

Pflugerville Public Library

End of Year Report 2017



1008 W. Pfluger Street
Pflugerville, TX 78660



Mission

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

Jennifer Coffey, Director

Daniel Berra, Assistant Director

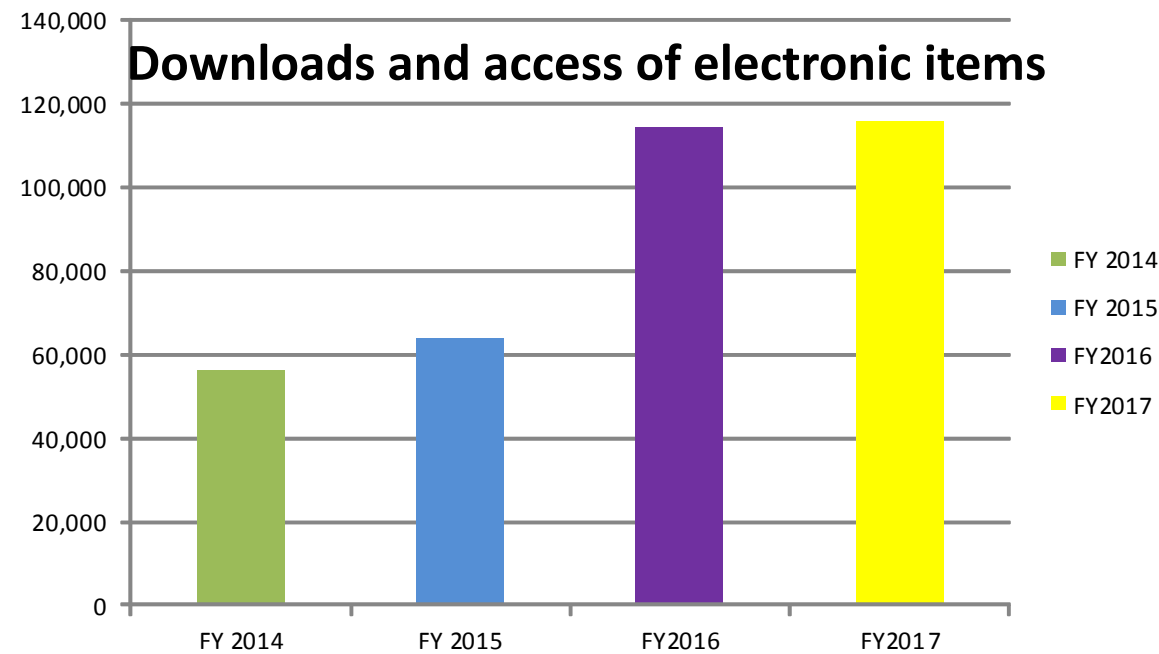


Overview

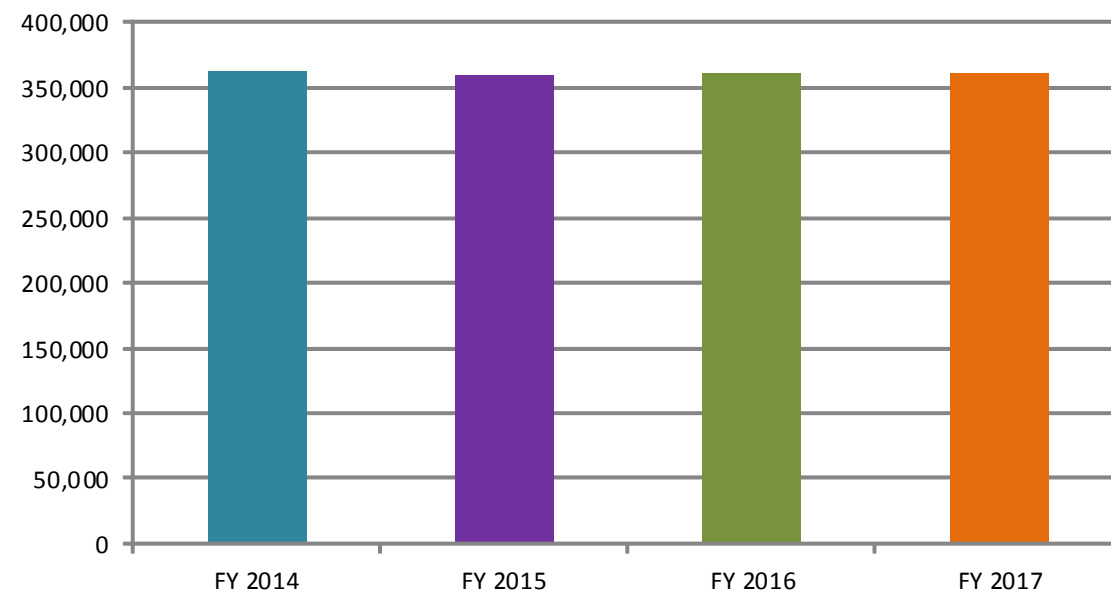
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Fiscal responsibility: The Library regularly tracks use of materials and cost per use of materials and budgets accordingly. This includes physical and electronic materials. Materials and collections that are not being used are advertised more robustly. If materials are still not being used enough to justify their cost, they are replaced after a period of review.



Circulation of physical items



2017 numbers are projected.

References

Texas Public Libraries Annual Report Information. (n.d.). Retrieved May 17, 2016, from <https://www.tsl.texas.gov/ld/pubs/arsma/index.html>

Taskforce on Public Library Accreditation Criteria and Standards. (n.d.). Retrieved from <https://www.tsl.texas.gov/plstandards/index.html>

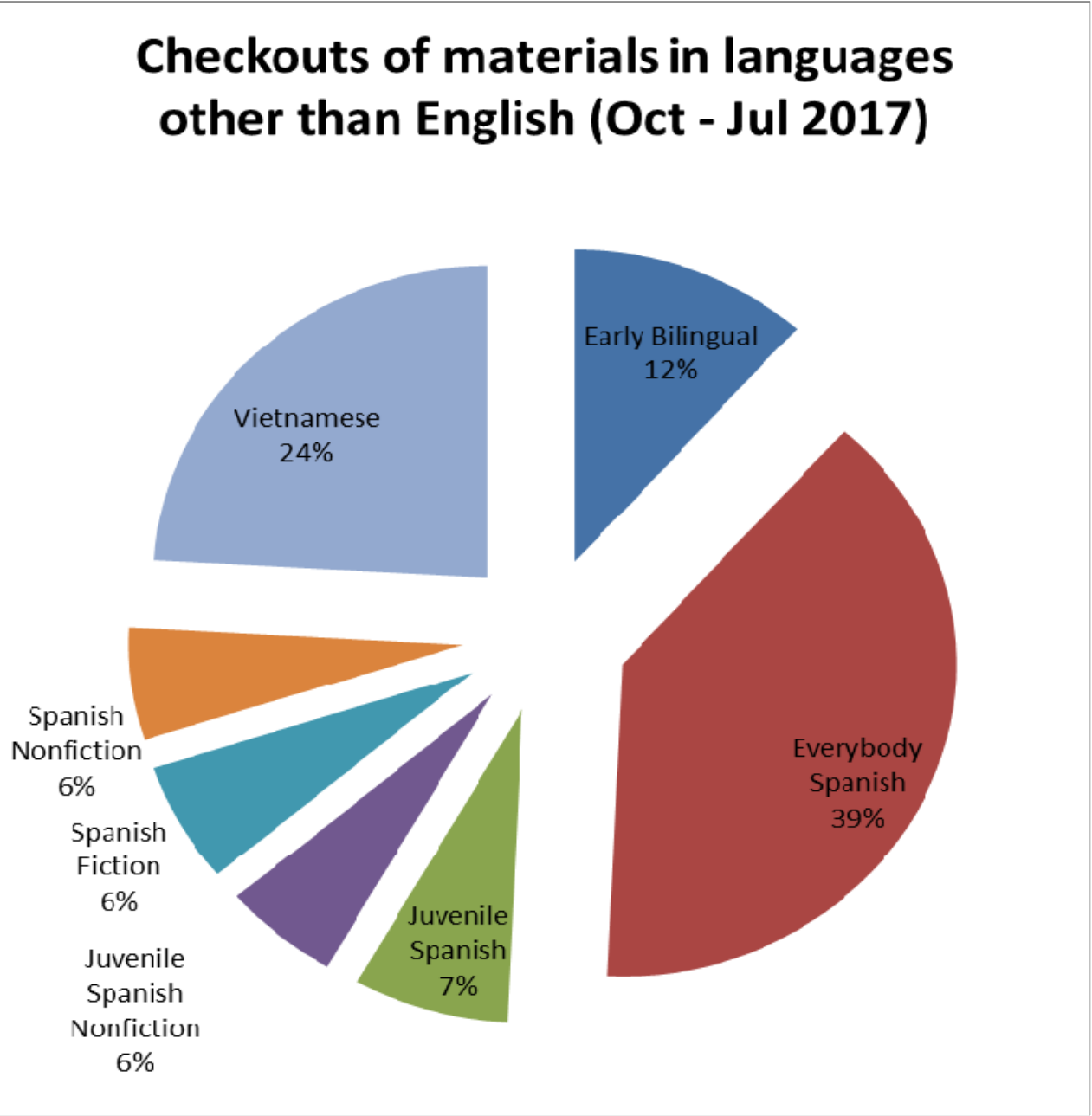
Texas Library Association Standards and Laws. (n.d.). Retrieved May 17, 2016, from <http://www.txla.org/standards-laws>

Goal 6 – Evaluation & Review

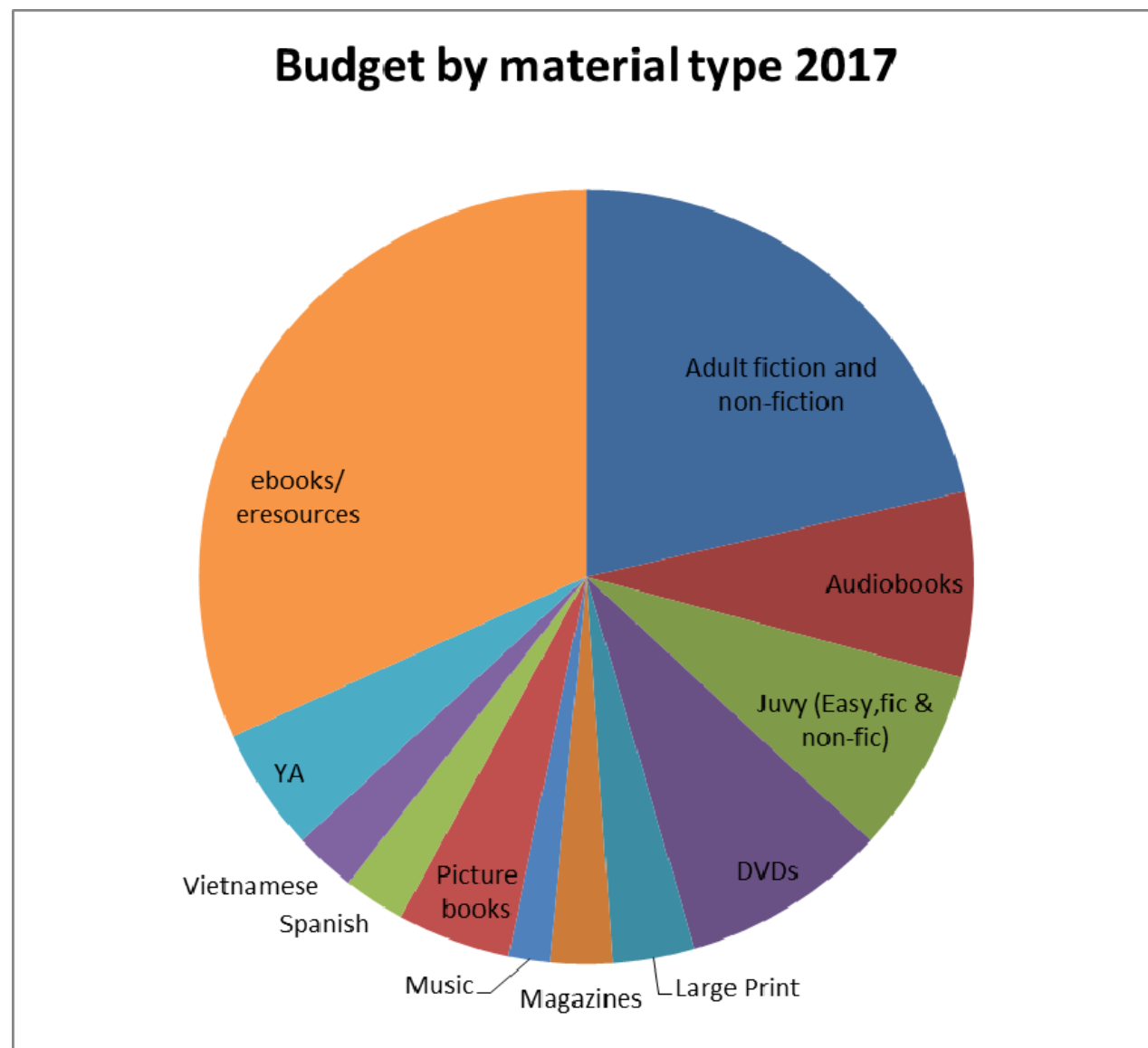
- Review and evaluate operating hours
- Review Library policies and revise as needed
- Review promotion of Library programs and services
- Review Library volunteer program and service opportunities
- Annual performance evaluation for staff and director by City Management
- Review budget vs. circulation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

Physical material checkouts by type are also tracked through Apollo Biblionix. This enables us to see the popularity of media items (dvds, cd books) vs. print. These reports can be broken down to individual material types such as blu ray, juvenile CD books, etc.

The library offers small collections in Vietnamese and Spanish for children to adults. These collections include audio, video and print materials. We track usage monthly enabling us to see where the need is and where it may be in the future as the community changes. It is essential for budget planning to know how much to expend on these resources.



2017 Budget and checkouts by type



The library holds monthly meetings of the persons responsible for the selection of materials. These meetings allow us to stay on budget, review collection statistics and strategize the spending of the collection budget.

The library tracks material use monthly through the Apollo Biblionix Integrated Library System. We are required to include much of this data in our annual report to the Texas State Library and Archives Commission. This report is mandatory to maintain accreditation.

FY 2018 5-year-plan review

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
- Consider needs assessment for new facility

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 Marketing Specialist to publicize Library programs
- 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

- Work with patrons in learning to utilize new technologies & programs
- Explore and implement assistive technologies
- Replace 2013 public computers

Texas State Library and Archives Commission Personnel Standards

The most important component of quality library service is a knowledgeable and experienced library staff committed to providing the highest possible level of service to their community. Staffing begins with the Library Director. The most meaningful measure of staff level incorporates both population served and total service hours resulting in hours open per full-time equivalent (FTE) staff. The formula for deriving the ratio for an individual library is total hours open divided by total FTE's both items are reported in the TSLAC Annual Report. As number of hours open or number of staff increases, this ratio will change. Other staff is added as needed and as funding allows.

All staff members should:

Project an image of competence and courtesy to the public they serve

Have an understanding of the history and development of library services

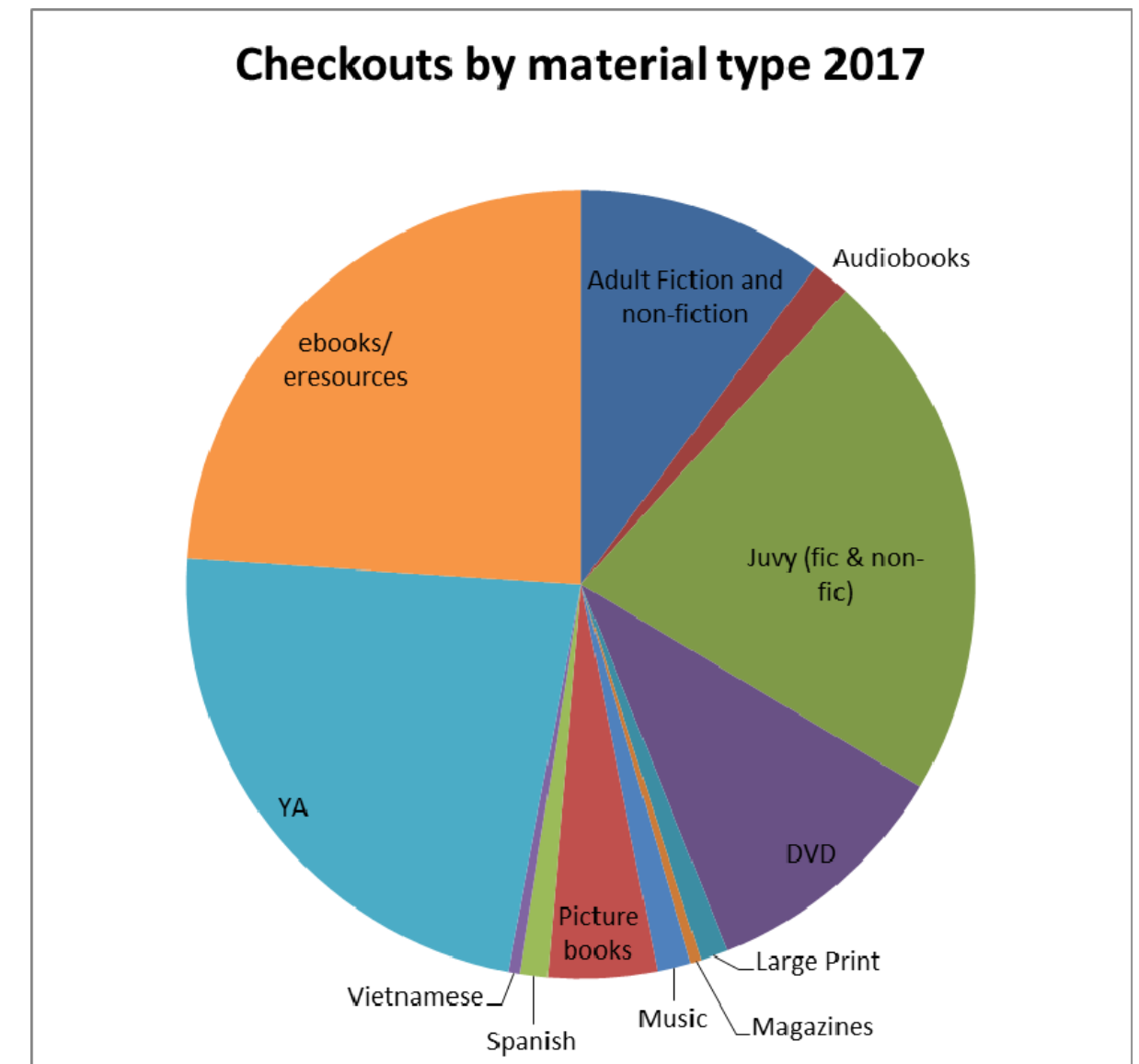
Know the service goals of the library and be aware of all library policies

Be well-trained in the best practices and procedures required by their position

Training and continuing education hours which can be fulfilled with distance learning, video conferencing workshops and seminars held in-house

Participate in community-based organizations through membership and active participation

Have salaries, hours, and benefits comparable with other positions of the funding entities requiring similar educational preparation and job assignments.

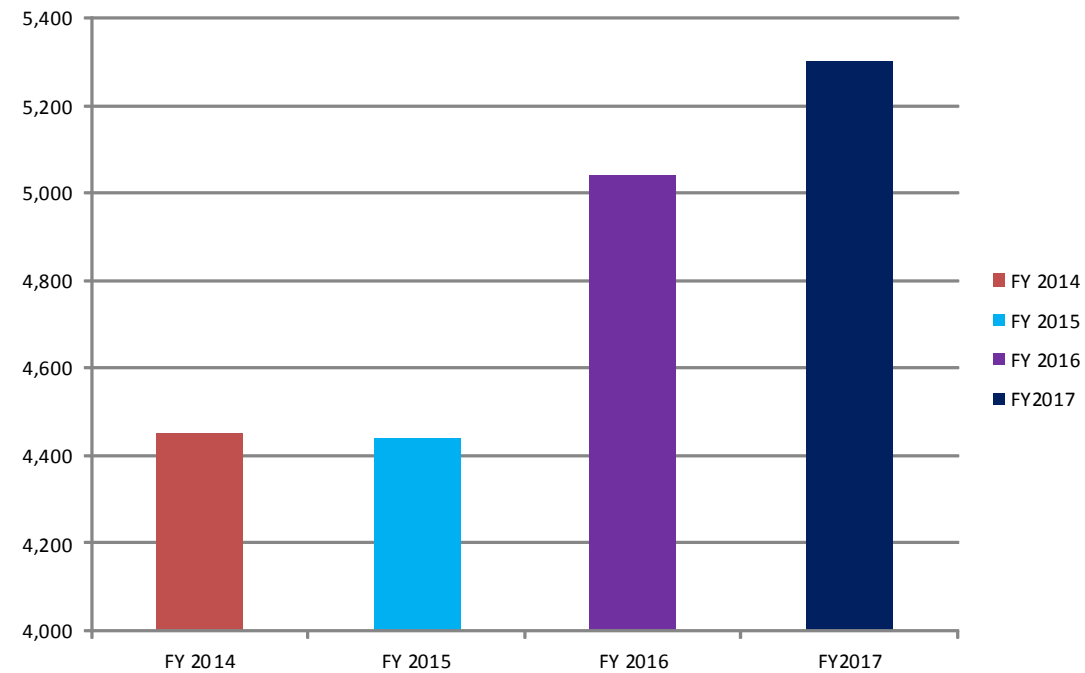


Some collections including Juvenile books, Young Adult and Picture Books show markedly higher use than other collections. The budget for these collections does not correspond due to two factors:

- 1) New materials are not available at a large enough volume to meet demand.
- 2) These items are generally checked out in large quantities due to the relatively shorter length of time for the consumption of these materials.

Volunteers

Volunteer hours are tracked daily. The Library averages 4,807 volunteer hours per year, the man-hour equivalent of nearly 5 part-time employees. This results in a savings of over \$45,000.



Members savings

2017 dollar amount saved per month

The library's integrated library system automatically calculates the dollar amount saved by each customer when checking out physical items vs. purchasing them. This results in an overall savings to the community of approximately \$5,000,000 per year.

Oct	\$407,389
Nov	\$396,926
Dec	\$341,664
Jan	\$382,390
Feb	\$352,895
Mar	\$420,620
Apr	\$384,792
May	\$408,654
Jun	\$578,427
Jul	
Aug	
Sep	
FY Total	\$3,673,756

2017 numbers are projected.

Staff goals

- Increase professional staff
- Encourage participation in professional organizations
- Increase training for all staff
- Increase interest in the profession for para-professional staff
- Increase opportunities for para-professional staff

Minimum skills for all staff



2017 5-year-plan objectives completed

- Increased participation in professional organizations
- Expanded shelving
- Expanded seating in children area
- Established program budget for Tweens (ages 8-12)
- Expanded Historic Preservation Efforts
- Restoration and repairs to Heritage House Museum

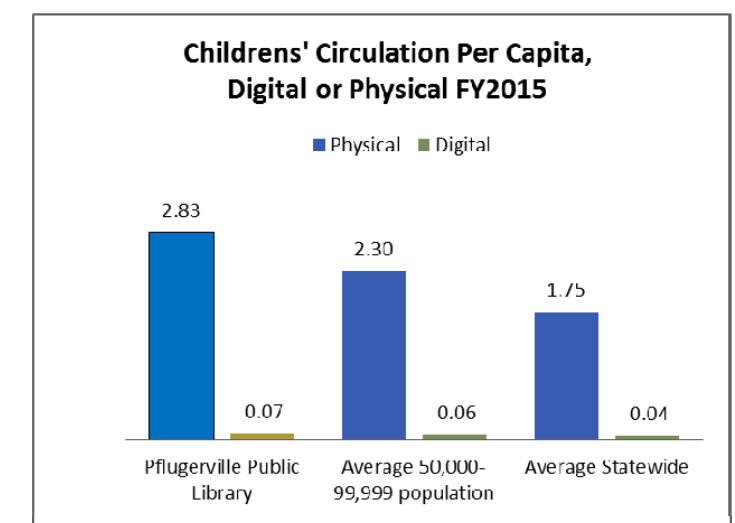
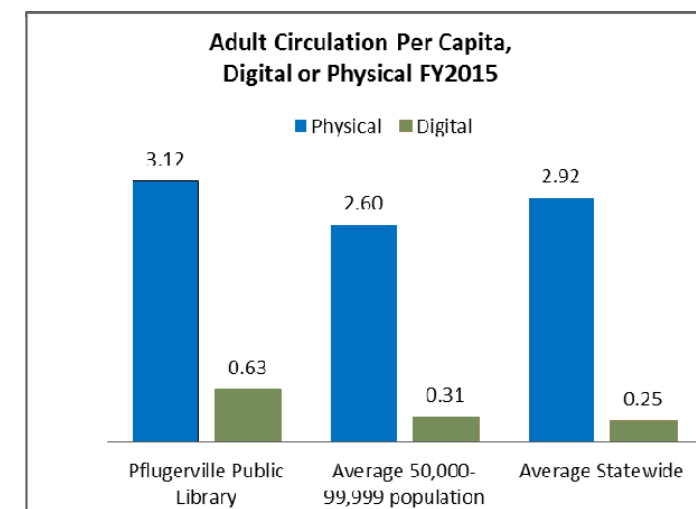
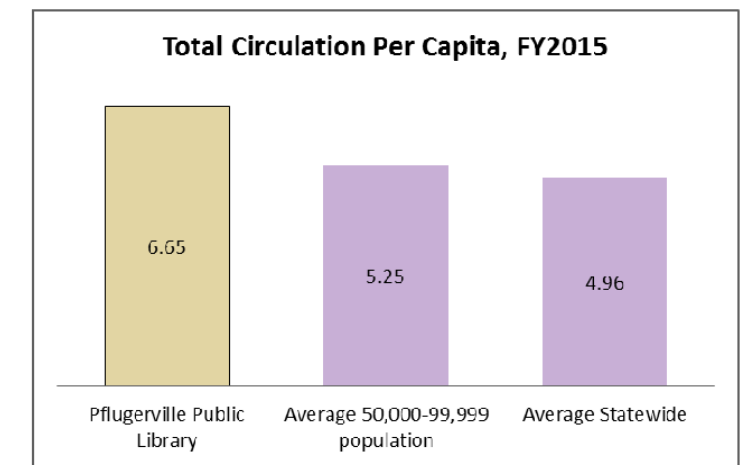
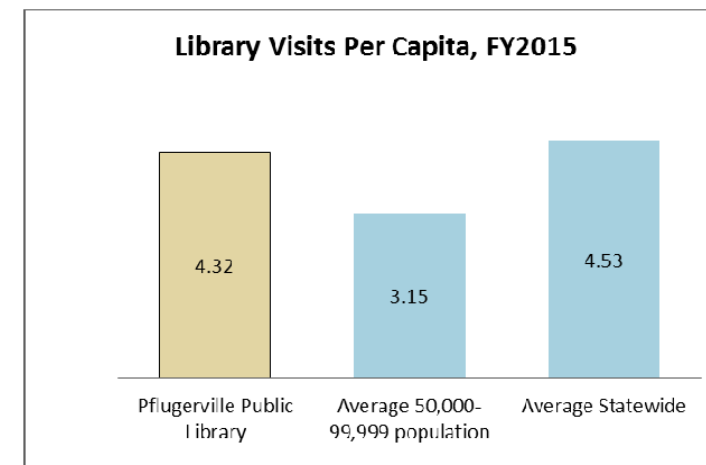
2018 5-year-plan objectives

- Increased outreach
- Increased participation in community events
- Partner with school district to offer eCard for students
- 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
- Send staff identified for managerial positions to supervisory trainings
- Continue with succession planning
- Identify staff for potential supervisory or management positions

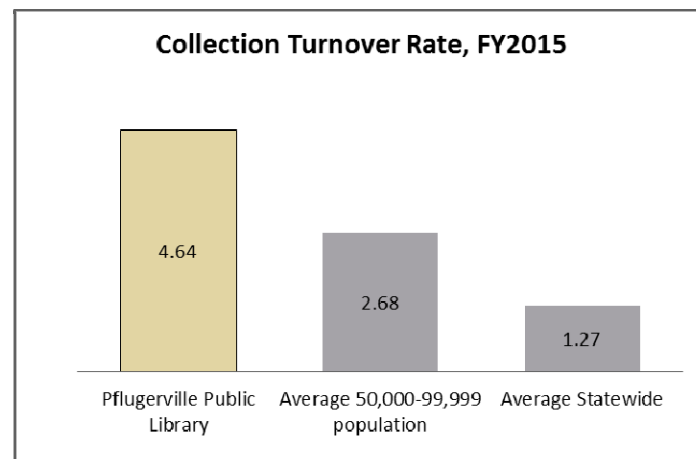
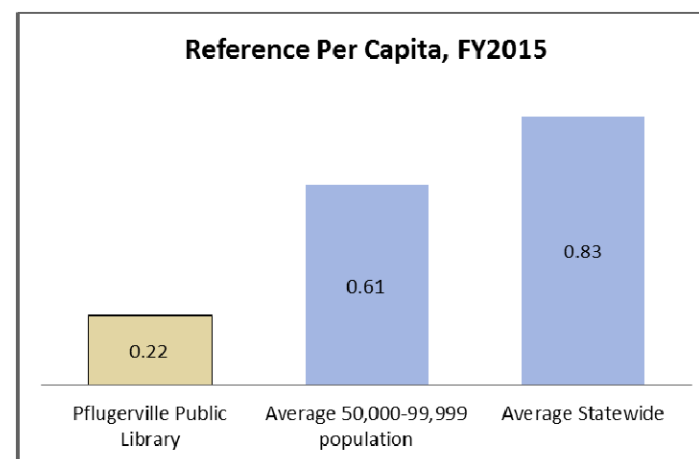
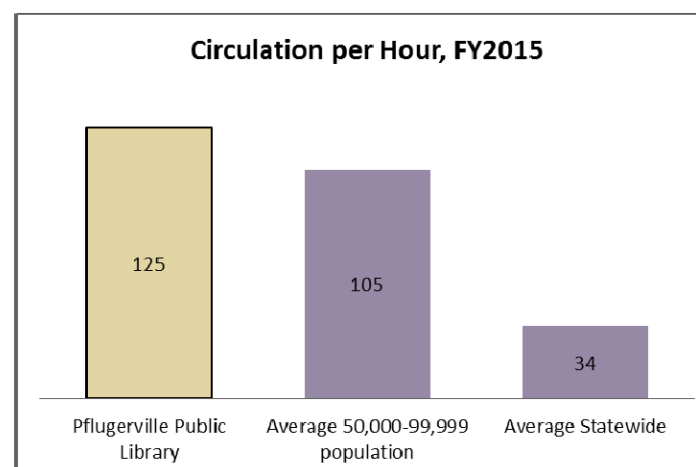
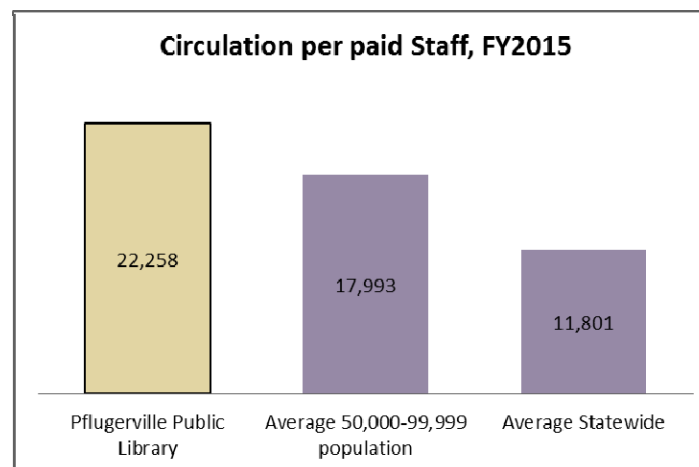
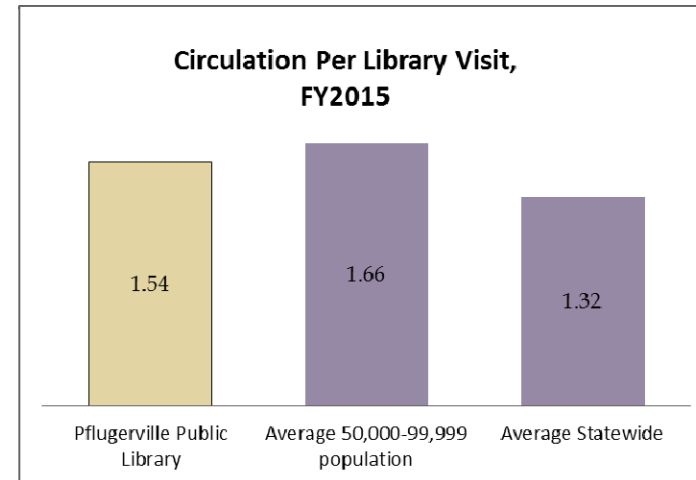
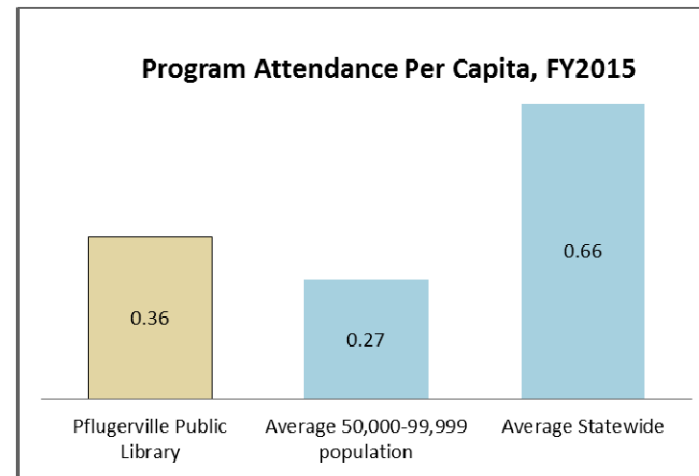
How Pflugerville Public Library compares statewide

All public libraries in Texas are required to file an annual report to the Texas State Library and Archives Commission. Libraries must meet basic standards in order to be accredited. The standards are basic, enhanced (50th percentile) and exemplary (75th percentile). The Pflugerville Library meets exemplary standards in many areas and enhanced in all others except collection size. Space for the physical collection is at a maximum and cannot be increased. The library constantly weeds old material and acquires new materials in order to meet patron demand without exceeding space limits.

Optional annual reports are filed with the Public Library Association for comparison with libraries across the United States.



Source for this data: Texas Public Libraries Annual Report for Local Fiscal Year 2016



Upcoming Heritage House projects for 2017

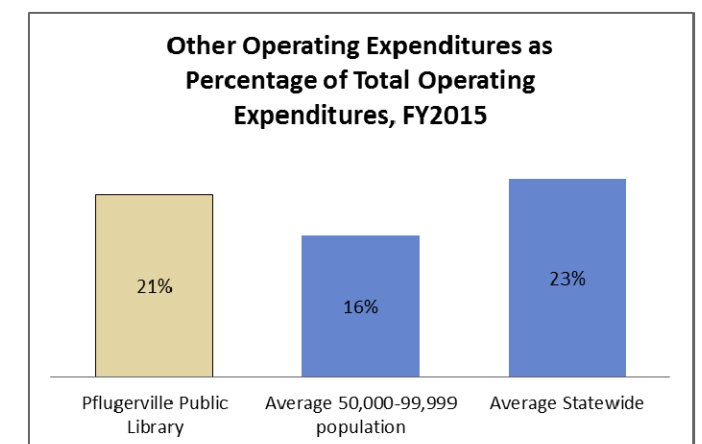
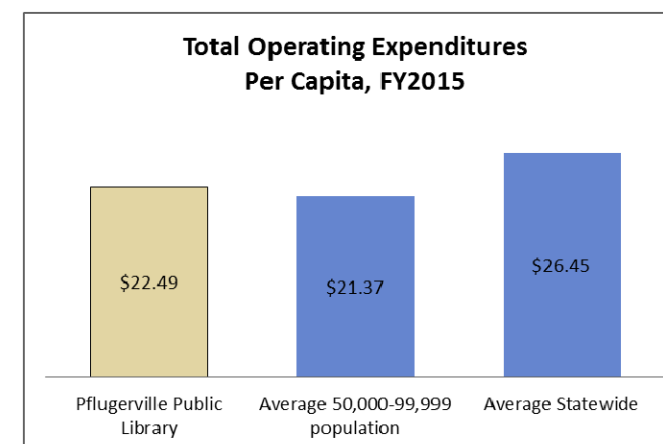
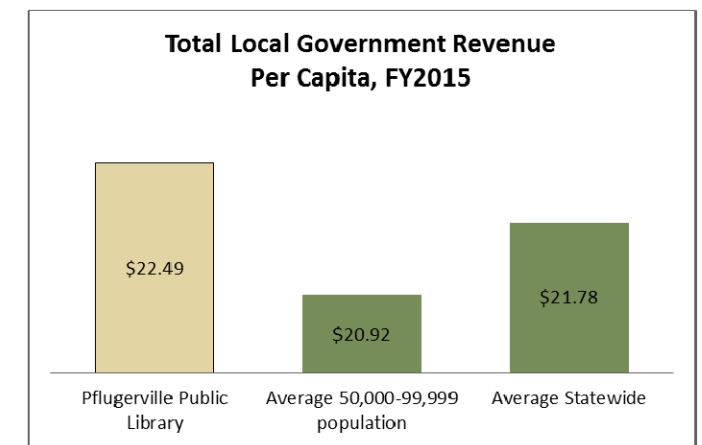
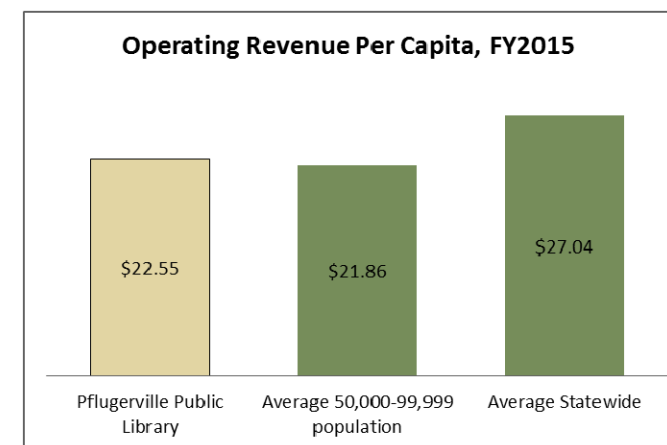
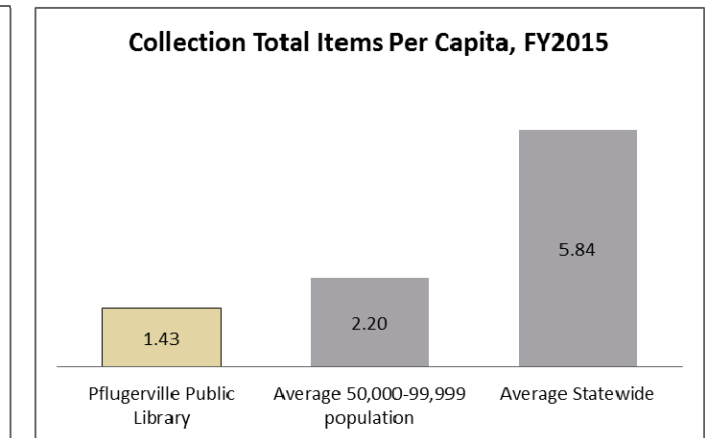
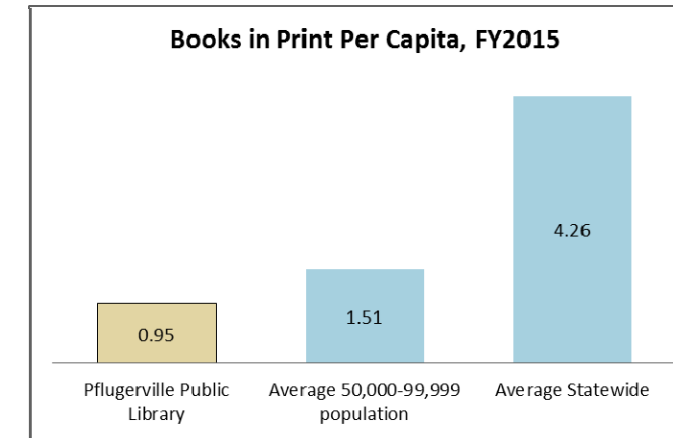
- Replace curtains
- Replace cistern
- Porch railing repair
- Replace sink in kitchen
- Storm door

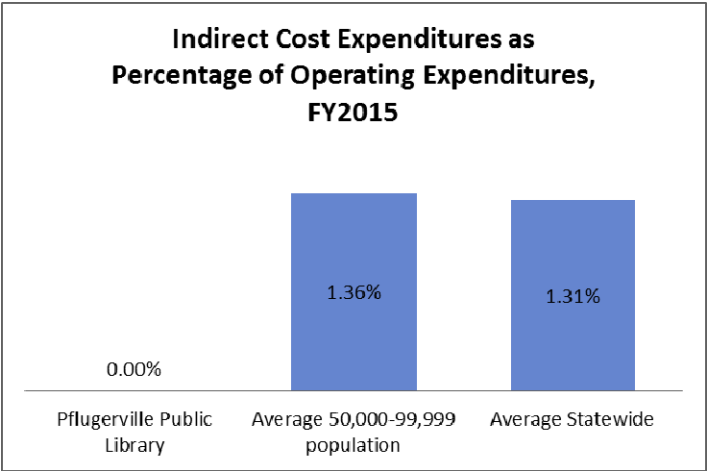
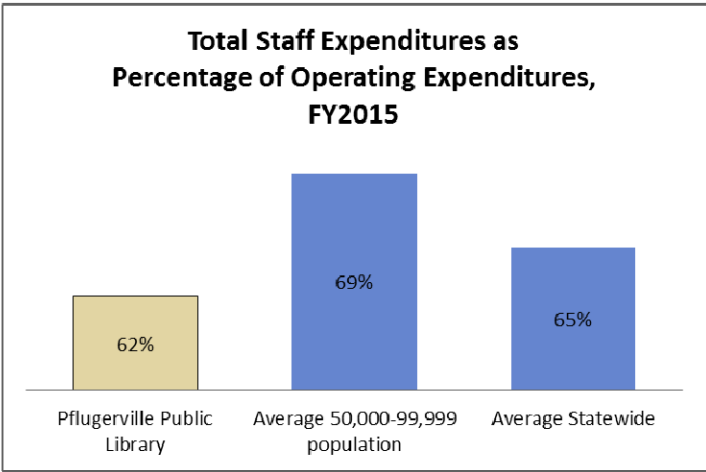
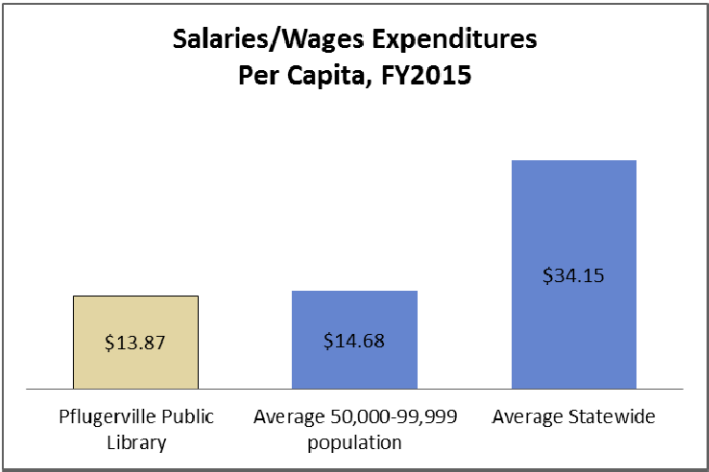
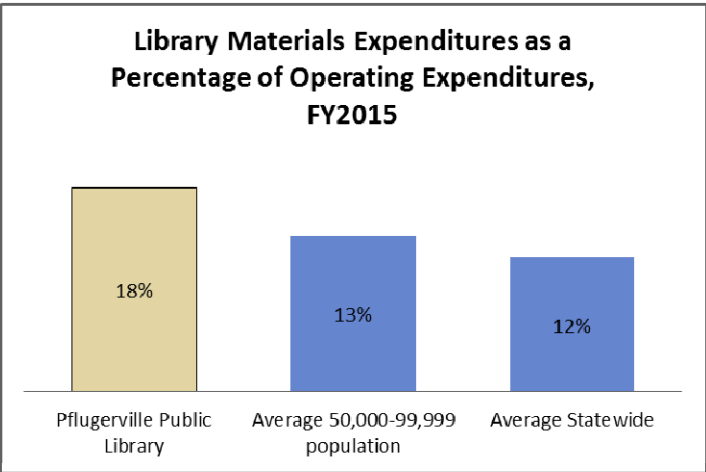
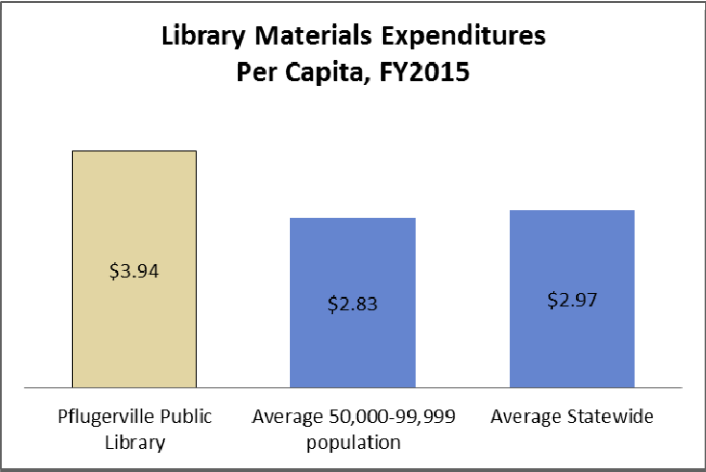
Upcoming Heritage House projects for 2018

- Seal pest entry ways
- Electrical inspection and repair (if needed)
- Replace blinds
- Pave walkway

Heritage House projects completed in 2017

- Foundation leveled
- Sheetrock repaired
- Interior painted
- AC repaired
- Vented HVAC to the upstairs
- Flashing around the foundation repaired
- New storage unit purchased
- Old storage building demolished
- Storm door installed
- New back stairs installed
- New back porch railing installed
- New traveling displays
- Open more hours
- New historical programs offered
- Rain water barrel installed
- Heritage Garden Project begun





Source for this data: Texas Public Libraries Annual Report for Local Fiscal Year 2016

Rationale for not charging for programs

Texas Administrative Code
TITLE 13 CULTURAL RESOURCES
PART 1 TEXAS STATE LIBRARY AND ARCHIVES COMMISSION
CHAPTER 1LIBRARY DEVELOPMENT
SUBCHAPTER C MINIMUM STANDARDS FOR ACCREDITATION OF LIBRARIES IN THE STATE LIBRARY SYSTEM
RULE §1.72 Public Library Service

- (a) Library services for the general public must be provided without charge or deposit to all persons residing in the local political subdivisions which provide monetary support to the library. These library services include the dissemination of materials or information by the library to the general public during the hours of operations of all library facilities. In this context, library services include the circulation of any type of materials, reference services, use of computers to access information sources, databases, or other similar services, and admissions to the facility or any programs sponsored or conducted by the library.
- (b) The following charges are permitted at the discretion of the library's governing authority: reserving library materials; use of facilities; replacement of lost borrower cards; fines for overdue, lost, or damaged materials in accordance with local library policies; postage; in-depth reference services on a contractual basis; photocopying; printing; telefacsimile services; library parking; service to nonresidents; sale of publications; rental and deposits on equipment; and charges for the use of materials and machine-readable data bases not owned by the library for which the vendor or supplier has charged a borrowing fee.
- (c) Fees may not be charged for library services on the library premises by individuals or organizations other than the library unless the charges are permitted by subsection (b) of this section. (d) As permitted by §1.73 of this subchapter, relating to Public Library: Legal Establishment, non profit corporations may enter into a contract with a school district to provide library services to the general public residing in the district. This public library service must be in addition to that provided to school students, faculty, and staff. Public library services must be provided at least the required number of hours all weeks of the year, except those weeks with national or state holidays. The number of hours is specified in §1.81 of this subchapter, relating to Quantitative Standards for Accreditation of Library.

Source Note: The provisions of this §1.72 adopted to be effective September 1, 1977, 2 TexReg 1925; amended to be effective September 1, 1979, 4 TexReg 2675; amended to be effective March 26, 1980, 5 TexReg 906; amended to be effective January 19, 1984, 9 TexReg 178; amended to be effective August 23, 1990, 15 TexReg 4577; amended to be effective December 16, 1991, 16 TexReg 7010; amended to be effective November 11, 2007, 32 TexReg 7930; amended to be effective November 30, 2014, 39 TexReg 9200

Latest offerings

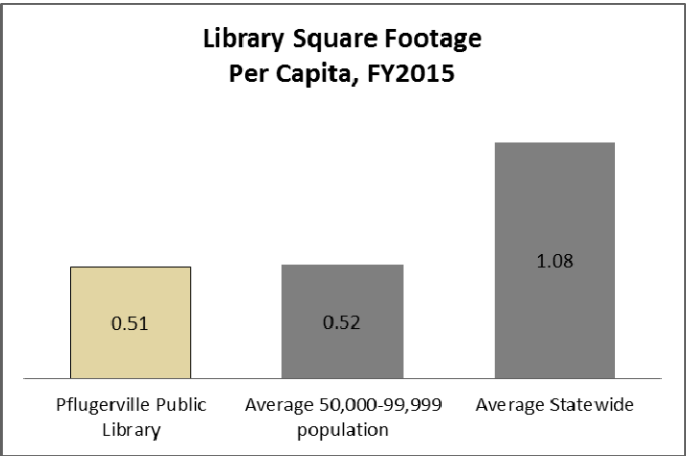
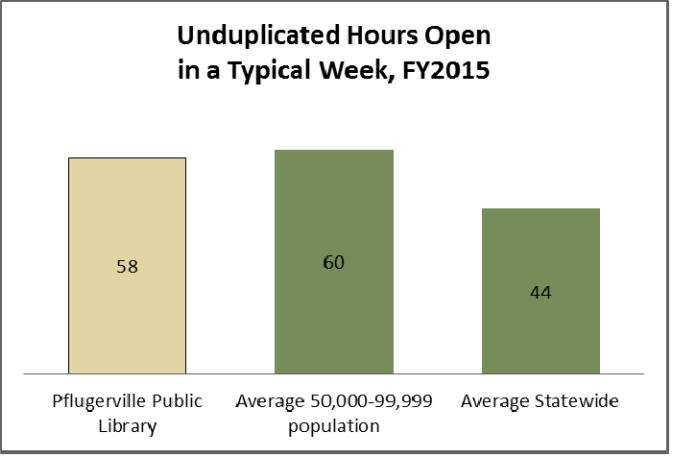
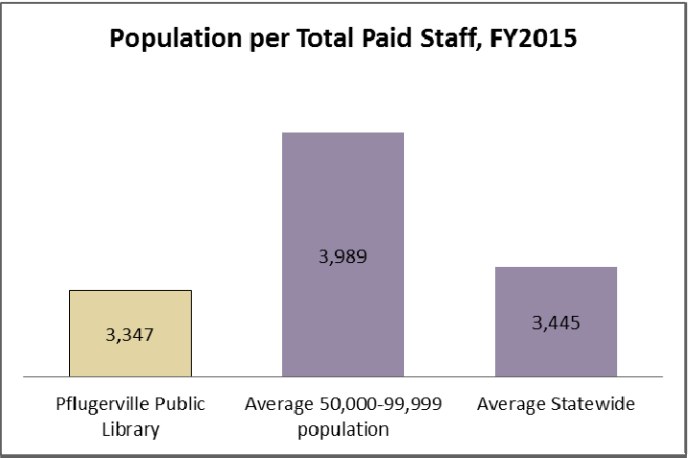
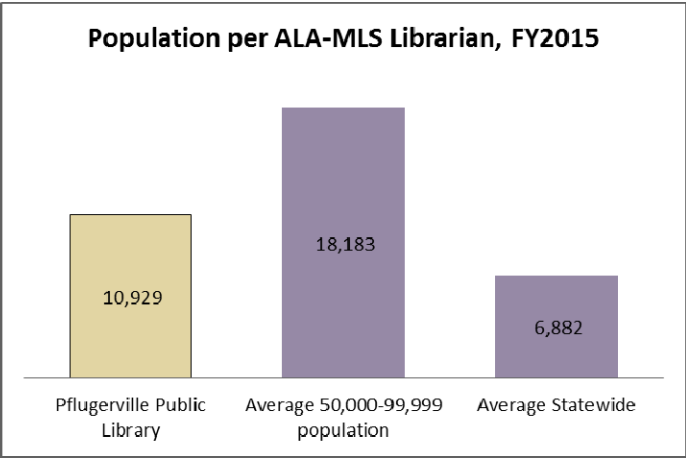
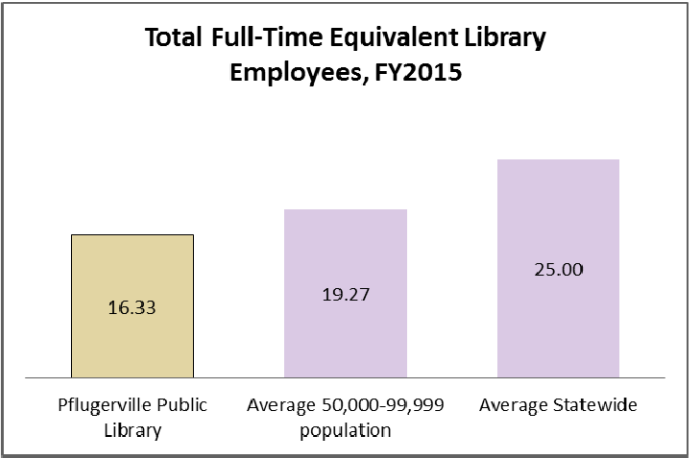
- Sensory Story Time
- Expanded wifi lending
- Heritage House Historic Preservation
- Girls Who Code, Maker Kits and Equipment lending
- Kitty Café
- Adoptable small shelter animals (20 animals adopted since Jan. 2017)

2017 Grants, awards and recognitions

- Mobile Beacon/TechSoup Wifi Hotspot
- Demco Upstart and Innovation Award
- Outstanding Services to Libraries Award (Friends)
- Texas Municipal League Award of Excellence in Libraries
- National Wildlife Federation Certified Wildlife Habitat
- Texas Parks and Wildlife Certified Wildlife Habitat
- Texas Commission on the Arts – Arts Respond Performance Support Grant
- ALA Program Model: Sherlock Nite

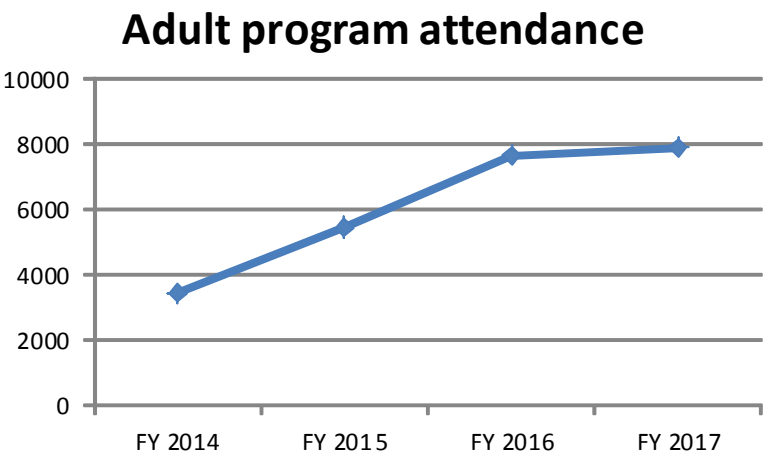
Upcoming

- **Book Bike:** A connected hotspot, device charging, member registration, book lending and mobile outreach station.
- **Badging:** A method to identify customers who have been trained on Pfab Lab equipment.
- **Laptop lending:** Allowing patrons in good standing to checkout older laptops.



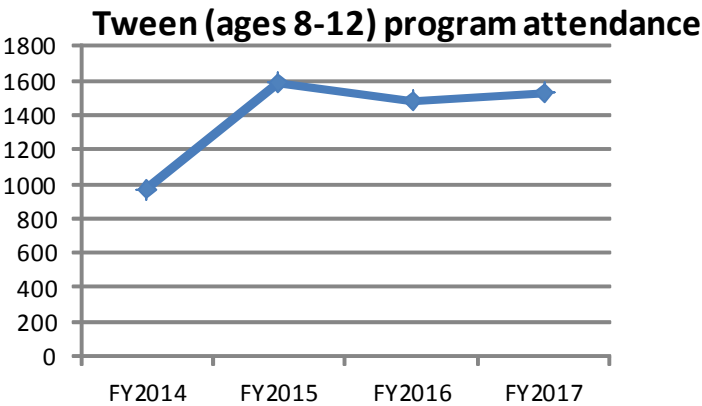
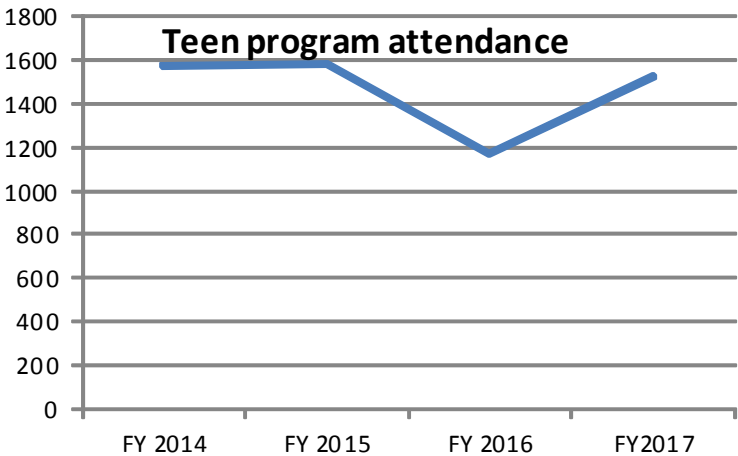
Source for this data: Texas Public Libraries Annual Report for Local Fiscal Year 2016

- State of the art library building: The library building was renovated and expanded in 2013. Staff and building services continue to monitor the facility to ensure it exceeds standards.
- Flexible space: The library space is designed to accommodate a number of uses from small meetings to large events.
- Movable shelves and furnishings: Library furnishings are as flexible and movable as possible so the repurposing of space is done with minimal cost or disruption.
- Educated and results driven staff: The library staff is highly educated, has a myriad of talents including instructors, teachers, artists, musicians, photographers, etc. and they are willing to flex their duties to accommodate whatever is needed.
- Supportive administration and governing bodies.
- Innovations such as Pfab Lab and computer lab.



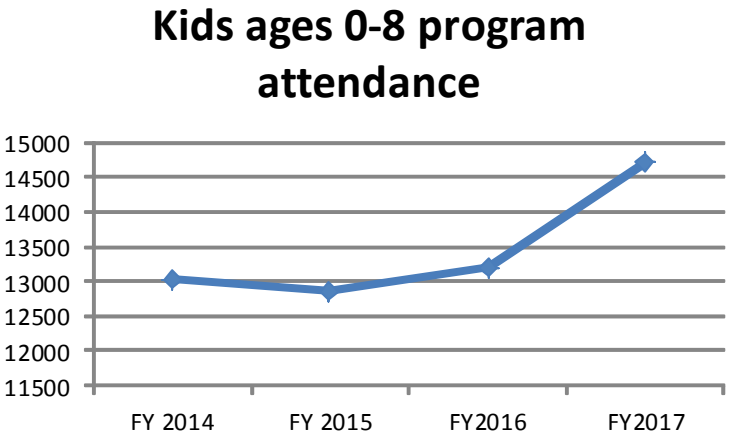
There has been a large increase in adult programs and attendance. This is due to the expansion of tech programs, senior programs and large programs aimed at adults.

Teen programs continue to increase after a slight dip in 2015-2016. After hour and teen tech programs are a big hit.



Tweens are one of the hardest groups to program for given the wide range of ages. Our Tween program attendance and offerings are rising due to the increased budget for that age group and a dedicated programmer.

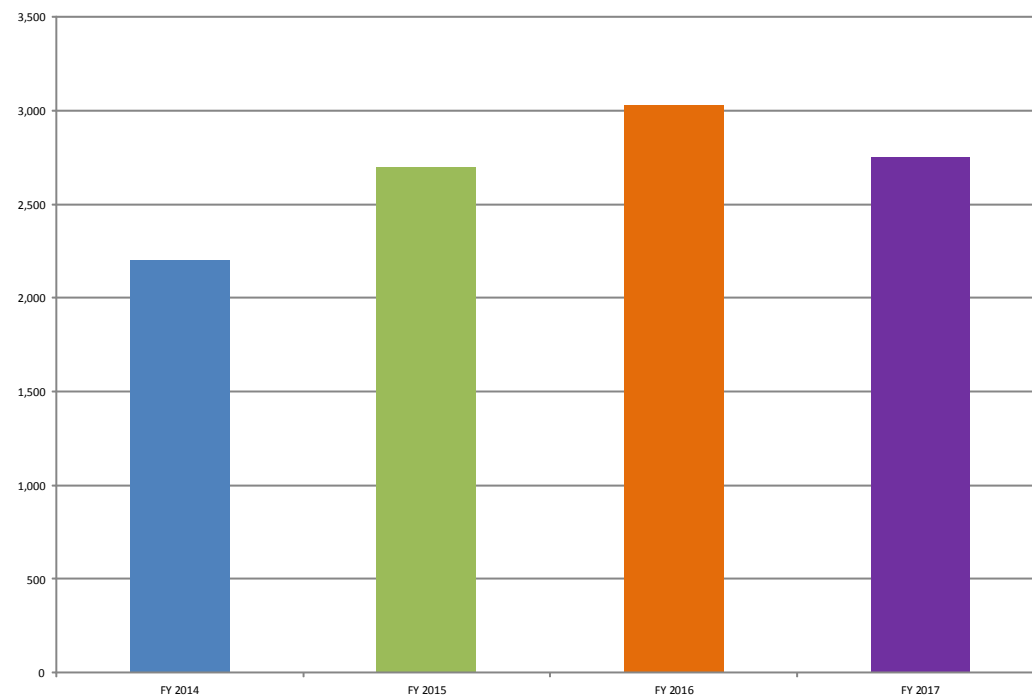
Programs aimed at young children have always been the biggest draws for libraries. Our Programs aimed at infants through age 7 have expanded to include offerings for home schooled Children.



2017 numbers are projected.

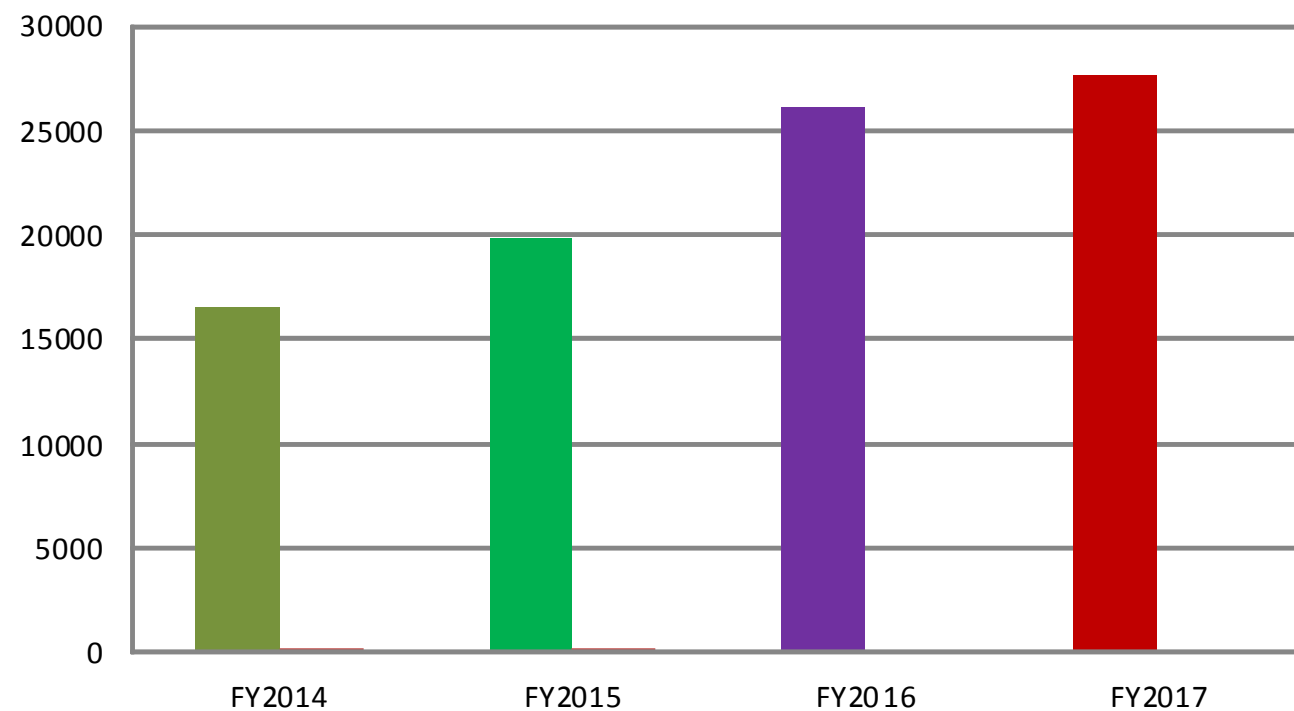
Public Engagement

Library meeting room use by hour (outside groups)



Note: Slight drop in meeting room use by outside groups is due to increased library programs.

Program attendance by year



2017 numbers are projected.

Economic development

- Computer classes
- Conversational English
- Technology programs and classes
- Computers/ Wifi
- On demand device management
- Interactive online language tutorials
- Volunteer opportunities
- Access to online job resources
- Access to online educational resources
- Space for study, business meetings, job interviews
- Mobile wifi hotspots for checkout

Transportation/ Delivery of Services

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- Homebound service: The Friends of the Library work with Library staff to provide services for the home-bound and elderly.
- Video instruction: Crafts are often recorded and made available online via YouTube to those who are unable to make a program.
- 24-hour eResources: Streaming video, music, e-books, e-audiobooks, databases, educational resources, practice tests, resume builders and more are available online.
- Outreach to assisted living facilities: Library staff visits the Pflugerville Care Center twice per month to provide enrichment programs for the residents.
- 24 hour remote patron access to account information.
- Mobile wifi hotspots

Public Safety

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- Clean, safe secure building
- Emergency protocols in place
- Outstanding IT support
- Award winning Integrated Library System using SIP2 technology for patron privacy.
- Patron privacy policies in place
- Anonymity of computer use
- Anonymity of wifi use
- Classes and dialogue regarding online safety and privacy
- CPR certified staff member on every shift (upcoming)