

LIBRARY STRATEGIC PLAN 2019-2024

Pasadena Public Library, TX

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Mission Statement

Pasadena Libraries: explore, learn, create, and connect.

Library History

The City of Pasadena was founded in 1893 by John H. Burnett.

The Pasadena Public Library was built in 1953 and occupied 35,000 square feet. In 2008, the Central Library completed renovation and received an additional 9,000 square feet.

The demands on the Library grew, and in 1992, a second 10,000 square-foot branch was built.

Pasadena Public Library is committed to providing accessible, equal, and uncensored access to sources of knowledge, information, programs, and services that are responsive to the community's needs.

Library Profile

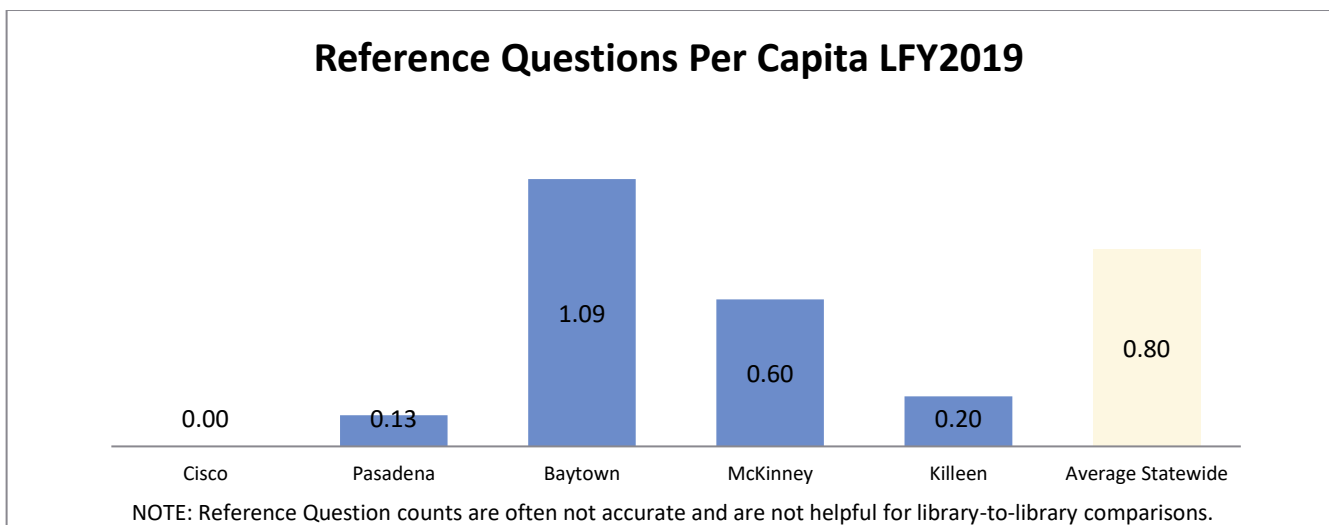
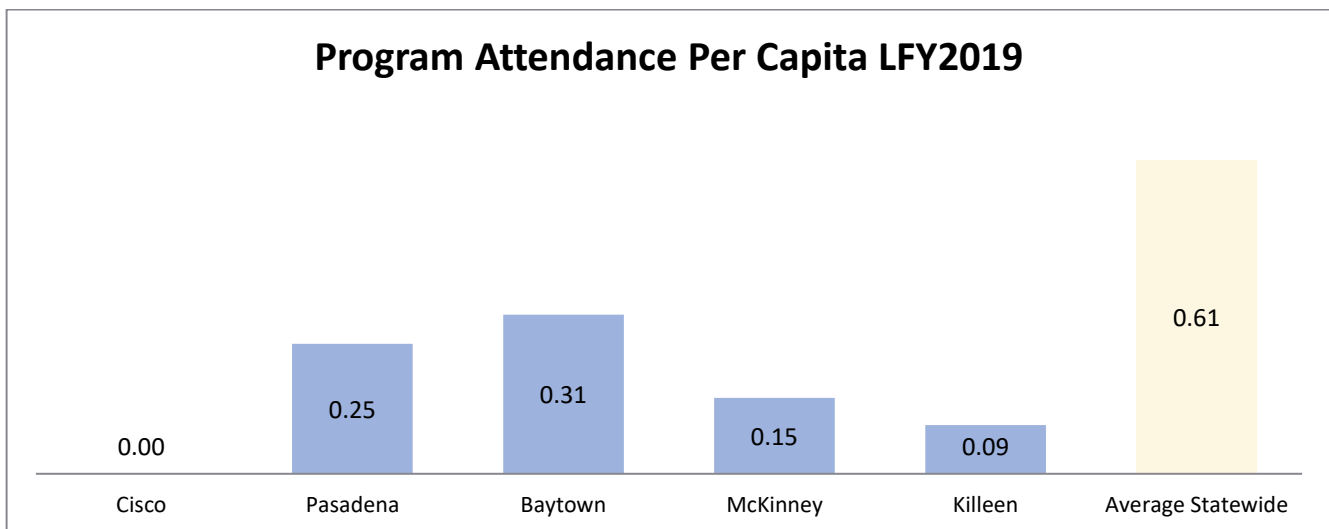
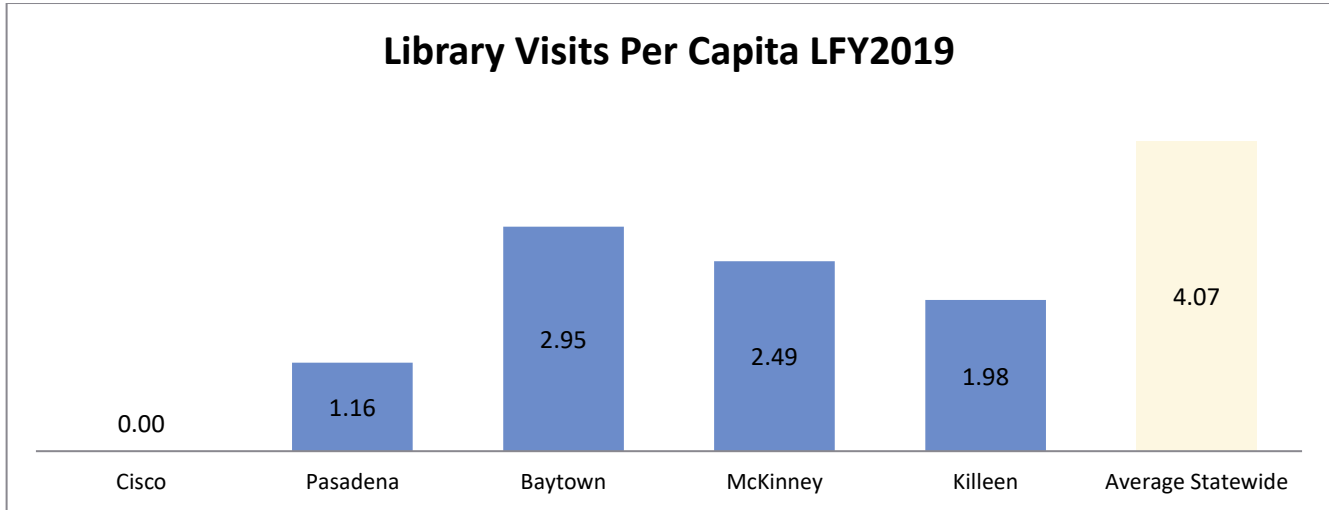
	FY 2020 Library Data	Projected Trends
Service Population	149,307 (2010 U.S. Census)	151,227 Estimated projection U.S. Census 2019.
Registered Borrowers	39,590 (2020)	1.44 percent (575) over next three years increase as City population continues to grow and quality of library services attracts users
Physical Items in Collection	114,862 (2020)	Projected 1% decrease over the next 3 years as portions of the physical collection transition to electronic format
Digital Collection	114,436 (2020)	Projected 5% increase over the next 3 years as library shifts purchasing to meet patron expectations
Total Circulation	232,736 (2019)	Plans to increase circulation to 500,000 by 2024. A 20% increase for five years.
Total Reference Questions	19,503 (2019)	Projected to increase to 2% per year, but with a trend of more technology- related questions
Total Visits	177,736 (2019)	Projected 5% increase per year over next five years with efforts to increase library cardholders, expand programming, and beautification of both library buildings



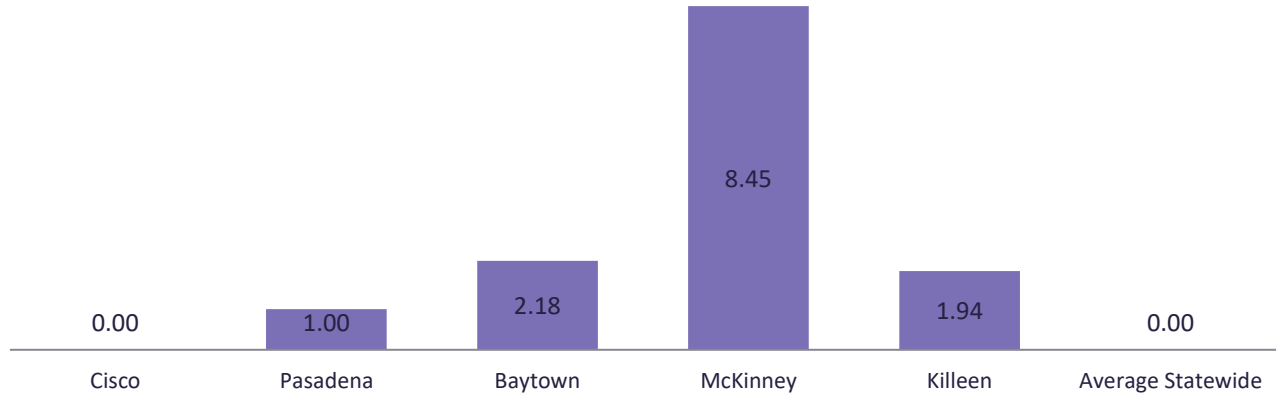
*All charts in the next section generated by;

Library Comparison Charts for Local Fiscal Year (LFY) 2019. The “Cisco” bar cannot be removed. Please ignor.

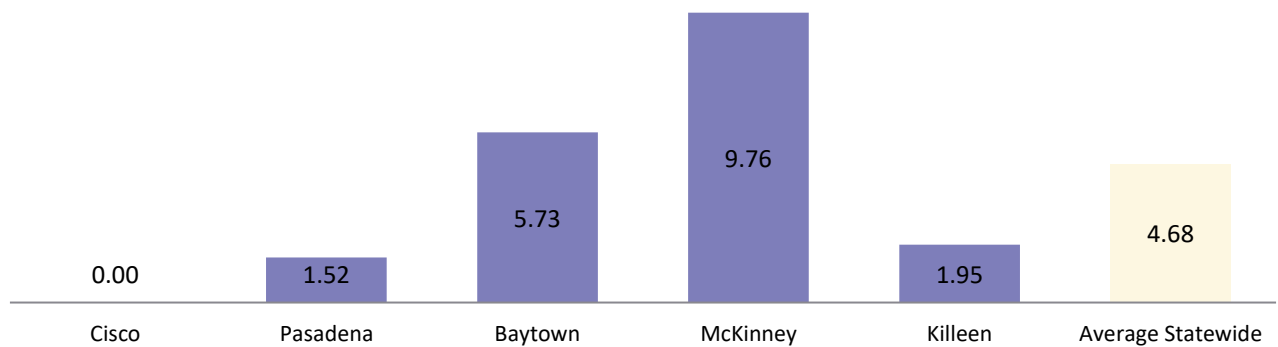
Library Comparison Chart - FY 2019



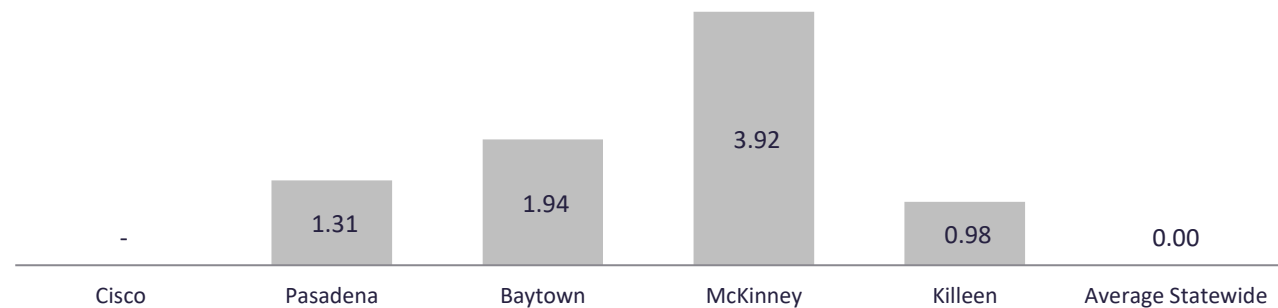
Collection Turnover Rate LFY2019



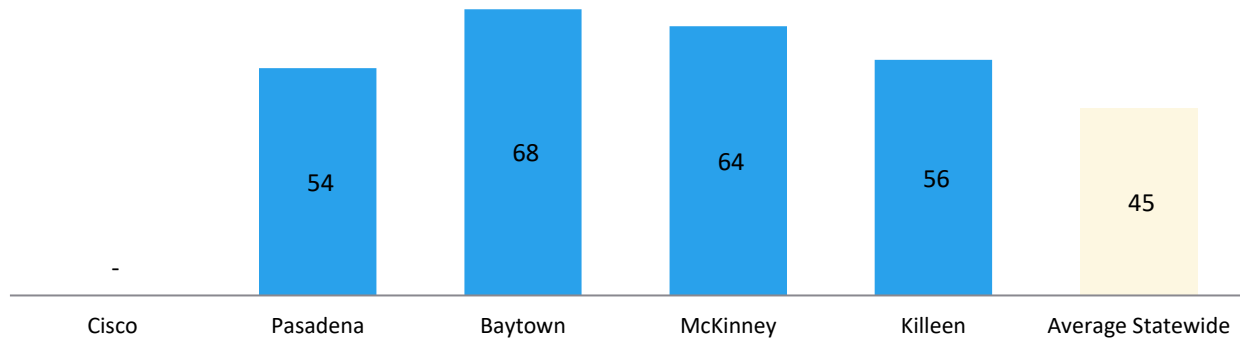
Total Circulation Per Capita LFY2019



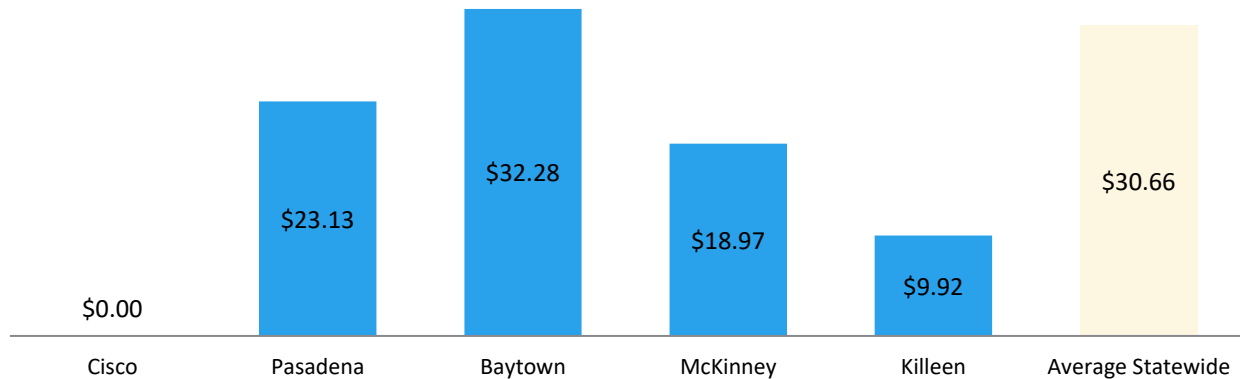
Circulation per Library Visit LFY2019



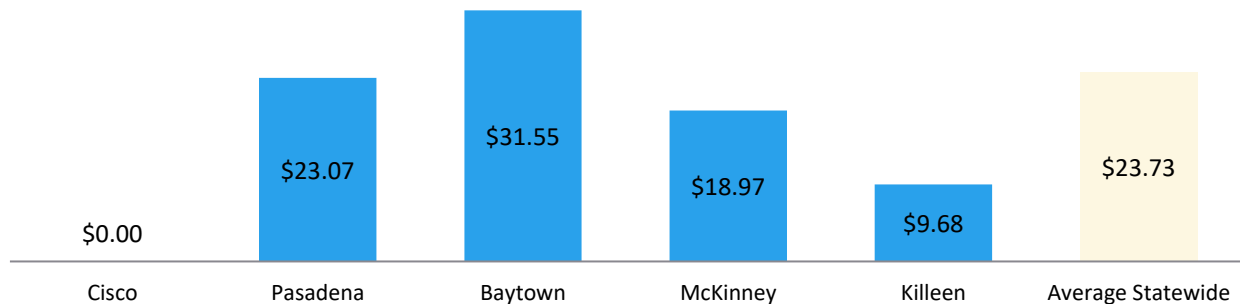
Unduplicated* Hours Open in a Typical Week LFY2019



Operating Revenue Per Capita LFY2019



Total Local Government Revenue Per Capita LFY2019



Comparison and Profile Summary (describing conditions at beginning FY 2019)

Pasadena Public Library is well-supported by the City of Pasadena, Texas, with above-average per capita spending compared to similar-sized cities (McKinney and Killeen). The greatest need for improvement is circulation (number of checkouts), library visits, and customer experience.

Open six days per week for 54 hours per week throughout the year, Pasadena Public Library provides fewer hours of operation than other libraries in the area and other libraries serving similar-sized populations. The reduction in access to our physical buildings and materials is one of many factors for the low circulation rate of 232,736 (2019). Compared to other libraries with a similar population, circulation rates range from 300,000 to over a million. Other libraries with even lesser populations have circulation rates in the 400,000s.

Changing policies and procedures to increase library cardholders' ease will be the strategic plan's primary focus.

The current collection turnover rate of 1.0 uses per item per year indicates that the print collection is not well-maintained or weeded regularly to remove materials that no longer circulate. The turnover rate also means Pasadena Public Library is not buying materials that interest the community. The physical layout, location, signage, browsability, and attractiveness of the physical collection are also factors in low circulation rates.

The Digital Collection (downloadable eBooks and eAudioBooks) circulation rates are lagging industry trends and indicate a lack of marketing, staff training, and education of patrons.

The Central Library at 1201 Jeff Ginn Memorial Drive, Pasadena, TX 77506 and the Fairmont Branch Library at 4330 Fairmont Parkway, Pasadena, TX 77504 are both unattractive and uncomfortable buildings. Both lack features that would bring attention to their location or encourage traffic.

Strategic Planning Process

At the beginning of 2020, library administration planned private and public meetings to work through the SWOT process, where the Library's Strengths, Weaknesses, Opportunities, and Threats are brainstormed. Public hearings were planned for May 2020 for community input. Before any meetings were held, the 2020 COVID-19 Pandemic forced their cancellation. In 2020, the Pasadena Public Library was closed twice, and the staff was sent home to flatten the curve of COVID-19 infections. In total, the Pasadena Public Library lost 13 weeks of productivity without staff present and a total of 15 weeks closed to the public due to the pandemic.

Due to the circumstances, Library Administration decided to change the planning process for a Strategic Plan covering the years 2019 to 2024. The new process will take the ideas and action items developed during a series of meetings with library administration and library managers in 2019 and 2020.

Pasadena Public Library

Goals and Objectives

2019-2024

Goal I. Increase circulation (total checkouts) to 500,000 per year by 2024

Objective 1.1 Increase the ease of obtaining a library card for the people of Pasadena, TX

- Expand the length of an online library card from 30 days to one year

Objective 1.2. Increase loan periods, loan amounts on popular items

Objective 1.3 Establish a Data Sharing Agreement with Pasadena Independent School District to allow Pasadena Public Library to issue a library card to every student with PISD using their district-issued school ID. The result of the program, AKA “Learning Link,” will give approximately 50,000 students library privileges.

Objective 1.4 Establish lending privileges of Pasadena Public Library’s K-12 electronic collection on the Axis360 platform with Pasadena Independent School District’s library portal.

Objective 1.5 Establish an interlocal agreement with Harris County Public Library for reciprocal borrowing between the library systems.

Objective 1.6 Patrons will have access to electronic titles

- The number of electronic titles purchased will increase each year
- The number of magazines available electronically will increase
- The number of streaming services will increase by 2024

Objective 1.7 Library staff will create displays promoting the library collection

Goal II. Increase the attractiveness and comfort of both Branches

Objective 2.1 Replace carpeting at the Central Library

Objective 2.1.1 Move book ranges during carpet replacement to create genre neighborhoods, create reading areas for enhanced browsability, and improve lighting

Objective 2.2 Replace carpeting at Fairmont Branch Library

Objective 2.2.1 Renovate public restrooms at Fairmont Branch Library

Objective 2.3 Touch up the exterior of the branches with fresh paint, power washing, and new landscaping

Objective 2.4 Add artwork to both locations, which would include murals, statues, and other creative projects

Objective 2.5 Replace all light fixtures at the Central library with LED

Goal III. Promoting Library Services to patrons and the community

Objective 3.1 The responsibility to increase awareness of library programs and services will apply to all staff members

- The Library will maintain and regularly update its webpage to reflect current programs and services
- The Library will maintain and regularly update social media sites to reflect current programs and services
- The Library will cross-promote programs and services with the City of Pasadena, TX
- The Library will utilize local media outlets for publicity
- The Library will create partnerships with local organizations to promote programs and services
- The Library will utilize a mobile app to promote library programs

Objective 3.2 Staff will be well-trained in reference skills and provide outstanding reference assistance to the public

- Library staff will attend reference-related workshops at annual conferences such as TLA, PLA, YALS
- Staff will be well-trained in readers advisory skills and actively provide these services to the public
- Library staff will create booklists, staff picks, and book reviews for the website
- Library staff will provide live and virtual book reviews to community groups
- Library staff will actively discuss books with patrons on the floor who are seeking materials and suggest alternative titles/authors when appropriate

Pasadena Public Library

Technology Goals and Objectives

2019-2024

Goal I. Increase broadband and Wi-Fi coverage of the Library

Objective 1.1 Increase broadband speed at the Library from 100 Mbps to 1 Gig as recommended by American Library Association by 2020.

Objective 1.1.1 Increase broadband speed at the Library to 2 Gigs by 2023

Objective 1.2 Provide each branch with a dedicated fiber line by 2024

Objective 1.3 Update all interior Wi-Fi Access Points and hardware for the Public Network to handle the broadband upgrade

Objective 1.4 Update outdoor Access Points at both branches by 2024

Goal II. Update Library Services Equipment to increase productivity

Objective 2.1 Replace and add self-check machines at both branches

- New self-checks should have the latest software and features
- Features should include PC reservation system, printing, and Point of Sale

Objective 2.2 Enhance mobile library app to allow checkout of items

Objective 2.3 Install RFID Gates at both branches

Objective 2.4 Inventory Wands will be obtained for efficient inventory maintenance

Goal III. Other Services Equipment to increase productivity

Objective 3.1 Install additional security cameras at the Fairmont Branch for interior and exterior coverage that is compatible with the City of Pasadena, TX Network

Objective 3.2 Upgrade the Central Library's electronic locks to make them compatible with the system used by the City of Pasadena, TX.

Objective 3.2 Install enhanced people counter at both branches capable of self-generating monthly reports

Summary

Pasadena Public Library will continually evaluate resource allocation and use data to make decisions that will maximize customer use, convenience, and satisfaction. The increase in digital use will allow Pasadena Public Library to re-think its physical space and reallocate staff and resources to provide further innovations in service. As the 21st Century landscape continues to change, library staff has tremendous opportunities to redefine the Library's role in the community. Committing to becoming advocates and leaders in technology, serving as experts in books and information resources, connecting with the community outside of the physical library building, and providing responsive customer service will ensure the Library is an indispensable part of Pasadena, TX.