



Celebrating 35 Years

**FLOWER MOUND
PUBLIC LIBRARY**

Strategic Plan 2021



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Mission Statement:

The Flower Mound Public Library supports education in our community by providing access to information, creating young readers, fostering success in school, and facilitating lifelong learning.

The Library contributes to quality of life in Flower Mound by stimulating imagination, celebrating diversity, and encouraging creativity in a space that meets the needs of the community.

Introduction

The Flower Mound Public Library staff develops a Strategic Plan each year. The planning process relies on the book *Strategic Planning for Results* by Sandra Nelson (American Library Association, 2008.) The book sets out 18 roles, or service responses, that encompass all possible services provided by public libraries in the United States. During the 2015 planning process, eight responses were identified that meet the needs of the residents of Flower Mound and the surrounding area, and which the Library is positioned to provide. These responses were translated into the goals that form the basis for the 2015 and subsequent annual strategic plans.

The goals chosen for the Library fall under two broad categories that comprise the Library's mission: **Supporting Education** and **Contributing to the Quality of Life**. Using surveys and other sources of community input, Library staff annually identifies objectives to be met in the coming year under each of the eight goals.

Community Profile

The Town of Flower Mound is located in the Dallas/Fort Worth Metroplex in southern Denton County. It encompasses approximately 45 square miles. The population in 2020 was 78,080. A master-planned community incorporated in 1961, Flower Mound is 28 miles northwest of Dallas, 25 miles northeast of Fort Worth and three miles north of the Dallas/Fort Worth International Airport. The Town is uniquely located between two large lakes; Lake Grapevine at the southern border and Lake Lewisville to the north.

Flower Mound derives its name from the historical site located near the intersection of FM 2499 and FM 3040. This site, known as The Mound, rises nearly 50 feet above the plains and is home to more than 500 different varieties of wildflowers and native prairie grasses. In the early 1800s, Wichita Indians were the main inhabitants of the area.

Demographics

The estimated number of households in Flower Mound in 2020 was 22,624. The median home value was \$359,036. The median household income was \$138,873. The racial makeup of the town in 2020 was 77.7% White; 12.5% Asian; 4.4% Black; 0.5% Native American; 0.1% Pacific Islander; and 4.8% other. Hispanic or Latino of any race make up 9.9% of the population.

Residents under age 20 constituted 30.0% of the population in 2020, and those over age 65 made up 10.8%. The median age was 39.7.

A little more than 16% of Flower Mound residents speak a language other than English.

Government

The Town of Flower Mound has a Council-Manager form of government. A Mayor heads a Council of five members who are elected at large and serve staggered three-year terms. (The voters amended the Town Charter on November 8, 2016 to transition from two-year, to three-year terms; the transition will be complete in 2025.) The Flower Mound Public Library is a Town Department. It is advised by the Cultural Arts Commission, and the Director of Library Services reports to an Assistant Town Manager.

Education

More than 85 percent of the adult population of Flower Mound over age 25 has had at least some post-secondary education. The majority of Flower Mound is served by the Lewisville Independent School District (LISD). LISD encompasses 127 square miles and serves 13 communities. Portions of Flower Mound are also served by Northwest, Argyle, Denton and Grapevine-Colleyville School Districts. Within the Flower Mound Public Library immediate service area, there are 12 LISD elementary schools, six middle schools, two ninth-grade campuses and two high schools, along with numerous private schools and preschool programs. The Town is also served by satellite campuses of NCTC (North Central Texas College) and MSU (Midwestern State University.) There are approximately 28 four-year colleges within 50 miles of Flower Mound.

The Community and Surrounding Area

The Town regularly receives various livability awards. In 2020, these included “Number 1 Best Suburb to Buy a House in the DFW area” (Niche), “Number 4 Safest City in Texas” (LendEDU), and “Number 5 City with the Highest Percentage of College Graduates in Texas.” (LendEDU.)

The Parks and Recreation Division maintains close to 1,000 acres of parkland. This includes approximately 59 miles of multi-purpose trails that link parks, neighborhoods, schools and businesses; two miles of equestrian trails; a dog park; a splash pad; a disc golf course; and multiple athletic complexes. A senior center with over 2,000 members and a Community Activity Center that averages over 5,000 members provide a variety of recreational amenities and programming. A new 3.3-acre memorial park which is located adjacent to the Library is currently under design, projected to open in summer of 2022.

The Town’s Lakeside Business District on the south side of town continues to prosper with the completion of Lakeside Center, a Class-A office building; the Lakeside Condo Tower in Lakeside DFW; and almost 200,000 square feet of flex office/warehouse space called Eastgroup. Construction has commenced on the southern half of Lakeside DFW, named Lakeside Village, bringing mixed-use development including restaurant and retail space, hotels, office, single-family, and condominium residences. Construction continues on The River Walk, located near the center of town, bringing a variety of residential, retail, office, eateries, hotel accommodations, and entertainment spaces. On the west side of Town, Furst

Ranch is currently in the application process and is proposing a mixed-use development totaling more than 2,000 acres, bringing a mixture of retail and restaurant, corporate office, industrial, single family, multi family, and condominium residences. All of these projects will bring additional population to the Flower Mound Library service area.

Library Profile

History

Flower Mound Public Library opened to the public in November 1985. The first facility was a 1,500 square-foot house which was later expanded to 2,000 square feet. In 1993 the Library moved to a 4,000 square-foot space in the new Town Hall. A bond election in 1994 for a new library failed but a second election in 1997 passed. Construction began in 1998 on a 25,000 square-foot facility which opened to the public in February 2000.

Library Statistics

The Flower Mound Public Library serves the residents of Flower Mound, as well as residents of Denton County through an Interlocal Agreement. At the end of FY2020, Flower Mound residents holding library cards totaled 24,693 (34% of the population), and 10,457 Denton County residents living outside the Town limits had Flower Mound library cards. During FY2019, the Library had 175,584 visits. Programs offered totaled 530, attended by almost 17,000 residents.

In FY2020, Library usage numbers were reduced substantially due to periods of closure necessitated by COVID-19 and Library construction. Visits totaled 97,446 in FY2020 and program attendance was 7,059. The Library owned 124,902 physical items (1.71 per capita) at the end of FY2020 but only circulated 337,817 items. This was a decrease over FY2019 of 25%. Curbside services, use of the drive-thru window, and circulation of e-content resulted in less of a drop in circulation than was seen in Library visits and program participation. Circulation of e-content constituted 24% of total circulation in FY2020, up from 16% in FY2019.

The Library is open seven days a week for a total of 64 hours. The Library has 29 staff members (23 FTEs.) Ten positions require a Master of Library Science degree.

Funding and Expenditures

The Library receives funding from the Town of Flower Mound. The budget for FY2021 is \$1,921,013. Personnel costs comprise approximately \$1,495,471 of this amount. The Library budget for books and media is \$115,000, with an additional \$201,375 for non-capital content and associated platforms, including e-content, subscriptions and databases. Donations from The Friends of the Flower Mound Public Library, a non-profit support organization, as well as from other sources, add up to between \$10,000 and \$25,000 annually.

Services

The Library offers eight weekly programs for young children, as well as numerous monthly and annual programs and outreach events for school age children and teens. A monthly book club and occasional programs on topics of interest are offered for adults, and a monthly gaming program is open to all ages. All these programs are currently either suspended or being offered virtually for the duration of the COVID-19 crisis. The Library has 12 public Internet access computers and a wireless network that provides free internet access for mobile devices. Seven private study rooms and a large meeting room are available for use by the public. The Library also provides Interlibrary Loan services, TexShare Cards and TexShare databases through the Texas State Library. Two services desks – Circulation / Adult Services and Youth Services – are staffed to provide assistance when the library is open.

Library Expansion

Planning for Expansion

In June of 2012, the Town approved “A Library Master Plan for the Town of Flower Mound Public Library” prepared by consultants Dewberry Architects, Inc. The consultants were hired to produce a master plan that would:

- address what the town expects from the library
- look to the future and plan for ten years with a five-year update
- address the size and location(s) of the library
- plan for a build-out population of 90,000

Through a six-month process of site visits, data collection, peer review and community input, the consultants produced a master plan for an expansion and renovation project.

Expansion and Renovation Project

Based on the Library Master Plan, the Library underwent an expansion and renovation project. Design work on the project began in January of 2018, and the work was completed in October of 2020. The expansion increased the Library square footage from 25,000 to 40,000. This increased the square footage per capita from 0.34 to approximately 0.51. This increase brought the Library more in line with the statewide average of 0.47 square footage per capita for Texas libraries serving populations of 50,000-99,999, and the overall statewide average of 1.06.

The budget for this project was \$12,500,000, which was funded by \$10,900,000 in TIRZ funds; \$1,500,000 in Town of Flower Mound General Revenue funds; and \$100,000 in Town of Flower Mound Tree Preservation Funds. The architect was Komatsu Architecture and the Construction Manager-at-Risk was Steele & Freeman.

Features added by the expansion include:

- a dedicated children’s storytime room
- Creation Lab, featuring no- and low-tech equipment and digital content creation tools, as selected with input from residents
- teen area with a lounge and separate shelving for the teen collections
- family restroom
- three additional study rooms, bringing the total to seven
- additional multipurpose room
- additional seating throughout
- quiet reading room for adults, with an adjacent seating area featuring a fireplace
- small vending area with indoor and outdoor seating
- reading patios overlooking the new Peter’s Colony Memorial Park to the west
- expanded parking



Top: Adult Services / Circulation Desk. Bottom: Storytime Room

Library Goals

SUPPORT EDUCATION OF FLOWER MOUND RESIDENTS:

Goal 1

Residents will have the knowledge and skills to search for, locate, evaluate and effectively use information to meet their needs.

Goal 2

Children from birth to five will have programs and services designed to ensure they will enter school ready to learn to read, write and listen.

Goal 3

Students in kindergarten through Grade 12 will have the resources they need to succeed in school.

Goal 4

Teens and Adults will have the resources they need to explore topics of personal interest and to continue learning throughout their lives.

CONTRIBUTE TO QUALITY OF LIFE for FLOWER MOUND RESIDENTS:

Goal 5

Residents will find the books, movies and other materials they want to enhance their leisure time and will have assistance in making choices.

Goal 6

Residents will have programs and services that promote appreciation and understanding of their personal heritage and the heritage of others in the community.

Goal 7

Residents will have the services and support they need to express themselves by creating original content in a variety of formats.

Goal 8

Residents will have safe and welcoming physical places to meet and interact with others as well as quiet spaces to read or study and will have spaces that support their technology needs.

2021 Strategic Plan Objectives:

Goal	Objective	Team Lead(s)
Support Education of Flower Mound Residents		
1. Residents will have the knowledge and skills to search for, locate, evaluate and effectively use information to meet their needs.	a. Update “Research Tools” links on website and showcase subscription services. b. Develop a schedule for targeted newsletters using the Savannah marketing tool.	LC SR
2. Children from birth to five will have programs and services designed to ensure they will enter school ready to learn to read, write and listen.	a. Research and develop a plan to present sensory-friendly preschool storytimes.	HB
3. Students in kindergarten through Grade 12 will have the resources they need to succeed in school.	a. Design an awareness campaign for EBSCO Discovery Service, targeted toward school librarians and teachers. b. Create an early chapter book collection. c. Partner with other groups to offer programming and resources for at-risk and underserved teens.	HB / LC HB HB
4. Teens and Adults will have the resources they need to explore topics of personal interest and to continue learning throughout their lives.	a. Complete Edge 2.0 Assessment Action Plans for highest priority areas under the following benchmarks: (1) Digital Skills, (6) Community and User Engagement, and (10) Staff Digital Knowledge.	SR

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2021 Strategic Plan Objectives, continued:

Goal	Objective	Target Date
Contribute to Quality of Life for Flower Mound Residents		
<p>5. Residents will find the books, movies and other materials they want to enhance their leisure time and will have assistance in making choices.</p>	<p>a. Update Collection Development Procedures manual.</p> <p>b. Expand and promote the collection of games for use in the Library.</p>	<p>JE</p> <p>HB</p>
<p>6. Residents will have programs and services that promote appreciation and understanding of their personal heritage and the heritage of others in the community.</p>	<p>a. Develop plan to continue the Culture & Heritage Series.</p>	<p>LC</p>
<p>7. Residents will have the services and support they need to express themselves by creating original content in a variety of formats.</p>	<p>b. Implement Creation Lab, including hardware and software selections, policies, programming and staffing.</p>	<p>JE / SR</p>
<p>8. Residents will have safe and welcoming physical places to meet and interact with others as well as quiet spaces to read or study and will have spaces that support their technology needs.</p>	<p>a. Update Emergency Response Manual.</p> <p>b. Implement Communico Software to facilitate study room and program reservations.</p>	<p>TU / SR</p> <p>JE / LC / SR</p>

Appendix A: Sources

Nelson, Sandra. *Strategic Planning for Results*. American Library Association, 2008.

Texas State Library and Archives Commission

www.tsl.texas.gov

Town of Flower Mound

www.flower-mound.com

United States Census Bureau

<https://data.census.gov/cedsci/>