

Pflugerville Community Library
Annual Five-Year Comprehensive Library Plan
FY 2010-2014
Approved December 9, 2009
Library Advisory Board

Mission Statement

The mission of the Pflugerville Community Library is to provide quality materials and services which fulfill educational, informational, cultural, and recreational needs of the entire community in an atmosphere that is welcoming, respectful and professional.

Library History

The Library was established 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 1982. In 1985, the City supplied some funds for operation and provided a small house at 102 S. 3rd St. at nominal rent where the Library remained until 1999. The Library was gifted to the City by the Friends in 1992.

With a new library as a goal, the Friends purchased land at 102 Tenth Street in 1990 and a bond election in 1996 provided the funds to begin construction. The Friends donated the land for the Library to the City in 1997. In February 1999, the doors opened on a 12,500 square foot facility that houses the Library today.

The Changing Community

Over the past two decades, the Pflugerville Community Library has seen a shift from a small, homogeneous community to a rapidly growing diverse and multicultural population. The City's population has more than doubled since the last census and currently stands at 47,417. The municipal population is projected to reach 65,000 by FY2013 and nearly 125,000 by 2025. (City of Pflugerville Planning Department, 2009)

Many new residents are foreign-born individuals. With rising immigrant populations, Pflugerville has seen an increase in the number of non-English speakers. While the majority of non-English speakers remain Spanish, there are increasing numbers of individuals whose native languages include Vietnamese, Urdu, Korean, Ibo, and Amharic, among others. According to the Pflugerville Independent School District (PISD, 2009), 17% of the student body is not proficient in English.

As evidenced by the recent construction of elder apartments, nursing care centers, and assisted living facilities, senior citizens are an important target audience. Outreach service to these groups is a stated Library goal. In addition, many citizens of differing visual, physical and cognitive abilities utilize the Library regularly and could benefit from the many assistive technologies currently available. Both of these groups have been a focus in the submission of recent grant proposals.

The Library Today

The Library offers children and adults a collection of more than 56,000 volumes, which includes books, audiobooks on cassette, CD and MP3, magazines, newspapers, music CDs, videos, and DVDs. Many books are also available in large print and Spanish. Annual increases in the materials budget have helped to meet a growing demand. Continued funding and support will be necessary to meet basic level Texas Public Library collection standards of 1.5 items per capita. A further goal will be realized by doubling that measure to attain enhanced level status.

The Library recently made a successful migration to the Apollo/Biblionix integrated library system which offers enhanced services to customers. Completion of upgrades to the Library's public access computers will further technology improvements. Public access computers provide electronic databases for research, Internet access, and Microsoft Office programs. Computer use instruction is a service also offered by the Library.

Reference assistance is available for customers' information needs. The Library sponsors a Summer Reading Program for children, teens and adults and provides programs for all ages throughout the year. Meeting rooms serve several Library partner and other community organizations. From February to April 15, American Association of Retired Persons (AARP) volunteers assist community members with their income tax filing.

As a municipal department, the Pflugerville Community Library's primary funding is appropriated by the City of Pflugerville, through a departmental budget approved by City Council. Additional funding is received through the Friends of the Pflugerville Community Library, donations, and through grants and state programs.

The Pflugerville Community

As the Pflugerville community continues to grow, the Pflugerville Community Library has found it necessary to expand its facilities, initiate new ways to serve patrons, and become a focal point that supports and unites the community.

In May 2008, the citizens of Pflugerville voted to issue \$7 million in bonds to fund a major expansion of the Pflugerville Community Library. With selection of the project architect and design work now under way, building occupancy is presently projected for late spring 2012.

-FY 10-

Goal 1 – Plan for renovated and expanded library facilities

- Review building needs and identify shelving and other necessary furnishings
- Work with architect and City staff to complete design of expanded facilities
- Pursue grant funding for additional furnishings and equipment
- Work with Friends to pursue individual gifts and private funding for additional furnishings and equipment

Goal 2 – Provide adequate and appropriate materials

- Continue development of comprehensive selection guidelines reflective of community needs
- Continue weeding in select areas to maintain collection currency
- Conduct comprehensive evaluation to assess collection usage and gaps and acquire additional materials as needed
- Work with City's Public Information Officer to survey customer materials preferences across the collection and acquire additional materials as needed

Goal 3 – Improve community access to collections and services (marketing & programming)

- Maintain current publicity activities and acquire in-house digital display equipment
- Continue collaborative program activities with other City departments
- Explore partnerships with area libraries and the Pflugerville Independent School District to furthered cooperation and resource sharing
- Expand outreach to developmentally delayed adults and conduct community needs assessment for future outreach services

Goal 4 – Address technology needs

- Revise technology plan
- Conduct collection inventory to assess degree of need for inventory control system

Goal 5 – Annual assessments

- Review library policies and revise as needed
- Actively promote library programs and services
- Provide support for continuing education and professional development for all staff
- Recruit additional library volunteers and expand service opportunities

Goal 6 – Long-Range Funding

- Investigate need for and feasibility of foundation or other partnerships for additional library support

- FY 11-

Goal 1 – Complete renovation and expansion of library facility

- Acquire necessary furnishings and equipment
- Outfit computer lab to accommodate differently-abled patrons
- Work with architect and City to implement eco-friendly landscape design

Goal 2 – Provide adequate and appropriate materials

- Continue collection development to address deficiencies identified in collection evaluation
- Request increases in FY12 materials budget to meet state standards and anticipated increased demand
- Initiate full participation in new Statewide Interlibrary Loan platform

Goal 3 – Improve community access to collections and services (marketing & programming)

- Continue outreach efforts
- Design and promote expanded technology education programs
- Recruit and hire a Youth Services Librarian (FT)
- Recruit and hire Technical Services Assistant (FT)

Goal 4 – Address technology needs

- Enhance meeting and classroom capabilities to accommodate new technologies
- Assess cost benefit of Radio Frequency Identification (RFID) security/self-checkout systems
- Evaluate RFID products, host trials and implement system, contingent upon feasibility

Goal 5 – Annual assessments

- Review library policies and revise as needed
- Review technology plan and revise as needed
- Actively promote library programs and services
- Provide support for continuing education and professional development for all staff
- Recruit additional library volunteers and expand service opportunities

-FY 12-

Goal 1 – Utilize expanded library facility

- Complete building construction
- Finalize furnishings and equipment installation
- Evaluate existing staffing and reassign as may be necessary
- Recruit and hire additional Maintenance staff

Goal 2 - Provide adequate and appropriate materials

- Request increased materials budget for FY13 in anticipation of increased demand
- Continue collection development to include alternative formats

Goal 3 – Improve community access to collections and services (marketing & programming)

- Work with City Public Information Officer to develop publicity and promotional programming
- Expand and promote library programs
- Continue to solicit library program volunteers for expanded program offerings
- Recruit and hire Volunteer Coordinator (PT)

Goal 4 – Address technology needs

- Recruit and hire Technical Services Librarian (FT)
- Revise technology plan for expanded facility
- Explore alternative public access technologies

Goal 5 – Annual Assessments

- Review library policies and revise as needed
- Actively promote library programs and services
- Provide support for continuing education and professional development for all staff
- Recruit additional library volunteers and expand service opportunities

-FY 13-**Goal 1 – Plan for new branch facility (or secondary service outlet)**

- Review data from City 2030 Comprehensive Plan to consider locations in light of current and future service needs
- Conduct surveys and focus groups for additional facility
- Investigate possible locations
- Work with City Council and staff to encourage developers' participation

Goal 2 - Provide adequate and appropriate materials

- Continue development and weeding of collections
- Explore new alternative formats for materials
- Develop comprehensive collection plan for future branch facility reflective of community needs

Goal 3 – Improve community access to collections and services (marketing & programming)

- Assess current efforts and identify gaps
- Expand collaborative programs with the city and other community organizations
- Increase publicity efforts

Goal 4 – Address technology needs

- Develop technology plan for branch location
- Explore and implement alternative public access technologies

Goal 5 – Annual Assessments

- Review library policies and revise as needed
- Actively promote library programs and services
- Provide support for continuing education and professional development for all staff
- Recruit additional library volunteers and expand service opportunities

-FY 14-**Goal 1 – Plan for new branch facility (or secondary service outlet)**

- Develop needs assessment and identify furnishings and equipment appropriate for anticipated needs
- Work with city staff in the selection of an architect
- Build grant writing partnerships with the City and community organizations

Goal 2 - Provide adequate and appropriate materials

- Develop comprehensive collection plan for branch facility reflective of community needs

Goal 3 – Improve community access to collections and services (marketing & programming)

- Identify additional off-site locations for return of Library materials
- Explore and implement alternative materials delivery methods

Goal 4 – Address technology needs

- Develop technology plan for branch location

Goal 5 – Annual Assessments

- Review library policies and revise as needed
- Actively promote library programs and services
- Provide support for continuing education and professional development for all staff
- Recruit additional library volunteers and expand service opportunities