN of REGISTRATION



The two highest groups represent the junior high and high school age (12 - 18) and the college age group which would be included in the 19 - 34 group. The school study in this report showed the Beverly school libraries to be far below ALA standards, accounting for the high school age registrations. Also, it is required by many junior high school teachers as part of the curriculum, that their students obtain Beverly Public Library cards. The high percent of 19 - 34 bracket reflects the location of many colleges in the immediate area plus the fact that Beverly is within commuting distance to many excellent Boston universities. The small number of age 65 and over shows a need for the library to do some planning, such as programming, increase large print etc., as it is near several old age projects, all of which supply bus service.

The graph below shows the occupational breakdown of the registration sample:



This reinforces the age study which shows high student registration and very low 65 and over retired group. The two second largest -- professional, managerial and housewife are typical of library user studies.

Non-Resident Registration

A total count of non-resident registrations for July 1974 (when it became a state law to issue free cards to all Massachusetts residents) to December 1975 showed:

TABLE 33

ADULTS

113	from Wenham *
94	from Hamilton
88	from Salem *
76	from Gloucester
66	from Manchester *
65	from Peabody
60	from Danvers *
<u>319</u>	from 68 other communities
881	from out-of-town

* Borders Beverly

Total registrations for above period - - - 6,075

Percentage of total from out-of-town - - - 14 1/2%

Naturally, the largest numbers are from small surrounding communities which have small libraries. The one exception is Salem, which has a larger population (2000 more) and larger, well-funded library. The high percentage of non-resident registrations, half of which are not from the immediate surrounding communities, again indicates students, both commuters and live-ins, that attend the local colleges.

Circulation

An examination of the circulation sample resulted in the following:

TABLE 34

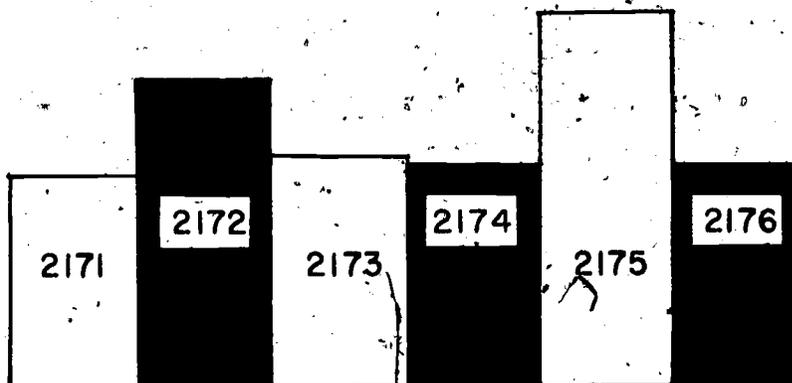
CURRENT CIRCULATION AS A PERCENT OF TOTAL POPULATION

Tract	Adult Pop. of tract	# of borrowers (in sample)	% of total sample	% of adult population	Comparative Index figure
2171	4,045	47	13.4	1.2%	16%
2172	5,756	70	19.9	1.2	16
2173	3,904	52	14.8	1.3	17.3
2174	3,684	49	13.9	1.3	17.3
2175	5,728	85	24.1	1.5	20.
2176	4,962	49	13.9	1.0	13.3
				7.5	99.9

ADULT CIRCULATION by HOME ADDRESS

Percent

30
25
20
15
10
5
0



Again Tract 2175 is outstandingly higher than all the other tracts, even in the index figure which takes population into account. The low use of tracts 2173 and 2174 repeats earlier findings of need for library efforts in these 2 areas which include foreign speaking and low-income population. The low use of 2171 may be accounted for by its proximity and convenience to the bordering town of Danvers, whose library can be reached by the population of this tract without crossing any traffic areas.

The age breakdown of the circulation is as follows:

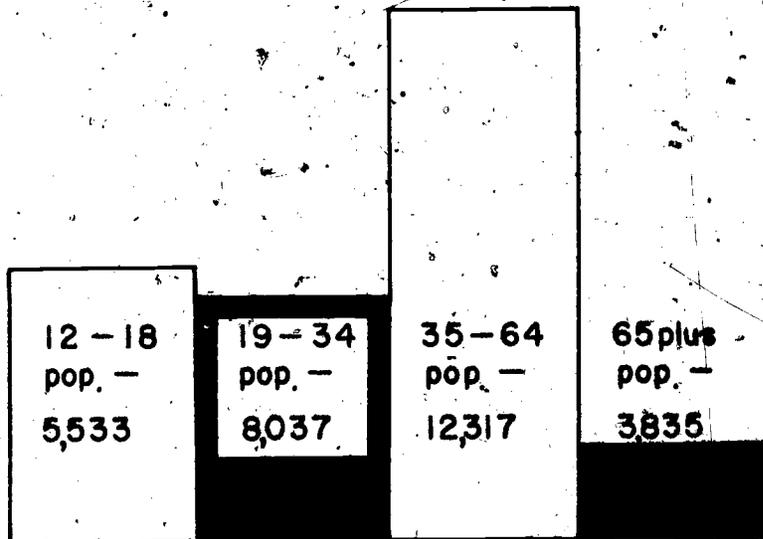
TABLE 35

AGE BREAKDOWN AS PERCENT OF ADULT CIRCULATION

Age	Pop.	# in sample	% of pop.	% of total sample	Comparative Index figure
12 - 18	5533	67	1.2	23.7%	33.3
19 - 34	8037	60	0.7	21.3	19.4
35 - 64	12317	131	1.1	46.5	30.6
65 - over	3835	24	0.6	8.5	16.7
		282	3.6	100.0%	

Percent AGE BREAKDOWN of CIRCULATION

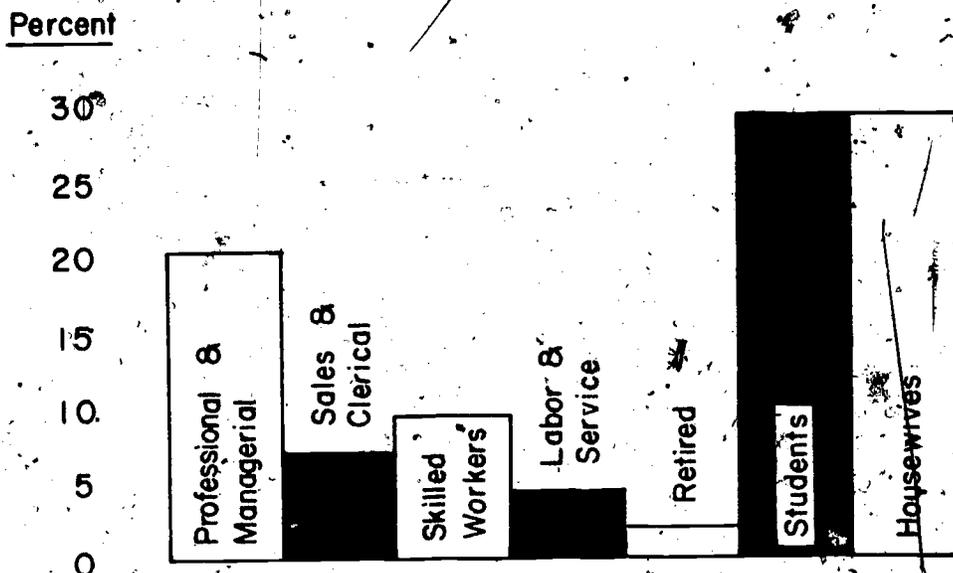
50
45
40
35
30
25
20
15
10
5
0



These charts and graphs show a drastic change from the previous registration study. Although the registration sample showed the 35 - 64 group as only the third largest group, the circulation figures show them to be the first -- almost doubling in size and 1/2 of the circulation. This means patrons in this age group use their cards more. A factor accounting for the drop in use of the 12 - 18 and 19 - 34 segments is that although they may register for cards, they use the services within the library such as non-circulating magazines, reference books and quiet study areas.

A graph of the occupational study of the circulation shows further changes:

**OCCUPATIONAL DISTRIBUTION of SAMPLE
TAKEN FROM CIRCULATION**



The student use drops, as in the age study, but the housewife category increases greatly. The housewife, then, has more time for trips to the library, drives the younger children, and also often brings books home for the whole family. The professional and managerial group increases, as per library studies. Also, this graph shows a very small percentage of retired users, a figure that would be higher if Bookmobile circulation was included. The Bookmobile makes regular stops to old-age housing, nursing homes and the home-bound.

Conclusions

The overall study of circulation and registration resulted in many findings.

1. Although tract 2175 (where library is located and large managerial population) showed largest number of library users, the remainder of the patrons are spread throughout the city -- a very good reason for solving our very serious parking problem.

2. Our 2 largest user groups -- housewives and students -- show the library has the unique problem of serving the "usual" patron, plus a specialized student group making unusual demands on its collection. It indicates more book buying in some technical areas such as science.

3. Areas near the library tracts 2173 and 2174 which have low user figures need concentrated effort by the library to attract patrons. These are a low-income, foreign speaking population which could perhaps be attracted by programming, foreign language books and a cooperative effort with the grammar schools located in these tracts.

4. The small over-65 registrations and circulation could be increased by working with local old-age groups such as the "Golden Aged" and old-age housing associations in a more extensive "Outreach" program.

5. The drop in circulation during the summer months indicates, of course, the loss of some of our student patrons. However, circulation could possibly be increased by (a) bringing paperbacks to Beverly's many busy beaches; (b) supplying sport books to the very active recreation department or (c) advertising our large collection of boating books.

6. Despite its own branch library, the Beverly Farms residents (high-income and managerial group) use the Beverly Library to a great extent. This would indicate the branch's need for opening some evening hours, or perhaps increasing its collection in high interest areas of the population.

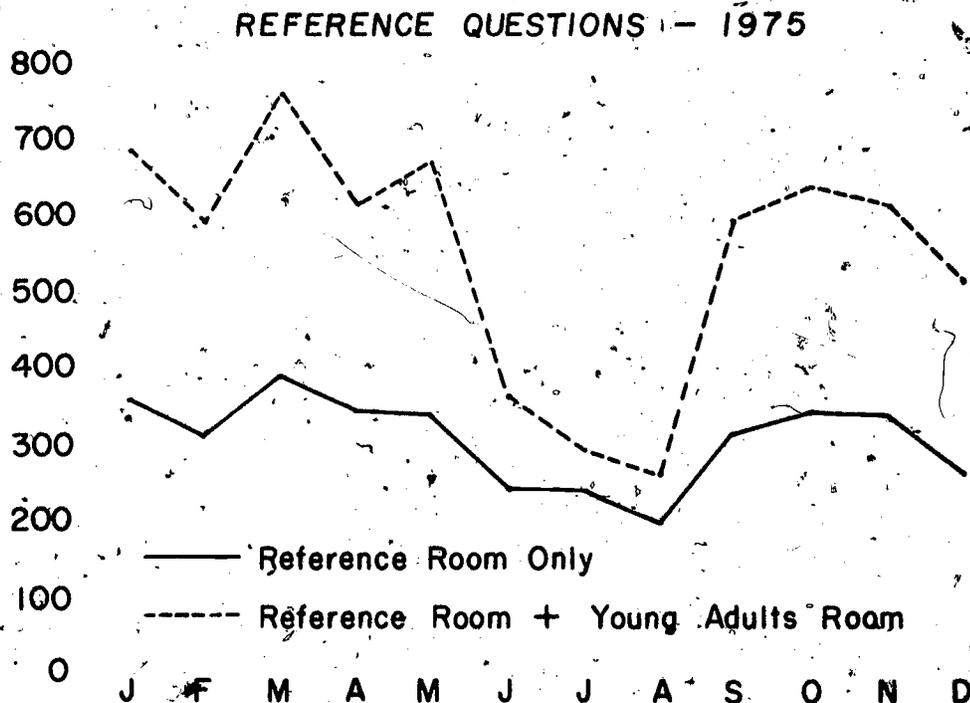
7. Within the library, the study of circulation desk job descriptions indicated a need for information service on the main floor. At this writing, a committee has been formed to study the problems of moving the Reference Room. An information desk and some ready reference volumes will soon be set up in the lobby as a first step in this direction.

REFERENCE AND INFORMATION SERVICES

The role of the reference department is to meet as many of the community's information needs as possible. In striving to achieve this goal, the reference staff spend their time as follows:

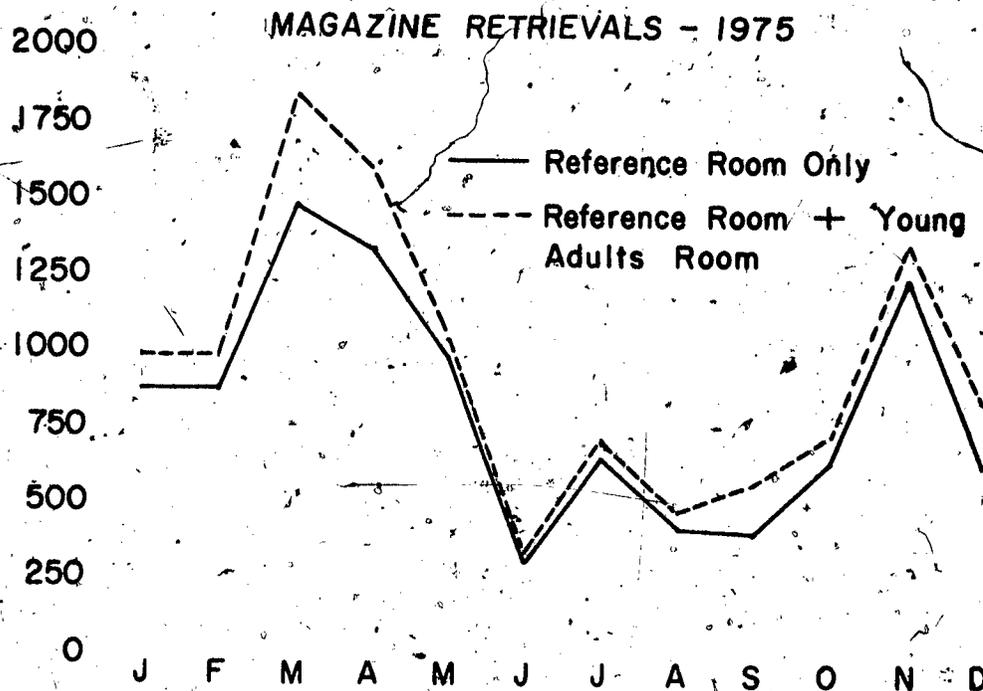
1. Assist patrons in the most efficient and effective use of resources;
2. Inform the community of the variety of special materials available;
3. Develop and maintain files and indexes that facilitate use of resources and collect reference materials;
4. Collect, preserve and inform the public of documents recording Beverly history.

From January to December, 1975, the reference department answered 3,624 requests for information, of which 421 (11.6%) were made by telephone. The following graph shows the monthly distribution.



During the busiest months - March (380) and January (359) - the average requests made daily were 12.7 and 12.4. In the slower months of August (194) and July (229) the daily requests were 7.8 and 8.8 respectively. The dotted line represents the total information requests for both departments on the second floor - Young Adult and Reference.

The next graph represents the number of requests for individual magazines made monthly.



Magazine requests for the year totaled 9,764. During the busiest months of March (1,465) and April (1,312) the average magazine retrievals made daily were 48.8 and 45.2. In the slower months of June (339) and September (464) the magazine retrievals were 14.7 and 18.6 (These counts are separate magazines retrieved, not trips to the magazine section. Most often, a request is for 3 or 4 magazines at a time). Magazines most commonly requested include: Time, U.S. News & World Report, Newsweek, Saturday Review, New Republic, Nation, Psychology Today and the New York Times Magazine.

Once again the dotted line represents the total magazines requested from the Young Adult and Reference departments. Magazines are a valuable resource for students and researchers. Care should be taken to maintain complete series (either bound or on microfilm) for those titles most used.

The Interim Standards for Small Public Libraries states:

"Every library, no matter how small, should be able to supply material of even the most specialized kind either by: a. using its own resources; b. borrowing from a neighboring library; c. borrowing from a large library or resource center; d. borrowing from its state agency; e. referring the borrower to the appropriate institution where he will have access to the materials he desires."¹

As suggested by the Standards, books and other materials which are not owned by the library are requested through the inter-library loan service available through membership in the Eastern Massachusetts Regional Library System. Inter-library loans are processed by the head of circulation. Of the 222 loans for individual titles made in 1975, almost none were directed from the reference department. The department sends in separately its own requests for subject material. There were 11 such requests in 1975. Traditionally, because of their knowledge of the book collection and expertise with bibliographic tools, the reference department usually handles inter-library loan. Our unique inter-library loan situation should be re-evaluated.

The chief deterrent to the present level of information service is the location of the reference department, on the top floor up a steep marble stairway, out of sight from the entrance. A further difficulty is that the card catalog is 20 feet away and 29 steps below the reference room on the main floor. As stated elsewhere, this has created a situation wherein the circulation staff performs many reference functions - verification of library holdings, reader advisory work, inter-library loan, and fulfillment of information requests. If an individual does find his way up to

¹Interim Standards for Small Public Libraries, (Chicago; Illinois: American Library Association, 1962), p. 5.

reference, it usually will mean a trip back down - by him or the librarian - to the card catalog. It is to their credit that the staff does as well as it does around these obstacles. It is only because of circulation's location, near the entrance, incoming phone and card catalog, that the circulation staff at times must perform traditional reference duties. This situation needs to be re-evaluated. Are our patrons getting the best possible information service we can provide? How can we increase the number of requests made? Do the reference department, and the card catalog need to be united?

Presently, the reference department shares the second floor with the young adult room. The three rooms occupied by reference are: main reference room - 1,189 square feet; microfilm and business machine room for public - 288 square feet; and local history collection - 404 square feet. The main room seats 36; the microfilm room 6; and the local history room 7; total seating 49.

A Royal Bond copier is located on the main landing. There are telephone extensions in both the reference room and the young adult room. The two outside lines ring at the circulation desk and are transferred from there to other departments. Of the total incoming calls 29% are for adult book renewals. The remaining 71% are basically information requests and personnel calls. We should consider having reference staff answer the phone so an incoming request for information need not be transferred.

As of July, 1975, there were 3,334 reference volumes and 2,177 in the local history collection. None of these volumes circulate. All volumes in the main room are cataloged, only 1/2 in the local history room. Evaluating, weeding and cataloging the present local history collection is a major project for 1976.

In addition to the book collection, the reference staff maintains the following files: Analytic, Career, Pamphlet, Local History, and Political Campaign material. A major project begun this year is the indexing of the Beverly Times, the local daily paper.

The microfilm room contains 2 readers and 1 reader-printer. The reference staff instructs people in the use of these machines, collects money for the printer and maintains the present collection of 280 rolls of microfilm (Beverly Times, N.Y. Times, Boston Globe, Time, Newsweek, Look, Life, Saturday Review). There are also 2 typewriters (both rather old) for public use in the room.

Reference staff includes one full-time reference librarian (non-degree), one full-time assistant and a page for 20 hours per week. The reference page is trained by the department librarian to answer reference questions. He works one night and two weekends alone, besides assisting during the week. The reference librarian of 18 years will retire this January, 1976. A degree candidate is sought to fill the vacant position.

This year, \$32,152 was spent in providing information service. The break down is as follows:

Personnel	\$21,562
Materials	10,475
Operating Expenses	115
	<hr/>
	\$32,152

This represents 9.4% of the total library budget.

Using the reference question as a unit of service, each of 3,624 units cost \$8.87. It must be remembered, however, that this does not take into account people's utilization of the collection by themselves, or staff time spent in other functions such as retrieving magazines and microfilm. When magazine retrieval is taken into account, the cost of a unit of service lowers to \$2.40. This figure would be lower still if the reference department answered some of the questions presently directed to the circulation staff. Perhaps the reference staff should take over more of the patron directed services such as reserves, inter-library loan, and reader's advisory work now performed by circulation. The functions of both reference and circulation should be re-evaluated and clearly defined.

Services to Youth

*Children's Services:

The primary goal of the Children's Department is to provide books and other library materials and services for young children (through grade six for a total of 6,852 children in Beverly) as well as for their parents and other adults working with children to ultimately produce literate, informed adults.

Because goals and objectives of the library and the schools are so similar and because the school libraries have so little, a concerted effort has been made to work closely with teachers. To this end, a monthly newsletter for teachers - "Under the Rotunder" - is published by the library. It contains notices of library programs, new books and magazines of professional interest to educators, note of programs with some educational value sponsored by other agencies, and any other appropriate material. Response has been very favorable.

Class visits to the library are encouraged by the children's department. A slide-tape presentation is being assembled in order to make the children's visit more meaningful. An attractive brochure which traces a book from the time it is ordered until it goes on the shelf is available to touring classes. Teachers may borrow materials in quantity for classroom use, or may place materials on a given subject on reserve.

For the pre-school group, there is one story hour - 9:00 - 10:00 on Friday mornings. An attempt is made to present active and varied programs - puppet shows, story telling, films, film strips, singing, etc. Attendance is usually from 35-45. As there are approximately 1,300 children in this age group, consideration should be given to adding a second story hour at a different time - perhaps Saturday morning or an evening hour. A bedtime story hour tried about a year ago was a complete flop, but it was begun in mid-winter; very likely the weather accounted for the failure.

The Friends of the Library recently established a successful toy lending library. Another very popular "mini-collection" is the "parent's shelf" - a small group of helpful materials for the harried mother and father.

The Children's book collection is generally poor. Especially needed are picture books, counting books, and up-to-date non-fiction for upper grades (3-6). As has been mentioned earlier, while the budget allocation of \$6,517 is far below the recommended standard of 25% of the total book budget (\$15,250), neither is there the space to shelve the needed books. A recent sample indicated that 35.6% of the non-fiction is "missing".

Circulation of materials (books, magazines and records) is the prime children's room activity. A recent sample of the circulation file determined that 62.7% of the total borrowers of children's books live within one mile of the library:

TABLE 36

	# from sample	% of sample
within $\frac{1}{2}$ mile	57	30.8%
between $\frac{1}{2}$ & 1 mile	59	31.9
between 1 & $1\frac{1}{2}$ miles	21	11.4
between $1\frac{1}{2}$ & 2 miles	20	10.8
between 2' & $2\frac{1}{2}$ miles	11	5.9
beyond $2\frac{1}{2}$ miles	17	9.2
total	185	100.0%

This is fairly normal condition . . . children do not have the mobility of adults, and those who live far from the library must rely on someone else for transportation. This should be kept in mind when planning programs and reading clubs, such that children who live beyond walking distance from the library are not excluded.

The following table shows the distribution of children's circulation of a sample recently taken:

TABLE 37

Children's circulation as a percent of total children's population of the tract:

TRACT	Child pop. of Tract	# of borrowers in sample	% of child pop.	Index number*
2171	1,167	23	1.97%	14.9
2172	2,035	35	1.72	13.0
2173	1,386	19	1.37	10.3
2174	908	25	2.75	20.7
2175	1,595	61	3.82	28.8
2176	1,413	23	1.63	12.3
Total		186		100.0 %

*% of total circulation represented by given tract

The high tracts (2174 and 2175) are closest to the library; the highest of these (2175) is the tract which has the demographic characteristics which usually result in high library use. The location of the Beverly Farms Branch in tract 2176 accounts for its low representation in the sample. Tracts 2171, 2172, and 2173 are areas which should be considered for outreach services, or special programming. The possibility of working in cooperation with the Recreation Department in this regard should be explored.

As is seen in the following table, registration patterns as revealed by a random sample of the registration file, follow circulation of books quite closely.

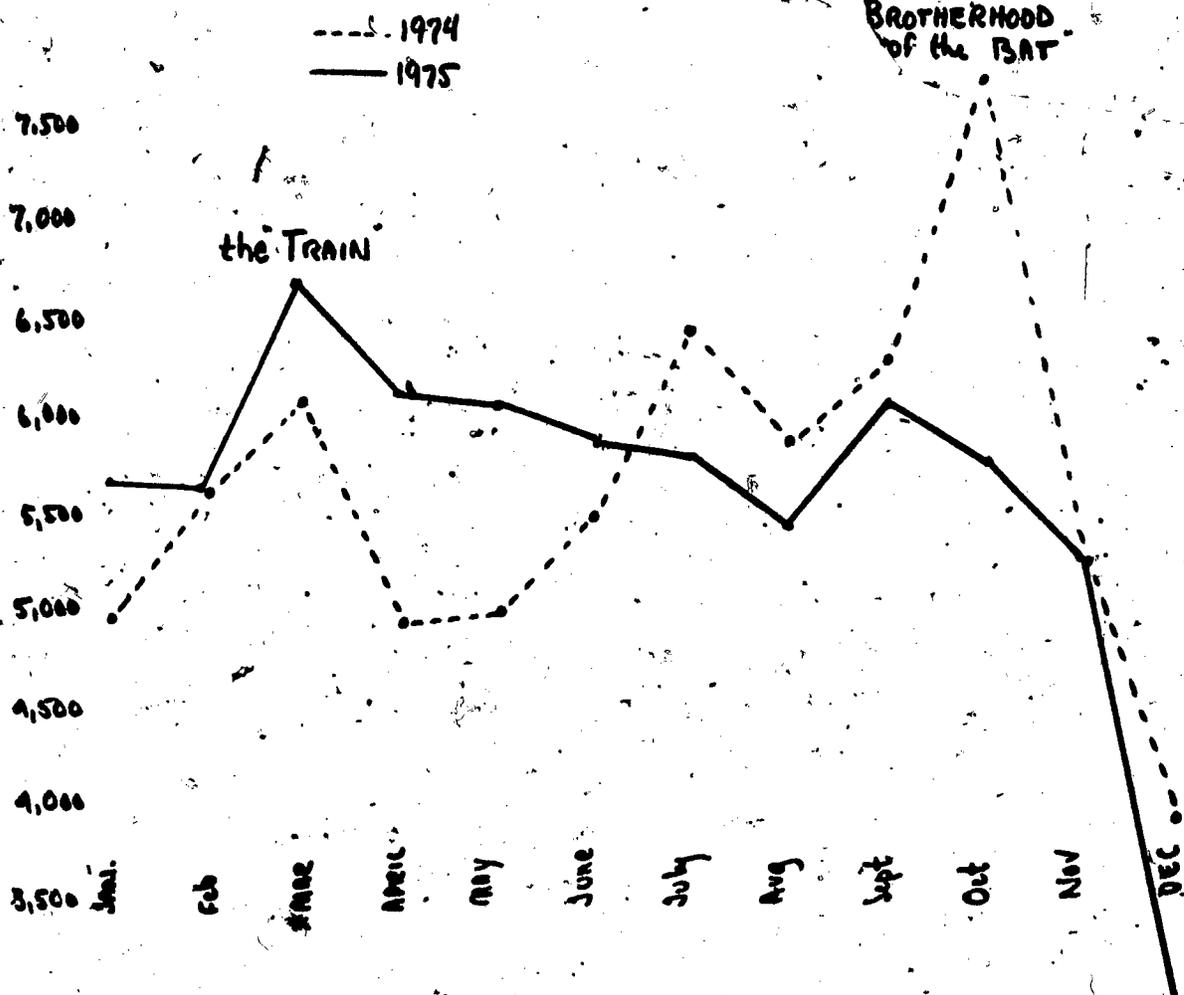
TABLE 38

Children's registration by Tracts:

TRACT	# in sample	% of sample	estimated # registered	% of total registration
2171	71	11.75%	552	11.75
2172	91	19.75	928	19.75
2173	71	10.25	482	10.25
2174	41	17.75	835	17.75
2175	79	22.75	1,069	22.75
2176	<u>47</u>	<u>17.75</u>	<u>834</u>	<u>17.75</u>
Total	400	100 %	4,699	100 %

An interesting finding was that 34% of the circulation sample represented books checked out by parents for children. This reinforces the suggestion of many that librarians not attempt to make too much out of raw circulation statistics.

A final observation on the subject of children's circulation is the extreme volatility of circulation figures. The two highest points in the graph on page 115 were the result of special reading clubs held by the children's department . . . "Brotherhood of the Bat", and the "Train" reading club. Until reliable quantitative measurements are developed, the interpretation of qualitative measures should be careful.



Facilities in the children's room have been noted earlier in this report (pp. 74-76).

The children's department is staffed by a full-time head of department, a full-time assistant, and three part-time pages who work a total $1\frac{1}{2}$ full-time equivalent. This represents a total of \$26,351, or 11% of the total library salary allocation.

Basic statistical/budgetary data is given below:

- 6,852kids 3-11 yrs (18% of Beverly's population)
- 71,440circulation (24.7% of total library circulation, or 10.43 percapita)
- 2,900active registrants (42% of this age group)
- \$26,351salaries
- \$ 6,517book budget (10.7% of total library book budget, and 95¢ per capita.
- \$32,868total budget exclusive of overhead, or \$4.80 per kid. Or 46¢ per circulation.

Young Adult Services

The young adult department provides general popular reading, both fiction and non-fiction as well as reference services for young adults. The young adult librarian, in addition to selecting and administering materials for those in grades 7-11 (ages 12-16), also co-ordinates special programs and other special needs for this age group. A total of 3,928 (10% of the population) young adults are served by this department.

The department is completely empty until school lets out, then completely filled. Homework and peer group socializing are the main activities - the latter frequently causing discipline problems. It was necessary to hire an additional page in the fall of 1975 to help keep things under control. Assistance with homework often requires staff to leave the room to either retrieve back issues of periodicals or to search for materials in the stacks. Young adult staff also assist in the reference department as the need arises. Approximately 243 young adult reference questions are answered each month, and retrieves an average 145 magazines per month. As regards programs, aside from films (which have not been especially successful) very little has been tried. Programs on careers, college financing, drugs and alcoholism have proved successful in other libraries. These areas might be considered for future programming.

There are 5,000 volumes in the young adult collection especially selected for this age group. A random sample of 410 titles was drawn from the young adult shelflist. The analysis of this sample appears below:

TABLE 39

STATUS OF YOUNG ADULT COLLECTION

Based on findings of a sample from the young adult shelflist

Status	Fiction		Non-Fiction		Total	% N=410
on shelf	87		249		336	82
missing	18	40.9%	26	59.1%	44	10.7
in circulation	7	23.3%	23	76.7%	30	7.3
	112	27.3%	298	72.7%	410	100.0%

This chart shows a large 10.7% of the collection missing with an inventory taken only last year. The registration and circulation study proved young adults to be one of our largest library user groups. With this in mind 7.3% in circulation is a small figure, indicating these young patrons are using the regular adult book collection for their studies. This may be an indication that the young adult collection should be integrated with the others. An actual count of young adult book cards in the circulation for a

2 week period showed an average of 19.2 books a day in an average daily circulation of 600 - not very many considering this is again one of our large user groups.

TABLE 40
USAGE OF THE YOUNG ADULT BOOK COLLECTION

Last Circulation / Date	F	Total # NF		%	N=299
1975	49	124	173	57.9	78%
1974	19	41	60	20.1	
1973	5	19	24	8.0	95.7%
1972	0	15	15	5.0	
1971	2	7	9	3.0	
1970	0	5	5	1.7	
1969	1	6	7	2.3	
1968	1	5	6	2.0	4.3%

299 100.0%

This chart indicates that 78% of the young adult collection went out during 1974-75 and that 95.7% circulated in 1970 to 1975, showing fairly high usage. However, this high statistic is somewhat negated by the circulation study below which shows 44.2% only circulated once this year, and 21% circulated only twice in the year.

TABLE 41
CIRCULATIONS IN LAST YEAR

# of Circulations in one year	F	NF	Total	%	N=219
1	25	72	= 97	44.2	
2	13	33	= 46	21.0	
3	9	23	= 32	14.6	
4	6	15	= 21	9.5	
5	2	5	= 7	3.2	
6	4	5	= 9	4.1	
7		1	= 1	0.5	
8	1	1	= 2	0.9	
10	1		= 1	0.5	
12	2	1	= 3	1.5	
	63	156	219	100.0%	

The 44.2% is a large proportion to be going out only once a year, considering both the large size of this age group in registration and circulation and the comparative (to adult) small size of the young adult collection.

TABLE 42
DISTRIBUTION OF YOUNG ADULT SAMPLE TITLES
BY CLASSIFICATION AND USE

	(1) # in sample	(2) % N=30	(3) # cir- culating	(4) % N=	(5) circu- lated at least once in 1975	(6) % N=216
Gen. Works 000	3	0.7	0	0	1	0.5
Philosophy 100	5	1.2	1	3.33	5	2.3
Religion 200	3	0.7	1	3.33	1	0.5
Social Sci. 300	40	9.8	3	10.0	18	8.3
Languages 400	2	0.5	0	0	2	0.9
Sciences 500	43	10.5	5	16.7	25	11.6
Technology 600	28	6.8	3	10.0	13	6.0
Fine Arts 700	35	8.5	6	20.0	27	12.5
Humanities 800	36	8.8	1	3.33	18	8.3
History-Travel 900	67	16.4	3	10.0	36	16.7
Biography B	36	8.8	0	0	7	3.2
Fiction F	112	27.3	7	23.3	63	29.2
	410		30		216	

As with the adult sample, the fiction is the largest category at 29.2%. The next most used are history and travel, fine arts (which include sports) and science. The history, and science are probably used for school assignments. Leisure reading is comprised of 2 categories, sports and fiction. The areas of biographies and social science shows low use as compared to the size of the collection and indicates weeding is needed.

TABLE 43
IMPRINT DATES OF YOUNG ADULT BOOKS

Imprint Dates	Total Number		Total	% N=366
	F	NF		
71-75	30	65	95	26.0%
66-70	23	58	81	22.1
61-65	17	76	93	25.4
56-60	15	39	54	14.8
51-55	4	15	19	5.2
46-50	1	5	6	1.6
41-45	4	14	18	4.9
	94	272	366	100.0%

This chart indicates the collection is heaviest in 1950's and 1960's imprints. Thought should be given to buying newer books and discarding older ones.

There are 10 tables and seating for 42 in a room of approximately 1,050 square feet. An adjoining room of 300 square feet houses the young adult reference collection. Because the room was built as a meeting room it contains a small stage and a fire escape.

Besides one professional young adult librarian there are one full-time assistant and two pages for a total of 15 page hours per week.

This year, \$22,504 was spent in providing young adult service. The break down is as follows:

Personnel	\$17,166
Materials	5,223
Operating Expenses	115
	<u>\$22,504</u>

This represents 6% of the total library budget.

Young adult service needs to be re-examined... and the following issues should be pursued: (a) In view of the relatively low usage of the collection as noted above, should separate young adult reference and non-fiction circulating collections be maintained? (b) Given the fact that this age group makes up 10% of the population, can the library afford to allocate approximately 25-30% of usable floor space for a separate young adult room? Might the fact that young adults exclusively have used the room be responsible for the endemic discipline problem? But if the room is to continue its young adult function, what services and library materials should be offered, and what sort of "atmosphere"

should it have? - If not, will the library expect young adult behavior to conform to "adult" standards in rooms and areas which then would become young adult and adult, and not for the exclusive use of either. (c) Should there be a greater emphasis on programs? Perhaps such as those mentioned above.

TECHNICAL SERVICES

The technical services department is the behind-the-scenes organization which acquires, organizes, and makes available carefully-selected materials which assist the individual in his pursuit of information, education, and recreation.

Selection of circulating non-fiction adult books is made by the head of the department. Fiction titles are selected by an informal committee consisting of the heads of both circulation and technical services and the assistant from technical services. Reference, Farms Branch, young adult, and children's materials are all selected by the respective department heads. Materials are purchased on the basis of reviews, the existing collection, and the needs of the community. Presently, there is no written book selection policy. It is important that the library clearly state its objectives in book selection. As soon as possible, a selection policy should be presented to the Board of Library Trustees for approval.

To keep the collection current and contemporary, material is removed when it becomes outdated or superseded. The first weeding in present memory took place in 1974 - 20,000 volumes were discarded. Weeding is now done every summer. ALA standards recommend that 5% of the collection be weeded yearly. The Beverly Public Library should endeavor to discard this percentage every year.

The majority of hardcovers are purchased from Baker and Taylor of Somerville, New Jersey at a 37% discount. Paperbacks are obtained from A & A Distributors at a 20% discount. Of the books received from Baker & Taylor, 50% come with catalog card kits. The remaining 50% are catalogued in the following way - 25% Josten's Card Service, 5% Library of Congress Card Service, 30% originally catalogued (mainly fiction and duplicates). The department strives to check-in, catalog, mark, label and jacket 90% of library materials in two days.

In addition, six card catalogs (main, children, young adult, audio-visual, and two at the Farms Branch) are maintained. Next year the library will add an additional "Beverly Room" card catalog for local materials. During the year, materials are repaired when damaged and recatalogued when necessary.

The staff consists of one full-time professional, one full-time assistant and a clerk/typist for 18 hours per week. All processing and mending of books and records is done by a volunteer from the RSVP program who works 30

hours weekly - and who has done so for the past two years. The work done by our volunteer constitutes a full-time job at no expense to the library. Pages are available during the summer for extra projects. Because technical services staff does the book selection and weeding, they will become active in information and circulation areas. All staff will work part-time in public service areas.

For present staff and workload, space is adequate. There are 664 square feet set aside on the bottom floor for technical service operations. ALA Interim Standards recommends 150 square feet per staff member or 376 square feet for a staff of 3 1/2.

This year (1975/76) the total expenses for the acquisition and organization of materials breaks down as follows:

personnel.....	\$23,920
book preparation supplies....	3,129
operating expenses.....	315
	<u>\$27,364</u>

This represents 8% of the total municipal appropriation. The cost per catalogued book came to \$3.37 (selection and acquisition - \$1.30; cataloguing and processing - \$2.07) for fiscal year 1975-76. Next year (1976-77) the projected expenses are \$29,872, with the cost per catalogued book estimated to be \$2.36. At this point, the cost per catalogued book lowers with the increase of books purchased. The more books we add, the lower the cost of cataloguing. Our cataloguing cost compared to neighboring libraries is lower. It is also faster.

EXTENSION SERVICES

The term "extension services" is a general term which refers to all activities which take place outside the main library. At the present time, in Beverly this consists mainly of the bookmobile and the BEVERLY Farms Branch. As special programs and services are added - whether through the funding of special L.S.C.A. grant proposals or through locally motivated and funded programs - they should be developed in conjunction with existing services.

Bookmobile

Bookmobile service in Beverly is attempted with a 1960 vintage, 2,000-volume unit. The small size and lack of adequate air-conditioning and heating severely restrict its potential. Target groups fall into three distinct categories:

1. School-age children - the bookmobile is scheduled for after-school stops at nearly all the city's 13 elementary schools;
2. Old age apartment complexes, retirement homes and nursing homes;
3. Shut-ins - which are served on an individual basis.

The bookmobile operates on a 2-week schedule, and includes 46 regular stops, plus the shut-ins. Circulation fluctuates, as shown by the following graphs, but averages 1,380 per month. The cost of bookmobile service breaks down as follows:

Salaries	\$10,437
Maintenance	1,000
Books	2,000
	\$13,437

This works out to an 81cent per-circulation cost.

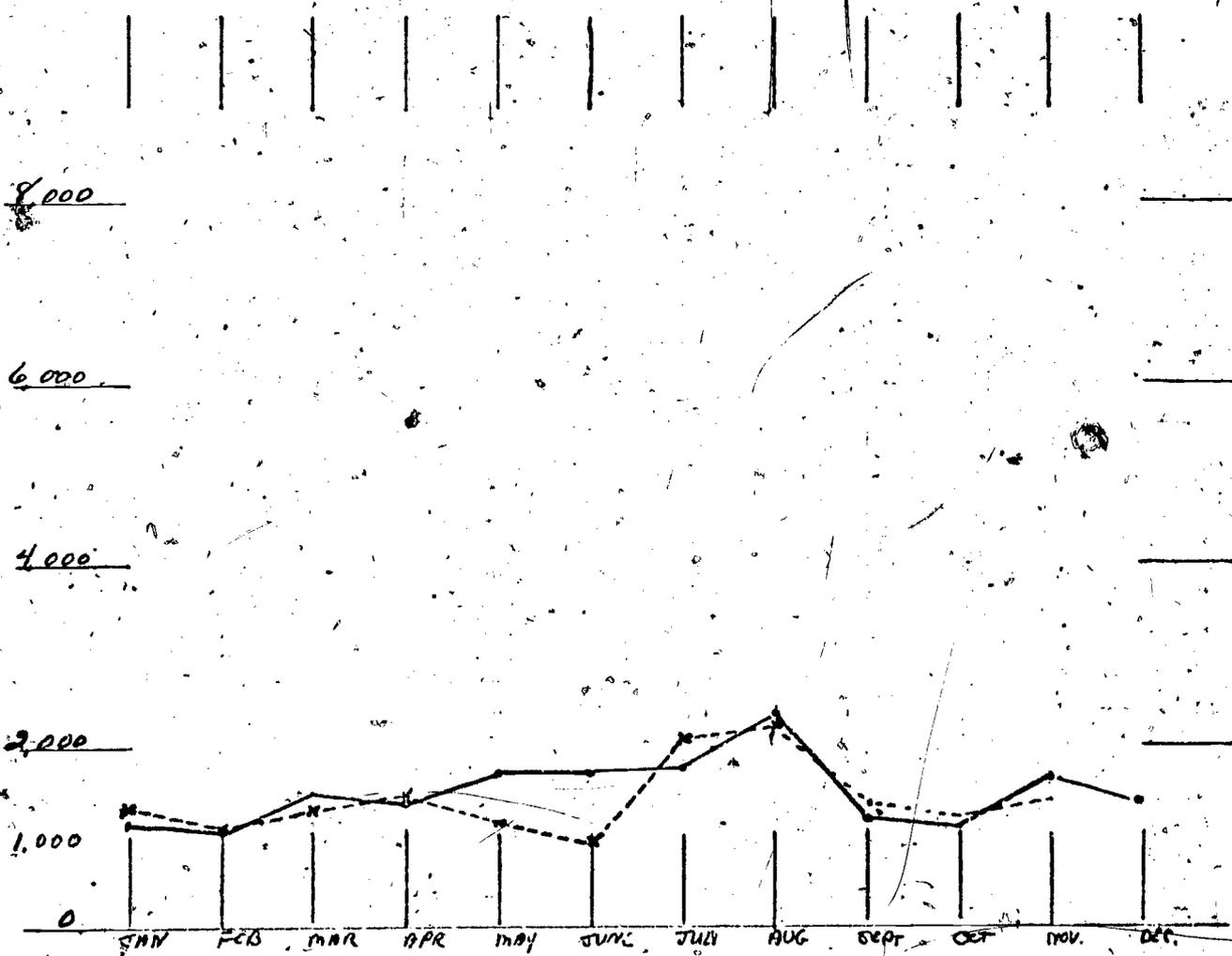
A much wider range of services and programs such as summer film showings in parks, story hours, puppet shows, etc., could be attempted but for the very poor mechanical condition of the bookmobile.

Bookmobile circulation - which is at present extremely stable - is shown on the following graph.

BOOKMOBILE CIRCULATION

1974, 1975

1974 ———
1975 - - - -
1976 ~ ~ ~ ~
1977 - - - -



Each line denotes 200



Beverly Farms Branch

As was mentioned earlier, a branch library was built in the Beverly Farms community in 1916. This, too, was a Carnegiesque structure - a replica of the main library on a smaller scale. Relevant statistical data on the branch is listed below:

\$25,567 . . .	total budget (7.8% of total budget)
\$ 8,017 . . .	book budget (13.1% of total book budget)
3,031 . . .	Beverly Farms population (7.9% of total city population)
31,347 . . .	circulation (10.9% of total circulation)
1,950 . . .	registered borrowers (10.2% of total registered borrowers)
14,918 . . .	total book collection

The branch is open 10-6, Monday through Friday, and 1-5 on Sunday - a total of 44 hours per week. Due to the fact that a rather large portion of the Farms population commutes, some evening hours should be added. A rather full range of services is offered . . . children's story hours and other activities, film programs, etc. The collection is being improved, and currently breaks down as follows:

11,103 . . .	adult fiction & non-fiction
3,115 . . .	children's fiction & non-fiction
700	reference

A basic problem is the very limited population on which the branch draws. The population is currently but 3,031, and is not expected to grow significantly larger in the next 20 years according to the Edwards and Kelcey report. Further, Beverly Farms is isolated from Beverly proper, and does not attract users from other parts of the city with the exception of the Centerville area.

The branch is staffed by a full time MLS professional librarian, 2 half-time assistants, a full time Civil Service custodian, and a part-time page.

PROGRAMMING

During the years 1972-73 evening film programs successfully drew audiences of 40-90 with films on the following subjects; Classic Oldies, skiing, Bermuda travel, sailing, gardening, sports.

Talks and slides on witchcraft and U.F.O.'s were also popular.

However, 1974-75 Young Adult and Adult film programs were "unqualified failures" to quote an Audio-visual report. Films on timely subjects, classic horror stories and travelogs brought very poor response. Children's film showings were, for the most part, very well received. An 8-week series of films from the Eastern Massachusetts Regional Library Service was tried in the afternoon and also proved unsuccessful.

Successful programming in the last few years has included book reviews; local history (slides & talk) photographs of old Beverly; meat cutting and buying demonstration; a series of talks on Beverly at the turn of the century which included architecture, transportation, politics, United Shoe Machinery Corporation and the Farms-Prides Crossing section.

The library planned extensively for an "Italian Festival Week" which included a lecture on culture by a noted judge, a film, an outdoor song fest at a park, and a cooking demonstration. Even though most things were fairly well attended, the only rousing success was the cooking demonstration.

Children's room programs that were very popular were discussion of children's book selection with an author/illustrator of children's books; story hours; puppet workshops; Christmas decorations workshop; and a magician.

Displays

The Beverly Library has very limited display areas with a few glass cases. Despite this, there have been interesting and attractive showings of old bottles, arts and crafts, doll houses, ships in a bottle, stamp collection, photographs, covered bridge artifacts, "Books That Have Been Banned"; and local artist's paintings. There are window shelves in the Browsing Room which are used for special book displays.

Booklists

Because of small budget, booklists are done on a limited basis. Boating and sailing, cookbooks, Italy, Audio-Visual

holdings and an introductory folder to the library have been printed.

Twice monthly, the acquisitions department prepares a list of new books for patron use. In the monthly publication "Under the Rotunder" (to all local schools) a short list of new educational holdings of interest to teachers is included.

In conclusion, it would seem the library should take a hard look at its adult programming in the future. To quote Interim Standards for Small Public Libraries, "The public library may sponsor or co-sponsor group activities which relate to the further use of library materials. Library-sponsored activities should not duplicate or compete with similar activities in the community".¹ It should rather complement and support,

The club and organizational file, when completed, will be a good source of groups to approach as to what is wanted. The Recreation study, which indicates Beverly is very actively sports-minded, is another possibility for co-operative programming, especially with the department personnel. Housewives, according to our user study, are our largest single borrowers' group which is probably a factor in the popularity of the consumer information programs.

Weekly pre-school children's story hours, bring in many mothers - a good captive audience for child care and family management programs.

Perhaps, as suggested in an article in the Baker & Taylor's Forecast, we may decide that our programming tactics, while partially successful, are not what's needed. After all, aren't rock concerts and movies more appropriate at a recreation center or the late show? It is intended to show that we are here and is a kind of advertising. But, it may be that it is not what we need to promote our new role in the community.²

1. Public Library Association, Interim Standards for Small Public Libraries (Chicago, American Library Association, 1962) p. 6.

2. Baker & Taylor, Forecast, (New York, New York, Baker & Taylor Companies, August-September, 1975) pg. 50.

CONCLUSIONS AND RECOMMENDATIONS

This self-study has focused on "things as they are today" in both the library and the community. Beverly has been found to be a small suburb of Boston whose future will be determined by unpredictable variables like energy, industrial development and the quality of political leadership.

The Beverly Public Library, on reflection, has much promise. But the development of the library will depend on the decisions made today. The growth of Beverly's library as an institution resembles the creation of new words in the German language - suffixes and prefixes are added to the root word. In much the same manner, the library has added pieces - audio-visual, reference, young adult and book-mobile services - without ever evaluating the nature of the whole.

Use of the building has proceeded in much the same manner, and since its erection in 1913, the ongoing development of public services had encroached on non-public space within the building. In most cases, the design of the building has dictated the quality and nature of services. This must stop. The time has come for either expansion or renovation of existing space in order to better meet current and future service needs.

The following pages represent the best efforts of the library director and staff to suggest the kind of library we are to be, and the steps necessary to achieve that end. The final decision will be up to the community and its representatives - the Board of Trustees.

Governance:

Recommendation: If the library is to grow and develop in an orderly manner toward logical goals, those goals need to be more clearly defined, and a process for long-range planning established.

A common problem among non-profit and governmental institutions is their lack of well-stated goals and objectives against which progress can be measured and evaluated. Along this same line, if Beverly follows what appears to be a growing trend among municipalities to cut expenditures, it may not be possible to provide all services, and there will be

a need for priorities among such goals and objectives. In addition, an ongoing planning process should be established, in which statistical data relevant to such a process would be collected, including a user survey.

Recommendation: The library should attempt to increase the degree of cooperation among neighboring libraries.

It would be possible for the library to become more effective and efficient through greater cooperative efforts with neighboring libraries - especially Peabody, Danvers, and Salem. Such efforts should include cooperative purchasing, public relations, interlibrary loan, and other areas which can be shown to be mutually beneficial.

Financial Resources:

Recommendation: A program should be developed to increase the amount of invested trust funds.

As there have been no substantial additions to the library trust funds for quite some time, interest from trust funds should be expended for more substantial projects in an effort to give greater visibility to their existence. In this way, it is hoped that Beverly citizens would contribute to the library, or include the library in their bequests.

Personnel:

Recommendation: Library personnel should be reorganized; and job descriptions and a job evaluation system established.

Personnel costs represent 68% of the total library budget. Currently the library's seventeen full-time staff members are organized into eight departments, with eight department heads. Thus, if the library director is counted as a department head, the chiefs outnumber the Indians. This situation creates numerous problems, among which are the difficulty of effective supervision and the fractionalization of services. Personnel should be restructured and given broader responsibilities.

Once the staff has been reorganized, accurate job descriptions should be written, and a staff evaluation procedure established in order to give feedback to staff on a regular basis. A staff manual with all policies and procedures should also be developed.

Facilities:

Recommendation: A basic policy decision should be made - The library must either have more space, or existing space must be reorganized/renovated and put to better use.

Such a decision must deal with specific needs:

1. More space is needed for children's services;
2. The reference department must be near the card catalog and near the front door;
3. The library must make its materials and services accessible to the handicapped and senior citizens;
4. Better Audio-visual facilities including listening stations and facilities for showing films must be established. Meeting rooms should be improved;
5. Parking, which continues to be the number one complaint from patrons, must be improved.

Hopefully such a reorganization would result in a more economical deployment of staff such that services which fluctuate in activity through the day (such as youth services which are not used until school lets out) may be staffed accordingly.

Material Resources:

Recommendation: As the library continues to grow, extensive collection development should keep the library well above the selection minimum recommended standards. A book selection policy should be written to insure the future quality of the collection.

A good selection policy will provide the best books for the greatest needs for the least money. The policy committee should consider the following:

1. There is heavy demand for new titles and recreational reading. Present acquisition levels should be maintained;
2. While the public library cannot compete with the college and university libraries in providing material in support of their curriculum, the library should continue active support of the local adult and non-traditional education

- efforts within the city. We should provide materials support where needs are expressed;
3. An acquisition policy concerning the development of a Beverly historical and local issues collection should be adopted. The present Genealogy Room, whose name will be changed to that of the "Beverly Room", will contain city documents, reports and histories. Aggressive efforts will be made to acquire these materials;
 4. Audio-visual materials have gained an increasing popularity in libraries. Our present collection is inadequate for the '70's library user. First priority should be given to acquiring additional audio-visual materials and equipment. This equipment will be available to both staff, who will use them effectively in ongoing community programs, and patrons.

Information Services for Adult:

Recommendation: Library staff should assume an ombudsman role in order to exploit the library's information on behalf of both the general public and specific groups of persons.

In order to best serve the public, the "Reference Department" should be renamed the "Information Department", and should assume the broader implied role, answering in greater detail the wide range of questions currently fielded by the circulation staff. The information staff will be the key factor in making the library a community information department, and for this purpose, should be located near the front door, close to both the card catalog and the public. This effort to make the library a community information center will result in the library:

1. Compiling an active community organization file and maintaining a community bulletin board to coordinate programs in the community;
2. Serving a referral function to social service agencies;
3. Serving as an information source for Beverly's department heads and elected officials;
4. Offering special services to Beverly's business/commercial community.

Recommendation: The library should meet the information requirements of present non-library users - the unemployed, blue-collar workers, and senior citizens.

The library must strive to become relevant to all residents of the community (regardless of their educational level) remaining cognizant of the fact that the more highly educated are more likely to be library users, and are more articulate about their needs and expectations. The non-localized but valid needs of non-users should be considered and acted upon.

While the library should continue to fulfill the informational and educational needs of the community, it should do so with special attention to the interest of the unemployed, blue-collar workers, and senior citizens. The library should strive to provide multi-faceted service to the unemployed segment of the population, encompassing career and employment information, and factual data about public assistance programs such as unemployment benefits, food stamps and welfare. In addition, the library should design programs and services for senior citizens, paying attention to the unique limitations and characteristics of this age group.

Reader's Services for Adults:

Recommendation: The library should improve users' satisfaction rate in finding books, magazines, and records.

Improving the satisfaction rate among our users can best be accomplished by a thorough ongoing process consisting of:

1. More clearly determining needs through a user survey;
2. A careful review of circulation procedures including overdues, fines, billing procedures and shelf-reading;
3. An inventory to identify all missing materials;
4. Integrating the collection such that all but the last year's acquisitions are in one location.

Programs for Adults:

Recommendation: That programs offered by the library be either related to its prime information function, and/or not offered by other agencies in Beverly.

While the library should continue to meet the individual information needs of citizens, it should keep in mind that individuals often associate in groups. In many cases the library can provide a substantial community service by assisting community groups and organizations in their informational and programming requirements. In this regard, of particular concern are churches, historical agencies and recreation organizations.

Services to Youth:

Recommendation: The library should expand services, facilities, and materials for children (through grade 6). The nature of young adult services, facilities, and materials should be assessed in the light of what already exists in the community, and what is possible given the constraints imposed by financial and space needs in the library.

Extension Services:

Recommendation: The library should purchase a new bookmobile to replace the present one.

The library has two service outlets for those who cannot come to the main library - the bookmobile and the Farms Branch. The Farms Branch is more than adequate for the library needs of the Beverly Farms population. It should be maintained at its present level of materials. Services (including evening hours of service) should be developed to meet the needs of that community.

The bookmobile is responsible for providing "outreach" service to the balance of the community who find it difficult to come to the main library . . . in essence, the very young and the very old. Only the superhuman efforts of the current bookmobile operator result in any semblance of service. If there is to be no further branch expansion at this time, an effective bookmobile is a "must". In order to continue

providing the current minimal level of services . . . to say nothing of additional outreach options such as services to lower income youths during the summer months, we need a larger new bookmobile.

Public Relations:

Recommendation: The library should advertise its materials and services to the community through all media sources.

All our efforts are for naught if no one knows about them.. Public relations should be an ongoing process and should be built upon two caveats:

1. "A satisfied customer is the best advertisement";
2. Don't broadcast what can't be delivered.

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