

Long Range Plan 2015-18

As the world increasingly becomes a technology-driven society, the Bruton Memorial Library embraces its role of providing services to the public that reflect these changes. While our community becomes more dependent upon technology when pursuing life-improving opportunities, conducting daily activities, and engaging in personal recreation, our library aspires to meet these needs in the most efficient, current and welcoming way. We plan to be results-oriented and employ the principles of strategic planning while determining future directions. With this in mind, we have delineated areas of operation and a course of action for presenting and attaining our long range vision for the Bruton Memorial Library.

Bruton Memorial Library Today

As a department of the City of Plant City, and as an active member of the Hillsborough County Public Library Cooperative (HCPLC), the Bruton Memorial Library (BML) always looks for opportunities to improve service provision utilizing best business practices. In this *Long Range Plan* and in the accompanying *Annual Plan of Service*, we have identified targets and methods of measurement within our areas of operation that will quantify the return on investment, value, and cost effectiveness of the goods and services we provide. Statistical charts of our current value and return on investment are included. Targets for these measurements will furnish our City and County governing bodies and our citizens with meaningful data for determining our operational effectiveness and value.

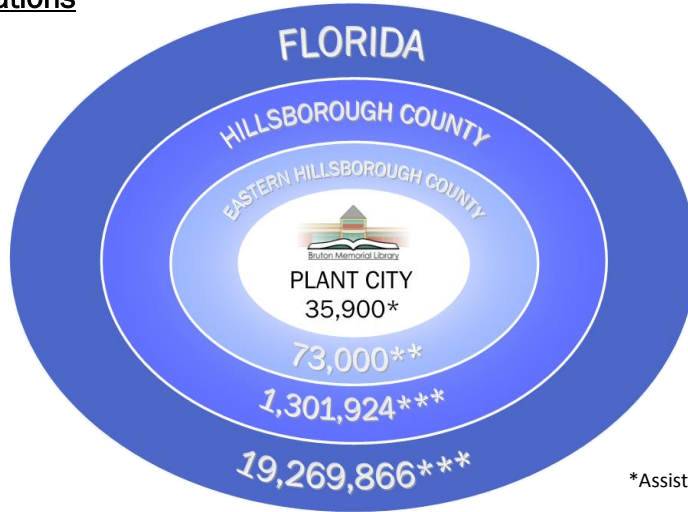
Taxpayer Return on Investment

According to the State of Florida's Division of Florida Public Library and Information Services, the return on taxpayer investment continues to increase. The State estimates the return on investment taxpayers receive by investing into Florida's public libraries as:

\$10.18 return for every \$1

This means that statewide taxpayers invested \$496 million while receiving approximately \$5.55 billion in economic benefits. For Bruton Memorial Library's customers, their average return on investment is approx. \$10 to \$1. Our library serves approx. 35,000 citizens in Plant City, and our service population for East Hillsborough County is approx. 73,000.

Service Populations



Sources

*Assistant City Manager, Bill McDaniel

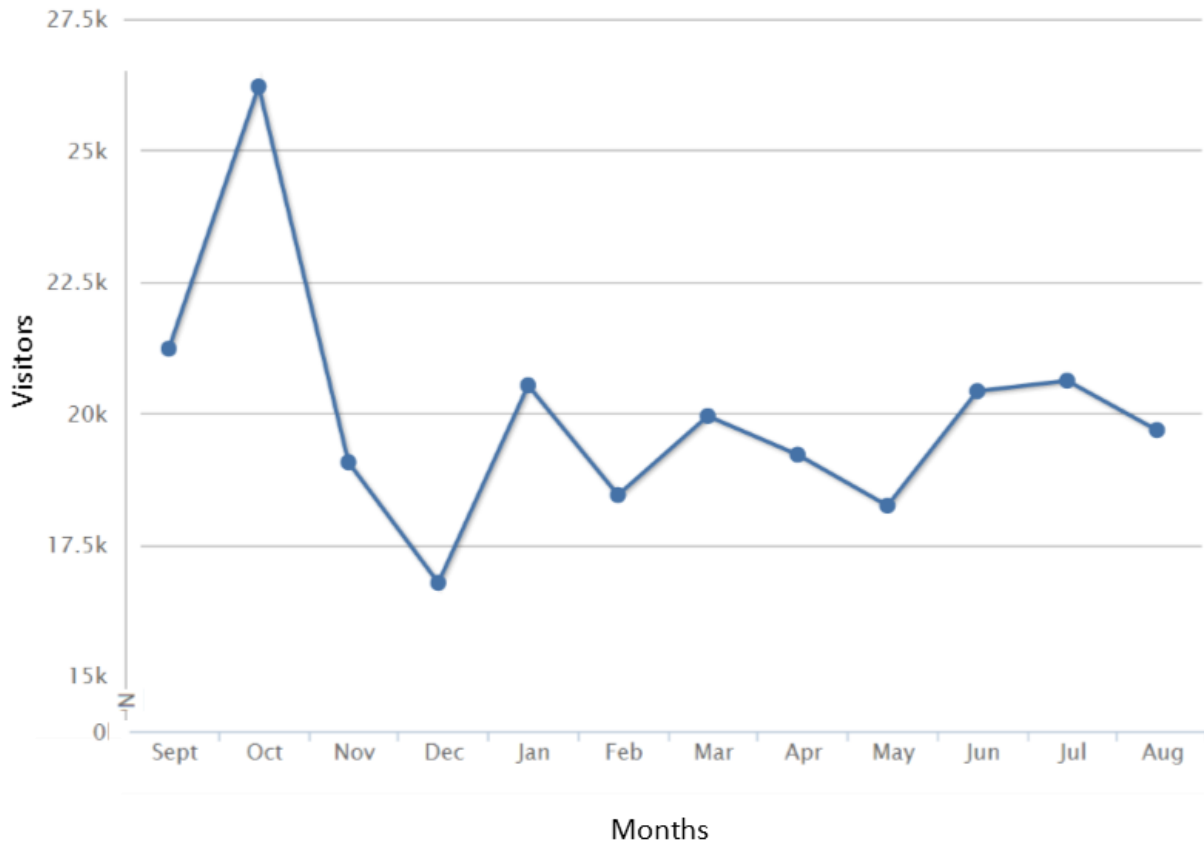
**THCPL Report based on most recent census

***State of Florida Department of Library Services

Library Visitor Data

The Bruton Memorial Library averages approx. twenty thousand visitors per month.

2014-2015 Library Attendance



Total Attendance from 9/14 to 8/15: 240,327

The Hillsborough County Public Library Cooperative (HCPLC) uses the State of Florida's calculated values for materials and programming based on estimated average costs if patrons were purchasing the materials or paying to attend programs. Using the same guidelines as the other libraries in Hillsborough County, we have charted the values BML provides from our daily and monthly statistics recorded over the past year: September 2014 through August 2015.

BML Service and Program Values

Library Services and Materials	Monthly Usage Average	2014-2015 Usage Total	Value per Service	Monthly Average Value	2014-2015 Total Value
Reference Assistance	8,915	106,975	\$15.00	\$133,725.00	\$1,604,625.00
Computer <small>Est. 1.5 hours/use</small>	9,567	114,800*	\$12.00	\$114,804.00	\$1,377,600.00
Adult Program Attendance	211	2,533	\$15.00	\$3,165.00	\$37,995.00
Teen Program Attendance	20	239	\$12.00	\$240.00	\$2,868.00
Child Program Attendance	441	5,286	\$7.00	\$3,087.00	\$37,002.00
Meeting Room	14	171	\$50.00	\$700.00	\$8,550.00
Study Room	190	2,283	\$10.00	\$1,900.00	\$22,830.00
Books	27,647	331,774	\$15.00	\$414,705.00	\$4,976,610.00
Audiobooks	983	11,792	\$15.00	\$14,745.00	\$176,850.00
Magazines	458	5,491	\$5.00	\$2,290.00	\$274,550.00
DVDs	9,750	116,994	\$17.00	\$165,750.00	\$1,988,898.00
Music CDs	118	1,413	\$10.00	\$1,180.00	\$14,130.00
Tutoring (Hours)	18	215.5	\$15.00	\$270.00	\$3,232.50
TOTAL					\$10,525,740.50

Our Library provides free internet access to our citizens via public computers and Wi-Fi access throughout our building. Tracking these services and web based services via our HCPLC web connection, are mostly unobtainable at present or we are currently unable to separate BML statistics from county statistics. Moving forward, HCPLC and BML are seeking improved ways of indicating our performance and service values as we investigate ways of recording and/or retrieving specific information that will enhance our data collection.

Areas of Operation

Community

Relationships in our local and extended community assist us in identifying directions and strategies for our library.

- *Hillsborough County Public Library Cooperative (HCPLC)*
Membership in a library cooperative has become the norm and provides the members with fiscal leverage for best price procurement of goods and services, and a professional forum for the exchange of best library practices.
 1. Continue our partnership with the Tampa-Hillsborough County Public Library (THCPL) and the Temple Terrace Library; maintain communication and strengthen partnerships through formal quarterly meetings and informal meetings.
- *Polk, Pinellas and Pasco Reciprocal Borrowing Agreement*
Continue our reciprocal borrowing agreement with these counties for the benefit of our mutual patrons.
- *Professional Memberships*
Professional partnerships and memberships provide libraries with the most up to the minute information about our organizations.
 1. Maintain professional memberships in the American Library Association, the Florida Library Association, and the Tampa Bay Library Consortium.
- *City Government*
As a City of Plant City Department, the Bruton Memorial Library supports the policies, and contributes to the goals of the City by aligning practices and operations with the City's objectives. The Director of Library Services reports directly to the City Manager.
- *Local Economic Development*
The Library is in downtown Plant City and averages 20,000 visitors per month. Supporting economic development in our community is a key role of the library through our business related databases, public computer access, and programs aimed at employment services. Continuing to provide entrepreneurial and employment support will continue to be an important function of our library.

- *Local Organizations*
Maintain memberships in local organizations like the Plant City Chamber of Commerce, attend meetings of local organizations, and local public speaking will continue to contribute to understanding the service needs of our local community.
- *Citizens*
We want to adopt ways of increasing feedback from our patrons with more formal methods so our library will be responsive to the actual community needs and thus create a realistic, credible, and appealing community library. We want to initiative and maintain tracking methods and statistical analysis of our social media presence.

Resources

The breadth of public technology services available in libraries is growing exponentially, placing increased pressure on library budgets and staff to not only keep abreast of community needs and changing technologies, but also to plan for the future.

- *Fiscal Planning*
The cost of technology necessary for operating an effective public library today has increasingly taken larger portions of library budgets.
 1. Continue to make the most cost-efficient purchases, allocate our funds in the most cost-effective ways, and continuously assess our priorities within our budget each year.
- *Library Collection*
Continue to share information resources with HCPLC in material and digital formats so residents have the greatest variety of access; THCPL will continue to provide Interlibrary Loan services for information and material access outside our county system.
 1. Check circulation statistics of targeted genres or titles to see if circulation increases.
- *Grants/Awards*
Continue to explore possible external funding sources and apply for grants or awards that are appropriate for our library's goals and direction.
- *Volunteers*
 1. Continue to cultivate volunteer resources and track and calculate the value of the hours they donate to our operations.
- *Florida Library Association Operating Standards*
Use Florida library operating standards as a guide in determining our best service provision and staffing decisions.

Services

Libraries provide highly relevant services and engage directly with residents. With this relevancy, library services and programs are constantly evolving. The library's services are integral to building communities where residents can happily live, work, and play.

- *Programming*
Look for innovative strategies for new and different approaches for delivering library services; base programming on actual community desires and needs instead of perceived notions.
 1. Strategize with Librarians to target feedback mechanisms and a timeframe for implementing strategies. Examples: Community meetings, online surveys.
- *Circulation*
Maintain an ongoing assessment by the staff of best circulation flow for patrons and staff.
- *Information*
Librarians will provide accurate and timely responses for information and reference requests; maintain an ongoing assessment by the librarian staff for best information desk practices.
 1. We keep meeting room request and request fulfillment data. Formulate summarized reports for measuring this service provision.
- *Meeting Space*
Examine meeting room guidelines for revision keeping in mind the types of space requests we receive; our room may be reserved by non-profit groups for use based on availability.
 1. Discuss with Library Board charging facility fees for meeting room and fiscal impact to library's budget
- *Bruton Memorial Friends of the Library sales*
Our Friends group operates as a volunteer not-for-profit support group. We will continue to provide a home for the Friend's used bookstore; explore the provision of technology enhancements and practical items to sell that assist patrons.

Technology

Technology is evolving at a rapid pace and becoming even more important to daily life. This makes the public library's role as a trusted technology guide and go-to resource increasingly vital.

- *Radio Frequency Identification Inventory Management System (RFID)*
Installation of RFID kiosks will provide self-serve patron check-in and check-out and payment of fees; RFID will provide enhanced inventory circulation speed and ability to monitor collection more accurately.

- *Desktops to Laptop Conversion*
Providing laptop public computers through our HCPLC connection will offer the public better individual computer technology with more efficient maintenance and servicing capabilities.
- *Laptop Check-out*
Explore the possibility of extending free use of laptops to our patrons which would include a cost analysis as part of this service to determine if service benefits outweigh cost
- *iPads for Youth*
Knowledge and use of this technology is essential for students and we will provide for this in the Youth Services public computer area.
 1. Determine cost savings for patrons being able to use this service.

Library Housing and External Parameters

We desire to demonstrate creative skills in moving our library into the future. Our long range vision includes revitalizing our space and replacing worn and outdated furniture. We want the library to be a comfortable setting citizens will enjoy visiting. We want the space to be conducive to accommodating and enhancing their service needs. The library building both exterior and interior contributes to the overall quality of experience for our patrons.

- *Exterior*
Continue to maintain our facility and monitor and anticipate repair needs;
Update the color of the exterior trim and library signage.
- *Interior*
Plan and possibly implement the Library's interior expansion which includes updating and modifying at the minimum the patron use areas.
 1. Complete the Reading/Conference Room project; BML Library Board and Friends are raising funds for the cost of the Reading Rooms redesign.
 2. Create a Maker Space in the room currently storing used books for the FOL sale; equip the space with stations and equipment for creative and technology exploration.
- *Landscaping*
Add native Florida plants and butterfly attracting plantings to the entrance area of the library's landscape.

Sources that support this plan:

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