



**Pflugerville Public Library
Annual Comprehensive Five-Year Plan**

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

**Pflugerville Public Library Board
2017**

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Today: 2016 & 2017

The American Library Association launched a new public awareness campaign, called “Libraries Transform,” in 2015. Libraries Transform seeks to shift the mindset that “libraries are obsolete or nice to have” to “libraries are essential,” and change the perception that “libraries are just quiet places to do research, find a book, and read” to “libraries are centers of their communities: places to learn, create, and share, with the help of library staff and the resources they provide.”

The Pflugerville Public 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 things and more. It’s the community living room.

The Pflugerville Public Library is rising to the challenge of transforming public libraries in a number of ways. First, the library in conjunction with the Library Board is reviewing the American Library Association’s Center for the Future of Libraries and seeing how Pflugerville Public Library matches up to the challenge of current and future trends. In areas where the library may not be meeting the challenge entirely, the Library Board helps to find ways in which we can achieve it. The seven categories of trends are - Society, Technology, Education, the Environment, Politics (and Government), Economics, and Demographics. The planning of library programs and the decision to purchase resources is, in part, made with these categories in mind.

Secondly and with these trends in mind, in 2016 the library launched new services and programs to help patrons of all ages and abilities learn, create, and succeed. New services include opening the Pfab Lab, a place for creativity, expression, socialization and knowledge sharing; the expansion of the computer classroom and an increase in classes like science and coding classes and guitar lessons. Other innovations include loaning non-traditional library materials like MakerKits (sewing machines, computer components and etc), WiFi Hotspots, and eReaders. We have also introduced socially inclusive programming with the introduction of sensory story time for children on the autism spectrum and by allowing comfort animals at the library (studies have shown their therapeutic benefits in public spaces to persons suffering from anxiety or depression, see references).

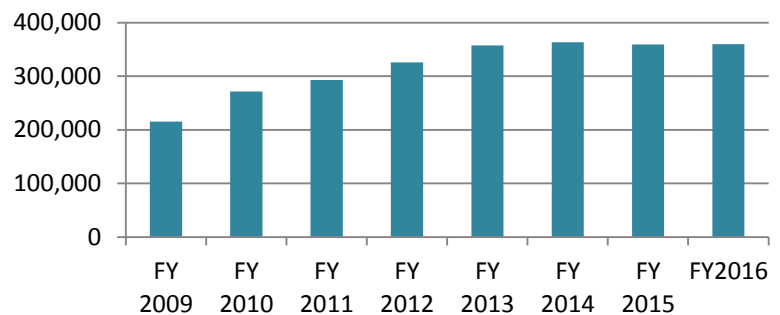
The Pflugerville Public Library is constantly seeking to provide services and resources for all people at every stage of their lives. To do this we must be on the cutting edge of the library profession. Last year staff logged more than 400 continuing education hours to ensure we are able to provide the most innovative and unexpected services and resources to the community.

The library continues to preserve local history through the Pflugerville Digital History Project launched in 2014. Recently, the library also took over management of the Heritage House Museum and has already increased open hours from 3 to 27 per month and is planning special events and exhibits for the upcoming year.

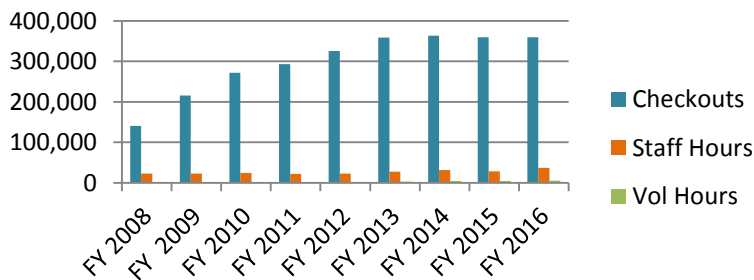
In 2016, the library hosted 198,333 visitors in person and more than 10,864 online. Almost 360,000 physical items were checked out. Library programs attracted 24,000 attendees from infants to seniors and the meeting rooms logged more than 3,028 reserved hours. Volunteers play a huge role in the library success. In 2016, volunteers contributed more than 5,000 hours to the library.

The library provides resources in a wide variety of formats including audiobooks, music CDs, DVDs, large print, juvenile and adult reading level materials. E-resources provided by the library include: e-books, e-zines, e-audiobooks, e-comics, reference databases, streaming video and streaming music for all ages. In 2016, 90,000 electronic items were downloaded by Pflugerville patrons and circulation statistics held steady this year with approximately 360,000 physical items checked out.

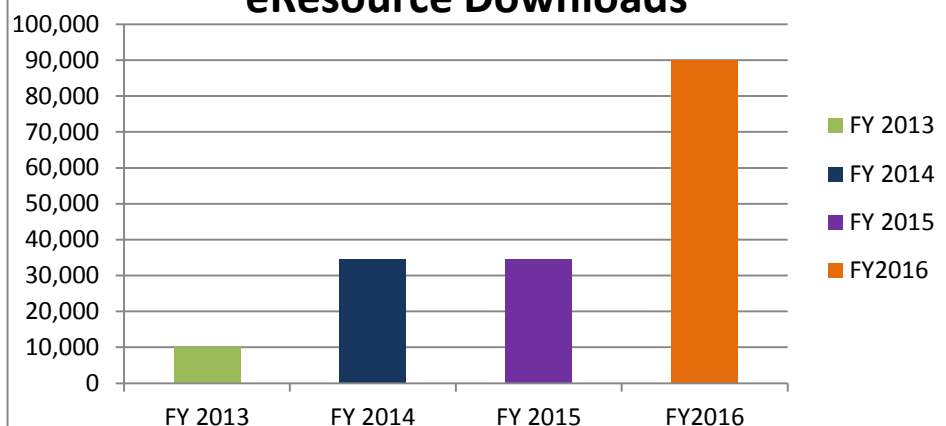
Circulation

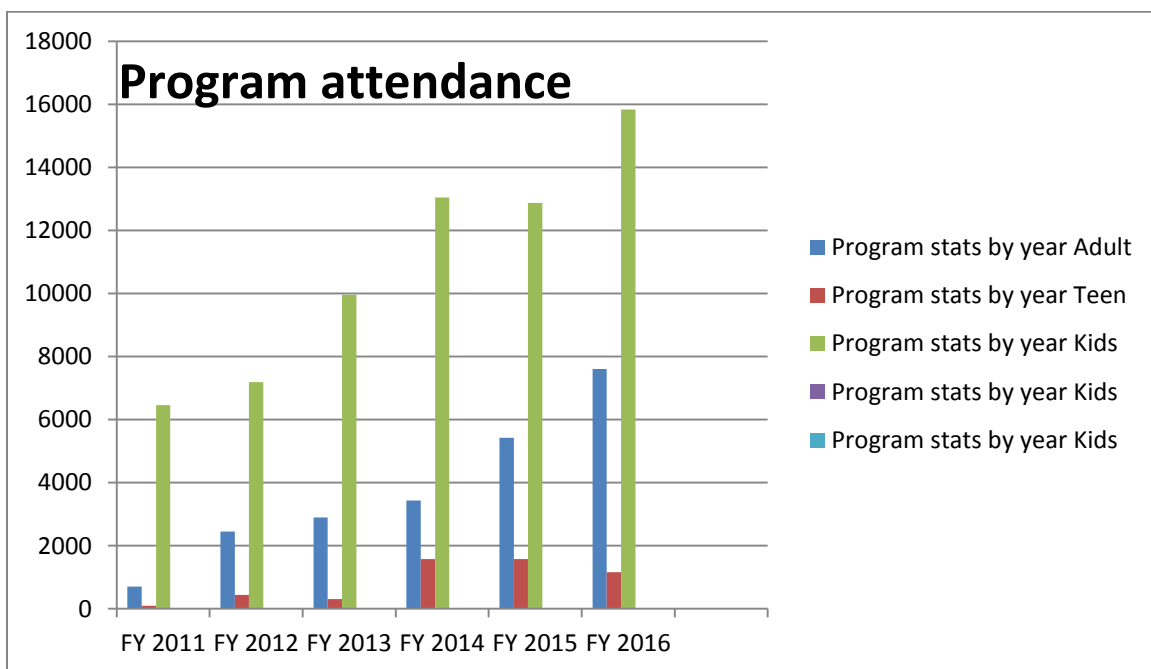
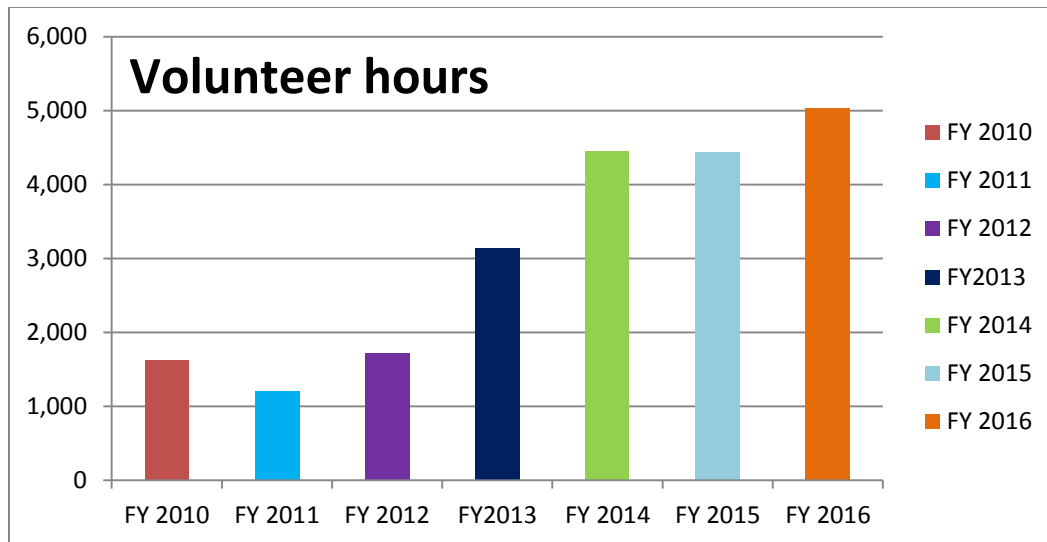


Checkouts by Staff Hours



eResource Downloads





The library relies heavily on its volunteers to provide support for library programs and patron services. Volunteer hours totaled 5,039 saving nearly \$45,000 for the community.

Program attendance was up significantly from 2015 due to the innovative and exciting offerings from our programming staff. This year marked the 2nd Annual MakerPfest, the first annual Comic Con, Pet Pfest and Teen Job Pfair. This year the Library has broken out children's programs to the following categories: Kids 0-4, Kids 5-8, Tweens 8-12 and Teens 12-18.

A Look Back: FY 2016**FY 2016****Goal 1 – Facility**

- Worked with city staff to plan for the future facility needs of the growing Library
 - Discussed expanded services
 - Discussed potential service areas
- Renovated existing library to:
 - Added a clearer pathway through the upper parking lot
 - Converted underutilized areas into a Pfab Lab
 - Added a shade structure to the Courtyard
 - Reduced 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 which included circulating:
 - e-readers
 - Wifi Hotspots
 - Maker kits
- Continued taking a leadership role in the development of state e-vendor/library relationships, particularly with regard to consortium advocacy
- Explored economic models of e-resource provision
- Introduced Hoopla streaming media

Goal 3 – Marketing & Programming

- Worked with new City Marketing Coordinator to market programs and services and expand social media presence.
- Exceeded previous level and quality of programming for children, teens and tweens. Increased program offerings for adults and seniors to include crafts and technology.
- Held the first Pflugerville Book Pfestival, Pet Pfest, Teen Job Pfair, Comic Con and second annual MakerPfest.
- Enhanced local history preservation efforts to include managing the Heritage House Museum and expanding the Digital History collection.

Goal 4- Staffing

- Hired new Assistant Director to oversee Digital History collection, Heritage House Museum and electronic resources
- Continued to support well-structured volunteer recruitment and training program
- Supported continuing education, professional development, and supervisor training for staff
- Partnered with PfISD to work with special needs student volunteers

Goal 5 – Technology

- Introduced mobile Wifi hotspots for checkout
- Upgraded public computers
- Purchased Adobe Creative Cloud for staff
- Opened Pfab Lab, the library's makerspace
- Enhanced Pfab Lab offerings to include a microwave kiln, a serger and more.

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 2017**Goal 1 – Facility**

- Continue current preventive maintenance levels and continue with ongoing in-house repairs and cleaning to keep the facility bright and clean
- Begin discussions with City Administration regarding possible branch facility
- Expand shelving in young adult graphic novels
- Expand shelving in Spanish language materials
- Create eco-friendly cactus garden in grassy area in front of the library
- Plant milkweed for Monarch garden

Goal 2 -Materials

- Continue development & weeding of collections to meet state standards & anticipated needs
- Continue to explore adding new formats of materials to the collection
- Begin loaning replaced classroom laptops to patrons
- Expand newly created Adult Graphic Novels collection
- Continue to track patron usage and requests for considerations for purchase and creations of new collections

- Continue to track use of Spanish and Vietnamese collections and plan accordingly
- Continue to offer a diverse range of materials to meet patron need

Goal 3 – Marketing & Programming

- Continue to collaborate with City Public Information Officer to publicize Library programs to the Pflugerville community
- Continue to utilize services of city Marketing Coordinator
- Continue to develop partnerships and synergies with local organizations and institutions
- Research and apply for effective grants and awards as needed
- Host the Central Texas Digital Consortium annual meeting
- Continue to provide services to underserved populations
- Explore outreach and program opportunities for special needs children and adults
- Expand programming at the Heritage House Museum including Storytimes, Homeschool groups, and other local history related content
- Increase marketing of Spanish language materials

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
- Begin succession planning
- Review starting salaries for professional and para-professional positions

Goal 5 – Technology

- Replace 12 laptops in the classroom.
- Continue to explore new information delivery systems
- Collaborate with patrons in learning to manipulate new technologies & programs
- Add laser cutter and exhaust to the current Pfab Lab
- Add Google Tilt Brush for programs and Pfab Lab
- Add an additional 10 wifi hotspots for circulation in order to keep up with demand

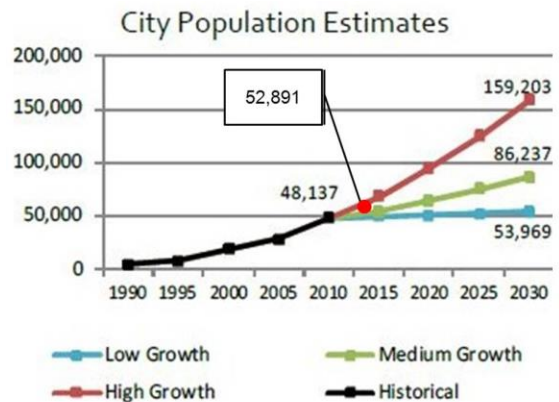
Goal 6 – Evaluation & Review

- Review upcoming residency eligibility
- Review and evaluate operating hours
- Review Library policies and revise as needed

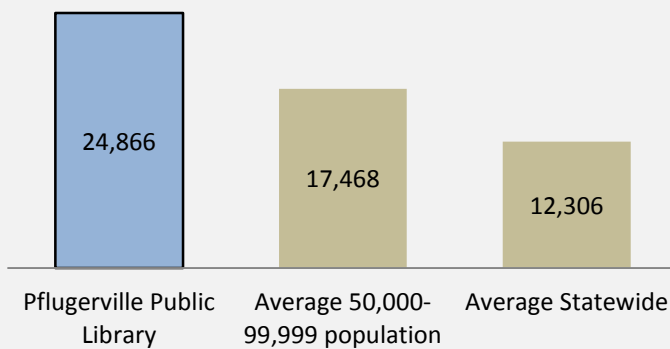
- Review library membership expiration
- Update 5 year plan
- Annual performance evaluation for staff and director by City management
- Annual statistical report

Tomorrow: 2018 & 2019

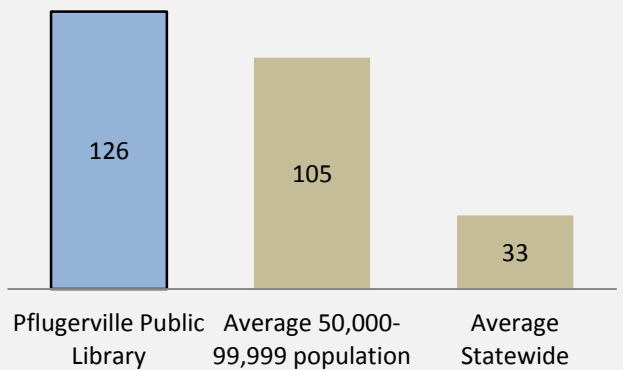
The Library is a success on many levels. It meets the highest standards of TSLAC accreditation- with the exception of collection size. To address this issue within the confines of the physical space, the Library devotes a significant portion of the collection budget to space saving e-resources. These include streaming movies and music, e-books, e-magazines, e-comics, 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.



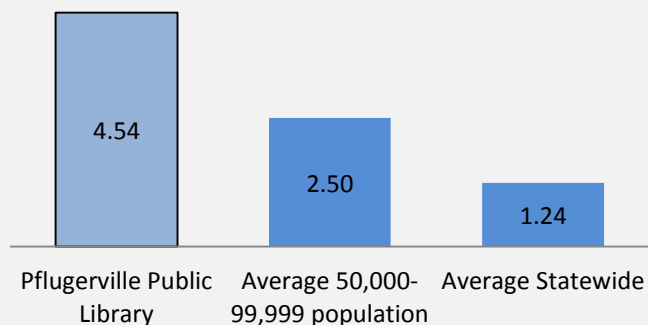
Circulation per paid Staff, FY2014



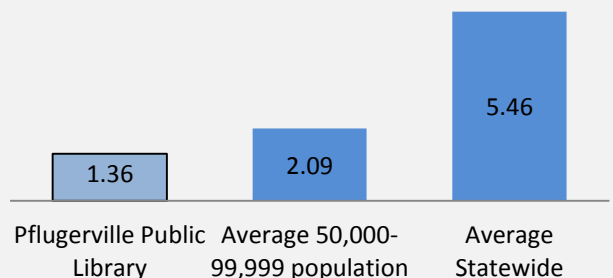
Circulation per Hour, FY2014



Collection Turnover Rate, FY2014



Collection Total Items Per Capita, FY2014

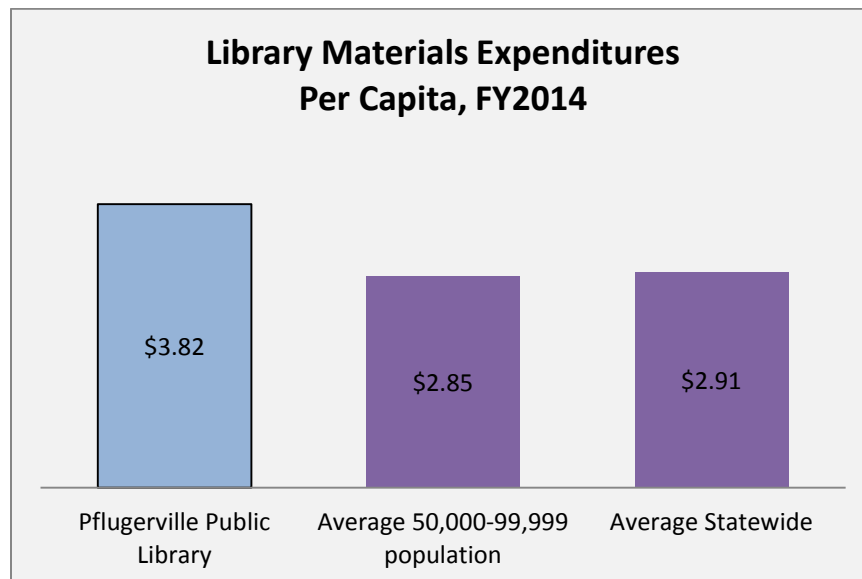


Source for this data: Texas Public Libraries Annual Report for Local Fiscal Year 2014

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 11,500 contemporary e-books with another 46,000 classic e-books through Project Gutenberg. Through Odilo, the Library provides access to over 10,000 available in Pay-per-use and 15,000+ Spanish titles. Electronic materials in Vietnamese are available through Overdrive and Axis360. 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 400 hours of continuing education.

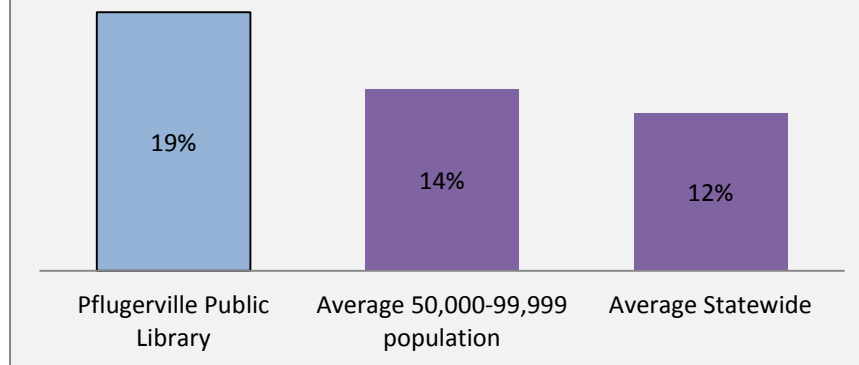
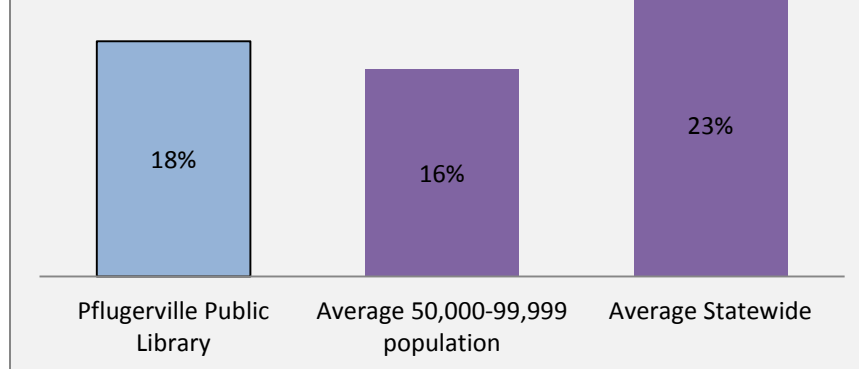
While the Library is expanding its digital collection as fast as possible, not everything is available in an electronic format. Further, not every one of our residents is equipped to take advantage of the Library's digital offerings. The Library offers approximately 71,000 physical items for checkout.



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

**Library Materials Expenditures as a
% of Operating Expenditures, FY2014****Other Operating Expenditures as
% of Total Operating Expenditures, FY2014**

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

The Library's current collection physical collection is just over 71,000 items. 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 library branch complete and open by 2021.

FY 2018

Goal 1 – Facility

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

Goal 2 -Materials

- Continue development & 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
- Start looking into cost for facility start-up collection

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, businesses and institutions
- Research and apply for effective grants as needed
- 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
- Send staff identified for managerial positions to supervisory trainings
- Continue with succession planning and identify staff for potential supervisory or management positions

Goal 5 – Technology

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

FY 2019**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 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

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
- Prepare to hire additional Librarians and para-professional staff to keep up with current demand and in anticipation of a branch facility

Goal 5 – Technology

- Continue to explore new information delivery systems
- Replace all staff 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: 2020 & 2021

While 2020 and 2021 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 2020**Goal 1 – Facility**

- RFQ for additional facility
- Hire architect firm for new 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 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

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, businesses 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
- Discuss hiring additional Librarians and para-professional staff to keep up with current demand and in anticipation of a branch facility
- Hire and promote additional Librarians and para-professional staff in anticipation of new facility



Goal 5 – Technology

- Continue to explore new information delivery systems
- Plan for new facility equipment needs
- Evaluate equipment needs of current facility

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

FY 2021**Goal 1 – Facility**

- Begin construction on new 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 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

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 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
- Review technology needs and adjust accordingly

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

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 sq. 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%, 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.

References

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Texas Public Libraries Annual Report for Local Fiscal Year 2014 - Charts created by Stacey Malek, Texas State Library and Archives Commission, 2013