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PFLUGERVILLE
TEXAS

Pflugerville Public Library Annual Comprehensive Five-Year Plan

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

**Pflugerville Public Library Board
2016**

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Today: 2015 & 2016

According to the 2015 State of America's Libraries Report by the American Library Association (ALA), the perception of academic, public and school libraries is shifting in their communities and in society. "No longer just places for books, libraries of all types are viewed as anchors, centers for academic life and research and cherished spaces." – American Library Association, 2015.

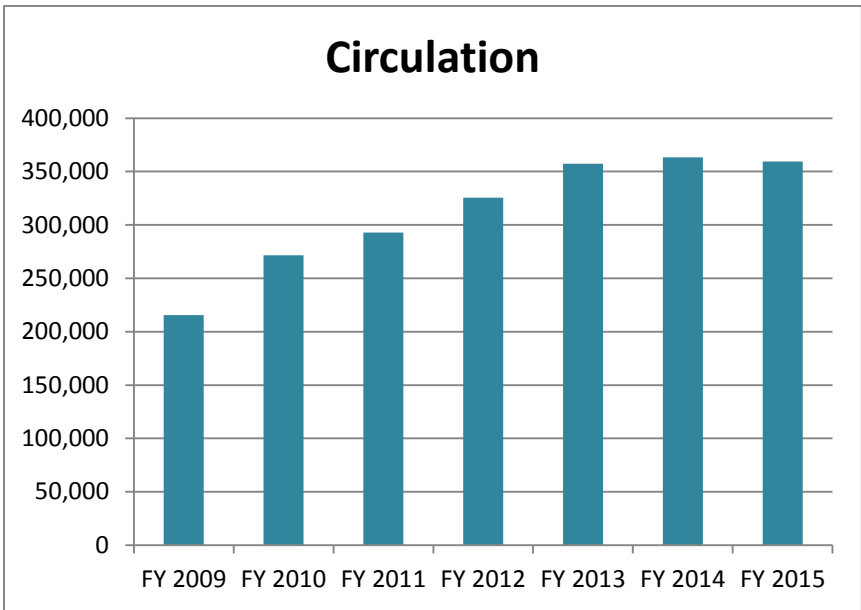
The Pflugerville Library is more than a school or job resources center, it is more than stacks of books or new tech toys, it is more than movies or a business luncheon or a place to study, it is more than book clubs or quilting groups or a place to volunteer, it is more than story time or a place to dream- it is *all* of these and more; it's the community living room.

April 2015 marked the second year of the opening of the expanded Pflugerville Public Library. In 2015, the Library hosted 236,000 visitors in person and more than 134,000 online. Almost 360,000 in physical items were checked out and 31,000 in e-resources. The physical collection increased from 66,000 items to over 68,000 with a total collection value of physical items totaling more than \$1.4 million. The Library put on approximately 1,000 programs for about 20,000 attendees and the meeting rooms logged more than 2500 reserved hours. Even more tellingly, the Library received 4,000 hours of volunteer help.

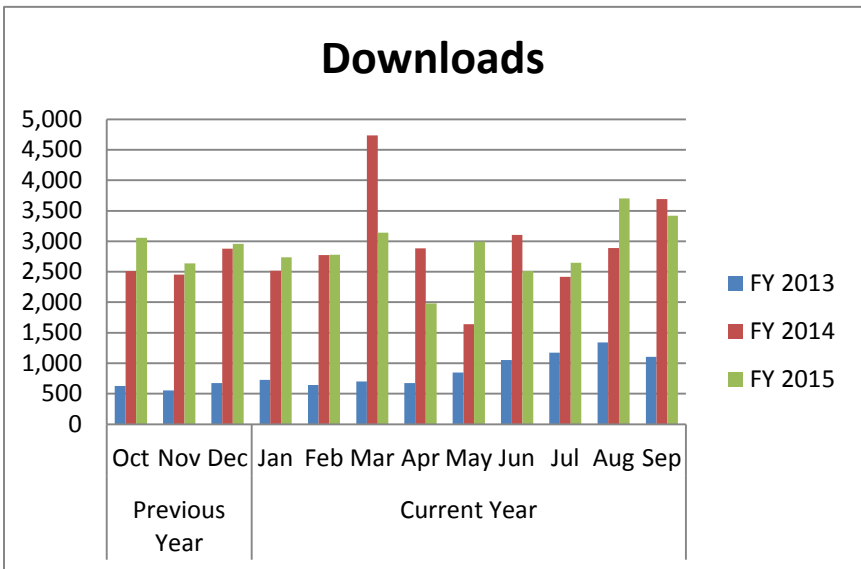
The library continues to preserve local history through the Pflugerville Digital History Project launched in 2014. In partnership with the Heritage House Museum Partners, the Pflugerville History Diggers, the Friends of the Pflugerville Library and the City of Pflugerville, the project digitizes documents, photographs, newspapers and ephemera from the early families of Pflugerville. Recently, the library has begun digitizing excerpts from the City's oral history project, documenting life in Pflugerville from 1965 to the present. To date over 2000 items have been digitally preserved.

The Pflugerville Public Library is constantly seeking to provide services for all people at every stage of their lives. This involves providing materials in a huge number of formats and practices ranging across technology and services and encompasses everything from homebound delivery to e-books, craft programs to audiobooks in Vietnamese, story time to computer classes. The Digital Inclusion Survey conducted by the University of Maryland and the American Library Association, found that libraries address disparities in access to technology providing free broadband, public access technologies, digital content, digital literacy learning opportunities, and a range of programming that helps build digitally inclusive communities regardless of geographic location, socioeconomic status, or any other factor – American Library Association, 2015

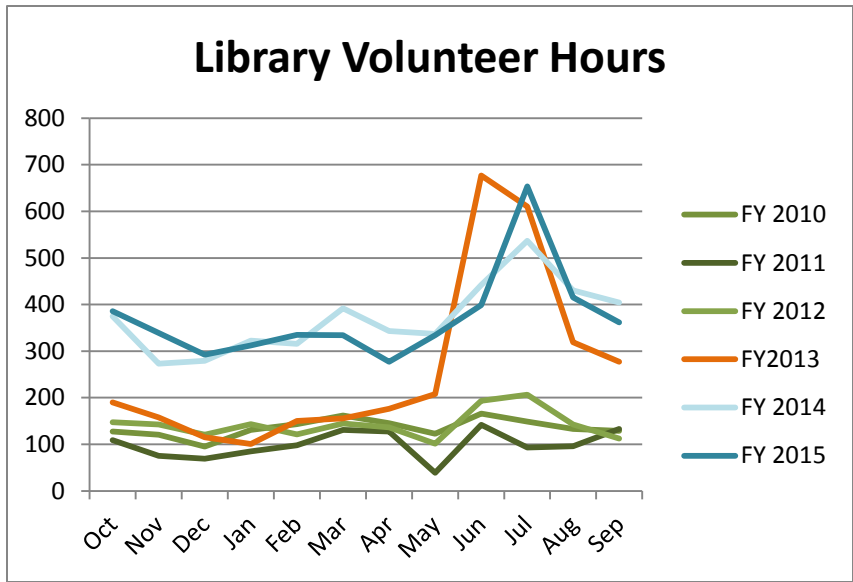
Public libraries are alive and well in the United States. They are simply changing, once again, to fit the times. Pflugerville Public Library strives to be leaders in the field and at the forefront of innovation and change.



The library provides resources in a wide variety of formats including audiobooks, music CDs, DVDs, large print, juvenile and adult reading level materials. Almost 360,000 physical items were checked out in 2015

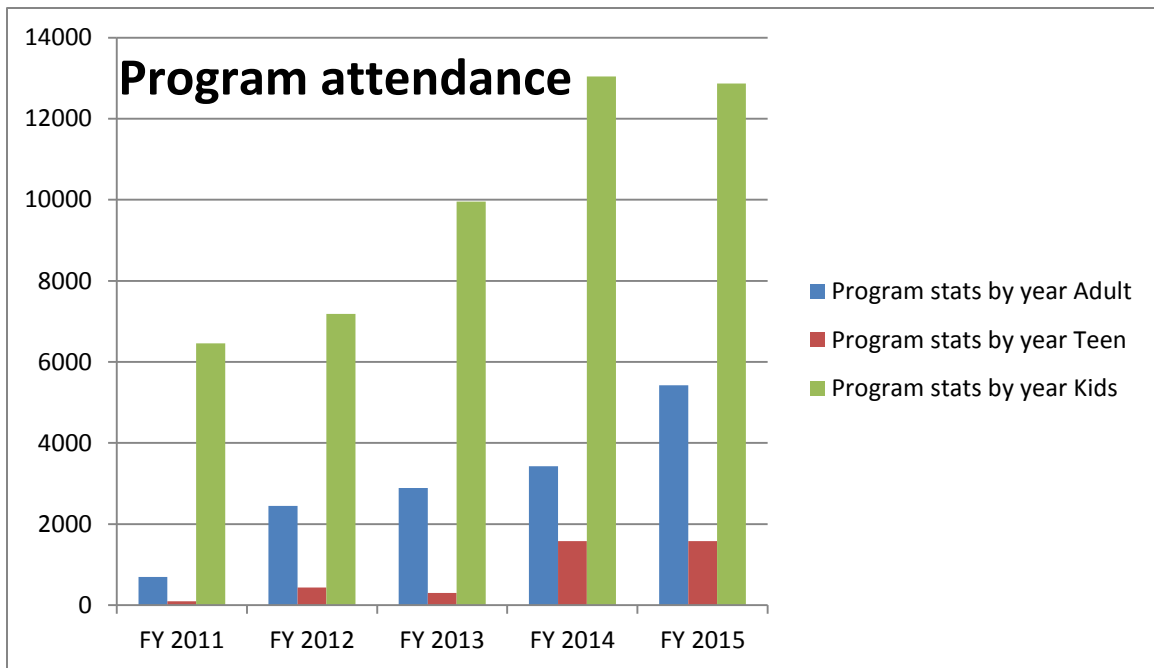


E-resources provided by the library include ebooks, ezines, eaudiobooks, streaming video and streaming music for all ages. In 2015 nearly 31,150 electronic items were utilized by Pflugerville patrons.



The library relies heavily on its volunteers to provide support for library programs and patron services. Volunteer hours totaled 4,439 and volunteers served the community during story time, adult craft, as greeters and

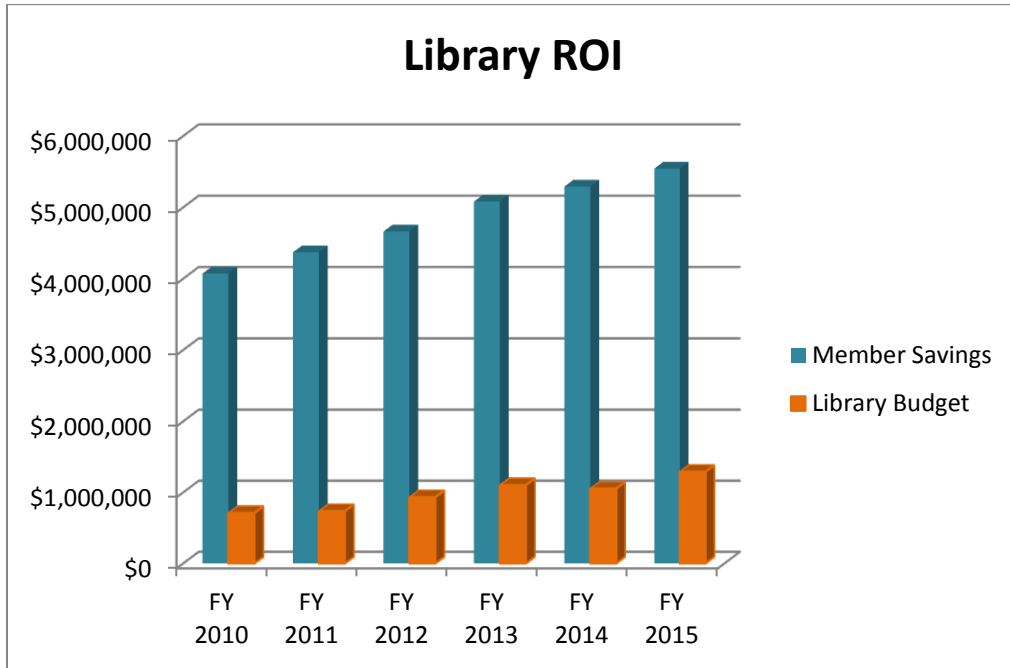
circulation back-ups. We could not do without their support!



Program attendance held steady this year. The total number of programs provided in FY2015 was 1,018 with an attendance of almost 20,000. In 2015, library introduced programs specifically for seniors including Senior Crafternoon and Senior Appy Hour and all ages programs focused on specifically on technology and crafts such as MakerPfest.

Computer classes for adults served 265. The Conversational ESL Club provides a place for those who want to practice their English pronunciation in a non-judgmental environment.

Story times attracted 1,161 for baby time 1,082 for bilingual and overall story time programs there were over 6,500 attendees.



A Look Back: FY 2015

FY 2015

Goal 1 – Facility

- Work with city staff to plan for the future facility needs of the growing Library
- Begin plans to renovate and reorder the existing Library to:
 - Add a clearer pathway through the upper parking lot
 - Convert underutilized areas into a Maker Space
 - Add a shade structure to the Courtyard
 - Reduce confusion in the rear parking lot



Goal 2 -Materials

- Continued development and weeding of collections to meet state standards and anticipated needs
- Explored new formats for materials to address diverse community needs including:
 - Circulating e-readers to Homebound patrons
 - Expanded e-resource suppliers

- Continued taking a leadership role in the development of state e-vendor/library relationships, particularly with regard to:
 - Explored economic models of e-resource provision

Goal 3 – Marketing & Programming

- Maintained level and quality of programming for children, teens and tweens. Increased program offerings for adults and seniors to include crafts and technology.
- Introduced the first annual MakerPfest which attracted over 600 people of all ages.
- Establish and maintain Digital History Project to preserve Pflugerville history.
- Continued to performed, with the single exception of collection size, at the highest levels of the Texas State Library & Archives Commission standards.

Goal 4- Staffing

- Added 3 full-time circulation positions
- Continued to support well-structured volunteer recruitment and training program
- Supported continuing education, professional development, and promotional opportunities for all staff

Goal 5 – Technology

- Introduced mobile printing from patron devices
- Introduced a new library catalog
- Continued to explore new information delivery systems
- Continued to explore and implement effective assistive technologies
- Added additional dual filament 3D printer in preparation for MakerSpace
- Worked with IT to install software to extend technology programs

Goal 6 – Evaluation & Review

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

FY 2016**Goal 1 – Facility**

- Continue current preventive maintenance levels to keep the facility bright and clean
- Open a new MakerSpace to allow Library patrons to explore new and classic technologies in a hands-on fashion. Work with the City to develop plans for future Library facilities
- Complete improvements to accessibility to the facility

Goal 2 -Materials

- Continue development & weeding of collections to meet state standards & anticipated needs
- Continue to explore the collection of materials in new formats
- Introduce new streaming video services
- Substantially increase the number of e-resources provided by the Library to continue to engage a broad range of interests and languages and reduce wait times for materials.

Goal 3 – Marketing & Programming

- Collaborate with City Public Information Officer to publicize Library programs to the Pflugerville community and utilize services of new city marketing liaison
- Actively market the Library online with social media
- Continue to develop partnerships and synergies with local organizations and institutions
- Research and apply for effective grants and awards as needed
- Incorporate the 35 oral histories conducted by the History Diggers and City of Pflugerville into the Digital History Archive
- Introduce a Military Family Night using Skype technology
- Host Adult Program Workshop with CTLS (Connecting Texas Libraries Statewide)
- Offer programs for Homeschool kids elementary through high school
- Continue to provide services to underserved populations
- Introduce code classes for teens through adults

Goal 4- Staffing

- Continue to support well-structured volunteer program
- Support of continuing education and professional development for all staff

- Continue to cross-train staff to provide better understanding of organizational structure
- Hire Assistant Director

Goal 5 – Technology

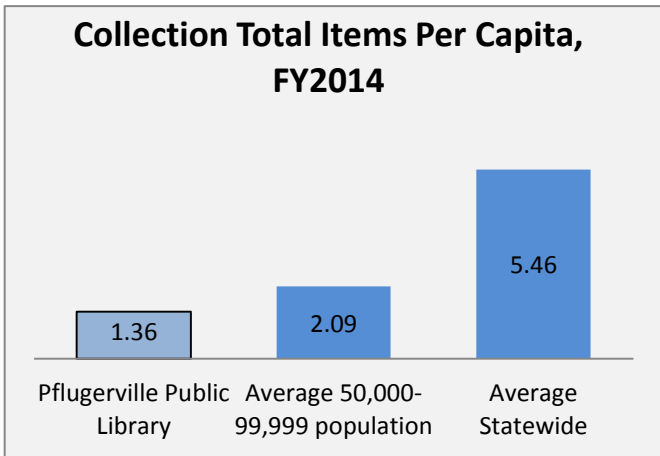
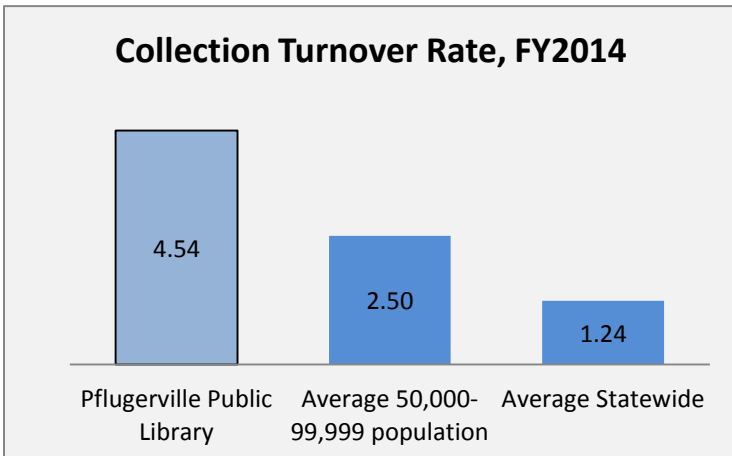
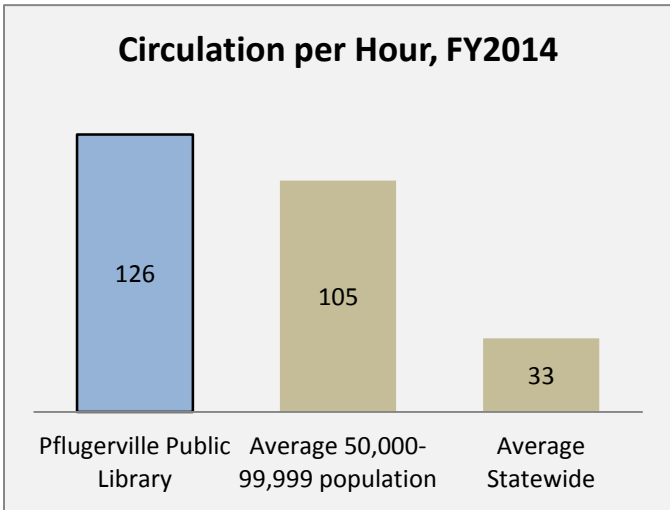
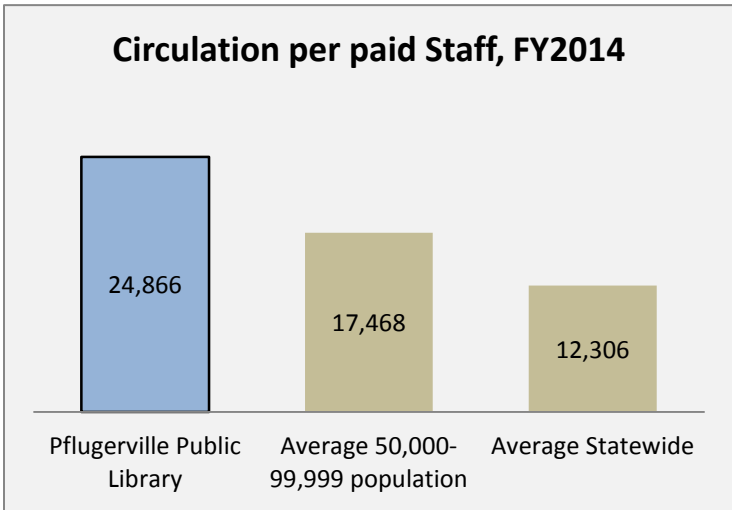
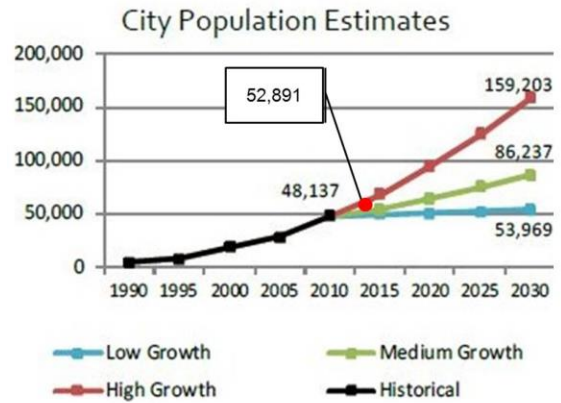
- Explore emerging technologies in delivery of services.
- Continue to explore new information delivery systems
- Collaborate with patrons in learning to manipulate new technologies & programs
- Expand the capabilities of the Library’s Computer Lab to accommodate learning and exploration of standard and emerging electronic resources.
- Equip the library’s upcoming MakerSpace to enhance user services

Goal 6 – Evaluation & Review

- Initiate discussion of upcoming residency eligibility
- Review and evaluate operating hours
- Review Library policies and revise as needed
- Review promotion of Library programs and services
- Review Library volunteer program and service opportunities
- Annual performance evaluation for staff and director by City management
- Review budget vs. circulation and budget per format vs. circulation per format

Tomorrow: 2017 & 2018

The Library is a success on many levels. It meets the highest standards of TSLAC accreditation- with the exception of collection size. To address this issue within the confines of the physical space, the Library devotes a significant portion of the collection budget to space saving e-resources. These include streaming movies and music, e-books, e-magazines, and e-audiobooks as well as several dozen databases. These resources are evaluated by library staff for usability. As options increase, the library e-resources are re-evaluated in comparison to competitors and changes are made accordingly.

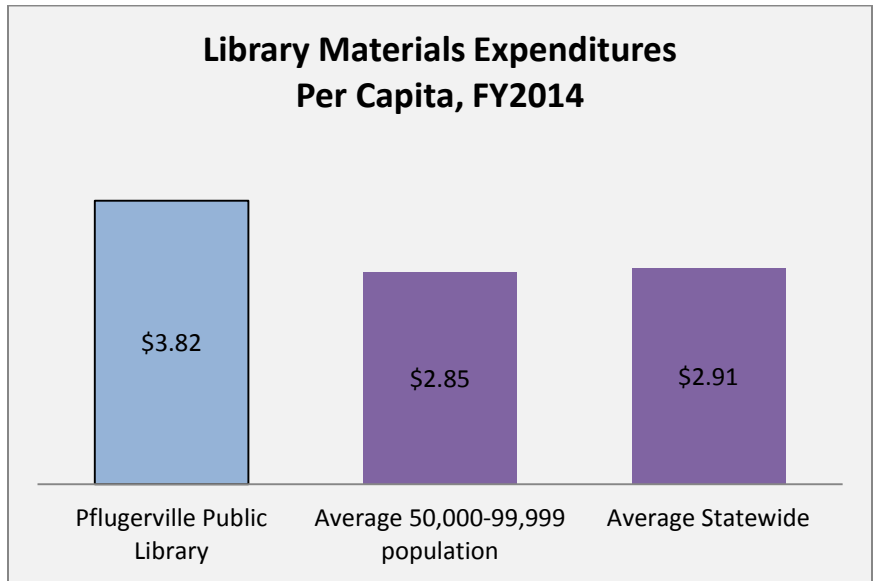


Source for this data: Texas Public Libraries Annual Report for Local Fiscal Year 2014

NOTE: These charts are only as valid as the data that was provided by each library. Charts created by Stacey Malek, Texas State Library and Archives Commission, 2013

Currently, the Pflugerville Library provides access to approximately 10,000 contemporary e-books with another 46,000 classic e-books through Project Gutenberg. Further, the Library is in constant discussion with a wide-range of e-vendors, looking for the most accessible and efficient new e-resources. Librarians attend conferences and workshops and participate in continuing education to stay abreast of emerging technologies, services and resources in the field. Last year, staff logged more than 270 hours of continuing education.

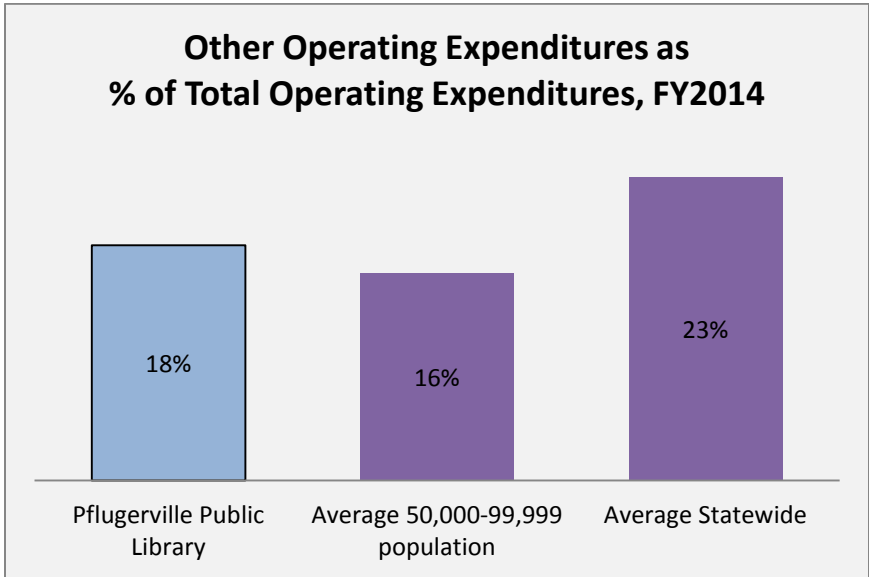
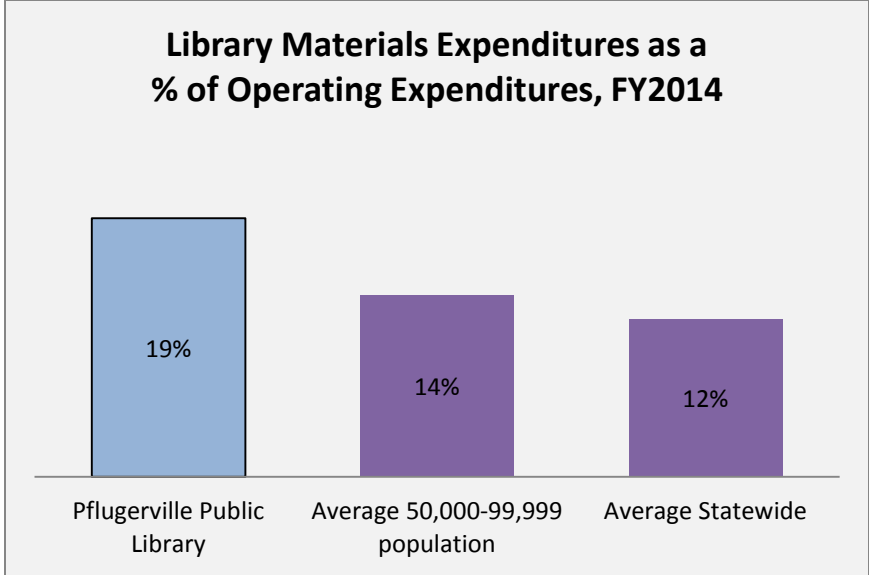
While the Library is expanding its digital collection as fast as possible, not everything is available in an electronic format. Further, not every one of our residents is equipped to take advantage of the Library’s digital offerings. Print, as one of a multitude of options, will be around for some time to come.



Source for this data: Texas Public Libraries Annual Report for Local Fiscal Year 2014

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Charts created by Stacey Malek, Texas State Library and Archives Commission, 2013



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The Library's current collection physical collection hovers around the 68,000 item mark. While our collection is fresh, new, and much in demand, every item must earn its place on the shelves. As of 2014, Georgetown, with a similarly sized service population, maintains a collection of approximately 110,000 items in a 49,500 sq.ft. building. Round Rock, with a population of just over 100,000 people, has a collection in excess of 200,000 items.

Round Rock Public Library recently conducted a third-party study that concluded it needed not one new library but two. The supporting \$23 million bond passed in 2013. Pflugerville City Planning indicates the Pflugerville population will reach 61,000 by 2019.

Pflugerville will need a new main library of 45,000-50,000 sq. ft., with associated parking adequate for programming, complete and open by 2022.

FY 2017

Goal 1 – Facility

- Continue current preventive maintenance levels to keep the facility bright and clean
 - Evaluate condition of furniture and reupholster/replace as necessary
 - Work with the City to establish funding for a future facility
 - Evaluate space needs and adjust furniture and shelving layout accordingly

Goal 2 -Materials

- Continue development & weeding of collections to meet state standards & anticipated needs
- Continue to explore the collection of materials in new formats
- Continue to keep abreast of the changing community and adjust material format and audience accordingly

Goal 3 – Marketing & Programming

- Collaborate with City Public Information Officer to publicize Library programs to the Pflugerville community and utilize services of new city marketing liaison
- Actively market the Library online with social media
- Continue to develop partnerships and synergies with local organizations and institutions:
 - Research and apply for effective grants as needed
 - Introduce the Library to the larger community with out-of-building contact
 - Continue to provide services to underserved populations

Goal 4- Staffing

- Continue to support well-structured volunteer program

- Support continuing education, professional development, and promotional opportunities for all staff

Goal 5 – Technology

- Collaborate with patrons in learning to manipulate new technologies & programs
- Explore and implement assistive technologies
- Replace all 2013 computers

Goal 6 – Evaluation & Review

- Review and evaluate operating hours
- Review Library policies and revise as needed
- Review promotion of Library programs and services
- Review Library volunteer program and service opportunities
- Annual performance evaluation for staff and director by City Management
- Review budget vs. circulation and budget per format vs. circulation per format.

The Day After Tomorrow: 2018 & 2019

While 2018 and 2019 may seem a long way, moving from a bond election to the opening of a new building takes a significant amount of time. For a new main library to open by 2022, funding should be in process by 2020.



FY 2018

Goal 1 – Facility

- Plan for additional facility
- Continue to maintain the current facility, evaluating and replacing equipment and furniture as necessary
- Evaluate space needs and adjust furniture and shelving layout accordingly

Goal 2 -Materials

- Continue development & weeding of collections to meet state standards & anticipated needs
- Continue to explore the collection of materials in new formats
- Continue to keep abreast of the changing community and adjust material format and audience accordingly

Goal 3 – Marketing & Programming

- Collaborate with City Public Information Officer to publicize Library programs to the Pflugerville community and utilize services of new city marketing liaison
- Actively market the Library online with social media
- Continue to develop partnerships and synergies with local organizations and institutions:
- Research and apply for effective grants as needed
- Introduce the Library to 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 grow well-structured volunteer program
- Support continuing education, professional development, and promotional opportunities for all staff

Goal 5 – Technology

- Continue to explore new information delivery systems

Goal 6 – Evaluation & Review

- Review and evaluate operating hours
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FY 2019

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- Plan for additional facility
- Continue to maintain the current facility, evaluating and replacing equipment and furniture as necessary
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Goal 2 -Materials

- Continue development & weeding of collections to meet state standards & anticipated needs
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 - Continue to provide services to underserved populations

Goal 4- Staffing

- Continue to evaluate levels of staffing, budget, & services
- Continue to support well-structured volunteer program
- 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

Goal 6 – Evaluation & Review

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FY 2020

Goal 1 – Facility

- Plan for additional facility
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- Evaluate space needs and adjust furniture and shelving layout accordingly

Goal 2 -Materials

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Appendix: Yesterday

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, construction was substantially complete in April, 2013, and the Library hosted a well-attended Grand Opening on June 8th, 2013.

A new building brought a new name, the Pflugerville Public Library, and almost 150,000 new visitors. In fiscal year 2014, the Library welcomed almost 345,000 people through its doors, plus another 100,000 online.

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