

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

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

**Pflugerville Public Library  
Board 2018**

## PL Five-Year Plan

### Table of Contents

<b>Today: 2018 &amp; 2019</b>	<b>Page 3</b>
<b>A look back: 2018</b>	<b>Page 5</b>
<b>2019: FY Plan</b>	<b>Page 10</b>
<b>2020: FY Plan</b>	<b>Page 11</b>
<b>2021: FY Plan</b>	<b>Page 12</b>
<b>2022: FY Plan</b>	<b>Page 13</b>
<b>2023: FY Plan</b>	<b>Page 14</b>
<b>Yesterday</b>	<b>Page 16</b>
<b>References</b>	<b>Page 17</b>

## PL Five-Year Plan

### Today: 2018 & 2019

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 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. Other innovations include loaning non-traditional library materials like Maker Kits (sewing machines, computer components, 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 300 continuing education hours to ensure we are able to provide the most innovative and unexpected services and resources to the community.

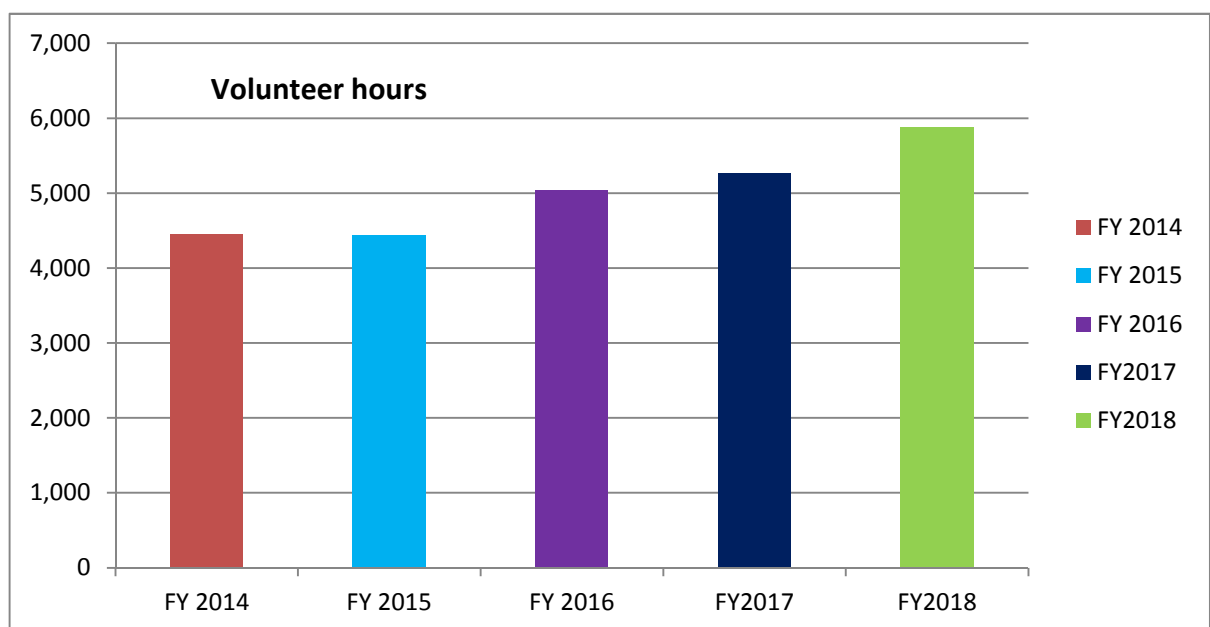
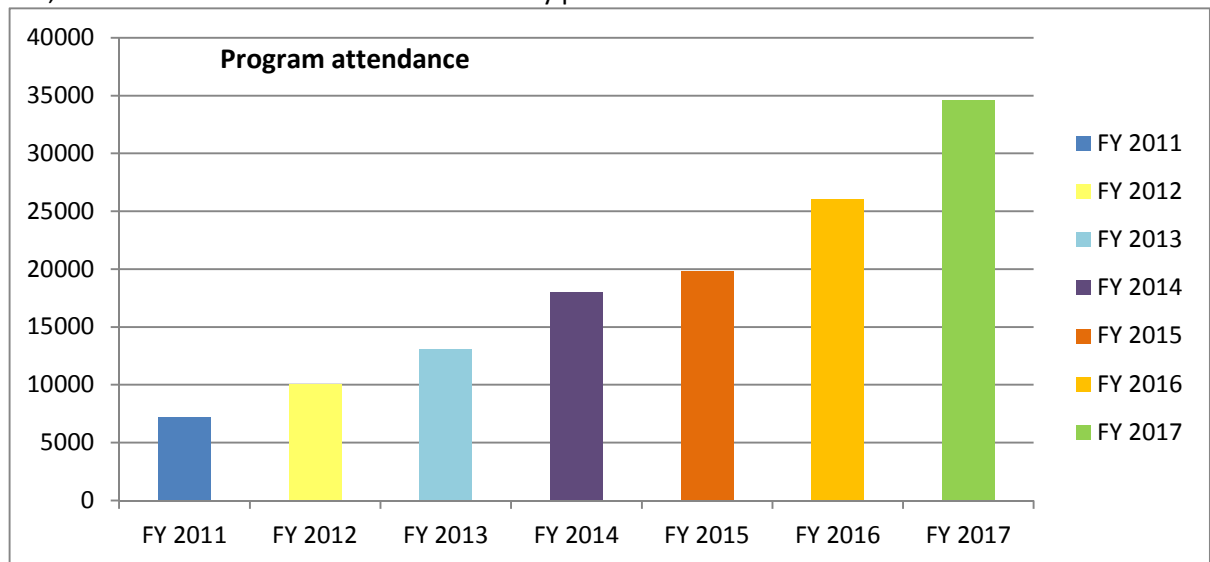
The library continues to preserve local history through the Pflugerville Digital History Project launched in 2014. In 2017, the library also took over management of the Heritage House Museum and has already increased open hours and has held special displays and events at the Museum. Restoration work on the museum began in 2017 and will continue until all necessary repairs have been made.

Finally, the library has joined the Kindness Revolution™ a national movement to encourage the values of kindness. The library plans programs around this philosophy and creates opportunities for kindness in the community.

## PPL Five-Year Plan

In 2018, the library hosted 205,364 Visitors in person and more than 161,000 online. More than 345,000 physical items were checked out. Library programs attracted over 36,000 attendees from infants to seniors.

The library provides resources in a wide variety of formats including: audiobooks, music CDs, DVDs, large print, and 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 2018, approximately 88,600 electronic items were downloaded by patrons.



The library relies heavily on its volunteers to provide support for library programs and patron services. Volunteer hours totaled more than 5,884 hours, saving over \$88,000 for the community.

## PL Five-Year Plan

### A Look Back: FY 2018

#### Goal 1 – Facility

- Continued current preventive maintenance levels to keep the facility bright and clean
- Worked with Planning Department to identify possible location for satellite services
- Researched cost and feasibility of kiosk services
- Evaluated condition of furniture and reupholster/replace as necessary
- Evaluated space needs and adjust furniture and shelving layout accordingly
- Continued with repairs and restoration to Heritage House Museum

#### Goal 2 -Materials

- Continued development & weeding of collections to meet state standards and anticipated needs
- Continued to explore adding new formats of materials to the collection
- Continued to keep abreast of the changing community and adjust material format and audience accordingly
- Looked into cost for facility start-up collection

#### Goal 3 – Marketing & Programming

- Collaborated with City Public Information Officer to publicize Library programs to the Pflugerville community and utilize services of new Marketing Specialist
- Actively marketed the Library online with social media
- Continued to develop partnerships and synergies with local organizations, businesses and institutions
- Researched and applied for effective grants as needed
- Utilized Book Bike to increase presence in community
- Continued to provide services to underserved populations
- Rebranded the Summer Reading Program
- Increased social media presence

## PL Five-Year Plan

### Goal 4- Staffing

- Continued to support well-structured volunteer program
- Supported continuing education, professional development, and promotional opportunities for all staff
- Sent staff identified for managerial positions to supervisory trainings
- Continued with succession planning and identify staff for potential supervisory or management positions
- Hired additional librarian for programs and tech services

### Goal 5 – Technology

- Worked with patrons in learning to utilize new technologies & programs
- Kept abreast of latest technology and its uses in the library
- Explored and implement assistive technologies
- Added computer software to enhance service to customers

### Goal 6 – Evaluation & Review

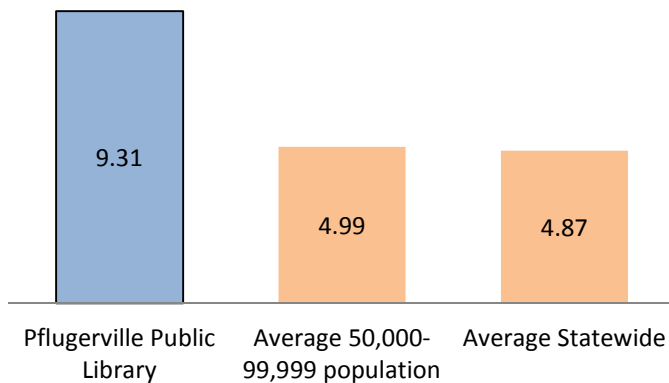
- Review and evaluate operating hours
- Review Library policies and revise as needed
- Review promotion of Library programs and services
- Review Library volunteer program and service opportunities
- Annual performance evaluation for staff and director by City Management
- Review budget vs. circulation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

## PPL Five-Year Plan

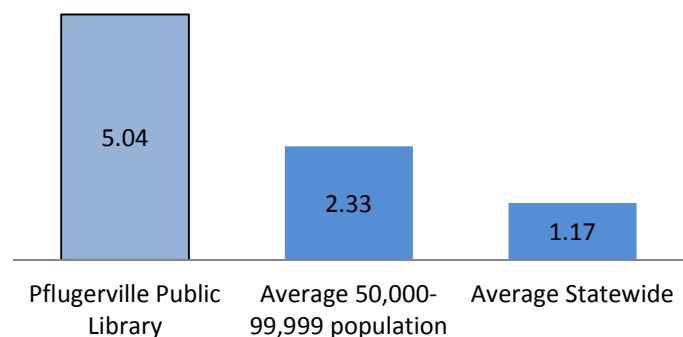
### Tomorrow: 2019 & 2020

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 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. **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.

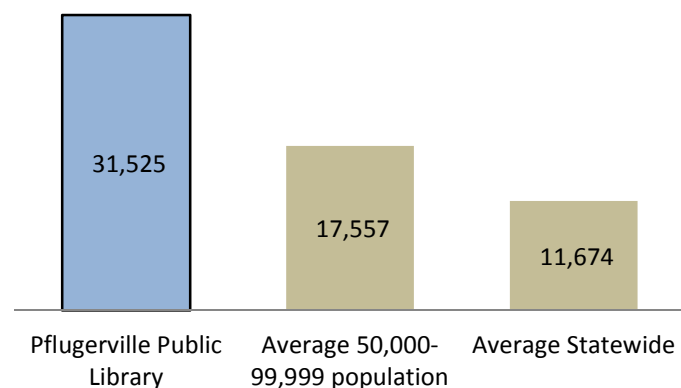
**Total Circulation Per Capita, LFY2017**



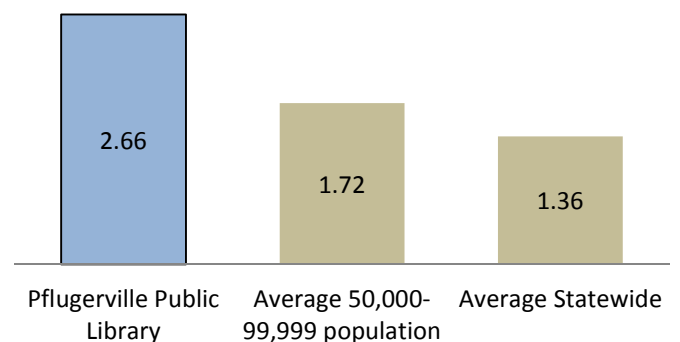
**Collection Turnover Rate, LFY2017**



**Circulation per paid Staff, LFY2017**



**Circulation Per Library Visit, LFY2017**

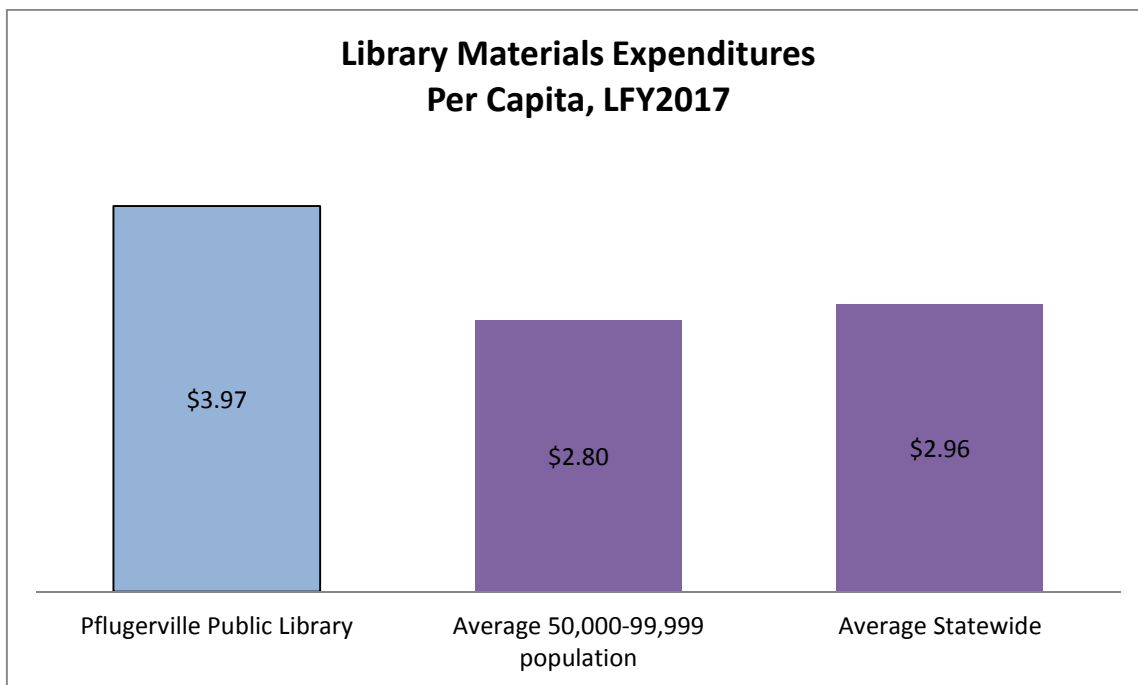


**Source for this data:** Texas Public Libraries Annual Report for Local Fiscal Year 2016

Currently, the Pflugerville Library provides access to contemporary e-books. Ebooks, streaming video and eAudiobooks are available through Overdrive and Freading, and thousands more contemporary e-books are available through Hoopla. Electronic materials in Vietnamese are available through Overdrive.

Further, the Library is in constant discussions 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 350 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 77,000 physical items for checkout.

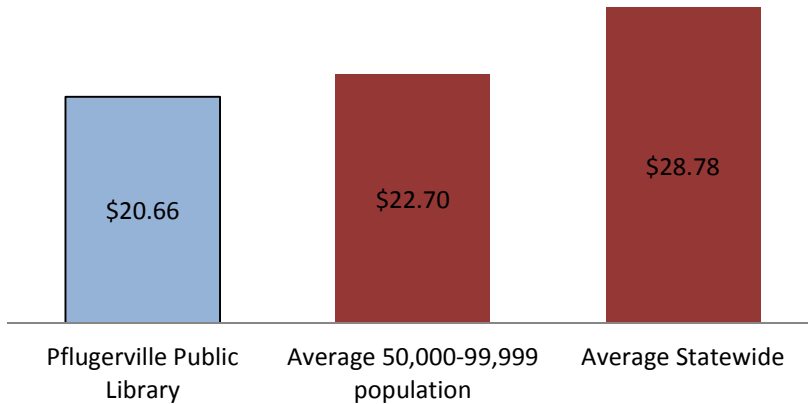


**Source for this data:** Texas Public Libraries Annual Report for Local Fiscal Year 2016

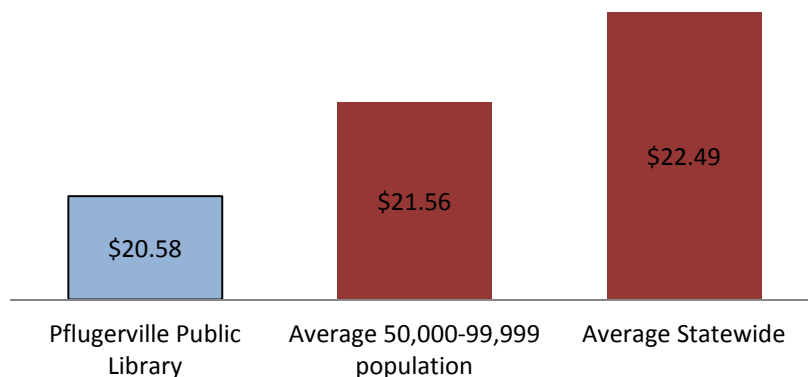


## PL Five-Year Plan

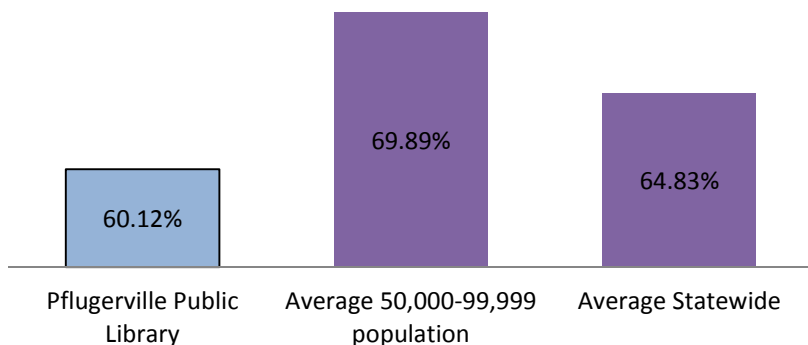
### Operating Revenue Per Capita, LFY2017



### Total Local Government Revenue Per Capita, LFY2017



### Total Staff Expenditures as Percentage of Operating Expenditures, LFY2017



#### Source for this

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

**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.

## PPL Five-Year Plan

The Library's current physical collection is just over 77,000 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 will need a new library branch complete and open by 2025.

### FY 2020

#### Goal 1 – Facility

- Create plan for repurposing library space including budget
- Continue to maintain the current facility, evaluating and replacing equipment and furniture as necessary
- Work with City Administration on a facilities plan
- Move forward with increased wireless access at Heritage House

#### 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
- Research alternative offerings for videos

#### Goal 3 – Marketing & Programming

- Actively market the Library online with social media
- Collaborate with the City Public Information Officer to publicize library programs to the Pflugerville community and utilize services of the City Marketing Specialist
- Continue to develop partnerships and synergies with local organizations and institutions
- Research and apply for effective grants as needed
- Continue to perform outreach the Library to surrounding areas
- Continue to participate in non-traditional outreach opportunities
- 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
- Continue to replace staff computers as needed
- Continue to replace public computers as needed
- Continue to provide tools, kits and robotics for checkout

#### **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 performat

## PPL Five-Year Plan

### The Day After Tomorrow: 2021 & 2022

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 2024, funding should be in process by 2022.

#### FY 2021

##### Goal 1 – Facility

- Continue to move towards an additional facility
- Re-evaluate 2018 numbers for space need of new facility
- Implement repurposing space plan for existing building
- 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 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 Specialist
- 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
- Identify staff for supervisory roles in anticipation of additional building

## **PPL Five-Year Plan**

### **Goal 5 – Technology**

- Continue to explore new information delivery systems
- Continue to replace staff computers as needed
- Continue to replace public computers as needed
- Continue to provide tools, kits and robotics for checkout

### **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 2022**

### **Goal 1 – 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
- Begin preliminary steps towards additional building

### **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 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
- Introduce the Library to the larger community with out-of-building contact
- Continue to provide services to underserved populations

## PL Five-Year Plan

### 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
- Expand organizational chart to include staff for additional building
- Promote qualified staff to supervisory roles in anticipation of additional building

### Goal 5 – Technology

- Continue to explore new information delivery systems
- Continue to replace staff computers as needed
- Continue to replace public computers as needed
- Continue to provide tools, kits and robotics for checkout

### 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 performat

## FY 2023

### Goal 1 – Facility

- Begin construction on 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 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
- 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
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## PL Five-Year Plan

### 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 8<sup>th</sup>, 2013.

A new building brought a new name, the Pflugerville Public Library, and almost 150,000 new visitors.



## PPL Five-Year Plan

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