

Watauga Public Library Long Range Plan 2014 - 2019

Introduction

This long range plan required by the Texas State Library, sets forth goals and objectives for the library's future growth, and service.

Mission Statement

The Watauga Public Library is committed to enriching the community through full access to informational, educational, cultural, recreational, and lifelong learning materials in a variety of formats. The Library anticipates and responds to the library needs of the community and offers a variety of programs and services in a professional, efficient, caring, and friendly manner.

Vision

The Watauga Public Library shares a vision of the nation's founders that liberty and learning are inseparable and that a democratic people must have free, open, and equal access to information.

People of all ages and ethnic groups will:

- Have access to educational, cultural, and recreational resources to enhance their employment outlook, lifelong learning, and personal growth opportunities;
- Have reading, viewing, and listening materials and programs that stimulate their thinking and enhance their knowledge of the world;
- Discover the joy of reading and develop a love of learning;
- Enjoy access to cutting edge technology and electronic information resources and develop technological, information seeking, and information evaluation skills needed in an increasingly complex world;
- Think of the Watauga Public Library as a focal point of community life that connects and unites the people of the entire region.

The Watauga Public Library enriches the community by sparking a love of learning in its youth and nourishing that love in its adult citizens.

About the Watauga Public Library

The Watauga Public Library began service to the public in October of 1983. The Library was located in a 676 square foot room in the Municipal Complex. It opened with a collection of 1,826 books. During the seven years that the Library was housed in the Municipal Complex, it was able to circulate only 30% of its growing collection due to a shortage of shelving space. The remaining 70% of the collection was kept in storage.

On September 24, 1990, the Library moved to its current facility, located north of the Municipal Complex. Expansion of the library was completed in 2007. This brings the library to a total of 20,413 square feet. There are two large and four small study rooms and a meeting room to provide quiet areas for study or meetings. A feature of the library is a woodland mural painted by nationally known local muralist and children's book illustrator Liz Bonham.

At the present time the library houses over 99,000 items. For the fiscal year ending September 2013, the Library's door count showed a total of 122,614 visits, and 385,070 items were checked out to users. During this same fiscal year, 1,002 programs were offered to youth and adults, with a program attendance of 23,548 persons. Library programs include toddler and pre-school story times, after-school programs, book discussions and lectures, and a variety of musical and entertainment programs. The Library's Summer Reading Club is one of the more successful

programs in this area. In addition to standard reference, readers' advisory, and research assistance, the Library provides a Homework Help Center, language literacy tutoring, computer training, and notary public and fax transmission services. The Library also provides a separate Spanish language collection for both children and adults. There is a Virtual Library at the Senior Center. It is our hope to reach underserved areas of the community. The Library is open to the public six days a week, for a total of 44 hours.

The Watauga Public Library participates in the MetrOPAC Consortium, which provides users access to over two million items, sharing an integrated library catalog with six other area libraries, including Fort Worth Library. The Library also has reciprocal agreements with five other Northeast Tarrant County libraries. The consortium and reciprocal agreements allow our users to take advantage of collections and programs in most Tarrant County libraries free of charge.

About Watauga

Watauga occupies a 4.1 square mile area in the northwest quadrant of the Dallas/Fort Worth Metroplex. Legend has it that the name "Watauga" is Cherokee, meaning "land of many springs". Historians say the Cherokee and other Native Americans lived for a time in the area. The outlaw Sam Bass is supposed to have buried treasure in Big Fossil Creek. The area supposedly contains Comanche burial grounds and a rumored lost Spanish gold mine.

The first permanent residents arrived from Tennessee in 1843. After the Civil War the settlement grew and developed as a loosely organized area of large farms and ranches. It developed into an established community in the early 1880s thanks to the extension of tracks of the Texas and Pacific Railway. Watauga had a population of sixty-five in the middle 1930s. It had an identical population ten years later. It emerged from a period of decline during the post-World War II years in part due to the development of defense plants in the area. The town of Watauga was incorporated in 1958.

Based on the United States Census Bureau American Fact Finder 2008-2012 American Community Survey, and the North Texas Council of Government updates, the estimated population of Watauga is now 24,044.

The median age of a Watauga citizen is 33.5 years old. The breakdown of Citizens ages are:

- 25 to 34 years - 14.4%
- 35 to 44 years - 13.8%
- 45 to 54 years - 13.5%
- Under the age of 25 years - 37.5%
- 55 to 64 years - 10.3%
- 65 and up - 10.4%

The basic ethnic breakdown of the City of Watauga according to the Census data is:

- White* - 74.0%
- Asian - 3.9%
- Black - 11.8%
- Two or more races - 2.2%
- Native American and Alaskan Native - 0.5%
- Native Hawaiian and other Pacific Islander - 0.1%
- Some other race - 7.5%

*The Hispanic population is combined with the “White” statistics. When broken out of this group it is:

- 37.6% of the population.
- 33% is listed as Mexican;
- 0.5% Puerto Rican;
- 0.2% Cuban;
- 3.9% as other Hispanic or Latino

The total number of households within the City is 7,872. Family households were estimated at 6,171, of which 3,245 had children less than 18 years of age. Nonfamily household’s numbered 1,701.

- Total housing units - 8,251
- Occupied housing units - 7,872
- Vacant housing units - 379

Educational attainment results within the population 25 years or older show the following:

- Less than 9th grade - 3.5%
- 9th to 12th grade, no diploma - 10.4%
- High School graduate or GED - 30.9%
- Some college, no degree - 32.2%
- Associate degree - 8.1%
- Bachelor’s degree - 11.6%
- Graduate or Professional degree - 3.2%

The Birdville and Keller Independent School Districts provide elementary and secondary education services within the City. There are four campuses located within the City. Six elementary schools, four middle schools and four high schools serve Watauga citizens throughout the county.

There are also numerous Colleges, Universities, and training institutes within the region.

- Remington College- Fort Worth (6.1 miles)
- Tarrant County College District- Fort Worth (8.7 miles)
- Texas Wesleyan University- Fort Worth (8.8 miles)
- Westwood College Of Technology- Euless (9.4 miles)
- University Of North Texas-Health Science Center At Fort Worth (10.0 miles)
- ITT Technical Institute- Arlington (10.9 miles)
- JPS Institute For Health Career Development (11.5 miles)
- Texas Christian University- Fort Worth (11.8 miles)
- The University Of Texas- Arlington (12.1 miles)
- DeVry University- Irving (15.0 miles)
- Court Reporting Institute- Wheeler Institute Of Texas at Dallas (21.7 miles)
- University Of Texas Southwestern Medical Center At Dallas (24.4 miles)
- Dallas County Community College District (26.6 miles)
- University Of North Texas- Denton (25.7 miles)
- Texas Woman’s University- Denton (26.7 miles)

Watauga's pro-business environment and its membership in numerous regional and state economic development organizations, provide the assistance needed in bringing business and industry to the area. The City has a bustling

business environment of over 300 small, medium and large firms providing a diverse group of goods and services to its citizens.

Strategic Priority 1:

Watauga Public Library will be the community gathering place.

Initiatives

- Facilitate community-based programs and events that promote community awareness, cultural interaction, and stimulate community dialogue.
- Programming and services will be inclusive and broad and support everyone in our community, all ages and all cultural and ethnic groups.
- Provide programming that supports the highest level of community involvement with a focus on cultural enrichment and public education programs.
- Expand and create a greater social context around public programming like the One Book/One Community reading event.

Actions

- Increase library card holders and users.
- Provide reference assistance to job seekers on local employment options; resume development, and placement consideration.
- Assist parents with information about family development series, social service programs and other community service providers.
- Provide patrons with health or legal related research and assistance with finding related providers and service.
- Provide compelling, entertaining, and educational programs based on the wants and needs of adult patrons.
- Expand all ages of children's and youth programming including:
 - * More formalized liaisons with schools
 - * Reading incentive programs
 - * Special interest clubs
 - * Youth/Teen book clubs
 - * Assist with programs for troubled youth

Measurements

- Patrons will experience inviting, comfortable spaces that facilitate lifelong learning and civic engagement.
- Patrons and staff report that the library is a welcoming, comfortable, and safe place.
- Patrons find opportunities to engage in civic and community life at the library or via the library.
- The number of library card holders will increase 2% per year in the next five years, with a goal of 85% of the residents having and using a library card.
- Increase attendance and use by 20% of ongoing services and programming.

Strategic Priority 2:

Watauga Public Library will provide exceptional customer service to everyone.

Initiatives

- Raise the overall quality of existing customer service.
- Patrons learn about library services from a well-informed staff that are proactive in promoting appropriate library resources.

- Provide effective communication that encourages staff participation and help foster a positive work culture.

Actions

- Increase library card holders and users.
- Make library services easy and convenient to use.
- Patrons find and obtain the library resources they want in the shortest possible time.
- Provide effective and responsive service to the minority groups in the community.
- Staff is given opportunities, time away from work and funding to improve skills and knowledge in all areas of library service.
- Provide a place for everyone to get things done more economically and with greater assistance and services.
- Place an emphasis on relatively low-cost, but highly visible enhancement, including directional signage, more comfortable furniture, carpet replacement, new paint, wall detailing, and shelving.
- Promote the use of the suggestion box for patrons and staff.
- Request additional full-time Youth Librarian, and two permanent-part-time Library Assistant's to cover increased usage.
- Request a part-time Literacy Program Assistant to help maintain and grow the adult ESL program.

Measurements

- Staffing is adequate to provide exceptional customer service.
- Patrons of all ages report their library experience is exceptional.
- Patrons report that signage and staff assistance make the library and its resources easy to use.
- The minority groups in the community reports that the library serves their needs in outreach and in materials.
- The Library Director and all managers are evaluated for efforts to promote and expand communication.
- The number of library card holders will increase 2% per year in the next five years, with minority groups included in the stated goal of 85% of the residents having and using a library card.
- Self-Check machines provide 60% of all circulation.
- Wait lists for books are reduced by 20%.

Strategic Priority 3:

Watauga Public Library will continuously expand and improve public technology needs. Incorporate new and emerging technologies into virtual library services, and make them available anywhere, anytime.

Initiatives

- Continue to increase public access computing resources.
- Significantly expand and increase web presence.
- The Library gathers feedback from the community about its public technology needs.
- Establish the library as a local center of technological advancement.

Actions

- Encourage use of Self-Service options for borrowers to provide relief to human resource demands. This includes Self-Check equipment, online registration, fines payment, email notification, and improved searching abilities.
- Enhance support for mobile users in accessing the catalog, website, and collections.
- Conduct technology gatherings to discuss and promote progressive awareness of technological change in the community, highlighting new systems installed in the library.
- Community technology-related questions included in a local government and/or library survey.
- The library conducts community-representative focus groups on the community's technology needs.

- The Library conducts a community-needs assessment for technology resources in languages other than English.
- Provide computer use training classes and web primer to patrons with onsite tutors using volunteer instructors.
- The library conducts surveys to gather feedback about library technology.

Measurements

- All library websites are easy to navigate and get positive responses from users.
- Technology is stable and upgraded regularly; city financial support is given for improving technology for staff and the public.
- WiFi usage goes up by 25%.
- Onsite Homework Help Center attendance and research database usage goes up by 25%.
- Self-Check machines provide 60% of all circulation.

Strategic Priority 4:

Watauga Public Library will proactively seek, expand and maintain collaborations.

Initiatives

- Work beyond the walls of the library, engaging individuals from other programs and service providers from both similar and dissimilar organizations.

Actions

- Working in collaboration with the local educational system, share information about the volunteer-staffed after school tutoring assistance program, and online tutoring resources available.
- Promote cultural awareness events that highlight customs, holiday celebrations, food and dress from the world community.
- Increase senior services outreach.
- Form partnerships with institutions and organizations that contribute to the library and community resources.
- Continue contributions to help the needy in the community.
- Collaborate with and support the minority groups in the community, providing job resources, early literacy, English language skills, and citizenship resources.
- Pursue public-private partnerships.
- Align library goals and objectives with Watauga City goals and objectives.

Measurements

- Projects with positive outcomes are a result of collaborations; these are reported to the community in reports, press releases and on the Internet.
- Public-Private partnerships demonstrate added value to both the library, and the private entity.
- Partnerships and collaborations increase quality and scope.
- Library goals and city goals are aligned in strategic plans.

Strategic Priority 5:

Watauga Public Library will increase awareness of the Library's resources and services.

Initiatives

- Market programs and services in every medium, including print, television, Internet, and the Library's bulletin board.

Actions

- Increase information and ease of use of the library's website.
- Promote the Teen Advisory Board.
- Collaborate with the Friends of the Library.
- Increase and expand visibility and awareness of the Friends of the Library.
- Promote and advertise WiFi in the Library.
- Better utilize work of mouth for programs and services - particularly virtual sharing of information in blogs, Facebook, etc.
- Promote and advertise:
 - * Live Homework Help
 - * Research Databases

Measurements

- All library websites are easy to navigate and get positive responses from users.
- Importance and value to the community is articulated by community members.
- Patrons report a greater awareness of our services and programs.
- Wi Fi usage goes up by 25%
- Live Homework Help and research database usage goes up by 25%.

Strategic Priority 6:

Watauga Public Library will train, encourage, reward, and celebrate a knowledgeable and dedicated staff, generous volunteers and vital support organizations.

Initiatives

- Create and maintain an atmosphere that recognizes, rewards, and empowers all staff.
- Establish library leadership meetings that address management/library philosophy and feedback.

Actions

- Improve internal communications and operational policies.
- Staff attends professional conferences, all-day staff training, and individual needs for professional development are encouraged and financially supported whenever possible.
- Focus on improving staff work spaces to make their work easier to accomplish, resulting in increased moral and dedication to service.
- Utilize skilled volunteers who can help the library to grow its services without incurring increased burdens on library staff.

Measurements

- The library retains staff, volunteers, and members of our support organizations.
- Staff reports their work spaces give them the work area and tools to complete their tasks and assignments.
- Patrons report library staff provide knowledgeable and excellent customer service.
- Recruitment for all types of positions receives plentiful applicants.
- Volunteers increase in both quantity and types of activities they pursue for the library.
- Use celebrations and activities to recognize, encourage, and reward employee, volunteers, and support organizations.

Strategic Priority 7:

Watauga Public Library will provide the materials and resources the community needs and wants.

Initiatives

- Increase and expand materials in all formats - from magazines to audio books to digital access and offer a significantly broader collection in size and variety.
- Provide special attention to expanded quality of youth and teen collections.

Actions

- Update collections with emphasis on acquisition of high demand materials and replacement of older and deteriorating materials.
- Provide clear signage to help patrons locate materials that they may now assume the library doesn't own. Invest in more "series" books for kids, including more copies of popular series and more frequent replacement of damaged editions.
- Provide information and referrals on local and state questions.

Measurements

- Collection increases in number and scope measured by analysis of quantity and use.
- Patrons report they can easily find materials or are assisted when help is needed.
- Wait lists decrease by 20% or more.
- Scarce financial resources for materials are utilized in the most effective manner.

*Approved by the Watauga Public Library Board
Watauga, Texas
July 17, 2014*