where quality meets life

PFLUGERVILLE
T E X A S

Pflugerville Public Library
Annual Comprehensive Five-Year Plan

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

Pflugerville Public Library Board
2015

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Today: 2014 & 2015

Pflugerville loves its Library and the feeling is entirely mutual. In 2014, the Library hosted 345,000 visitors in person and another 100,000 online. More than 400,000 items were checked out, almost 40,000 of them e-book downloads. The Library put on 700 programs for 22,000 attendees and the meeting rooms logged 2,200 reserved hours. Even more tellingly, the Library received 4,400 hours of volunteer help, a 160% increase over 2012.

Thanks to excellent maintenance, the building is bright, clean, and welcoming to all. We hope to rearrange some of the interior spaces in 2015 to accommodate a broader range of hands–on activities, particularly in conjunction with the cutting edge technologies already in place, including the Library's 3D printer and digitizer.

The Library is constantly seeking to provide services for people of all abilities, at every stage of their lives. This involves a huge number of formats and practices ranging widely across technology and service continua and encompasses everything from homebound delivery to e-books, craft programs to audiobooks in Vietnamese, storytime to computer classes. New this year is the JAWS software that enables the blind to access the Internet from the public computers, plus streaming movies and music, and mobile printing that allows public printing from patron cell phones, tablets, and laptops.

Contrary to the media drumbeat, public libraries are alive and well in the United States. They are simply changing, once again, to fit the times. In 2014, The Aspen Institute conducted a dialog on public libraries, publishing a report entitled *Rising to the Challenge: Re-Envisioning Public Libraries*. The Pflugerville Library is well ahead of the curve with respect to their suggestions, having already incorporated the Library of Yes policies designed to promote positive interactions and established a local Digital History Archive in active collaboration with a wide range of local groups. There are 45 public computers to serve patrons of all ages as well as an up to date multiple format collection in three languages. The Library provides the resources for life-long learning, stimuli to curiosity and creativity, access to emerging technologies and communications, and spaces for collaboration and discovery.

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 storytime or a place to dream- it is ***all*** of these and more; it's the community living room.

Library Visits
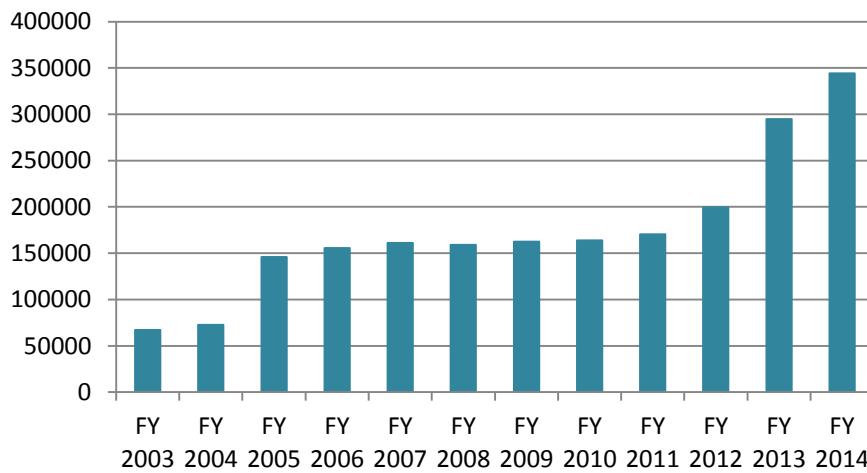
People continue to pour through the doors of the Pflugerville Library. The Library hosted almost 345,000 visitors this year, up 17% from last year and more than 100% from 2012.

Still, not all Library visitors come in person. Another 100,000 people visited the Library electronically this year. The Library's extensive e-resources include e- books, e-media (including downloadable audiobooks & music), e-languages, e-genealogy, e-business, & e-reference sources; all available when & where people need them. This year we added streaming music and movies.

Library Visits
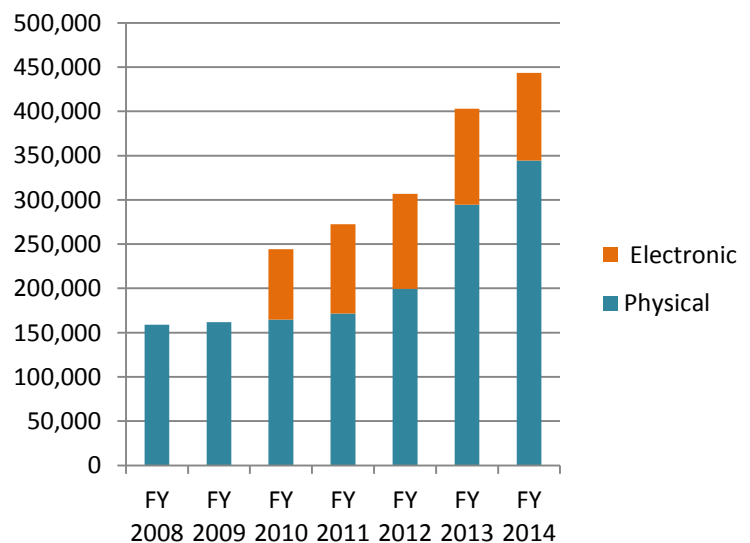
Clearly, the Library's collection of 66,000+ physical items also continues to be highly valued. The average item in the Pflugerville Library's collection checked out 5.5 times in 2014, more than double the state average of 2.5 times.

Circulation

Virtual
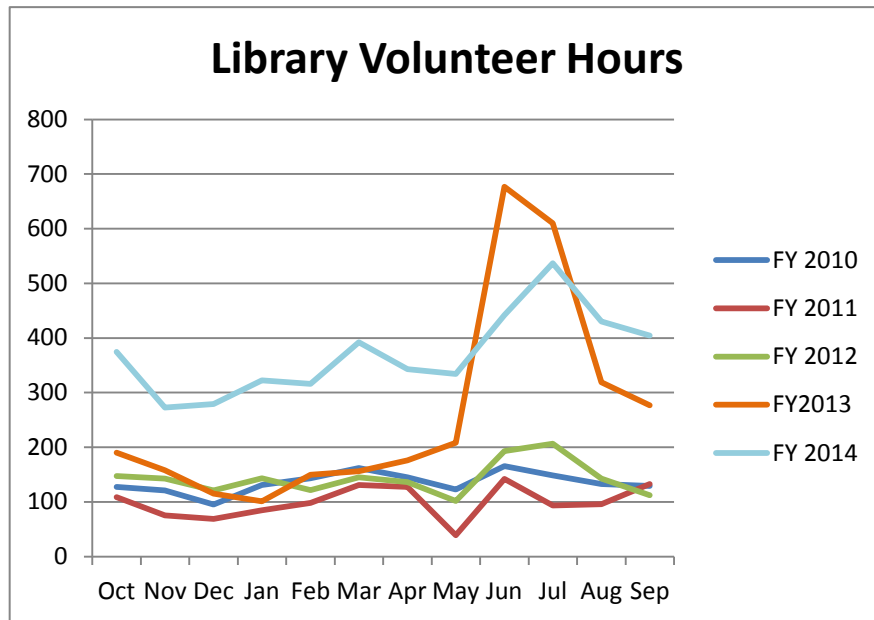Physical

| | 450,000 |
| FY 2009 | 450,000 |
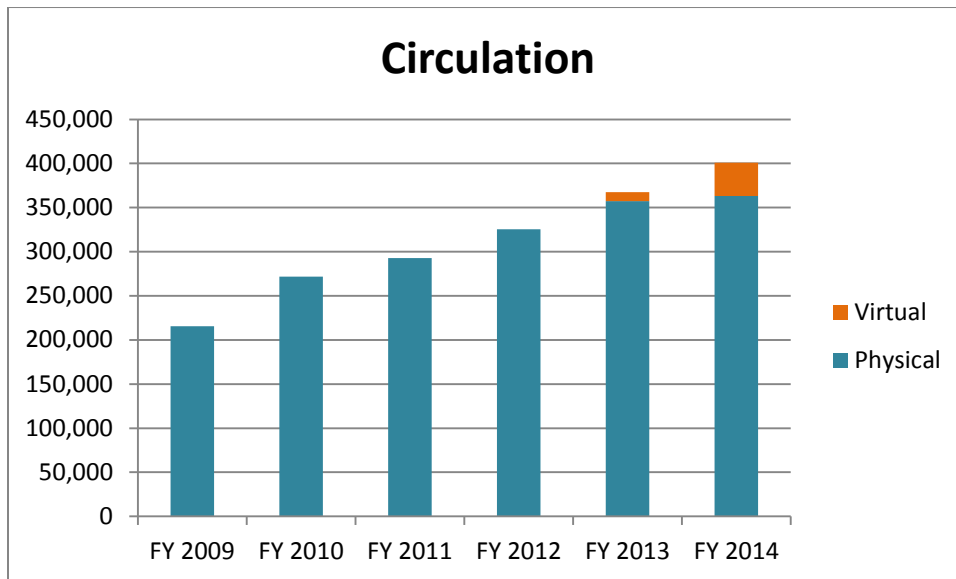
The number of checkouts climbed to almost 400,000 in 2014, an increase of 9%. However, this increase includes e-book checkouts, an increasingly popular option for several reasons. Among these is the fact that the Library has run out of space for an increased number of physical items.

Library program attendance was also up sharply in 2014, an increase of 115% over the last two years. Our large family programs, such as Pf Reads and the Summer Reading Club party, were counted in the kids attendance although plenty of adults enjoyed them as well.

This is directly attributable to both the quality of Library staff and the room gained through the building expansion.

Library Program Attendance

Adults
Teens
Kids

Library Volunteer Hours

	FY 2010
	FY 2011
	FY 2012
	FY2013
	FY 2014

Oct Nov Dec Jan Feb Mar Apr May Jun Jul Aug Sep
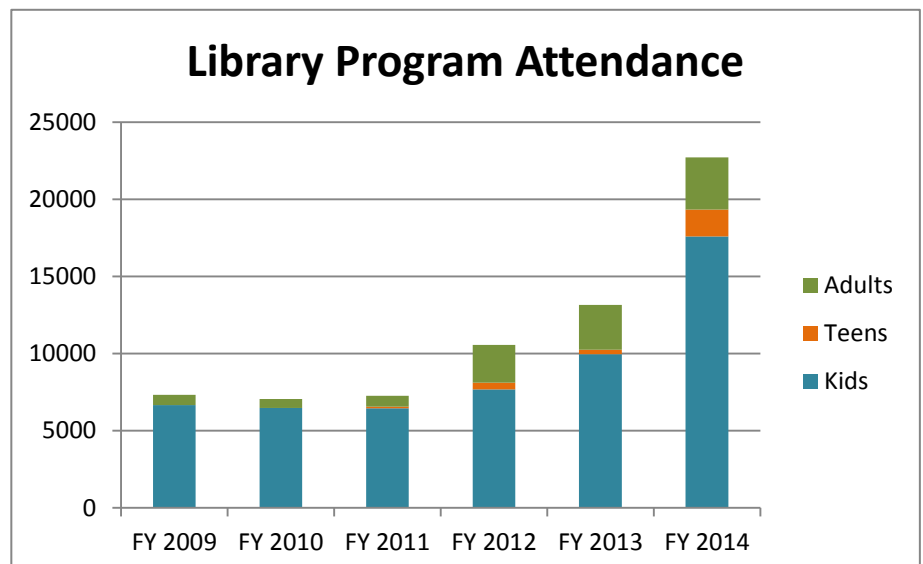
The Library has gratefully received more than 4,400 hours of volunteer time this year, 42% more than last year, and 160% more than 2012.

The large summer spike in 2013 represents a tremendous number of teen volunteers, a stretch for staff management. The steadier statistics of 2014 indicate that we may be approaching a generally higher but more sustainable level of volunteering

A Look Back: FY 2014

Goal 1 – Facility

- Monitor & refine new operational & building systems
- Work with the City staff to explore opportunities for collaboration & facility growth
- Fully establish Art Gallery space, policies, & procedures

The new Library building welcomed almost 345,000 people through its doors in FY 2014, an increase of 17% over the last year, and 100% over the last two years. Its meeting rooms were in constant use, with over 2,200 hours of reservations logged. The Library hosted a wide variety of groups and organizations including the Chamber, City functions, and local groups such as the Girl Scouts and the American Legion. The Art Gallery has bloomed through the exhibitions staged by such entities as the Pflugerville Quilt Guild, the new Pflugerville Photographers Group, and PISD's annual Best of the Art Classes shows.

The City has committed to keeping the facility clean and in excellent working order with $46,000 of maintenance contracts covering everything from floor sealing to the HVAC system, fire and roof inspections to carpet and window cleaning.

Goal 2 -Materials

- Continue development and weeding of collections to meet state standards and anticipated needs
- Continue to explore new formats for materials to address diverse community needs
- Institute the Pflugerville History Digital Archive

The Library's collection has been bought and weeded to ensure it is interesting and up-to-date; 41% of it is less than 5 years old. Material formats include print books, audiobooks, DVDs, and music CDs as well as e-resources such as e-books, e-audiobooks, e-languages, and e-business resources. This year the Library also instituted streaming movies and music.

The local Digital History Archive is up and running with several hundred page views a month. It straddles Goals 2 and 3 as the Library collaborates with the Heritage House Museum, the History Diggers, and the Friends of the Library to build historical content.

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:

- o PISD
- o Pflugerville Community Development Corporation (PCDC)
- o Other nearby public community libraries
- o Other City of Pflugerville departments
- o Local nonprofits, businesses, and other organizations such as Heritage House
- Research and apply for effective grants
- Create programs to use the expanded building to its fullest extent
- Engage Pflugerville residents with out-of-building contact
- Expand services to underserved populations

In conjunction with the City PIO and other departments, the Library has instituted 4 in-house screens to market Library services and complement its presence online. It reaches out to PISD through a series of school visits by staff and the Friends of the Library, as well as hosting the PISD Art Shows.

Library programming included more than 700 separate events, drawing more than 22,000 attendees. Programs served every age group including babies, young children, tweens, teens, and adults.

Goal 4- Staffing
- Continue to expand well-structured volunteer recruitment and training program
- Support continuing education, professional development, and promotional opportunities for all staff

The Library's excellent volunteer program drew in more than 4,400 hours of much-appreciated volunteer time. This is 42% greater than last year and 160% greater than two years ago.

Library staff continues to stay up-dated with constant training. Overall, the Library staff completed 175 hours of training in FY 2014, much of it at the Texas Library Association Conference in San Antonio. Pflugerville librarians continue to take important committee assignments, the Director is the current chair of the Public Libraries Division. With the start of FY 2015, another MLS member of the Library staff was promoted to Librarian, and two Library Tech I's were promoted to Library Tech II's.

Goal 5 – Technology
- Continue to explore new information delivery systems
  - o 3D printer & maker space technologies
- Explore and implement effective assistive technologies
- Become beta site for development of automated acquisition system

In answer to its continuing exploration of new technologies, the Library now owns a 3D printer and, through the generosity of the Friends of the Library, an accompanying Digitizer. These are embedded in Library programming and help to both demonstrate and demystify the technologies of the future.

The Library has also taken advantage of automation advances to streamline its back-end processing with Apollo's new Acquisitions module.

Further, at the outset of FY 2015, the Library equipped all its public computers with JAWS, software that enables the blind to browse the Internet.

Goal 6– Evaluation & Review
- Review Library policies and procedures & revise as needed
- Review promotion of Library programs and services
- Review Library volunteer program and service opportunities

The Library Board reviews Library statistics monthly through the Director's report. This summer it conducted its bi-annual review of Library policies. These were then updated and approved by the City Council. They are posted on the City website.

FY 2015

Goal 1 – Facility
- 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
- Work with city staff to plan for the future facility needs of the growing Library

Goal 2 -Materials
- Continue development and weeding of collections to meet state standards and anticipated needs
- Explore new formats for materials to address diverse community needs including:
  - Circulating e-readers
  - Expanding e-resource suppliers
- Continue taking a leadership role in the development of state e-vendor/library relationships, particularly with regard to:
  - Security
  - Economic models of e-resource provision

Goal 3 – Marketing & Programming
- Collaborate with City Public Information Officer to publicize Library programs to the Pflugerville community

- 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

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

Goal 5 – Technology

- Introduce mobile printing from patron devices
- Introduce a new library catalog
- Continue to explore new information delivery systems
- Continue to explore and implement effective assistive technologies

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

Tomorrow: 2016 & 2017

The Library is a success on many levels. It meets the highest standards of TSLAC accreditation- with the exception of collection size. The Pflugerville Library annually welcomes more visitors than the Georgetown or Round Rock public libraries to a building with 54-65% of the space. Much of the additional space in these libraries is devoted to a much bigger collection.

Accordingly, the Pflugerville Library is devoting 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. In fact, the Library provides access to 11,000 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. The Library Director, as Chair of the Public Libraries Division of the Texas Library Association, will be moderating a panel of e-vendors, including the CEOs of Overdrive & Baker & Taylor at the TLA conference in April of 2015.

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.

The Library's current collection physical collection hovers around the 65,000 item mark. While our collection is fresh, new, and much in demand, every item must earn its place on the shelves. 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.

City Population Estimates

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 2025.
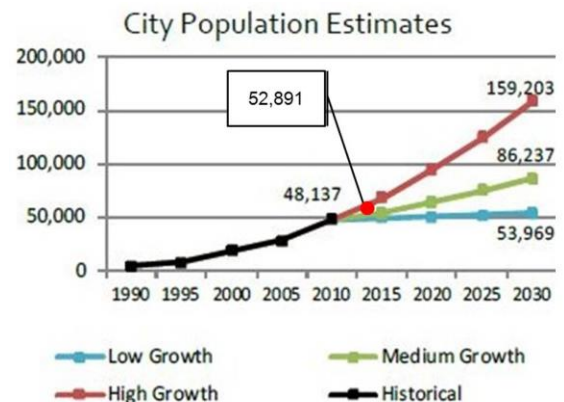
FY 2016

Goal 1 – Facility

- o Continue current preventive maintenance levels to keep the facility bright and clean
- o Work with the City to develop plans for future Library facilities

Goal 2 -Materials

- Continue development & weeding of collections to meet state standards & anticipated needs
- Continue to explore the collection of materials in new formats

Goal 3 – Marketing & Programming

- Collaborate with City Public Information Officer to publicize Library programs to the Pflugerville community
- 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 of continuing education and professional development for all staff

Goal 5 – Technology

- Continue to explore new information delivery systems
- Collaborate with patrons in learning to manipulate new technologies & programs
- Explore and implement effective 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

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

FY 2017

Goal 2 -Materials

- Continue development & weeding of collections to meet state standards & anticipated needs
- Continue to explore the collection of materials in new formats

Goal 3 – Marketing & Programming

- Collaborate with City Public Information Officer to publicize Library programs to the Pflugerville community
- 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 Library policies and revise as needed
- Review promotion of Library programs and services
- Review Library volunteer program and service opportunities

The Day After Tomorrow: 2018 & 2019

While 2018 and 2019 may seem a long way from the current moment, moving from a bond election to the opening of a new building takes a significant amount of time. For the current library facility, a bond was passed in 2007 and the building opened in 2013. For a new main library to open by 2025, funding should be in process by 2018.

FY 2018

Goal 1 – Facility

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

Goal 2 -Materials

- Continue development & weeding of collections to meet state standards & anticipated needs
- Continue to explore the collection of materials in new formats

Goal 3 – Marketing & Programming

- Collaborate with City Public Information Officer to publicize Library programs to the Pflugerville community
- 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 Library policies and revise as needed
- Review promotion of Library programs and services
- Review Library volunteer program and service opportunities

FY 2019

Goal 1 – Facility

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

Goal 2 -Materials

- Continue development & weeding of collections to meet state standards & anticipated needs
- Continue to explore the collection of materials in new formats

Goal 3 – Marketing & Programming

- Collaborate with City Public Information Officer to publicize Library programs to the Pflugerville community
- 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 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

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

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.