



where quality meets life

PFLUGERVILLE
TEXAS

Pflugerville Community Library Annual Comprehensive Five-Year Plan

The Library joyfully
engages, inspires, informs, and entertains
the Pflugerville community.

**Pflugerville Community Library Board
2013**

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A Look Back: FY 2012

Goal 1 – Facility

- Complete building construction
- Finalize furnishings & equipment installations
- Encourage implementation of eco-friendly landscape design



The Library expansion is on track for an early Spring, 2013 completion. Not only is the landscape design eco-friendly, the Library (through the 501(c)3 Friends of the Library) received a \$25,000 LCRA grant to implement attractive conservation features in the new courtyard.

Goal 2 -Materials

- Request increased materials budget for FY13 to meet state standards and increased demand
- Continue collection development reflective of community needs, including alternative formats
- Participate in Statewide Interlibrary Loan program
- Continue to assess e-resource management

The City granted the Library a doubled book budget for FY 2013. These additional funds include monies earmarked for new and expanded Spanish & Vietnamese materials in print, audio, & video formats. The Library continues its leadership role in the Central Texas Digital Consortium to provide e-books through Overdrive, though assessment of growing competitors is continuing. The Library also continues its participation in the statewide ILL system and even offers it members free postage up to \$5 per item.

Goal 3 – Marketing & Programming

- Work with City Public Information Officer to implement publicity and promotional programming
- Design and promote Library and technology educational & recreational programs
- Institute Pflugerville Reads
- Form partnerships to further cooperation & resource sharing with:
 - PISD Librarians
 - PCDC
 - Area public libraries
- Continue leadership role in Central Texas Digital Consortium
- Adjust & adapt programs & services as necessary through building construction
- Maintain high level of visibility during building construction
- Work with Friends & PCDC to pursue grants, gifts, & private funding
- Continue Outreach

The Library continues to work with the City PIO. The Asst. Director sits on the City Communications Committee to keep everyone informed of Library programs and activity brochures for all ages are printed monthly- in three languages. In February, 2012, the Library held the first Pflugerville Reads, with a very successful set of community-wide Wizard of Oz programs. It also hosted the first Librarians Brunch, inviting all PISD librarians to the Library for brunch and a meeting, in April. The Library continues its leadership role in the CTDC. In spite of

closing our only meeting room August 1st for construction, the Library attracted more than 10,000 participants to its 2012 programming. Outreach continues with a monthly visit to a senior citizens center by two librarians. As for fundraising, the Library, through the 501(c)3 Friends of the Library, submitted an application and received a \$25,000 LCRA grant to implement attractive conservation features in the new courtyard.

Goal 4- Staffing

- Evaluate future levels of staffing, budget, & services. Consider alternatives:
 - Add staff
 - Volunteer Program
 - Cut library hours
 - Cut library services
 - Other options
- Develop & implement well-structured volunteer program

The Library carefully evaluated staffing needs for the expanded facility. As of FY 2013, it will gain 2 new full-time positions & 4 part-time ones. Hours have been rearranged for efficiency and accessibility for patrons. With the Help of a capstone project from the University of Texas School of Information, the Volunteer Program has been completely restructured. Many elements of this have already been put in place, while others await the completion of the facility.

Goal 5 – Technology

- Improve functionality of public computers
- Revise technology plan for expanded facility
- Explore alternative public access technologies
- Enhance meeting & computer classroom capabilities to accommodate differently-abled patrons & new technologies

The Library spent much of FY 2012 exploring alternatives with regard to the public computers. A Linux-based System was developed & put in place only to prove unsatisfactory. A new system, Envisionware, will accompany new public computers and technology infrastructure in the completed facility. It is anticipated that new public access technologies will be included to accommodate challenged patrons.

Goal 6 – Evaluation & Review

- Review Library policies and revise as needed
- Review promotion of Library programs and services
- Support of continuing education and professional development for all staff
- Review Library volunteer program and service opportunities

Library policies were completely revised in FY12. These were formally approved by both the Library Board and The City Council. Promotion of Library programs and services continued via website, social media, and in-house slide shows and brochures. Many Library programs and features made local newspapers, including the Pflag and the Statesman, and the new fine-free policy led the KVUE evening news in September.

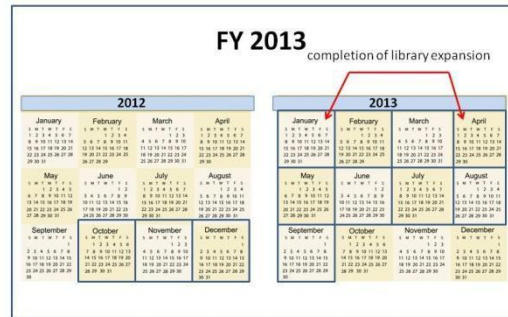
Goal 6 Continued:

Library staff was encouraged to participate in webinars and conferences held by the Texas Library Association and the Texas State Library & Archives Commission. Collectively, the nine full-time staff members participated 45 times in 18 different educational opportunities during FY 2012. The Library volunteer program has been revamped and is, largely, waiting for the conclusion of construction.

Year One: FY 2013

Goal 1- Facility

- Complete building construction
- Compose & handle building punch list
- Develop operating procedures
- Use the building to its fullest extent
- Work with the City staff to explore opportunities for collaboration & facility growth



Goal 2 -Materials

- Use increased budget for FY13 to:
 - Establish World Languages collection in Spanish & Vietnamese
 - Expand Great Courses collection
 - Subscribe to an e-magazine database to allow off-premise magazine downloads
 - Expand the general collection
- Continue development and weeding of collections to meet state standards and anticipated need
- Explore new formats for materials to address diverse community needs
- Develop Local History Digital Archive

Goal 3 – Marketing & Programming

- Continue to work with City Public Information Officer to introduce the new facility & expanded functions to the community
- Host a Grand Opening
- Continue to develop partnerships and synergies with:
 - PISD Librarians
 - PCDC
 - Other nearby public libraries
 - Other City departments
 - Local nonprofits, businesses, and other organizations.
- Research and apply for effective grants
- Grow programs to use the expanded building to its fullest extent
- Engage the larger community with more off-site contacts
- Expand services to underserved populations

Goal 4- Staffing

- Continue to expand well-structured volunteer program
- Recruit one part-time paid intern per semester from a school of Information Science
- Support continuing education, professional development, and promotional opportunities for all staff

Year One: FY 2013

Goal 5 – Technology

- Add new public computers and implement new IT management system
- Explore and implement appropriate new technologies and devices
- Explore and implement assistive technologies

Goal 6 – Evaluation & Review

- Evaluate technology improvements
 - Analyze Edge Initiative benchmarks (*a BETA Benchmark Framework for Libraries; Gates Foundation*)
- Review Library policies and revise as needed
- Review promotion of Library programs and services
- Review Library volunteer program and service opportunities

Year Two: FY 2014

Goal 1 – Facility

- Monitor & refine new operational & building systems
- Discover & promote new usage of the building
- Work with the City staff to explore opportunities for collaboration & facility growth
- Explore need and cost/benefits of a secondary service facility
- Evaluate cost/benefits of building modification to accommodate a drive-up window

FY 2014

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Goal 2 -Materials

- Request materials budget for FY2015 to meet state standards
- Continue development and weeding of collections to meet state standards and anticipated needs
- Explore new formats for materials to address diverse community needs
- Continue to expand Pflugerville History Digital Archive

Goal 3 – Marketing & Programming

- Collaborate with City Public Information Officer to publicize Library programs and new facilities to the Pflugerville community
- Continue to develop partnerships and synergies with:
 - PISD school librarians
 - Pflugerville Community Development Corporation (PCDC)
 - Other nearby public community libraries
 - Other City of Pflugerville departments
 - Local nonprofits, businesses, and other organizations
- Research and apply for effective grants
- Develop donor programs for private gifts and planned giving for long-term Library support
- Create programs to use the expanded building to its fullest extent
- Engage Pflugerville residents with out-of-building contact
- Expand services to underserved populations

Goal 4- Staffing

- Continue to expand well-structured volunteer recruitment and training program
- Recruit one part-time paid intern per semester from a school of Information Science
- Support continuing education, professional development, and promotional opportunities for all staff

Year Two: FY 2014

Goal 5 – Technology

- Continue to explore new information delivery systems
- Explore and implement assistive technologies

Goal 6– Evaluation & Review

- Review Library policies and revise as needed
- Review promotion of Library programs and services
- Review Library volunteer program and service opportunities

Year Three: FY 2015

Goal 1 – Facility

- Review data from City Planning to consider service needs; establish timeline for further library development as warranted
- Explore need and cost/benefits of a secondary service facility

FY 2015

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Goal 2 -Materials

- Request materials budget for FY16 to meet state standards
- Continue development and weeding of collections to meet state standards and anticipated needs
- Explore new formats for materials to address diverse community needs

Goal 3 – Marketing & Programming

- Collaborate with City Public Information Officer to publicize Library programs to the Pflugerville community
- Continue to develop partnerships and synergies with:
 - PISD Librarians
 - PCDC
 - Other nearby public libraries
 - Other City departments
 - Local nonprofits, businesses, and other organizations.
- Research and apply for effective program grants
- Develop donor programs for private gifts and planned giving for long-term Library support
- Continue to develop programs to use the building to its fullest extent
- Continue to engage the larger community with out-of-building contact
- Continue to provide services to underserved populations

Goal 4- Staffing

- Continue to evaluate levels of staffing, budget, and services
- Continue to expand well-structured volunteer recruitment and training program
- Recruit a part-time paid intern per semester from a school of Information Science
- Support continuing education, professional development, and promotional opportunities for all staff

Goal 5 – Technology

- Continue to explore new information delivery systems
- Explore and implement assistive technologies

Goal 6 – Evaluation & Review

- Review Library policies and revise as needed
- Review promotion of Library programs and services
- Review Library volunteer program and service opportunities

Year Four: FY2016

FY 2016

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Goal 1 – Facility

- Proceed with facility timeline as established in FY2015
- Work with City staff to support facility financing as needed

Goal 2 -Materials

- Request materials budget for FY2017 to meet state standards
- Develop comprehensive collection plan if secondary service facility is required

Goal 3 – Marketing & Programming

- Collaborate with City Public Information Officer to publicize Library programs to the Pflugerville community
- Continue to develop partnerships and synergies with:
 - PISD Librarians
 - Pflugerville Community Development Corporation PCDC
 - Other nearby public libraries
 - Other City departments
 - Local nonprofits, businesses, and other organizations.
- Research and apply for effective grants
- Continue to develop programs to meet community needs
- Continue to engage the larger community with out-of-building contact
- Continue to provide services to underserved populations

Goal 4- Staffing

- Continue to evaluate levels of staffing, budget, & services
- Continue to implement & grow well-structured volunteer program
- Recruit one part-time paid intern per semester from a school of Information Science
- Support of continuing education and professional development for all staff

Goal 5 – Technology

- Continue to explore new information delivery systems
- Explore and implement assistive technologies

Goal 6 – Evaluation & Review

- Review Library policies and revise as needed
- Review promotion of Library programs and services
- Review Library volunteer program and service opportunities

Year Five: FY 2017

FY 2017											
2016				2017				2017			
January	February	March	April	January	February	March	April	May	June	July	August
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Goal 1 – Facility

- Proceed with facility timeline as established in FY2016
- Work with City staff to support facility financing as needed

Goal 2 -Materials

- Request increased materials budget for FY17 to meet state standards
- Develop comprehensive collection plan for secondary service facility as needed

Goal 3 – Marketing & Programming

- Collaborate with City Public Information Officer to publicize Library programs to the Pflugerville community
- Continue to develop partnerships and synergies with:
 - PISD Librarians
 - PCDC
 - Other nearby public libraries
 - Other City departments
 - Local nonprofits, businesses, and other organizations.
- Research and apply for effective grants
- Continue to develop programs to meet community needs
- Continue to engage the larger community with out-of-building contact
- Continue to provide services to underserved populations

Goal 4- Staffing

- Continue to evaluate levels of staffing, budget, & services
- Continue to implement & grow well-structured volunteer program
- Recruit one part-time paid intern per semester from a school of Information Science
- Support continuing education, professional development, and promotional opportunities for all staff

Goal 5 – Technology

- Continue to explore new information delivery systems
- Replace all computers obtained in 2013
- Explore and implement assistive technologies

Goal 6 – Evaluation & Review

- Review Library policies and revise as needed
- Review promotion of Library programs and services
- Review Library volunteer program and service opportunities

Appendix: The Library Past, Present, and Future

Yesterday

The Pflugerville Community Library was established in 1982 through the efforts of the Friends of the Pflugerville Community Library, who organized in 1981 and opened a one-room storefront library in downtown Pflugerville. In 1985, the City supplied some funds for operation and provided a small house at 102 South Third Street at nominal rent where the Library remained until 1999. The Library was gifted to the City by the Friends in 1992. By 1999, the Friends had also gifted land for a new library at 102 Tenth Street, and, with the passage of a 1996 bond issue, the Library's new 12,500 facility was up and running.

Pflugerville's rapid growth from 16,335 residents in 2000 to 46,936 in 2010, an increase of 187%, occasioned another Library facility bond issue in 2008. With the approval of the \$7 million bond, the City commissioned architectural firms Vitetta and Piwonka-Sturrock and contractor Lee Lewis to renovate and expand the facility. Groundbreaking was held in January 2012.

Today

The Pflugerville Library is a much-loved and vibrant part of the Pflugerville community. During the past fiscal Year it welcomed almost 200,000 visitors (plus another 100,000 online) and circulated more than 325,000 items in a huge variety of formats. The Library offers not only books but also audio books, e-books, DVDs, CDs, graphic novels, magazines, and a plethora of electronic resources. Each item checks out an average of 5.3 times, more than double the statewide average of 2.5.

The Library also provides a wide range of programs; from computer classes to the Walking Book Club, Storytimes for babies and pre-schoolers (in two languages) to the Genealogy Group, the teens of TAG to Romance Readers. In FY 2012, the Library's program staff of four hosted more than 10,500 participants in 464 separate events. One of the most successful was February's Pflugerville Reads, a month-long, grant-based initiative that encouraged the whole community to read (and re-read) *The Wizard of Oz*.

Outreach to local seniors has been a particular effort this year. Library staff not only makes regular visits to a near-by senior center, offering a monthly program, the Library has encouraged service to those unable to visit us on their own. A new type of membership, the Facility Card, allows senior center representatives to check out larger numbers of items on behalf of their residents. Additionally, the Friends of the Library have joined the Library in an exciting new effort, the Homebound Delivery program. Patrons with significant mobility issues may make application to join this program and the Friends will provide drop-off and pick-up service of Library items directly to their residences.

In recognition of the increased demands of the Library's new building and of the community's desire to participate in the Library's on-going development, the Library spent much of last spring and summer in the design and re-structuring of the volunteer program. Pflugervillians are more than generous with their volunteer time and, while the Library certainly needs and appreciates the service hours, it hopes to reward these efforts with a greater sense of community- as well as a good look at all the latest books and DVDs.

The year's successes can be directly ascribed to the hard work of the Library staff, the support of the City, and

The positive attitude of the Library Board. During the course of this year all of the Library’s policies have been reviewed and largely rewritten to incorporate a welcoming atmosphere for all Library visitors. With the Library of “Yes”, has come the elimination of fines for overdue items (which led off the KVUE Evening News in September), two-week checkouts to make bestsellers available more quickly, and free inter-library loans. Checkout limits were raised to 20 items and there was qualified acceptance of cell phones, food, & drinks. We think the new mission statement says it all:

The Library joyfully
engages, inspires, informs, and entertains
the Pflugerville community.

Tomorrow

With the policy underpinnings firmly in place, the Library looks forward to the completion of building construction and the opening of its 28,000 sq. ft. building in the Spring of 2013. The Library looks forward to expanding its function as the community living room of Pflugerville.

The building will offer seven meeting rooms, which can be reserved, five of which will contain full audiovisual capabilities. As one will even accommodate caterers, the Library anticipates being able to serve local business organizations as well as non-profits. Other new spaces will include the Serenium (a quiet Reading Room), an area especially for Texana, and a Tech Bar for laptop use. The Computer Lab will be expanded and available for eight participants. Patrons of all ages, children, teens, and adults, will find beautiful new spaces tailored to their needs and interests. After making do with 19 parking spaces, everyone will appreciate the capacious new parking lot which will accommodate a hundred cars.

The new building will provide not only space but also the ability to offer new and enhanced services. The public computer system will be entirely replaced with state-of-the-art machines, infrastructure, and the Envisionware management system. Copying and printing will be upgraded for ease of use, compatibility across platforms, and The availability of color.

Three of the new spaces, the Great Hall, the entire set of large meeting rooms, and the Serenium will also be equipped with hanging systems for the display of art. With an emphasis on local artists and art groups, the Library hopes to function as a local exhibit center to promote Pflugerville’s cultural growth.

For FY 2013, the City has doubled the Library’s collection budget. The Library will put this to good use with the institution of a World Languages collection and a substantive number of items in Spanish and Vietnamese. It will also, establish a selection of Great Courses and extend e-resources to offer materials on investments as well as downloadable e-magazines and e-books. For longer term, the Library will continue to explore, invest, and offer materials, advice, and classes on cutting-edge formats and technologies.

New formats and technologies will influence the continuing development of Library programs as well. The more sophisticated computer facilities will lead to greater numbers of job search and computer classes, as well as those geared toward entertainment. Digital graffiti and Animoto anyone?

The Library is also planning to pursue a grant in FY2013 for the equipment to properly photograph, catalog and establish a Pflugerville Digital Archive. The underpinnings are currently in development in collaboration with Heritage House and its historical collection.

The success of Pflugerville Reads: *The Wizard of Oz* has led to a desire to continue the program, this time leading a conjunction of three libraries, including Georgetown and Wells Branch. Look for all three libraries to offer complimentary programs in October 2013 centering around *Alice in Wonderland*. Pflugerville will host the tea party, including live chess in the parking lot.

Outreach to underserved populations will be of importance as well. The Library will work in collaboration with the Friends and other local non-profits to provide the services needed by all its patrons. In addition to the expansion of the Homebound Delivery program and greater access for seniors, a book club for developmentally challenged adults is currently being considered for next summer.

Although the City has generously added staff to accommodate the Library's growth, full implementation of programs and services will be heavily dependent on the participation of volunteers and the extension of the volunteer program. Teenagers as young as 14 will be accepted for specific positions and the Library's proximity to Pflugerville High may be a real asset. Recruitment will begin in earnest in late January and volunteers will be appreciated for years to come.

In years to come, as the Library continues to deepen its connections and collaborations throughout the Pflugerville community, it will strengthen the cultural fabric of Pflugerville, undoubtedly aiding not only in the personal development of its citizens but in the growth and attractiveness of the entire city.

On the far horizon...

The Library will continue to offer materials in a variety of formats, including print, for the foreseeable future but it is possible that e-books will allow room for the development of Makerspaces. These are a way of expanding library services into the process of hands-on creation, learning by doing as well as by reading. This may be a growth path worth considering.