

FLOWER MOUND PUBLIC LIBRARY

Strategic Plan 2022



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Flower Mound Public Library 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.) This book sets out eighteen 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. 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 population of Flower Mound in 2021 was just over 82,000. Residents under age 21 constituted 25.7% of the population, and those over age 65 made up 10.7%. The median age was 39.8. The racial makeup of the town in 2021 was White Alone - 77.1%; Asian Alone - 12.8%; Black Alone - 4.7%; Native American Alone - 0.5%; Pacific Islander Alone - 0.1%; Some Other Race Alone - 2.1%; and Two or More Races - 2.8%. Hispanic or Latino persons of any race make up 10.0% of the population.

The estimated number of households in Flower Mound in 2021 was 27,153. The average home value was \$438,002. The median household income was \$141,452.

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

Just over eighty-six 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 2021, these included “Fourth Best Place to Live in the US” (Money), “Number 4 Most Livable Small City in the US” (Smart Asset), and “Number 3 Best Suburb to Buy a House in the DFW Area.” (Niche.)

The Parks and Recreation Department maintains over 1,000 acres of parkland. This includes approximately 60 miles of multi-purpose trails that link parks, neighborhoods, schools and businesses; two miles of equestrian trails; a dog park; two splash pads; a disc golf course; a historic log house; and multiple athletic complexes. A senior center with over 2,500 members and a Community Activity Center with over 5,000 members provides 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 and is projected to open in the winter of 2023.

The Town’s Lakeside Business District on the south side of town continues to prosper with the completion of Lakeside International Office 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 Lakeport 2499. 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, Flower Mound Ranch is currently in the application process and is proposing a large development with 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 FY21, the library had 43,856 cardholders. Flower Mound residents holding library cards totaled 29,576 (34% of the population), and 13,468 Denton County residents living outside the Town limits had Flower Mound library cards.

Library usage numbers were reduced somewhat in FY21 due to changes in service as a result of the ongoing COVID-19 pandemic. During FY21, the Library had 145,941 visits. Programs offered totaled 420, attended by just over 1,000 residents. Total circulation for the year was 447,447. Eighteen percent of total circulation was in the form of electronic materials. 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 is funded by the Town of Flower Mound. The budget for FY2022 is \$2,026,280. Personnel costs comprise approximately \$1,561,800 of this amount. The Library budget for books, media, and other Library materials is \$287,350. 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.

Collection

The Library owned just over 100,000 physical items in its circulating collection at the start of FY2022, primarily books and DVDs. In addition, audiobooks, ebooks, movies, and music are available to Library patrons from several online lending and streaming platforms. The Library also circulates S.T.E.M. kits, book club kits, magazines, and multimedia kits.

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. 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.

The Library was recently expanded and renovated in a multi-year project that was completed in November of 2020. New features include:

- Dedicated Children’s Storytime/Program Room
- Dedicated Teen Area
- Additional Study Rooms (from 3 to 7)
- Creation Lab and adjacent classroom
- Reading patios
- Vending area
- Quiet Reading Room for Adults
- Expanded Friends of the Library Used Book sale space
- Family Restroom
- Expanded parking

The Creation Lab was opened in September of 2021. Machines and tools currently available are a 3D printer; two Cricut cutters and a heat press; sewing machine; embroidery machine; button maker; spiral binding machine; laminator, drawing tablet, and two iMacs and two PCs with creation software. A laser cutter will be available in early 2022.

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.

2022 Strategic Plan Objectives

| Goal | Objective | Team Lead(s) | Status |
|---|--|---|--------|
| 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. | 1. Redesign “Digital Library and Apps” and “Research Tools” links on website to increase usability. | Library Marketing Team | |
| 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. | 2. Implement “1000 Books by Kindergarten” program. | Youth Services Manager | |
| 3. Students in kindergarten through Grade 12 will have the resources they need to succeed in school. | 3. Design an awareness campaign for EBSCO Discovery Service, targeted toward school librarians and teachers. | Adult Services Manager + Youth Services Manager | |
| 4. Teens and Adults will have the resources they need to explore topics of personal interest and to continue learning throughout their lives. | 4. 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. | Director | |

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2022 Strategic Plan Objectives, continued:

| Goal | Objective | Team Lead(s) | Status |
|---|---|---|--------|
| 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>5. Update Collection Development Procedures manual.</p> <p>6. Expand and promote the collection of games for use in the Library.</p> | <p>Assistant Director</p> <p>Youth Services Manager + Circulation Manager</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>7. Implement “Meet Your Neighbor” and “Human Library” programs</p> <p>8. Research and implement methods and tools for “diversity analysis” of as many collections as possible.</p> | <p>Adult Services Manager</p> <p>Assistant Director + Adult Services Manager + Youth Services Manager</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>9. Perform feasibility study for adding a sound recording booth to Creation Lab.</p> <p>10. Investigate options for purchasing a mobile kitchen cart for presenting food-related programs.</p> | <p>Assistant Director</p> <p>Director + Adult Services Manager</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>11. Perform a needs assessment and develop proposal for expanding Library open hours.</p> <p>12. Perform a needs assessment for Creation Lab Open Hours</p> | <p>Director</p> <p>Director + Assistant Director</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/>

NTCOG

<https://www.nctcog.org/home>

ESRI Community Profile

<https://www.esri.com/en-us/home>