Friendswood Public Library
Long-Range Strategic Plan
2017-2022

FRIENDSWOOD PUBLIC LIBRARY
LONG-RANGE PLAN
2017-2022

VISION STATEMENT

To engage, educate, entertain and empower every family member and business in our community. To be the foremost promoter of self-directed life-long learning. To be a vibrant library where people want to be.

MISSION STATEMENT

The mission of the Friendswood Public Library is to provide all persons in the community confidential access to materials that can improve their minds, and also to provide an environment in which individuals may freely pursue intellectual, educational, and recreational interests through diverse services and resources in a variety of formats.

COMMUNITY AND LIBRARY DESCRIPTION

The Friendswood Public Library was first established in 1965 as a one-room library located in the Friendswood City Hall. Since that time the library has grown to a facility of over 20,000 square feet housing a collection of over 90,000 items. The library currently has eighteen staff members and provides diverse materials and programs to the community of Friendswood. The Friendswood Public Library is a municipal library under the governance of the City of Friendswood. The library is also a member of the Galveston County Library System and through this system receives some funding from Galveston County. The community of Friendswood was founded in 1895 by a group of Quakers. The population of Friendswood has grown exponentially since the 1960s. The current population as estimated by the City of Friendswood is 38,479. A mainly residential community, Friendswood retains its commitment to high quality schools and family oriented activities. According to a recent study conducted for the City of Friendswood, the build-out population of Friendswood could be as high as 57,000 persons. New housing developments are being built throughout the community. This increase in population will have tremendous impact on library services and the library facility. The Friendswood Public Library Board and Staff, in developing this long-range planning document, have always considered the implications of the unique community of Friendswood and the possibility of continued increases in population and customer service demands. The Library Board and staff have also made a commitment to stay abreast of changes in technology that might have impact on library services. The implications of these changes have also been considered in formulating the long-range plan.

BACKGROUND

2011-2016 Long Range Strategic Plan: Renovation and Expansion of Library Facility

Beginning in September of 2000, all long-range planning for the Friendswood Public Library has included as a goal the expansion of the library facility to accommodate diverse programming and increased population.

A facility assessment performed by the Houston Area Library System (HALS) was completed in March 2002 to determine the Library's needs. The recommended space needs for the size of the community at that time far exceeded the facility. A main component of the initial long range plan (2001-2006) and the subsequent plan (2006-2010) was to expand the library facility to meet the demands of a growing population.

The Library Board began discussions about formulating a new strategic long range plan in 2010. It was decided at that time to go directly to the community for input. The 2011-2016 Long-Range Plan was made with public input through four separate public forums, including an online survey, Town Hall meeting, special Planning Committee meeting, and a public meeting for public comment held in the library on October 18, 2011. The primary desire expressed through these public forums was for an expansion of the current facility or relocation into a larger facility.

The Planning Committee made numerous recommendations for facility improvement:

- Dedicated space for preschoolers learning activities
- Dedicated space for teens and tweens
- An indoor/outdoor space for relaxation and programming
- Study space for college prep, advanced placement, tutoring, and homework help
- Dedicated space for a computer training lab
- Dedicated area for snacks/coffee
- Comfortable areas for quiet study or conversation
- Larger meeting spaces

Since the plan would only encompass the next five years, there was also focus on programs and facility improvements that could be accomplished within the time frame of the plan. These included:

- Improving the outside appearance of the library facility
- Reorganizing the interior space
- Using outdoor signage to promote library programs and services

- Collaborating with local schools, organizations and businesses
- Updating restrooms
- Improving lighting throughout the building

The 2011-2016 Long Range Plan set numerous challenging goals in areas of early education, adult programming and job skills training, improved public access to technology, circulation of materials, and improved usage of space.   As outlined below, the library had great success with many of the set goals, but it was also determined that some of the new service goals were still dependent upon the overall goal of expanding and renovating the library facility.

Measuring priorities and outcomes: A Look at the Numbers

Based on recommendations through community input, the library established five outcomes to help measure library success: (1) Youth Succeeding, (2) Adults Succeeding / Lifelong Learning, (3) Community Commons, (4) Discovery and interaction in a Virtual World and (5) Stimulating Imagination.

Youth Succeeding goal outcomes:

- Number of early literacy/juvenile programs increased from 649 programs in 2011 to 825 programs in 2015, marking a 27% increase in programs offered.
- Attendance at early literacy/juvenile programs increased from 23,106 in 2011 to 27,563 in 2015, marking a 19% increase in program attendance.
- Circulation of Easy picture books decreased from 40,496 in 2011 to 39,214 in 2015, marking a 3% decrease in easy book circulation.*
- Number of juvenile and teens applying for library cards increased from 6,300 in 2011 to 7,301 in 2015, marking a 16% increase in juvenile and teens with library cards.
- Circulation of Young Adult materials decreased from 14, 174 in 2011 to 12,725 in 2015, marking a 10% decrease in the circulation of YA materials.*
- Young Adult program attendance increased 20% from 2011 to 2015.

*E-book circulation, offered through online library products and services, increased 72% over the same time period.

Adults Succeeding goal outcomes:

- Adult Services exceeded its goal of having a minimum of 150 patrons attend job skills training opportunities by 2016. By May of 2015 the library had 280 patrons attend job skills training.
- Adult Services provided 627 adult programs and classes from 2011 to 2015. The library offered 115 programs in 2011 and 217 programs in 2015, marking an 89% increase in programs offered.
- Adult program attendance increased 33% with 2,403 attendance in 2011 and 3,188 attendance in 2015.
- Online database use, including all research tools and e-books, increased 57% from 43,990 sessions in 2011 to 69,283 sessions in 2015.
- Circulation of adult non-fiction books decreased 24% from 29,708 to 22,491.*

*E-book circulation, offered through online library products and services, increased 72% over the same time period.

Community Commons goal outcomes:

- With the inclusion of the library's online magazine database, periodical usage went from 2,354 checkouts in 2011 to 5,015 checkouts in 2015, marking a 113% increase in periodical usage.
- A designated teen area was created for study and social activities.
- New displays were created to highlight authors and topics of community interest.
- Improved displays throughout the library helped facilitate a 21% increase in program attendance.

Discovery and Interaction in a Virtual World goal outcomes:

- Usage of the library's computer workstations remained steady with a 1% decrease from 25,933 in 2011 to 25,687 in 2015.
- Use of library WIFI service increased by 60% from 13,933 in 2011 to 22,184 in 2015.
- Use of the library's website to access library information, catalog, and other online services increased 23% from 137,921 users in 2011 to 169,322 users in 2015.
- The library provided computer skills classes to 864 people from 2011 to 2015.

- The library provided new social networking classes, bringing a new audience to computer training services.
- By integrating the library's reader's advisory database into the library catalog, the catalog now provides more interactivity and better search capabilities.

Stimulating Imagination goal outcomes

- By offering a diverse range of programming for all ages, and by improving promotional channels, all program attendance increased 21% from 2011 to 2015. The library had 25,464 program attendance in 2011, and 30,751 program attendance in 2015.
- By offering more cultural programming in music, art, history, film, and literature, the library has increased cultural programming by 50% from 2011 to 2015. The library offered 40 programs with 1,192 attendance in 2011, and offered 58 programs with 1,787 attendance in 2015.

Areas of service for improvement and further development:

During the assessment of these five library outcomes, it was determined that improvement could be made in four areas of library service, including **Community Outreach**, **Public Access to Technology**, **Early Literacy**, and **Community Commons**.

Four areas of **Community Outreach** were defined for further development. These areas of outreach include local school administration, educators and parents; the Chamber of Commerce and area business leaders; church and civic groups; and senior living facilities and organizations. Through improved outreach efforts, the library can strengthen partnerships by demonstrating the value library services can bring to each segment of the community. The 2017-2022 Long Range Plan provides specific goals for achieving these outreach improvements.

Another area of continued concentration is **Public Access to Technology**. With the increasing use of electronic resources, the library strives to meet technology demands by remaining knowledgeable in the latest products and services. Technology demands pose a challenge requiring a two-prong strategy. With the rapid growth and development of formats and services, it remains essential to the library's mission to ensure that all community members have access to electronic resources and are provided with a variety of training opportunities. By providing resources and training, library technologies can achieve the essential functions as laid out in the library's Mission Statement …*to provide an environment in which individuals may freely pursue intellectual, educational, and recreational interests through diverse services and*

resources in a variety of formats. Through continued enhancement of library technology, partnered with traditional services and resources, the library will remain a vital and integral part of the community. The 2017-2022 Long Range Plan provides specific goals for achieving these technology improvements.

The Friendswood Public library strives to be the foremost resource for **Early Literacy** in the community, preparing youngsters for kindergarten and beyond and fulfilling the library's mission… *to provide all persons in the community access to materials that can improve their minds*. The 2017-2022 Long Range Plan provides specific goals for achieving these early literacy goals.

As the community continues to increase in population, and business, civic, and cultural organizations continue to develop, it is essential for library services to provide welcoming, physical spaces to residents and community groups to meet and interact or to sit quietly and read. It is also essential for these **Community Commons** to have open and accessible virtual spaces that support networking and training opportunities. Through the provision of diverse, creative, and educational library programming, and by partnering with local community leaders and professionals, the library will continue to fulfill its Vision…*to be the foremost promoter of self-directed life-long learning. To be a vibrant library where people want to be.* The 2017-2022 Long Range Plan provides specific goals for achieving these Community Commons goals.

2017-2022 Long Range Plan Focus Group

With the completion of the expansion and renovation in the fall of 2016, the library began to re-focus efforts on long-range planning through the year 2022. After analyzing the measure outcomes through 2016 and establishing some key areas for improvement, library staff was ready to share findings and gather input from members of the community. A long range planning Focus Group was established and measure outcomes were sent out via email. The focus group met on Tuesday, February 21, 2017. Nineteen members of the community along with five staff members met to discuss possible plans and improvements for the next five years. Numerous ideas for planning and consideration were made in all areas of the four key categories of the library service plan: **Youth Succeeding, Adults Succeeding, Discovery & Interaction in a Virtual World,** and **Community Commons**. After ideas were presented and outlined, focus group members voted for their top choices within each category. Library staff utilized this valuable input to help prepare the 2017-2022 Long Range Plan.

In Conclusion

The 2017-2022 Long Range Plan was created with input from the Library Board and Staff, including recommendations made by the Long Range Plan Focus Group that met on February 21, 2017. Also valuable to the process were the measure outcomes from the 2011-2016 Long Range Plan. These outcomes were evaluated and used in the creation of new service goals for the 2017-2022 Long Range Plan. With the library renovation and expansion completed, the Library Board and Staff anticipate the full implementation of the service goals researched and recommended through this community dialogue and input.

Library Board Members

Mike Czarowitz, Chair	Ted Thomas
Diane Freeman, Vice Chair	Betty Stacy
	Sherry German, Alternate
Ruth Lay	Billy Enochs, Council Liaison
Neeta Jambhekar	Steve Rockey, Alternate Council Liaison
Bryan Corey	Dr. Matt Robinson, FISD Liaison

2017 Long Range Plan Focus Group

Bryan Corey	Mary Perroni
Mike Czarowitz	Matt Riley
Billy Enochs	Marcus Rives
Diane Freeman	Sue Rives
Hannah Hall	Steve Rockey
Robin Hall	Keith Rogers

Karen Hart	Benette Rowley
Christina Hicks	Denise Spruiell
Jacob Horner	Betty Stacy
Neeta Jambhekar	Chat Steed
Ruth Lay	Ted Thomas
David O'Farrell	Jennifer Whitley

Youth Succeeding

From birth, children will have programs and services designed to ensure school readiness with resources they need to succeed throughout their education and in their chosen studies.

Operational Goal 1

Young children and their caregivers will have resources and programs to support early literacy skills needed to succeed in kindergarten and beyond.

Objectives

1. By 2022, attendance at early literacy programs will increase by 15% through the provision of creative and engaging programs with new literacy resources and colorful, interactive spaces.

2. Continue to cultivate relationships with community educators through the provision of early literacy outreach to local classrooms and day care centers; increasing the number of outreach programs by 15% over the next five years.

3. By 2022, juvenile book and early literacy e-resource circulation will have increased by 10%.

Current Activities to Maintain

1. Continue to provide comprehensive collections of books, magazines and other media formats for birth through age 5.

2. Continue to provide regularly scheduled story programs promoting library collections.

3. Continue to provided infant, toddler, and preschool story times throughout the year.

4. Continue to provide user-friendly collections of electronic formats for preschool age children.

5. Continue to provide computers designed for preschoolers.

New Activities under Planning or Consideration

1. Create sensory environments for children to learn and play, supporting the *Five Early Literacy Practices* developed by the Public Library Association which includes Read, Write, Talk, Sing, and Play.

2. Provide pre-loaded early literacy tablets for circulation to parents, teachers, and caregivers.

3. Integrate *Lego Hour* into regular preschool programming.

Operational Goal 2

Students and teachers will find resources, programs, services and staff to support their educational needs.

Objectives

1. By 2022, the number of children and teens with library cards will increase by 20%.

2. Through improved outreach efforts to local parent/teacher organizations and school administrators, library staff can better determine teacher and parent needs and actively promote library programs and services.

3. Improve access to technologies promoting Science, Technology, Engineering, & Math (STEM) resources.

4. Through active promotion, use of ESL resources will increase by 15% over the next five years.

Current Activities to Maintain

1. Continue to provide comprehensive collections of books, magazines, electronic resources, and media for ages five and up.

2. Continue to provide regularly scheduled programs for children and teens promoting library resources and services.

3. Continue providing summer reading programs.

5. Continue to provide tours and instruction of the library to elementary, middle, and high school classrooms.

6. Continue to provide outreach to local schools and classrooms promoting library programs and services.

New Activities under Planning or Consideration

1. Provide library database sessions and instruction at parent meetings and in the classroom.

2. Attend school meetings and functions to stay current on the needs of the districts.

3. Provide additional library card registration sessions at local schools.

4. Host writing workshops.

5. Provide pre-programmed tablets with a variety of educational topics for circulation.

6. Provide an ongoing gardening program.

Operational Goal 3

Teens will have access to safe and constructive environments with diverse programming and collections that promote literacy, creativity, and encourage teens to view the library as a welcoming place they will continue to use as they grow into adults.

Objectives

1. By 2022, circulation of Young Adult materials will have increased 20%.

2. By 2022, attendance at Young Adult programs will have increased by 20% and include young adults in junior high and high school.

Current Activities to Maintain

1. Continue to provide comprehensive collections of books, audio-books, graphic novels, magazines, and media for teens.

2. Continue to offer teen specific programs such as gaming, crafts, and movies that lead to use of the library's resources and collections.

3. Continue to provide summer reading programs, reading clubs, and incentives that challenge and encourage teens to read during the summer.

4. Continue to offer volunteer opportunities for teens through the work of the Teen Advisory Group.

5. Continue to strengthen relationships with area junior high and high school teachers.

New Activities under Planning or Consideration

1. Host additional special events such as Comic Conventions.

2. Host read-a-thons.

3. Provide evening movies in the Children's Courtyard.

Adults Succeeding

Adults will have the information they need to remain informed citizens able to fulfill their civic responsibilities and fully participate in community decision making. Adults will also have the resources and services they need to explore topics of personal interest through life-long learning.

Operational Goal 1

Residents will find information and services to help them reach educational goals, enter the job market, or achieve professional/business success.

Objectives

1. By 2022, a minimum of 600 patrons will have attended job skills or business development programs increasing attendance by 60%.

2. Increased outreach efforts in support of local business, senior, cultural, and civic groups will drive increases in library and online service usage.

3. By 2022, provide computer skills training to over 1,000 patrons increasing training attendance by 15%.

Current Activities to Maintain

1. Maintain business and job seeking collections in print and online formats.

2. Maintain computer training classes including resume creation and all Microsoft Office related training.

3. Maintain periodicals collection providing easy and logical access to employment resources.

4. Maintain access to homework and educational online databases.

5. Maintain online database training with emphasis on educational databases.

6. Maintain partnerships with Texas Workforce Solutions and SCORE (small business counseling) to provide job skills and small business training.

New Activities under Planning or Consideration

1. Enhance printing capabilities by expanding the network to include e-printing options.

2. Assign staff as liaisons to local business and civic groups, actively promoting services and databases beneficial to these communities.

3. Create a business center for entrepreneurs.

4. Provide training in business networking services such as LinkedIn.

Operational Goal 2

Residents will have the opportunities to attend a wide variety of educational, cultural and entertainment programs designed to inform, inspire and enrich their lives.

Objectives

1. Through partnership with local educators, artists, cultural organizations and professionals, the library will see a 20% increase in program attendance.

2. Provide a variety of technology and educational training opportunities in the library's new computer lab room.

Current Activities to Maintain

1. Maintain regular programming such as genealogy, book club, and movie night programs.

2. Continue general interest programming such as gardening, medical information, and local programs.

3. Continue to provide cultural programs such as author talks, poetry readings, and music events.

4. Continue to provide Adult Summer Reading programs and other reading incentive programs.

5. Continue to provide technology outreach programs.

New Activities under Planning or Consideration

1. Establish an annual Adult Spelling Bee program.

2. Establish ESL programs.

3. Establish special needs programs for school transition groups.

Operational Goal 3

Residents will find collections of electronic and print books and other popular media formats that meet their information needs and leisure time interests.

Objectives

1. Through improved promotion of premium online databases, including e-book resources, usage will have increased by 30%.

2. Provide in-house e-readers or tablets to the public for the purposes of training, recreational and research needs, with limited and secure checkout options.

3. Through improved electronic access to quality library programs and classes, library website usage will increase by 20%.

Current Activities to Maintain

1. Continue to purchase new materials on a full range of topics and community interests.

2. Continue to provide reference, readers' advisory and interlibrary loan service to aid patrons in obtaining the information and materials they need and/or desire.

3. Continue to research new media formats for potential acquisition.

New Activities under Planning or Consideration

1. Provide pre-programmed tablets with a variety of adult educational and recreational topics for circulation.

2. Utilize social media resources to improve access to library programs and training.

3. Evaluate strategies for providing book delivery to senior and special need adults.

Community Commons

Residents will have a safe, welcoming physical space to meet and interact with others or to sit quietly and read and will have open and accessible virtual spaces that support networking and the sharing of educational information and ideas.

Operational Goal 1

The library will provide flexible and functional spaces for sharing information, ideas and experiences in both digital and personal environments.

Objectives

1. Expand and enhance the implementation of technologies that bring real-time programs, events, and meetings into library spaces.

2. Through the use of *Did You Know?* campaigns and other social media and online strategies, the library will increase overall library usage and circulation by 5%.

3. Increase funds spent on electronic resources by 15%.

Current Activities to Maintain

1. Continue to provide forums for community input into the services, materials, and programs offered through the library.

2. Continue to enhance and promote new meeting and group study spaces.

3. Continue to implement a de-selection policy for removing materials from the collection which have not circulated in the last three years.

4. Maintain special furnishings for children's and young adult areas.

New Activities under Planning or Consideration

1. Evaluate resources and strategies to provide improved access to library materials and services.

2. Research options for providing mobile sensory equipment to create a sensory room for children and special groups.

3. Research options for creating a business center for entrepreneurs.

4. Research options for creating a seed library.

5. Research options and technologies for viewing real time local events in library spaces.

Operational Goal 2

Improved displays and promotion of library materials and programs will enhance popular spaces by highlighting authors and topics of community interest.

Objectives

1. By 2022, all program attendance will have increased by 15%.

2. Use of digital displays and promotions highlighting specific library services such as inter-library loan will increase service usage by 10%.

**Current Activities to Maintain**

1. Maintain digital video security cameras.

2. Maintain consistent and logical interior signage.

4. Friends of the Library will continue to be an active volunteer organization raising library funds and creating community awareness of library services.

5. Continue to host events that establish the library as the social center of the community.

6. Continue to network with community members to bring specific skills and talents to library programming and help create a thriving library community.

7. Continue working with the local art community to bring art works for library display.

New Activities under Planning or Consideration

1. Use digital displays to show prior library programs and classes in quiet spaces.

2. Provide additional mobile or mounted whiteboards for use in new meeting and study spaces.

Discovery and Interaction in a Virtual World

Residents will have high speed access to the digital world with training and support to ensure that everyone in the community may take advantage of these ever-growing online resources.
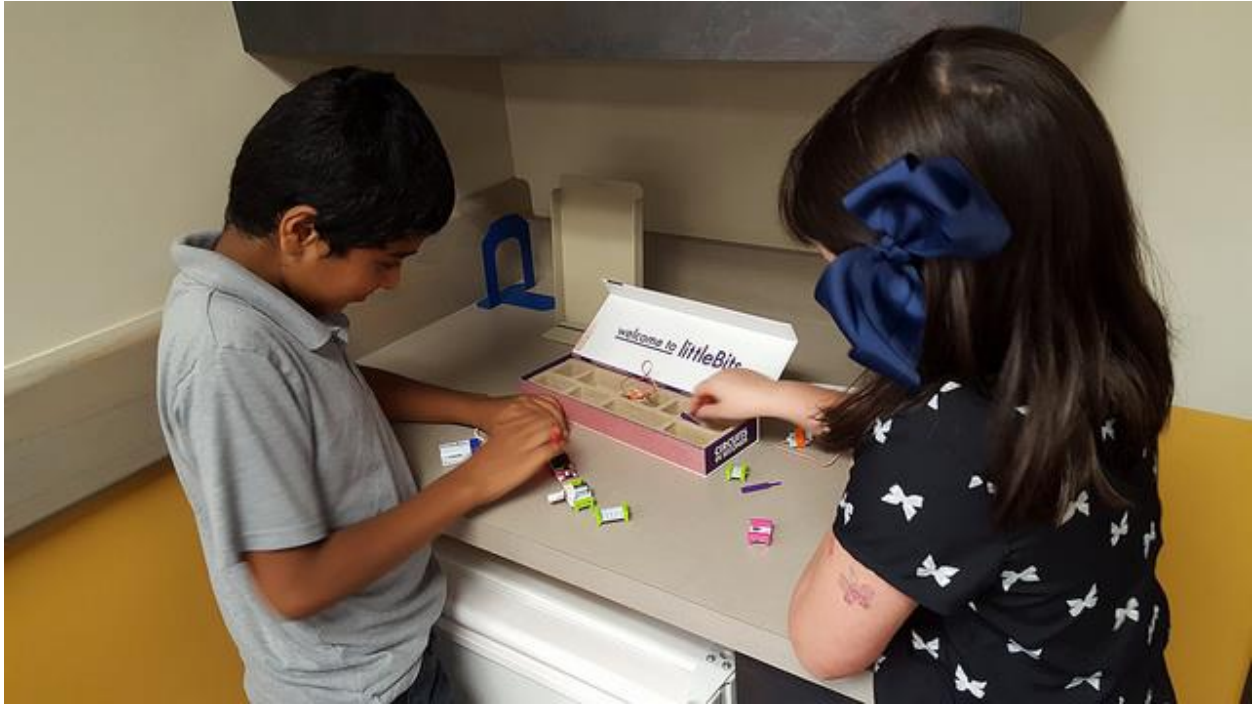
Operational Goal 1

Community members of all ages will have access to library computers and other digital technology for the purposes of educational and career achievement, and participation in a digital world.

Objectives

1. By 2022, usage of computer and digital technology will have increased by 20%.

2. By 2022, computer and digital technology training for all ages will have increased by 15%.

3. With the improvement of online discovery and reader's advisory systems, all circulation will increase by 5%.

Current Activities to Maintain

1. Continue free Internet access via computer workstations throughout the library.

2. Continue free wireless (WIFI) access.

3. Continue to provide a reliable network with necessary tools to maintain network stability.

4. Continue to annually review and update the technology plan to address changes in public service, staff needs and available technology.

5. Maintain a Makerspace area with technologies designed to provide STEM resources.

6. Continue to provide preloaded tablets for educational and recreational uses.

7. Continue to provide computer training in a variety of programs and skills.

New Activities under Planning or Consideration

1. Research potential discovery systems for purchase and integration.

2. Improve bandwidth speed for public Internet access.

3. Provide a mobile self-check station.

Operational Goal 2

The library's website, including all interactive services, will become a primary tool of communication and education and will provide diverse paths for community involvement.

Objectives

1. By 2022, the number of total user visits to the library's website per month will increase by 20%.

2. By 2022, library catalog enhancements will provide patrons more interactivity and better search capabilities.

Current Activities to Maintain

1. Provide email newsletters about programs, library news, and new circulating items.

2. Provide downloadable eBooks and audio-books.

3. Provide a website that includes the library catalog, premium databases containing information on a diverse array of subjects, library programs and events, library services and policies, and other interactive and promotional tools including blogs and social media.

4. Continue to provide video-recorded library programs on social media outlets.

New Activities under Planning or Consideration

1. Improve reader's advisory notification system.

2. Improve use of social media through the development of *Did You Know?* campaigns and other social media strategies.

3. Provide a means for patrons to register for a library card through the library's website.

4. Provide a means for patrons to pay fines through the library website.

Operational Goal 3

Patrons will be provided training in the use of computers and digital technologies to enhance their educational and career outlook, their creative expression and participation in a digital world.

Objectives

1. By 2022, at least 1,000 patrons will have attended library provided training classes using the computer training lab or Makerspace area.

2. By 2022, technology training attendance will increase by offering classes in various social networking tools, STEM and Makerspace resources.

Current Activities to Maintain

1. Provide assistance in accessing and using the Internet, library catalog, and informational databases.

2. Provide computer training classes in Internet and database use, general computer use, and Microsoft Office.

3. Provide computer training for seniors, both in-house and off-site.

4. Provide training in e-book system download and usage.

5. Facilitate special needs library visits offering various library skills training.

New Activities under Planning or Consideration

1. Provide programs in green screen, video equipment and software technologies.

2. Provide programs in robotics, circuitry and science.

3. Provide training in 3D printing.

4. Provide training in pre-loaded educational tablets.