Pflugerville Public Library

Five-year plan

2025

Introduction

The Pflugerville Public Library 5-year plan supports the vision of the City of Pflugerville's Aspire 2040 Comprehensive Plan, through our programs, resources, and services.

The Aspire 2040 Vision Statement: Pflugerville thrives as a modern and charming community. Its diverse culture and heritage, atmosphere of inclusion, first- rate parks, vital infrastructure, employment opportunities, and entertainment options make Pflugerville a desirable place. These elements create a vibrant city with a high quality of life that fosters an environment appealing to people from all backgrounds.

State of the Library

The Pflugerville Public Library has made a commitment for equity, diversity, and inclusion in all aspects of service to include curated booklists from diverse authors, examining policy language to ensure it is welcoming to everyone, and examining job descriptions to make sure they are open, understandable, fair, and do not contain jargon that may dissuade some applicants.
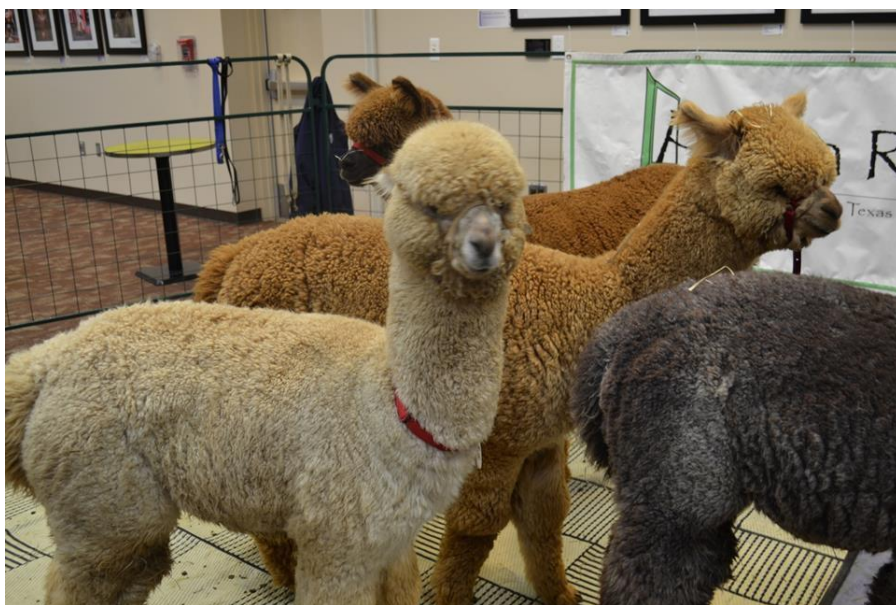
Program librarians and staff have created virtual programs, in-person programs, and program kits that have attracted over 30,000 guests. These initiatives included book reviews, story times, tween and teen programs, and programs for adults. Larger community events offered by the library included Pflugerville Pfamily Pride, Pet Pfest, Kitty Café, Library Con, and more.

The Library Board completed and approved a five-year plan in October 2025. The board publicly supported the Library Bill of Rights and the Freedom to Read Statement.

The library has a very diverse staff that reflect the community it serves. This allows us to select materials in the three most spoken languages in Pflugerville - English, Spanish, and Vietnamese. Having native speakers of both Spanish and Vietnamese on staff who select materials in these languages helps with authentication and authority in the selection and the cataloging processes. The library has also increased the number of materials by diverse authors and enhanced catalog records to be more inclusive.

The heart of the library is the community, and the library will continue to serve everyone equitably. In doing that, we must ensure that everyone in Pflugerville feels welcome and represented in library programs, materials, and events.
Given the recent legislation impacting school and public libraries in Texas, the Pflugerville Public Library and the Library Board will strive to continue to serve the entire community.

FY 2025 Review

Goal 1 -- Facility (Corresponding Aspire 2040 Goals for facilities 4.28)
- o Found alternative ways to engage users in-house and remotely to help create a sense of community by engaging with the community at events outside of the city and by committing to more outreach at community events and organizations.
- o Re-evaluated and repurposed space use and adjusted as needed. We introduced mobile individual study pods and a 24-hour pick-up locker.
- o Continued to maintain the current facility, replaced public and staff equipment and furniture as necessary. We have expanded shelving, created storage space, and purchased furnishings that were mobile and flexible.
- o Completed restoration and repairs at Heritage House. We have had damaged siding replaced, the pocket doors revealed, minor repairs and have budgeted to continue with minor repairs.
- o Worked with the City Planning Department to determine future facilities. We continue to seek ways for the library to be included in Capital Improvement Projects.
- o Created a facilities schedule with Facilities Department and stakeholders to maintain facility and address issues that may arise with age.
- o Worked with the library Board to explore water conservation and xeriscape landscaping. We are currently working with Public Works on a xeriscape for the front of the library.
- o Continued to work with City Art initiatives to provide public art at the library. We have accepted two sculptures from area artists and are currently working with the City's Innovation Strategist for more ways to support our artists.

Goal 2 – Materials (Corresponding Aspire Goals for materials 4.10 and 4.26)

- o Continued development and weeding of collections to meet anticipated community needs. We continued to add materials to our collection. The RFID Phase II project this year will allow for better collection control.
- o Continued to explore adding new formats of materials to the collection. We continue to research new formats of traditional library materials, and we continue to add non-traditional materials to the collection such as seeds, sewing machines, laptops, etc.
- o Continued to find ways to increase collection size without causing unnecessary space requirements. We have re- organized and expanded our shelving to allow for additional materials.
- o Continue to ensure a diverse collection that is representative of the community and their needs. We have six professional librarians from diverse backgrounds ordering materials. In addition, we encourage our guests and para-professional staff to make purchasing suggestions.
- o Supported underrepresented communities through materials, programs and resources. We endeavor to make everyone feel welcome by presenting programs and materials that celebrate other cultures and our differences, such as the Trans Clothing Swap, Black History Month, Asian American History Month, etc.

Goal 3 -- Marketing and programming (Corresponding Aspire 2040 Goals for marketing and programming 4.2, 4.20 and 4.29)

- o Actively marketed the library online with social media. Our Marketing and Outreach person has increased the number of people reached through outreach to the community and keeps social media and print media up to date.
- o Continued to develop partnerships and synergies with local organizations and institutions. We continue to work with Pflugerville Community Development Corporation, SCORE, United Way, The Friends of the Library and many other organizations.
- o Researched and applied for effective grants as needed. Youth Services have worked with the Friends of the Library on several grants, including a Family Place Grant.
- o Continued to provide services to underserved populations. Continued to provide services and resources to a broad range of guests within the community and without by offering free classes, programs, materials, and social events including high-speed internet, hotspots, and free supplies for crafts and classes.
- o Continued to support small business and workforce development.
- o Continued to seek partnerships to provide workshops, educational, and on-demand resources showcasing community businesses.
- o Continued to introduce the library to the larger community with out-of-building contact. Continued to utilize the Marketing

and Outreach Coordinator and continue to work closely with the City's Communications department.

Goal 4 – Staffing (Corresponding Aspire 2040 Goals for staffing 4.30)
- o Continued to evaluate levels of staffing, budget, and services through collecting statistics and feedback from the community.
- o Continued to support a well-structured volunteer program.
- o Supported continuing education, professional development, and promotional opportunities for all staff through professional educational opportunities, committee work, and round tables.
- o Promoted qualified staff to supervisory roles in anticipation of additional building. Continue to look for opportunities to grow staff and possibilities for expansion or additional location.
- o Assessed the need to add a part-time social worker to the staff.
- o Explored the feasibility of adding a program assistant. IT team Worked with IT to have a dedicated person for the library's needs.
- o Created organizational structure for new and/or expanded facilities based on analysis and assessment Created an organizational chart that allows for promotions in anticipation of an expansion or additional Facility

Goal 5 –– Technology (Corresponding Aspire 2040 Goals 4.21)
- o Continue to explore new delivery systems for guests and Introduced the 24-hour book locker
- o Reviewed staff and public technology

needs adjusted accordingly. Worked with IT to keep aware of technology that needs to be replaced or upgraded.

- o Kept abreast of changing technologies through professional organizations Continued to network with vendors and other professionals to keep abreast of what is available and what trends could affect public libraries.
- o Explored alternative integrated library systems (ILS) Staff stay informed of alternative systems and trends

Goal 6 - Evaluation and review (Corresponding Aspire 2040 Goals for evaluation and review NA)

- o Review and evaluate operating hours
- o Review library policies and revise as needed
- o Review promotion of library programs and services
- o Review library volunteer program and service opportunities
- o Review budget vs. circulation and budget per format vs. circulation per format

Goal 7 -- Professional standards (Corresponding Aspire 2040 Goals for professional standards NA)

- o Continue to work with area directors to address material challenges and potential issues
- o Take leadership roles in local, state, and national associations
- o Seek ways to partner with area libraries to offer joint programs or services
- o Annual monitoring of staff and director performance by City management

FY 2026

Goal 1 -- Facility (Corresponding Aspire 2040 Goals for facilities 4.11)

- Continue to maintain the current facility, evaluating and replacing equipment and furniture as necessary
- Evaluate space needs and adjust furniture and shelving layout accordingly
- Explore and initiate new approaches to community space including book mobile, library materials vending machine, and possible building or expansion
- Send Request for Qualifications for branch facility or expansion
- Create building committee in anticipation of branch or expansion

Goal 2 – Materials (Corresponding Aspire 2040 Goals for materials 4.16 and 4.27)

- Continue development and weeding of collections to meet community needs
- Continue to explore adding new formats of materials to the collection to complement our streaming and electronic offerings.
- Continue to keep abreast of the changing community and adjust material format and audience accordingly
- Continue to find ways to increase collection size without causing unnecessary space requirements
- Support underrepresented communities through materials, programs and resources
- Continue to ensure a diverse collection that is representative of the community and their needs
- Remove periodicals that no longer offer print

format and purchase them in digital form.

Goal 3 -- Marketing and programming (Corresponding Aspire 2040 Goals for marketing and programming 4.3, 4.22 and 4.31)

- o Actively market the library online with social media
- o Continue to develop partnerships and synergies with local organizations and institutions
- o Research and apply for effective grants as needed
- o Expand outreach to newly developed areas
- o Continue to provide services to underserved populations
- o Continue to support small business and workforce development
- o Continue to introduce the library to the larger community with *out- of-building* contact
- o Develop quarterly newsletter

Goal 4 – Staffing (Corresponding Aspire 2040 Goals for staffing 4.18)

- o Continue to evaluate levels of staffing, budget, and services
- o Continue to support a well-structured volunteer program
- o Support continuing education, professional development, and

  promotional opportunities for all staff
- o Work with City IT department to better serve the community
- o Work with library schools to create impactful Capstone Projects for students
- o Create part-time library page opportunities for teens that will give real world job experience and benefit the library

Goal 5 – Technology (Corresponding Aspire 2040 Goals for technology 4.21)

- o Continue to explore new information delivery systems for guests
- o Continue to explore material collection control options

- Review staff and public technology needs and adjust accordingly
- Keep abreast of changing technologies through the Horizon Report,
  PEW Research Center, colleagues, and professional organizations
- Re-evaluate Integrated Library System vendor and competitors

Goal 6 - Evaluation and review (Corresponding Aspire 2040 Goals for evaluation and review NA)

- 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
- Review budget vs. circulation and budget per format vs. circulation per format

Goal 7 -- Professional standards (Corresponding Aspire 2040 Goals for professional standards NA)

- Continue to work with area directors to address material challenges and potential issues
- Take leadership roles in local, state, and national associations
- Seek ways to partner with area libraries to offer joint programs or services
- Annual performance evaluation for staff and director by City management

FY 2027

Goal 1 – Facility (Corresponding Aspire 2040 Goals for facilities 4.12)
- o Continue to maintain the current facility, evaluating and replacing equipment and furniture as necessary
- o Evaluate space needs and adjust furniture and shelving layout accordingly
- o Continue to work building committee to identify future projects including creating a replacement schedule (furniture and technology) for facilities and any satellites.
- o Planning and design phase on new or expanded building begins

Goal 2 -- Materials (Corresponding Aspire 2040 Goals for materials 4.17 and 4.28)
- o Continue development and weeding of collections to meet state standards and anticipated needs
- o Continue to explore adding new formats of materials to the collection
- o Continue to keep abreast of the changing community and adjust material format and audience accordingly
- o Continue to find ways to increase collection size without causing unnecessary space requirements
- o Support underrepresented communities through materials, programs and resources
- o Purchase additional materials for library lockers, vending machines, or other alternative service initiatives

Goal 3 -- Marketing and programming (Corresponding Aspire 2040 Goals for marketing and programming 4.4, 4.23 and 4.32)

- o Collaborate with City Public Information Officer to publicize library programs to the Pflugerville community and utilize services of library Outreach and Marketing Specialist
- o Actively market the library online with social media
- o Continue to develop partnerships and synergies with local organizations and institutions
- o Research and apply for effective grants as needed
- o Expand outreach to newly developed areas
- o Continue to provide services to underserved populations
- o Continue to support small business and workforce development
- o Continue to introduce the library to the larger community with *out- of-building contact*

Goal 4 – Staffing (Corresponding Aspire 2040 Goals for staffing 4.18)

- o Continue to evaluate levels of staffing, budget, and services
- o Continue to support a well-structured volunteer program
- o Support continuing education, professional development, and promotional opportunities for all staff
- o Promote qualified staff to supervisory roles in anticipation of additional building

Goal 5 – Technology (Corresponding Aspire 2040 Goals for technology 4.21)

- o Continue to explore new information delivery systems for guests
- o Review staff and public technology needs and adjust accordingly
- o Keep abreast of changing technologies through professional organizations.

o Work with IT department to prepare for seamless technology integration between facilities.

Goal 6 -- Evaluation and review (Corresponding Aspire 2040 Goals for evaluation and review NA)
o Review and evaluate operating hours
o Review library policies and revise as needed
o Review promotion of library programs and services
o Review library volunteer program and service opportunities
o Review budget vs. circulation and budget per format vs. circulation per format

Goal 7 - Professional standards (Corresponding Aspire 2040 Goals for professional standards NA)
o Continue to work with area directors to address material challenges and potential issues
o Take leadership roles in local, state, and national associations
o Seek ways to partner with area libraries to offer joint programs or services
o Review library volunteer program and service opportunities
o Annual monitoring of staff and director performance by City management

FY 2028

Goal 1 -- Facility (Corresponding Aspire 2040 Goals for facilities 4.13)
o Continue to maintain the current facility, evaluating and replacing equipment and furniture as necessary
o Work with other entities and city departments to provide services outside

of the library facilities
- o Update facilities plan as needed
- o Construction of new facility

Goal 2 – Materials (Corresponding Aspire 2040 Goals for materials 4.23)
- o Continue development and weeding of collections to meet state standards and anticipated needs
- o Continue to explore adding new formats of materials to the collection
- o Continue to keep abreast of the changing community and adjust material format and audience accordingly
- o Continue to find ways to increase collection size without causing unnecessary space requirements
- o Support underrepresented communities through materials, programs and resources

Goal 3 -- Marketing and programming (Corresponding Aspire Goals for marketing and programming 4.5, 4.24 and 4.34)
- o Collaborate with City Public Information Officer to publicize library programs to the Pflugerville community and utilize services of library Outreach and Marketing Specialist
- o Actively market the library online with social media
- o Continue to develop partnerships and synergies with local organizations and institutions
- o Research and apply for effective grants as needed
- o Expand outreach to newly developed areas
- o Continue to provide services to underserved populations
- o Continue to support small business and workforce development
- o Continue to introduce the library to the larger

community with *out- of-building* contact

Goal 4 – Staffing (Corresponding Aspire 2040 Goals for staffing 4.18)
- o Continue to evaluate levels of staffing, budget, and services
- o Continue to support a well-structured volunteer program
- o Support continuing education, professional development, and promotional opportunities for all staff
- o Recruit and hire for 2 FT library Tech positions, 3 PT library tech positions in anticipation of a new facility.
- o Recruit and hire 4 librarians for positions in anticipation of new facility.
- o Recruit and hire for 3 FT library Tech positions, 5 PT library tech positions in anticipation of expanded hours.

Goal 5 – Technology (Corresponding Aspire 2040 Goals for technology 4.21)
- o Continue to explore new information delivery systems for guests
- o Review staff and public technology needs and adjust accordingly
- o Keep abreast of changing technologies through professional organizations.
- o Maintain seamless technology integration between facilities

Goal 6 -- Evaluation and review (Corresponding Aspire 2040 Goals for evaluation and review NA)
- o Review and evaluate operating hours
- o Review library policies and revise as needed
- o Review promotion of library programs and services
- o Review library volunteer program and service opportunities
- o Review budget vs. circulation and budget per

format vs. circulation per format

Goal 7 -- Professional standards (Corresponding Aspire 2040 Goals for professional standards NA)
- o Continue to work with area directors to address material challenges and potential issues
- o Take leadership roles in local, state, and national associations
- o Seek ways to partner with area libraries to offer joint programs or services
- o Review library volunteer program and service opportunities
  Annual monitoring of staff and director performance by City management

FY 2029

Goal 1 -- Facility (Corresponding Aspire 2040 Goals for facilities 4.13)
- o Continue to maintain the current facility, evaluating and replacing equipment and furniture as necessary
- o Work with other entities and city departments to provide services outside of the library facilities
- o Update facilities plan as needed
- o Construction of new facility complete

Goal 2 – Materials (Corresponding Aspire 2040 Goals for materials 4.23)
- o Continue development and weeding of collections to meet state standards and anticipated needs
- o Continue to explore adding new formats of materials to the collection
- o Continue to keep abreast of the changing community and adjust material format and audience accordingly

- Continue to find ways to increase collection size without causing unnecessary space requirements
- Support underrepresented communities through materials, programs and resources

Goal 3 -- Marketing and programming (Corresponding Aspire Goals for marketing and programming 4.5, 4.24 and 4.34)
- Collaborate with City Public Information Officer to publicize library programs to the Pflugerville community and utilize services of library Outreach and Marketing Specialist
- 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
- Expand outreach to newly developed areas
- Continue to provide services to underserved populations
- Continue to support small business and workforce development
- Continue to introduce the library to the larger community *with out- of-building* contact

Goal 4 – Staffing (Corresponding Aspire 2040 Goals for staffing 4.18)
- Continue to evaluate levels of staffing, budget, and services
- Continue to support a well-structured volunteer program
- Support continuing education, professional development, and promotional opportunities for all staff
- Continue to evaluate staffing levels and adjust accordingly

Goal 5 – Technology (Corresponding Aspire 2040 Goals for technology 4.21)
- Continue to explore new information delivery systems for

guests
- o Review staff and public technology needs and adjust accordingly
- o Keep abreast of changing technologies through professional organizations.
- o Maintain seamless technology integration between facilities.

Goal 6 -- Evaluation and review (Corresponding Aspire 2040 Goals for evaluation and review NA)
- o Review and evaluate operating hours
- o Review library policies and revise as needed
- o Review promotion of library programs and services
- o Review library volunteer program and service opportunities
- o Review budget vs. circulation and budget per format vs. circulation per format

Goal 7 -- Professional standards (Corresponding Aspire 2040 Goals for professional standards NA)
- o Continue to work with area directors to address material challenges and potential issues
- o Take leadership roles in local, state, and national associations
- o Seek ways to partner with area libraries to offer joint programs or services
- o Review library volunteer program and service opportunities
- o Annual monitoring of staff and director performance by City management

FY 2030

Goal 1 -- Facility (Corresponding Aspire 2040 Goals for facilities 4.13)
- o Continue to maintain the current facility, evaluating and replacing equipment and furniture as necessary

- Work with other entities and city departments to provide services outside of the library facilities
- Update facilities plan as needed
- Maintain both facilities to best serve the community

Goal 2 – Materials (Corresponding Aspire 2040 Goals for materials 4.23)
- Continue development and weeding of collections to meet state standards and anticipated needs
- Continue to explore adding new formats of materials to the collection
- Continue to keep abreast of the changing community and adjust material format and audience accordingly
- Continue to find ways to increase collection size without causing unnecessary space requirements
- Support underrepresented communities through materials, programs and resources

Goal 3 -- Marketing and programming (Corresponding Aspire Goals for marketing and programming 4.5, 4.24 and 4.34)
- Collaborate with City Public Information Officer to publicize library programs to the Pflugerville community and utilize services of library Outreach and Marketing Specialist
- 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
- Expand outreach to newly developed areas
- Continue to provide services to underserved populations
- Continue to support small business and workforce

development
- o Continue to introduce the library to the larger community with *out- of-building* contact

Goal 4 – Staffing (Corresponding Aspire 2040 Goals for staffing 4.18)
- o Continue to evaluate levels of staffing, budget, and services
- o Continue to support a well-structured volunteer program
- o Support continuing education, professional development, and promotional opportunities for all staff
- o Continue to evaluate staffing levels and adjust accordingly

Goal 5 – Technology (Corresponding Aspire 2040 Goals for technology 4.21)
- o Continue to explore new information delivery systems for guests
- o Review staff and public technology needs and adjust accordingly
- o Keep abreast of changing technologies through professional organizations
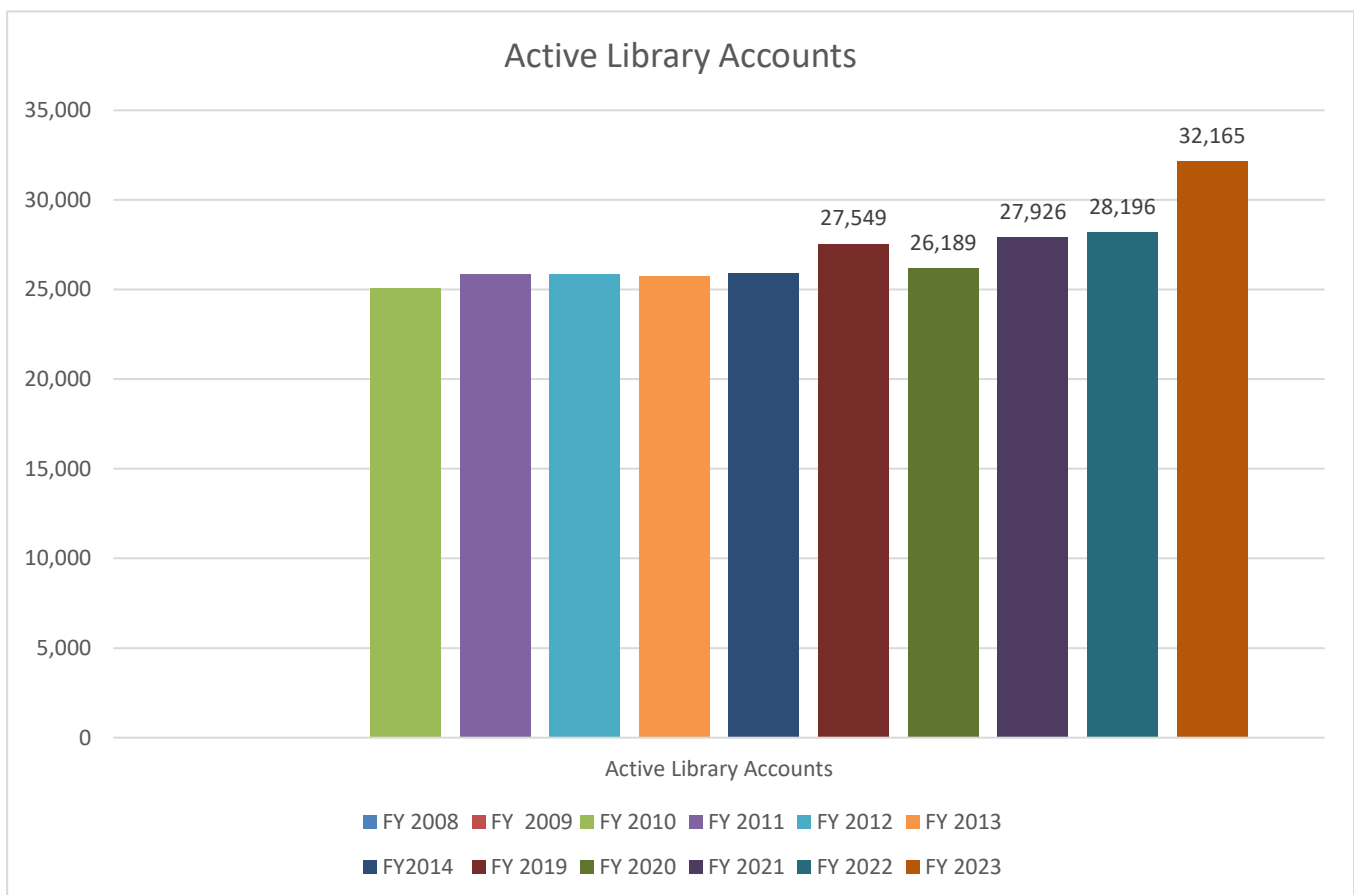- o Maintain seamless technology integration between facilities

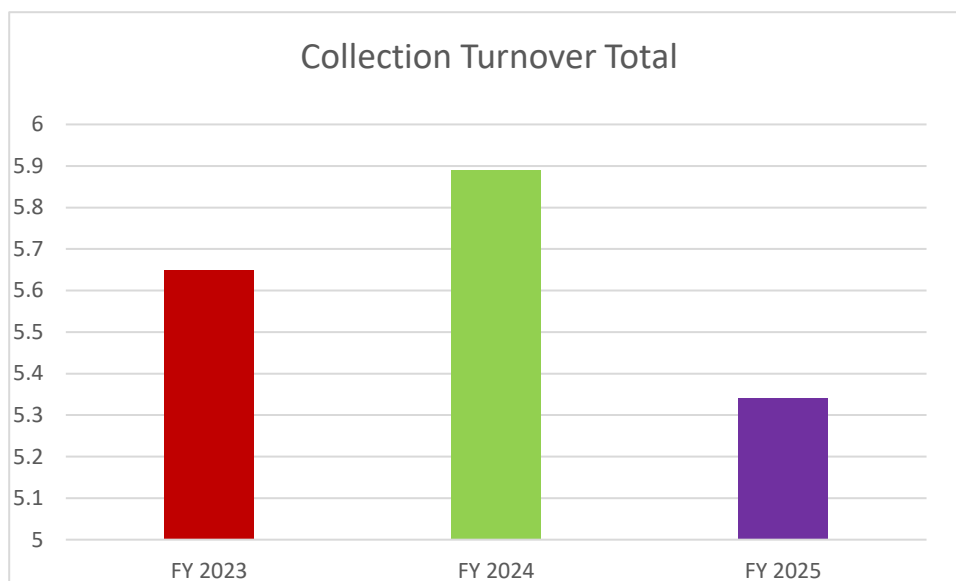Goal 6 -- Evaluation and review (Corresponding Aspire 2040 Goals for evaluation and review NA)
- o Review and evaluate operating hours
- o Review library policies and revise as needed
- o Review promotion of library programs and services
- o Review library volunteer program and service opportunities
- o Review budget vs. circulation and budget per format vs. circulation per format

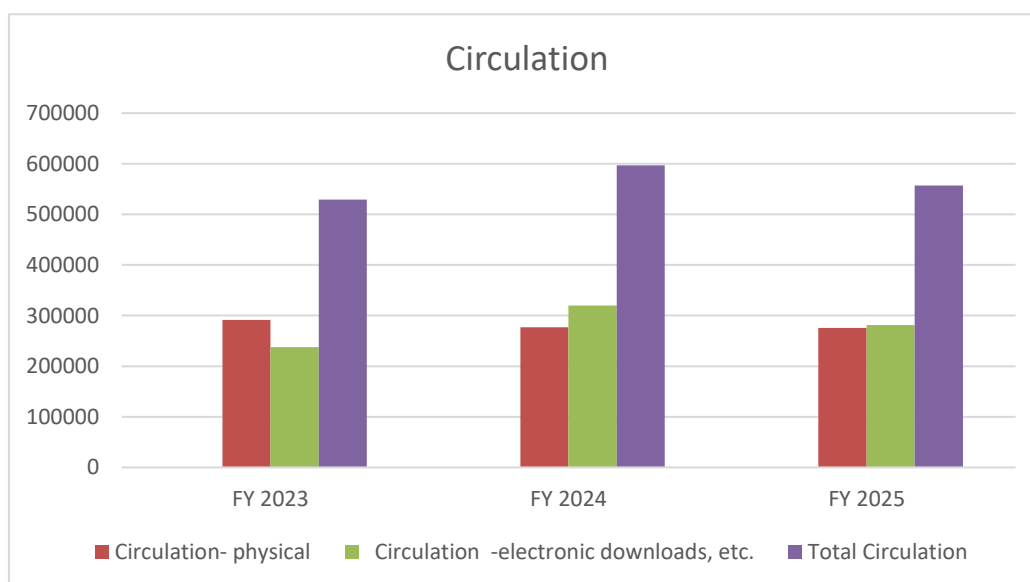Goal 7 -- Professional standards (Corresponding Aspire 2040 Goals for professional standards NA)
- o Continue to work with area directors to address material challenges and potential issues
- o Take leadership roles in local, state, and national associations

- Seek ways to partner with area libraries to offer joint programs or services
- Review library volunteer program and service opportunities
- Annual monitoring of staff and director performance by City management

Active Library Accounts

Legend: FY 2008, FY 2009, FY 2010, FY 2011, FY 2012, FY 2013, FY2014, FY 2019, FY 2020, FY 2021, FY 2022, FY 2023

Values shown: 27,549 · 26,189 · 27,926 · 28,196 · 32,165

Collection Turnover Total

A chart showing Collection Turnover Total for FY 2023 (5.65), FY 2024 (5.89), and FY 2025 (5.34).

A library's collection turnover rate measures how often the materials in its collection are circulated (checked out) over a specific period, such as a year. Exemplary collection turnover rate for Texas libraries Serving a population of 50,000 to 99,000 is 4.12. Pflugerville Public Library is in the 75th percentile of libraries in Texas, earning the distinction of *Exemplary* in Texas Library Standards.

Circulation

A chart showing Circulation for FY 2023, FY 2024, and FY 2025, with categories: Circulation- physical, Circulation -electronic downloads, etc., and Total Circulation.

Appendix:

The Pflugerville Public Library was established as the Pflugerville Community Library in 1982 through the efforts of the Friends of the Pflugerville Community Library, who organized 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 St., at nominal rent where the library remained until 1999. The library was given to the city by the Friends of the Library 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 square foot facility was up and running.

Pflugerville's rapid growth from 16,335 residents in 2000 to 46,936 in 2010, an increase of 187 percent, 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 8, 2013. With a newly expanded building and a new name, the Pflugerville Public Library rose to the challenge of serving the community.

Today the population of Pflugerville is estimated to be approximately 74,000 (City of Pflugerville). The

continued rapid growth has given us the opportunity to serve an increasingly diverse and educated community. We firmly believe the library should be a place of joy and acceptance for everyone. To that end, the library continues to uphold the Library Bill of Rights and the Freedom to Read Statement of the American Library Association. We look forward to ensuring that everyone in the community has valid and accurate representation at their library.