City of Sulphur Springs
TEXAS

Public Library
Sulphur Springs, Texas

Long Range Plan
For
Library Services
2017-2022

Long Range Planning Committee

Hope H. Cain, MLS, Director
Sharon Burney, President
Kim Roberts, Vice President
Carol Gee, Secretary
Markeda Fisher, County Representative
Rita Taylor

Respectfully submitted to the

City and County Officials

of

Sulphur Springs, Texas

and

Hopkins County

April 2017

City Council

Emily Glass, Mayor

Freddie Taylor   **John Sellers**
Clay Walker   **Kayla Price**
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Sulphur Springs Public Library
Advisory Board Members
2017

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Sulphur Springs Public Library
Staff - 2017

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I. INTRODUCTION

A public library must plan for effective operation. This planning should consider the needs of the community, including the role of the library and specific objectives that can be developed to evaluate success. According to the Texas Public Library Standards accepted by the Texas State Library and Archives Commission there are three rating levels, which classify and distinguish public libraries. These levels are:

1). Minimum:	lowest level
2). Enhanced:	builds upon the basic
3). Exemplary:	builds upon the enhanced

Libraries which achieve the enhanced or exemplary level, will be those where improvement is a proactive rather than a reactive process

For background information, the Sulphur Springs Public Library (SSPL) ranks in the following areas:

Below Minimum:	Accreditation standing, ILL & TexShare Service Standards,
Minimum:	Administration, Collection, Finance, Personnel, Service, Accessibility, Information Services, Programming and Reference Standards
Enhanced:	Facility, Marketing, Technology, Advocacy, and Public Relations Standards
Exemplary:	none at this time

In the winter of 2016, the committee began meeting to formulate a long range plan to direct the library's operation for the years of 2017-2022. The Committee believes that the foundation to an outstanding library begins with a top-notch collection of reading and audio-visual materials, which reiterates the need to address the Minimum ranked areas where possible. In support of these goals, adequate funding to purchase and maintain the core collection is key. Employing and retaining knowledgeable library staff are also fundamental in the development of a quality facility and should be a priority for the SSPL.

The Long Range Planning Committee utilized Texas Public Library Standards, 2014 Revision for reference and guidance in this process. Also, the staff of the Sulphur Springs Public Library was invaluable in their assistance throughout the process and enabled the committee to create these goals.

Sulphur Springs Public Library staff reiterated the importance of a public library system in a rural environment and the desire for greater accessibility and improved services. It is the feeling of the Long Range Planning Committee that our community library is unique in that we have an excellent physical facility, Marketing, Technology, Advocacy and Public

Relations Standards in place. Our lack of Accreditation has not hindered us in any way in terms of Administration, Collection, Finance, Personnel, Service, Accessibility, Information Services, Programming and Reference Standards.

Non-Accreditation: Since losing Accreditation in 2012, the library has not had access to ILL, TexShare cards or TexShare databases nor can the library apply for state sponsored grants. The city and state did not agree on the amount of monies that should be spent on the library and with the director's blessing, the Accreditation lapsed and has not been reapplied for. The Director continues to collect statistics, use Long Range Plan and goals, and attend continuing education classes...all requirements of Accreditation. The library must spend money on databases to enhance services, but can choose carefully the databases to offer. These choices have been advertised and are utilized by the public more than the state sponsored databases.

The Director feels that although less money is spent by state standards on the library, the SSPL is thriving, under budget, and offers more than the keeping with strict rules imposed by the state on unnecessary spending.

II. LIBRARY BACKGROUND

The original library building on Oak Avenue was one of 29 libraries in Texas funded by the Andrew Carnegie Foundation. The facility at that location was demolished in May 1977 as part of the Sulphur Springs spontaneous urban renewal program. The First Baptist Church who owned the property converted the space into a parking lot.

In November 1967 the Library was moved to the former United States Post Office building located at 201 North Davis. The Post Office building was originally constructed in 1912-1914. When the Post Office was remodeled for use as the Public Library, several changes in the original floor plan were made. Among the most noticeable was the removal of the wall, which ran north and south just behind the Davis Street vestibule. All that remained of that wall were the columns with marble bases. Another change was the addition of a second story balcony with additional staircase. This was to allow for additional bookshelves and work areas for the expanding collection. For the most part, the original bronze hinges, doorknobs, staircase railing, ornate woodwork, and plaster remain intact.

The age of the facility and its limited space became a concern for the community and in 1996 a special bond election was held to construct a new library. The council discussed several sites with input from the public. The decision to construct the new library at the Old Hospital site at 611 North Davis was made and approved by the City Council. The voters passed a bond to construct the new library building but additional funding would be needed for fixtures. The Friends of the Library began an active fund raising campaign and was successful in providing the necessary funding. After a long and sometimes controversial process, the 22,500-foot building was completed and the moving process

began in January 2000. The official grand opening for the Library was held on February 27, 2000.

In 2015, the Hopkins County Genealogical Society moved into the 2,800 sq.ft. conference room. We are exploring ways to work together for programs and the move has been a positive one for both libraries.

III.   THE COMMUNITY AND THE LIBRARY

The Library is supported from the General Fund of the City of Sulphur Springs, and an annual contribution from Hopkins County, for Collection Development. As an overseeing body, The Library Advisory Board is appointed by the Sulphur Springs City Council and Hopkins County to support the library's goals and objectives.

The Library is a vital part of the community providing access to a large collection of books and reference materials for individuals of all ages and backgrounds. On a national level, 68% of Americans hold a library card, locally, 59.6% of Sulphur Springs city residents and 31.7% of Hopkins County residents hold an active library card. The computer area allows important access to the Internet for many members of the community for on-line education, research, employment, and enjoyment opportunities. Computer use is estimated at 40% of total library usage as compared to number of checkouts.

We offer programs for children and teens throughout the school year and focus on the Summer Reading Program in the summer. Children's programs consist of Storytime, Multiplayer Minecraft, public and private school group tours, private school check out programs, 1K Before K, outreach to area schools, ECLC and daycares, Study groups, 4H STEM activities and author visits.

For the adults, the community's technology need and use has risen over recent years as online requirements have permeated our society: homework, taxes, paycheck stubs, resume, job applications and OTJ testing requirements; not to mention many businesses have replaced snail mail and paper copies with online communications. Many patrons are in need of learning new technology and come to the library for help. Workforce/Wal Mart send their clients to us to fill out job applications, SuperHandy, and area restaurants send their employees to take the TABC or food handler certification. In addition, the library offers the adults programing such as: Proctors for testing requirements, group tour, Legal Aid, Computer Coach, Connections, DayHab, Freebie Friday, Coloring and Coffee, and various Adult Education programs in the spring. Total programming attendance for all activities in the library in 2016 was 5,931.

IV. VISION STATEMENT

The Sulphur Springs Public Library is committed to serving the public as an information center to inform, enrich, and empower every individual. The library promotes lifelong learning. It is a center for culture, recreation, and information in all of its forms.

V. MISSION STATEMENT

The Sulphur Springs Public Library will:

1. Provide the information needed to succeed at school, at work, and in personal lives
2. Furnish the reading, viewing, and listening materials and programs to enhance their knowledge of the world and improve their quality of leisure time
3. Promote the joy of reading and love of learning
4. Increase accessibility to electronic information resources
5. Encourage the community's use of the Sulphur Springs Public Library resources and services

VI. ADMINISTRATION STANDARDS

Goal 1: Issue an Annual Report brochure to the General Public and to members of the funding agency.

Goal 2: Have a written and publicly posted copyright compliance procedure (17 USC 108) (United States Code).

Goal 3: Cooperate with other (non-library) agencies to offer information, services, and programs to library users.

Goal 4: Cooperate with other public libraries, school, academic, and special libraries to offer information, service, and program to library users.

Goal 5: Provide orientation and continuing education for Library Board.

Goal 6: Conduct community studies and make use of other needs assessment techniques to ensure community participation in the design and delivery of library service.

Goal 7: Bring Administration Standards to Exemplary Level in the next five years, by improving on or fulfilling the above goals.

VII. COLLECTION STANDARDS

Goal 1: Maintain and improve the collection development plan based on community need that includes selection criteria, collection specialties, priorities, and requests for reconsideration.

Goal 2: Maintain and improve the library's collection to reflect the diversity of the population served (in terms of age, ethnicity, gender, religious preference, reading interests, and other aspects of the population). The collection should continue to include access to a variety of formats including electronic resources such as databases, eBooks, streaming video and online instruction.

Goal 3: Improve circulation per capita from 1.06 to 2.5

VIII. FACILITY STANDARDS

Goal 1: Have an exterior sign identifying the facility as a library that is clearly visible from the street.

Goal 2: Future planning with teen area expansion in mind for multipurpose room/classroom, program room and with high school art classes for wall mural.

IX. FINANCE STANDARDS

Goal 1: Improve materials expenditures from $1.03 to $1.90 per capita – (Improve materials expenditures from 11.3% of budget to 15%)

X. MARKETING STANDARDS

Goal 1: Maintain and improve the communication opportunities in the community by utilizing all available marketing tools which could include printed material, social media, websites, and the media, i.e. newspaper, radio and TV. The library will be aware that each communication/flyer that reflects the image of the library should be attractive and accurate. When appropriate, communications will be available in languages other than English.

XI. PUBLIC RELATIONS STANDARDS

Goal 1: Maintain and improve public relations to continue to establish favorable press relationships and public understanding to promote goodwill and get news out about the library on a regular basis. It will target local demographics and reflect language(s) spoken in the community and take full advantage of the service area's promotional opportunities.

Goal 2: Maintain and improve excellent library services and a courteous well-trained staff that meets the needs of every segment of the community. Evaluate all policies and procedures in terms of effect on the public and the library's public relations and regularly evaluate the public image of library services, staff and programming.

XII. ADVOCACY STANDARDS

Goal 1: Maintain and improve non-partisan relationships by hosting events, attending hearings and informing interested community members about opportunities to lobby for library funding, policy and laws.

XIII. PERSONNEL STANDARDS

Goal 1: All staff members should:
- Project an image of competence and courtesy to the public they serve
- Have an understanding of the history and development of library services
- Know the service goals of the library and be aware of all library policies
- Be well-trained in the best practices and procedures required by their position
- Training and continuing education hours which can be fulfilled with distance learning, video conferencing workshops and seminars held in-house
- Participate in community-based organizations through membership and active participation

XIV. INFORMATION SERVICES (REFERENCE) STANDARDS

Goal 1: Improve Reference performance quality for all library staff and provide access to training and tools necessary to achieve standards.

XV. PROGRAMMING STANDARDS

Goal 1: Texas public libraries should strive to meet the needs of the citizens of their community by:
- Presenting educational, cultural, recreational and reading programs that reflect diverse community needs and interests
- Providing children's programming to encourage reading and lifelong learning
- Collaborating with other community organizations and educational institutions to promote library services
- Summer reading programs for youth
- Provide adult programming appropriate to the needs of the community
- Programming in computer literacy

XVI. TECHNOLOGY STANDARDS

Goal 1: Offer iPad/Kindle/e-readers for in-house use and checkout

Goal 2: Formulate Long Range Plan for 2022-2028.

XVII. CONCLUSION

Based on informal public survey, the citizens of Sulphur Springs and Hopkins County have expressed their feeling that the Library is important to the community. The library staff have also expressed the importance and desire for additional and improved services in their library as it plays a vital community role. The Long Range Planning Committee echoes these sentiments and because we have an excellent existing physical facility, encourages funding to support a larger and more current collection, advanced technology, extended hours with more staff positions, future improvements and improve Marketing and Public Relation Standards.

APPENDIX

Local Implementation Checklist

ADMINISTRATION STANDARDS	Achieved	Working on	Not yet begun	NA
LIBRARY BOARD				
The Library Board has bylaws.	X			
The Library Board meets at least quarterly.		X		
The library provides orientation and continuing education for the Library Board.		X	X	

At least one member of the Library Board is a current member in a professional library organization.	X			

The Library has:				
A written mission statement	X			
A written long-range plan	X	X		
A written technology plan	X	X		

The library has policies and procedures covering:				
a. ADA compliance	X			
b. Circulation	X			
c. Code of Conduct for library users	X			
d. Collection Development/Materials Selection	X			
e. Copyright Compliance (publicly posted)		X		
f. Customer Service	X			
g. Emergency Procedures and Safety Standards	X			
h. Gifts and Special Collections	X			
i. Human Resources	X			
j. Interlibrary Loan				X
k. Internet and other technology priorities	X			
l. Patron Complaints	X			
m. Privacy and Confidentiality	X			
n. Public Relations			X	
o. Record Retention Schedule consistent with Local Government Records Act	X			
p. Other policies and procedures as appropriate to the library's mission, goals and facilities	X			

The library reviews policies and procedures every two years.	X			
The library issues an Annual Report to the general public and members of the funding agency.	X	X		
Cooperate with other (non-library) agencies to offer information, services and programs to library users.	X	X		
Partner with other libraries (public, school, academic and special) to offer information, services and programs to library users.	X	X		
The library uses a variety of indicators and outcome measures to determine the effectiveness of its service program.		X	X	
The library conducts community studies and other assessments to ensure community participation in the design and delivery of library services.			X	
The library completes a community analysis at least every five years.		X		

	Achieved	Working on	Not yet begun	NA
The library completes a patron survey at least every two years.			X	
The library has a Friends and/or Foundation 501(c)(3) support group.	X			
The Library Director is a current member in a professional library organization.	X			
At least one library board member is a current member of a professional library organization.		X		
The library conducts an annual meeting for the purpose of planning and evaluating services.		X		

COLLECTION STANDARDS	Achieved	Working on	Not yet begun	NA
A collection development plan based on community needs includes selection criteria, collection specialties, priorities and requests for reconsideration.	X			
The library collection reflects the diversity of the population in the community.	X	X		
The collection includes a variety of formats, including electronic resources.	X	X		
The collection includes basic reading skills and English as a Second Language (ESL) materials.	X	X		
The collection has been weeded within the past five years.	X	X		
Interlibrary Loan services are offered.				X
The library participates in the TexShare card program.				X
The library collects local history materials.				X
The library maintains a core reference collection which may include online resources.				
The library provides an adequate number of materials:				
a. The collection has _42,590_____ items	X	X		
b. The collection has _1.18_____ items per capita 1.95 items per capita for enhanced		X		
The library's collection is used by the community:				
a. The circulation per capita is __1.06____ 4.10 per capita for enhanced		X		
b. The collection turnover rate is __.79_ 1.77 turnover for enhanced	X			
The library maintains a current collection:				
a. The percentage of the collection less than five years old is _14.65%____ 20% for enhanced		X		
b. The entire collection is weeded every __8____ years		X		

FACILITIES STANDARDS	Achieved	Working on	Not yet begun	NA
The Library will:				
Comply with federal, state and local building codes, including ADA and TABA	X			
Have an emergency procedures manual and a disaster plan	X			
Have the required emergency facilities	X			
Have and regularly reviews adequate insurance for loss or damage to the library	X			
Review existing and future facilities for safe, secure environment	X			
Have a plan and budget for the maintenance of the building(s) and grounds	X			
Have convenient and adequate parking	X			
Be clearly identified by exterior sign, visible from the street, as a library		X		
Have well designed signs including the International Symbol of Accessibility where appropriate	X			
Incorporate changes to move toward sustainable buildings *LED light bulbs			X	
Have adequate provision for current electrical, data and telephone needs	X			
Have controlled temperature and humidity for the benefit of visitors, staff and the protection of property	X			
Have adequate interior and exterior lighting	X			
Have an after-hours materials return that is fireproof, in a safe, well-lit area	X			
Have furnishing and equipment adequate to meet the needs of users and staff	X			

Have adequate space to meet service, operation and storage needs	X	X		
Have meeting space for library programs and for use by community groups, if it is part of the library's plan	X	X		
Receive input from stakeholders on location, design and accessibility of future locations and renovations		X		
Complete a space needs assessment every five years			X	

FINANCE STANDARDS	Achieved	Working on	Not yet begun	NA
The following are non-quantitative standards to be met:				
Receive funds on an ongoing basis as the basic funding structure of the library from: city, county, taxing district, other public funding entity or 501(c)(3) groups.	X			
Submit and annual library budget that addresses the needs of the community as reflected in the long-range plan.	X			
Have fiscal procedures and financial management practices consistent with local government practices and state law.	X			
Any library that is run by a governing board and is designated 501(c)(3) shall have an independent audit conducted every three years.				X
Allocate funds for staff continuing education costs	X			
Provide the minimum salary for a starting librarian's position as reported by the Texas Library Association	X			
Allocates __1.03___ per capita for materials expenditures $1.90 per capita for enhanced		X		
Allocates __9.66___ per capita for operating expenditures $15.33 per capita for enhanced		X		

MARKETING STANDARDS	Achieved	Working on	Not yet begun	NA
The library has an active, ongoing **marketing plan.**		X		
The library has assessed communication opportunities and uses all available marketing tools in the community.	X	X		
The library recognizes that communications reflect the image of the library and should be attractive and accurate.	X			
The library uses a recognizable look, brand or logo on all printed materials.	X			
When appropriate, the materials are available in language(s) other than English.	X	X		

ADVOCACY STANDARDS	Achieved	Working on	Not yet begun	NA
The library will create and nurture non-partisan relationships to inform interested community members about opportunities to lobby for library funding, policy and laws.		X		
Information will include legislative issues on a local, state and federal level to effect positive change for all libraries.		X		
The library will provide information to community advocates to enable them to communicate the value of the library to policy-making officials and promote library use.	X	X		

PUBLIC RELATIONS STANDARDS	Achieved	Working on	Not yet begun	NA
The library will focus on the need to foster and maintain a positive image in the community.	X	X		
The library will establish favorable press relationships.	X	X		
The library will target local demographics and reflect language(s) spoken in the community.	X	X		
The library will evaluate all policies and procedures in terms of effect on the public and the library's image.	X	X		
The library will evaluate the public image of library services, staff and programming.	X	X		

PERSONNEL STANDARDS	Achieved	Working on	Not yet begun	NA
All staff members should:				
Project an image of competence and courtesy	X	X		
Have an understanding of the history and development of library services	X	X		
Know the service goals of the library	X	X		
Be aware of all library policies	X	X		
Be trained in best practices and procedures required by the position	X	X		
Have training and continuing education hours	X	X		
Participate in community-based organizations	X	X		
Have salaries, hours and benefits comparable with other positions of the funding entity requiring similar educational preparation and job assignments	X			
The Director has the required education	X			
The Director completes the required annual training	X			
The staff attends annual continuing education courses/workshops	X	X		

	Achieved	Working on	Not yet begun	NA
There is one FTE per __9,055__ population 1 FTE per 4,100 population for enhanced		X		
There is ___1___ FTE MLS per __36,223__ population 1 MLS per 17,100 population for enhanced		X		

SERVICE STANDARDS	Achieved	Working on	Not yet begun	NA
All public libraries in Texas shall:				
Have core library services available when they are open to the public	X			
Have a minimum of two publicly accessible Internet terminals	X			
Provide InterLibrary Loan either for free or for recovery of direct costs				X
Have Internet access for staff	X			
Have an online catalog of holdings and an automated circulation system	X			
Have a copy machine available for administrative and public use	X			
Have a telephone and scanner available for administrative use	X			
Have a system for reserving circulating books	X			
Have day time, evening and weekend hours	X			
Have staff, signage and publications in appropriate language(s) to help patrons where there is significant population speaking a language other than English	X	X		

Service: Accessibility	Achieved	Working on	Not yet begun	NA
The library is open __49__ hours per week 50 hours for enhanced		X		
The library has a website	X			
The library has a social media presence	X			
The library provides remote access to the online catalog	X			
The library provides remote renewals for materials	X			
The library provides remote online reservation of circulating materials	X			

Service: Information Service	Achieved	Working on	Not yet begun	NA
Reference and readers advisory assistance	X	X		
Reference service by telephone when the library is open to the public	X	X		
Information and instruction on the use of the library and it materials and equipment	X	X		
Online database searching with remote access	X			

Virtual reference service			X	
Services: Programs	**Achieved**	**Working on**	**Not yet begun**	**NA**
To meet the needs of the community the library will:				
Present educational, cultural, recreational and reading programs that reflect diverse community needs and interests	X	X		
Provide children's programs to encourage reading and lifelong learning	X	X		
Collaborate with other community organizations and educational institutions to promote library services	X	X		
Provide library outreach services to the under-served and un-served in the community	X	X		
Facilitate a summer reading program for youth	X	X		
Provide adult programs appropriate to the needs of the community	X	X		
Moderate online book clubs			X	
Offer programs in computer literacy	X	X		
Digitize historical community assets	X		X	

TECHNOLOGY	**Achieved**	**Working on**	**Not yet begun**	**NA**
The library will:				
Provide an adequate number of computers for population served	X			
Consider technological enhancements to current services as trends indicate	X	X		
Require its e-Vendors to encrypt patron data across the internet and minimize internal risks to patron data	X	X		
Forward a copy of the Technology Standards to all of its e-Vendors and ask for compliance			X	