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Taylor Public Library Long Range Plan 2018 - 2023

Introduction

This long range plan was created to chart the future of the Taylor Public Library as it addresses the growing needs of area citizens. Further, the Texas State Library has mandated that all library system members have in place a 5 Year Long Range Plan. Therefore, the staff and Library Board of the Taylor Public Library have together gathered information from the citizens of Taylor, examined the role and purpose of the Library, prepared goals and objectives.

Library Background

Back in 1899-1900, Taylor's first literary club called the Sesame Circle undertook the task of creating a public library. Off and on up till 1960, the Taylor Public Library has been supported by different civic groups, and housed in a number of locations. Finally, in 1960, through the efforts of many groups & citizens, the Taylor Public Library had a formal building at 8th Street & Vance. With subsequent additions to that 1960 building, the Library remained there until closure in the summer of 2002 due to structural damage and mold caused from water leaks. The collection was eventually moved to the Taylor City Hall Auditorium at 400 Porter Street, and the library computer lab moved to a room in the old high school building at 7th Street and Vance. In 2003 a Bond election for construction of a new Library building marginally passed approval of the voters.

The new Taylor Public Library opened its doors to the public in March of 2007. The new building is 20,000 square feet, including a large meeting room with integrated multimedia. A public Computer Lab is available free for any users, with requiring annual parental permission for youth under 16 years old. There is wireless internet throughout the building.

Financial History

The Taylor Public Library had been historically funded by donations, with some supplement from the City of Taylor, and facilities donated by Taylor Independent School District. Beginning in 1960, after the opening of the Library at Vance Street, the Library received an annual budget from the City of Taylor. A Library Board of Trustees managed private funds raised for the Library, approved staff hiring and influenced the operation of the Library. The City of Taylor Board of

Commissioners formally adopted the Library constitution and by-laws in 1970. The Library Board continued to accept funds on behalf of the Library until 2002, when the Taylor Library Foundation was established to handle donations and funds. The Foundation is independent from the City of Taylor and is tax exempt under section 501(c)(3) of the IRS Code. The Library is a City of Taylor Department and receives funding through the City of Taylor budget under the General Fund.

The Community

The City of Taylor was founded in 1876 as a farming/ranching community. Cotton was king, and railroad access made Taylor a hub for transportation. Slowly the town grew to be the largest in the county until the mid 1900's. With the completion of Interstate 35 running through the west part of Williamson County, population boomed near that transportation corridor. Taylor continued to grow slowly, and remained a self contained town with department stores, grocery stores, a hospital and other services.

The City of Taylor, according to the 2010 US Census, has a population of 15,191. That population is closely split into female at 52.8% and male at 47.2%. As to ethnicity, the city breaks down into 45.4% white, 10.2% black and 42.8% Hispanic, with 1.6% making up Asian & Native American. Median family income is \$44,185, with 18% of families below poverty level, and 65% of local students economically disadvantaged. Educational obtainment is 79.3% with a high school degree and 15.9% bachelor's degree or higher.

Service Responses

The Taylor Public Library has focused services to meet the needs of a somewhat rural community. Children's programming has been key, and the Library collaborates with Taylor ISD, Temple College at Taylor, Taylor Head Start and local day cares & private schools. With financial assistance from the Friends of the Taylor Public Library, the Library coordinates a well attended Summer Reading Program, with numerous paid performers. Recognizing its role as an archive of local history, the Library maintains files on local events, persons and history. The Library houses a collection of 55,000 items at an estimated value of \$1,210,000. The Library has 12,000 registered card holders. Children's picture books and popular adult fiction have high circulation, as do movies on DVD and books on CD. The Library also provides access to free electronic materials such as e-books, electronic magazines, and online databases.

Vision Statement

Preserving yesterday, informing today, inspiring tomorrow.

Library Mission Statement

The mission of the Taylor Public Library is to promote a life long love of reading and to provide educational, informational, and recreational resources to patrons of all ages, cultural and economic backgrounds.

Approved by Library Board: Feb 18, 1997

Goals and Objectives

Collections & Materials

Goal: Develop and maintain a quality collection of materials in various formats that reflects the needs and use patterns of the community, in order to offer popular and useful materials for library users.

Objective A: The Library currently provides access to e-books and e-magazines; however there remains a high demand for DVD content. Explore different ways to deliver content to the library users.

Activities: Research delivery of movies through electronic subscription.

Determine what costs would be involved and create a separate budget line for new, non-print media.

Train staff in use of this new media so they can assist patrons in use and access.

Objective B: Keep the collection up to date, providing the best quality materials for public use.

Activities: Conduct annual inventory to maintain a current collection.

Improve the age of the collection through a regular weeding schedule.

Improve access to materials by reorganization as necessary, improved accuracy in shelving of materials, and provision of improved signage / finding aids.

Evaluate collections through electronic reports to determine use or gaps.

Objective C: Address the collection needs of the area's Spanish speaking population.

Activities: Continue to collect and enhance existing Spanish language materials for both youth and adults.

Explore grant opportunities to provide extra funding for Spanish/Bilingual materials

Add Spanish language titles to the Library's e-book selection via the library's current e-book vendor.

Library Technology

Goal 1: Actively pursue technologies that assist the library in its mission to meet the educational, informational, and recreational needs of area residents.

Objective A: Provide materials in new formats and technologies as appropriate.

Activities: Assure that staff has adequate training to learn new procedures and technologies.

Maintain a technology plan for the Library and update as needed.

Objective B: Provide access to computers and technology for library users, both adult and children.

Activities: Continue to update computer technology as funding allows.

Add a print management system to the Computer Lab.

Reexamine the public's needs for technology instruction. Create basic computer classes to be offered free of charge.

Provide coding and/or robotics programming for youth.

Offer more virtual reality programming.

Objective C: Maintain and enhance the Library's social media presence to keep it up to date and useful.

Activities: Utilize the Library's Facebook page, Instagram and other social media to publicize events and new programming.

Add new features such as local indexes or information unique to the area.

Facilities

Goal: Insure that physical facilities and equipment are well maintained in order to provide an accessible, safe, comfortable, and attractive environment for patrons and staff. Follow the City Council's Facilities Strategic Plan.

Objective A: Create useful, attractive and pleasant seating and tables throughout the library.

Activities: Budget for replacement of lounge furnishing in the main part of the library.

Work with the City of Taylor Internal Services to schedule regular cleaning of upholstery and carpeting.

Make sure the library facilities impose no physical barriers for use, per compliance with the Americans with Disabilities Act (ADA).

Objective B: Make sure that library rooms are available for programming and other needs.

Activities: Evaluate the condition of the Meeting Room chairs and tables. Plan for replacement as needed.

Plan for replacement of the Audio/Visual system in the Library Meeting Room.

Investigate/purchase an online reservation system for booking the Library Meeting Room.

Programming & Services

Goal 1: Provide a variety of programs, services, and collections to meet the personal, educational, and cultural needs of children & youth, their caregivers and families, with special emphasis on promoting reading.

Objective A: Expand existing children's programming to attract more attendance and maintain current levels of interest in existing programming.

Activities: Continue to provide a reading program each summer for youth.

Conduct weekly preschool storytimes from September through May.

Include regular and special programming in addition to summer programming on a monthly basis.

Objective B: Evaluate ways to make the Library & reading appealing to teens.

Activities: Utilize contacts in area schools to promote the Library and its programming to students.

Provide special interest programming for teens, such as writing clubs or art clubs.

Provide unique methods for participation in programs, utilizing social media and online resources.

Goal 2: Provide programming & services to meet the educational, informational, and recreational needs of area adults & seniors.

Objective A: Develop adult programming aimed at local interests or needs.

Activities: Conduct general and specific surveys or questionnaires to garner patron suggestions and feedback on programming or other needs.

Conduct online surveys with specific questions to gauge public opinion pertaining to library services & programs.

Publicity

Goal 4: Better publicize current and new library programs and services.

Objective B: Develop interior and exterior advertising for upcoming programs or new services.

Activities: Keep calendar of events up to date on Library's department website.

Work with local & area news agencies to add events to community calendars.

Utilize social media such as Facebook, Instagram, etc.

Create a monthly electronic newsletter to send out to library users.

Tie book displays or in house literature, such as book marks or fliers, to upcoming events.

Administration

Goal 1: Keep Taylor Public Library up to Texas Public Library Standards and meet the requirements of state accreditation with the Texas State Library & Archives Commission.

Objective A: Meet the Basic level of Administrative Standards for the Texas Public Library Standards.

Activities: Continue to produce officially accepted Library policies as listed in the Administrative Standards.

Review approved Library policies for needed changes.

Continue to cooperate with non-library agencies to provide information, services and programs for library users.

Gather statistics and other outcome measures to determine the effectiveness of library services and programs, as required by the Texas State Library & Archives Commission.

Objective B: As support to the Library's mission, secure sufficient funding to enable the library to meet service & collection goals & requirements.

Activities: Investigate and actively pursue outside funding sources, such as grants, donations, endowments and other funding opportunities.

Work with city staff to recommend an annual operating budget that meets the needs of the Library.

Maintain minimum financial standards as required by the Central Texas Library System and recommended in the Texas Public Library Standards.

Goal 2: Develop a well-trained, professional staff to assist all library users.

Objective: Provide continuing education and training for library staff.

Activities: Provide online library related training for all library staff.

Send staff members to area workshops & training provided by the Central Texas Library System, Inc. & the Texas State Library & Archives Commission.

Train staff and keep them regularly updated on library procedures, changes, etc., through regular monthly staff meetings.

Conclusion

This plan serves as an outline for the Library to continue to provide excellent service to the citizens of Taylor, as well as expanding to meet new needs and as yet un-served needs. The goals and objectives will be implemented in the next five years.

Approved by the Library Advisory Board, February 13, 2018