

**Notice of Meeting for the
Library Advisory Board
of the City of Georgetown
July 20, 2019 at 9:00 AM
at Staff conference room, first floor, Georgetown Public Library, 402 W. 8th Street**

The City of Georgetown is committed to compliance with the Americans with Disabilities Act (ADA). If you require assistance in participating at a public meeting due to a disability, as defined under the ADA, reasonable assistance, adaptations, or accommodations will be provided upon request. Please contact the City Secretary's Office, at least three (3) days prior to the scheduled meeting date, at (512) 930-3652 or City Hall at 808 Martin Luther King Jr. Street, Georgetown, TX 78626 for additional information; TTY users route through Relay Texas at 711.

Regular Session

(This Regular Session may, at any time, be recessed to convene an Executive Session for any purpose authorized by the Open Meetings Act, Texas Government Code 551.)

A Consideration and possible action to update the library's strategic plan. -Eric P. Lashley, Library Director.

Certificate of Posting

I, Robyn Densmore, City Secretary for the City of Georgetown, Texas, do hereby certify that this Notice of Meeting was posted at City Hall, 808 Martin Luther King Jr. Street, Georgetown, TX 78626, a place readily accessible to the general public as required by law, on the _____ day of _____, 2019, at _____, and remained so posted for at least 72 continuous hours preceding the scheduled time of said meeting.

Robyn Densmore, City Secretary

City of Georgetown, Texas
Library Advisory Board
July 20, 2019

SUBJECT:

Consideration and possible action to update the library's strategic plan. -Eric P. Lashley, Library Director.

ITEM SUMMARY:

This is a special meeting of the Library Advisory Board to update the library's strategic plan. The meeting will take place from 9 a.m. to 1 p.m. This will be the only agenda item discussed during the meeting.

FINANCIAL IMPACT:

None.

SUBMITTED BY:

ATTACHMENTS:

Description	Type
□ Strategic Plan Draft	Backup Material

Library Services Strategic Plan

Georgetown Public Library Vision:

The Georgetown Public Library will be a catalyst for an enriched community.

Georgetown Public Library Mission:

The Georgetown Public Library engages, enlightens, and empowers the community.

Purpose:

The purpose of the Georgetown Public Library's strategic plan is to clearly define the library's priorities and services for the next five years.

Goal I: Expand community access to information, collections, and other Library Resources.

Objective 1: *Increase outreach efforts to citizens with limited mobility and access to transportation by use of a bookmobile.*

Strategies

- a. Identify neighborhoods which include citizens with limited mobility and access to transportation
- b. Identify and contact day care providers to set up visits
- c. Establish liaison with activity directors of nursing homes and assistant living facilities
- d. Maintain Inter-Library Loan program with Georgetown Independent School District

Objective 2: Provide reference service during all public hours

Strategies

- a. Determine staffing schedules and hire staff
- b. Hire more staff, as hours increase

Objective 3: Enhance access to library collections through effective marketing strategies.

Strategies

- a. Organize a method for customers to be able to recommend books to other customers
- b. Promote reader's advisory through displays of books and booklists recommended by patrons
- c. Offer book talks or book reviews d.

Objective 4: Develop an aggressive publicity program designed to increase the frequency with which Georgetown citizens hear about the library.

Strategies

- a. Design promotional information guides for distribution to the public b. Distribute information about the library through the Internet, local community networks, and media outlets
- c. Increase public knowledge about library programs and services by publishing articles in the *Williamson County Sun*, *City Reporter*, and other local publications
- d. Involve staff proactively in community organizations, events, and leadership –

Objective 5: Develop a program that assists citizens in finding information regarding social services.

Strategies

- a. Identify and create relationships with nonprofit social services agencies
- b. Provide space and resources to nonprofit agencies
- c. Provide assistance for citizens to navigate the social services bureaucracy

Objective 6: Decrease patron wait time for materials.

Strategies

- a. Purchase multiple copies of titles in heavy demand
- b. Streamline acquisitions process
- c. Purchase all books that appear on the *New York Times* bestseller list
- d. Encourage donations of bestsellers and recently released materials
- e. Encourage customers to request materials for purchase

Objective 7: Maintain a collection that meets state and national standards.

Strategies

- a. Maintain a materials budget that equals or exceeds the median per capita expenditure determined for libraries with a population between 50,000-100,000 as reported in the annual Public Library Data Service
- b. Set up materials acquisitions plan to target areas of deficiency
- c. Establish a collection of 4 items per capita

- d. Exceed circulation of 8 items per capita
- e. Maintain a collection in which 25% of the collection is less than 5 years old
- f. Weed the entire collection on an annual basis

Objective 8: Increase non-traditional library materials

Strategies

- a. Maintain audio books collection
- b. Maintain compact disc collection
- c. Maintain digital video disc collection

Goal II: Attain financial and human resources necessary to meet the service, information, and library program needs of the Georgetown community.

Objective 1: Insure staff is adequate to provide basic service whenever the library is open.

Strategy

- a. Increase staff to equal the median FTE as determined by the Public Library Data Service (PLDS)

Objective 2: Provide children's librarian in the children's area during all open hours.

Strategies

- a. Maintain staffing levels

Goal III: Provide high quality library services that enrich the lifelong learning needs for the community.

Objective 1: Provide and improve access to the library's catalog, the Internet, and other appropriate on-line electronic resources.

Strategies

- a. Improve the library's Internet web site
- b.
- c. Provide training program for staff and library volunteers
- d. Provide public terminals, laptops, iPads, and other mobile devices for patrons to connect to the Internet
- e. Train public to use technology effectively within the library
- f. Develop publicity campaign to inform community of newly added resources
- g. Develop technology plan that will keep the library abreast of technology change and update plan annually
- h. Provide wireless Internet access to patrons' personal computers

Objective 2: Redesign the reference and non-fiction collection to support independent learners.

Strategies

- a. Identify content areas most utilized or requested by patrons
- b. Continually identify and evaluate materials that support activities of the life long learner
- c. Collect and maintain genealogy and local history materials that enhance users' knowledge and understanding of the community

Objective 3: Develop programming to meet the needs and interests of adults.

Strategies

- a. Every three years survey adult users to identify the interests and needs that are appropriate for library-based programs
- b. Conduct continuous customer satisfaction surveys
- b. Provide space and assistance for Senior University classes
- c. Seek co-sponsors from other community groups for library-based programs
- d. Contact continuing education agencies annually in order to improve public library service for adult students
- e. Provide space for English as a second language classes
- f. Provide space and opportunities for tutoring
- g. Provide computer assistance

Objective 4: Develop programming to meet the needs and interests of young adults (teens)

Strategies

- a. Survey young adults identify the interests and needs that are appropriate for library-based programs
- b. Create a space specifically designed for young adults
- c. Establish a young adult collection of 4 items per young adult, which would include Graphic Novels
- d. Seek co-sponsors from other community groups for library-based programs targeted at young adults
- e. Maintain a Young Adult Advisory Board

Objective 5: Develop programming to meet the needs and interests of children.

Strategies

- a. Provide storytimes for Spanish speaking children
- b. Provide special programs during school holidays
- c. Provide evening and weekend storytimes
- d. Establish a children's collection of 4 items per child
- e. Provide adequate space for special children's events such as the summer reading program and other educational and cultural events
- f. Provide storytimes for children with learning disabilities
- g. Develop and promote a toy lending library

Objective 6: Provide adequate space for library customers to meet and share information and ideas.

Strategies

- a. Provide large meeting room for civic and community organizations to meet
- b. Provide large meeting room to hold lectures, concerts, recitals, public forums, book clubs, and cultural and educational events
- c. Provide small meeting rooms for group study and small meetings
- d. Provide space for public art exhibits, displays, and crafts

Objective 7: Provide access to tools for library customers to perform home maintenance.

Strategies

- a. Research the feasibility of operating a tool lending library
- b. Recruit volunteers that can assist with the lending library
- c. Identify community groups that may wish to partner with the library to establish a tool lending library
- d. Solicit donation of tools for tool library

Goal IV: Develop a professional working environment that fosters continuous improvement, teamwork, and creativity.

Objective 1: Establish continuing education requirements for Library Director

Strategy

- a. Require completion of a minimum of 20 hours of continuing education courses per year or 3 hours of college credit per year

Objective 2: Develop appropriate in-service training program for all staff.

Strategies

- a. Identify staff training needs and customize training plan for each staff member annually
- b. Train all staff in customer service, teamwork, and communication skills
- c. Provide standardized training for new hires
- d. Conduct weekly staff meetings
- e. Conduct monthly safety training

Objective 3: Support staff attendance at conferences, seminars, and continuing education events.

Strategies

- a. Identify continuing education opportunities that match employees' training plans and send staff to appropriate events
- b. Provide annual financial support for both institutional and personal memberships in professional organizations
- c. Provide financial support for staff participation in professional organizations

Objective 4: Develop an effective volunteer program

Strategies

- a. Add paid volunteer coordinator to plan for and train volunteers
 - b. Identify jobs for volunteers and develop work plans with staff
 - c. Recruit, train, schedule and evaluate volunteers
 - d. Identify community groups and organizations that wish to establish formal volunteer partnerships with the library
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Goal V: Promote the arts and culture in the City of Georgetown and create opportunities for art in public places.

Objective 1: To acquire public art for the new library.

Strategies

- b. Solicit donations of art from local artists
- c. Commission works of art for City facilities
- d. Establish a rotating art collection among the various art organizations in Georgetown

Objective 2: Develop cultural programming at the library.

Strategies

- a. Coordinate with Southwestern University, the Williamson County Historical Museum, Preservation Georgetown, and other organizations to assist with cultural programming
- b. Provide meeting room space for cultural events

Goal VI: Build relationships and partnerships that support outreach and reflect the community's diversity.

Objective 1: Initiate new partnerships with nonprofit agencies, corporate entities, governmental agencies, schools, community organizations, and citizens.

Strategies

- a. Establish relationships with other area libraries to share information and pool resources
- b. Establish contact with area businesses, industries, nonprofit and governmental agencies as potential partners for library programs
- c. Improve communications with local schools to coordinate resources and collaborate on projects