



Ingleside Public Library
Long Range Plan-2008-2013
Providing Opportunities to Seek, Find, Know and Imagine
(Adopted 2003, Amended 2008)

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January 20, 2009

Mayor Stella Herrmann, City Council Members and Ingleside City Manager,

Please find enclosed the revised Ingleside Library's Long Range Plan. The original Long Range Plan was adopted by the Library Board and approved by City Council in 2003.

This document is the culmination of almost one year's efforts to identify and assess the needs of the Ingleside community as it relates to library service. The Library Board undertook this effort in order to provide direction and guidance for the library's resources, both financial and in terms of human resources. We are proud of the outcome and feel it is representative of the community's vision for the future and will provide direction for the Library staff for the next three years. Realizing that long range plans in general should be reviewed often in order to adjust for changing economic and political environment, we will review and amend this document on a regular basis.

We hope that you will find this document to be a valuable blue print for the future of library service in our community.

We respectfully request your review and acceptance of the Ingleside Library's Long Range plan.

Respectfully submitted,
Ingleside Library Board 2008,

Gayle Goble
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Background on the Long Range Planning Process

The Long Range Planning process began in January of 2008 when the Library Board and Friends of the Library initiated a community visioning meeting with representatives from all segments of the community. The meeting was facilitated by Robert Williams, a consultant with the South Texas Library System (STLS). Thirty-five community members attended this meeting. The group was given local statistics and community information to provide a better “snapshot” of the community (Attachment E). Every member of the group was asked to share their vision of Ingleside in the next five to ten years and how the library could facilitate making that vision a reality. A summation of the responses is included in Attachment A.

A list of services currently provided by the library (Attachment B), and a list of the 13 identified roles of the library (Attachment C) were also distributed to the group. Each of the community members were asked to choose their top five or six priorities and service roles for the library.

All the information from this meeting was collected and examined and discussed by the Library Board in subsequent meetings. In February the Board began the task of amending the Long Range Plan of 2003 to better serve the community of Ingleside five years later.

In November a final draft was presented to the Library Board for their approval. The following document is the best effort of the Ingleside Library Board and Friends of the Ingleside Library to adopt a direction and to give guidance, based on community input, for the next three to five years for the library. We believe this document represents and reflects the common values that make Ingleside unique and has a shared sense of the future.

A separate Technology Plan is currently undergoing revision by the Library staff and will be presented to the Board for approval later this year.

The Library Board and Friends of the Library extend a special thank you to Robert Williams, for his assistance with the *Visioning* meetings.

Why Plan?

1. “Excellence must be defined locally---it results when library services match community needs, interests and priorities.
2. Excellence is possible for both small and large libraries---it rests more on commitment than on unlimited resources.
3. Excellence is a moving target---even when achieved, excellence must be continually maintained.”¹

No one can accurately predict the future; however decisions based on good information yield better results than decisions that spring from ignorance. After all, it is results we are seeking! Taxpayers, now more than ever expect, and rightly so, to see results. They are willing to pay for services that have a positive impact and services they can see are reflecting and changing as the needs and the demands of the community change. Planning provides a roadmap for the allocation of the library’s resources; those resources include not only finite monetary resources, but also human resources.

Libraries should do things that enable people to improve their lives and make their lives richer and more rewarding. Planning helps decision makers set priorities and focus on work that achieves the maximum results for the community.

No library can do everything for everyone in the community, and compromises must be made and decisions made regarding the programs, services and materials the library will provide. Libraries often try to do too many things and end up doing very few things well. The planning document is an attempt to focus on the needs of the community and the vision of its leaders and to concentrate the library’s efforts in doing the work that best addresses these needs. It is not just a matter of keeping busy, but keeping busy doing the right things right.

¹ Ethel Himmel & William James Wilson, *Planning for Results: A Public Library Transformation Process* (Chicago and London: American Library Association, 1998.)

Why plan? Because libraries that plan are more likely to achieve positive results; and results are what it's all about! Ingleside deserves excellence in library service and it is the goal of the Library Board, Friends of the Library and library staff to provide the level of service that sets the standards for excellence.

Ingleside Public Library Mission Statement

We provide cost-effective quality service, programs and materials in a variety of formats in order to meet the educational, recreational and cultural needs of all the citizens of Ingleside and the surrounding communities.

We provide exemplary customer service in a friendly, timely and efficient manner to all citizens equally.

We stimulate the awareness and use of libraries to promote individual enlightenment, community enrichment, and economic vitality throughout the city and work with other city organizations and entities to enhance existing services and develop new and innovative programs and services.

We are committed to inform, entertain, enrich, and to foster the self-learning process by facilitating access to our collections, services, and facilities to all members of the community.

Goals:

1 Library Board members will be pro-active supporters and advocates for the library's programs and services.

Activities:

- 1.a Library Board members will meet once a year with local governing officials.
- 1.b The Library Board will encourage citizens, businesses and elected officials at all levels to support library programs and services.
- 1.c At least one Library Board member will join Texas Library Association and attend Texas Library Association Legislative Day in Austin.
- 1.d The library will have written policies located in the library for public view that are reviewed and revised as needed every three years

2. The Ingleside Public Library will provide adequate resources in a variety of formats to encourage usage by all the citizens of Ingleside.

Activities:

- 2.a The library will increase the holdings of the Easy/Picture Book collection by 50% over the next five years.
- 2.b The library will purchase 500 new titles in DVDs and other emerging technologies each year.
- 2.c The library will pursue the expansion and upgrade of technology equipment to meet the growing demands by the community.
- 2.d The library will continue to weed old and outdated material on a regular basis.
- 2.e The library will increase the overall collection by 10% in the next five years.
- 2.f The library will aggressively promote and train users in effective use of the TexShare databases.
- 2.g The library will increase the hours of operation.
- 2.h The library will increase the Juvenile Non-Fiction collection by 15% in the next five years.
- 2.i The library will purchase multiple copies of best sellers and provide best sellers in both tape and CD format.



3. Library staff will be provided training and the resources adequate to meet the requirements of their jobs and will be encouraged and rewarded for seeking out new, creative, and cost-effective ways to providing exemplary customer service, reference and circulation services to all citizens of the Ingleside community.



Activities:

3.a All library staff will attend a minimum of three continuing education workshops or trainings each year.

3.b All full-time library staff members will attend the Texas Library Association Annual Conference at least once every other year.

3.c All library staff will be encouraged to actively participate in library association functions.

3.d The library staff will be increased by one full-time staff person.

4. The library will provide adequate space to meet needed services, operations and programs.

Activities:

4.a Surveys and assessments will be made in FY 2009, regarding space needs. These findings will be reported to City Manager, City Council and the Library Board.

4.b Library Director and staff will continually assess the best use of all building space to maximize the effectiveness of the existing space.

4.c Provide a pre-teen and teen area with appropriate technology, seating, magazines and other materials.

4.d Provide a children's area with appropriate seating, materials and equipment to accommodate children's programming.



5. The library will actively promote its services, programs and collections to all the citizens of the Ingleside Community.

Activities:

5.a The library will develop and implement a planned public relations campaign to promote library services and programs.

5.b The Library Director will develop and make five presentations to the community that promote the

library's materials and services. Presentations will be made to civic and community organizations.

5.c The library will actively encourage interaction with the school librarians to better diversify and improve our services to meet the needs of the community's students.

5.d The library will provide collections and programs in the classroom for teachers who request this service.

5.e The library will provide materials, services and programs to meet the needs of homeschoolers.

5.f The library will provide better signage in the library.

5.g The library will feature more displays of library materials.

5.h The library will continue to expand and promote the library website

5.i The library will provide library information to the Chamber of Commerce for the "Welcome to Ingleside" packets for winter Texans and newcomers.

5.j The Director will assist the Friends of the Library in providing programming of interest to the community.

6. All people served by the Ingleside Public Library will be able to get answers to their question on a broad array of topics related to work, school and personal life.

Activities:

6.a The library will provide accurate and timely reference information for patrons in the library and those that telephone for information.

6.b The library will provide reference service through E-mail.

6.c The library will actively promote our reference service to the community and develop a library reference service through on-line chat..

6.d All staff will receive training in providing reference service, computer assistance and Internet research.

7. Children of the Ingleside community will develop a lifelong love of books and a desire to learn that will help them live productive and satisfying lives.

Activities:

7.a The library will develop a lap reading program.

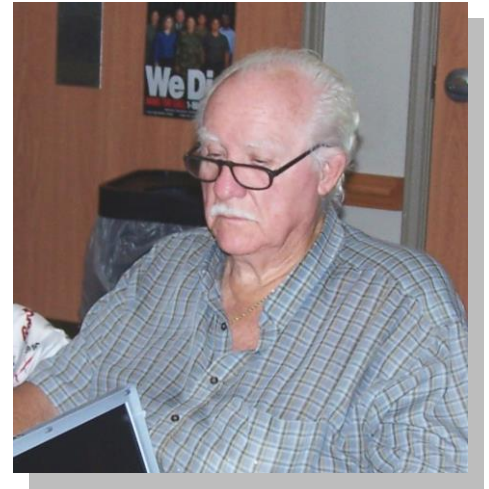


- 7.b The library will provide three programs offered in cooperation/collaboration with Head Start, schools or other educational agencies in the community.
- 7.c The library will expand the After School Program to meet the needs of pre-teens and teens.
- 7.d The library will promote and expand the Five & Under Club
- 7.e The library will actively *promote the Summer Reading Club and continually seek to engage the children of the community in participation.*

8. Senior citizens of Ingleside will be provided assistance to develop the skills required to find, evaluate, and use information resources effectively.

Activities:

- 8.a The library will evaluate effectiveness of computer training.
- 8.b The library will provide expanded computer training with more hours and times.
- 8.c The library will purchase 300 new large print titles per year.
- 8.d The library will purchase 500 new audio and CD books.
- 8.e The library will provide two programs a year of special interest to senior citizens.
- 8.f The library will develop and print a brochure which listing resources and information for Senior Citizens that are available both locally and on the Internet.



9. Residents of Ingleside will have the support and resources needed to improve reading skills for all citizens in the community.

- 9.a The library will continue to have a representative on the San Patricio County Adult Literacy Council Board.
- 9.b The library will continue to support and promote the SPCALC's literacy program.

10. Ingleside residents and visitors will have access to local information, local history, and genealogy materials that help them develop knowledge of and an appreciation for the history of their community, its people and the cultures that contribute to the richness of community life.

Activities:

10.a The library will catalog all microfilm holdings of the Ingleside Index and make it available to users in the on-line catalog.

10.b Local history materials including photographs, newspaper articles, letters, and correspondence will be collected, digitized and cataloged to be made available to the public via on-line access.

11. *Ingleside residents will have access to materials relating to job, business and career development to assist each citizen in finding and keeping productive and satisfying work.*



Activities:

11.a The library will develop and promote a collection of career related materials

11.b The library will provide training in computer literacy to meet the needs of our employed citizens who need to improve their job skills

11.c The library will provide keyboarding training

11.d The library will develop and print brochures and materials advertising Internet web sites and local resources that offer job-related information and employment assistance.

12. *The library will develop a core of volunteers to assist the library with programs, services and operations.*

Activities:

12.a The library will develop a campaign to recruit and strongly encourage volunteers from the community.

12.c The library will devote adequate resources for the training and retention of volunteers.

12.d The library will develop a system for recognizing the work contributed each year by volunteers.

Attachments

Service Responses

Services currently provided by the library

Service Roles of Libraries

Community Data

Notes from the visioning meeting

Comparison with area libraries

Library Quick Facts

Attachment A:

Service Responses as Selected by the Visioning Committee

Commons

Community events, meetings, discussions
Quiet place for reading
Education and recreation center
Community center

Cultural programs (art and music)

Support for local and area art museums and galleries
Travelling exhibitions
Film Festivals
Arts & Crafts programming

Current Topics and Titles

Wide selection of books, including pleasure reading
Current magazine and newspaper subscriptions
Videos, music, books on tape
Multiple copies of popular titles

Lifelong Learning

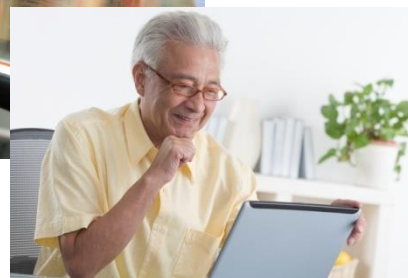
Classes, including computer classes
Children's programs
ESL, GED, and literacy
Varied collection of popular topics such a gardening, home repair,
crafts and hobbies
Support for students of all ages

General Information

Reference services/librarians
Internet access
Volunteer opportunities
Web page

Business and Career Information

Information Resource
Collections of business resources
In-depth database searches
Entrepreneurship
Personal finances
Obtaining employment



Attachment B:

Services currently provided by the library

- ✓ Copying
- ✓ Faxing
- ✓ Laminating
- ✓ Printing B&W and Color
- ✓ Scanning
- ✓ Large format printing/Poster size (up to 24" wide)
- ✓ Reference
- ✓ Extensive databases
- ✓ Web site
- ✓ Five & under Program
- ✓ Mr. Kippy programs for children (2 times per week)
- ✓ After-School program for 3-7th grade (2 times per week)
- ✓ Computer, Internet, Word training
- ✓ Support for San Patricio County Adult Literacy Council by providing materials and space for tutoring
- ✓ Special collection of literacy materials
- ✓ Meeting Room for community
- ✓ Personalized assistance with web searches
- ✓ Typewriter for public check out and in-house use
- ✓ Notary Services
- ✓ Assistance in setting up an email account
- ✓ Referral services to community organizations
- ✓ On-line card catalog
- ✓ Magazines and newspapers
- ✓ Back issues of Ingleside Index on micro-film (not cataloged or indexed)
- ✓ Mirco-film machine for viewing
- ✓ Interlibrary Loan
- ✓ Videos
- ✓ Audios
- ✓ DVDs
- ✓ Special collections for Large Print, Texana and Spanish materials
- ✓ Study rooms for 2-3 people for collaborative study
- ✓ Children's inter-active games and learning activities
- ✓ High speed Internet access (17 public access computers)
- ✓ Access to state government agencies
- ✓ Popular collection of current interest
- ✓ Special collections or additional materials for individual classrooms
- ✓ Local history collection including photos, newspaper articles, etc. (not cataloged or indexed)
- ✓ Trained staff to provide research on the Internet, on-site computer assistance

- ✓ Space for public announcements of programs and services (non-profits only)
- ✓ Free on-line data base of study guides for standardized testing
- ✓ Individual assistance with Internet and software packages
- ✓ Interactive website with on-line Reference assistance
- ✓ Special programming for children and adults
- ✓ Access to TexShare databases and Texas Reference Resources
- ✓ Limited technical support to public and other city departments
- ✓ Friendly, responsive and knowledgeable staff

Attachment C

Thirteen Service Responses

- Basic Literacy
- Business and Career Information
- Commons
- Community Referral
- Consumer Information
- Cultural Awareness
- Current Topics and Titles
- Formal Learning Support
- General Information
- Government Information
- Information Literacy
- Lifelong Learning
- Local History and Genealogy

Attachment D:
Community Data

[Reference Map](#)

Census 2000 Demographic Profile Highlights:

General Characteristics	Number	Percent	U.S.		
Total population	10,223			map	brief
Male	5,546	54.3	49.1%	map	brief
Female	4,677	45.7	50.9%	map	brief
Median age (years)	28.7	(X)	35.3	map	brief
Under 5 years	853	8.3	6.8%	map	
18 years and over	7,243	70.9	74.3%		
65 years and over	657	6.4	12.4%	map	brief
One race	9,858	96.4	97.6%		
White	8,041	78.7	75.1%	map	brief
Black or African American	525	5.1	12.3%	map	brief
American Indian and Alaska Native	88	0.9	0.9%	map	brief
Asian	182	1.8	3.6%	map	brief
Native Hawaiian and Other Pacific Islander	25	0.2	0.1%	map	brief
Some other race	997	9.8	5.5%	map	
Two or more races	365	3.6	2.4%	map	brief
Hispanic or Latino (of any race)	2,740	26.8	12.5%	map	brief
Household population	9,383	91.8	97.2%	map	brief
Group quarters population	840	8.2	2.8%	map	
Average household size	2.83	(X)	2.59	map	brief
Average family size	3.29	(X)	3.14	map	
Total housing units	3,661			map	
Occupied housing units	3,314	90.5	91.0%		brief
Owner-occupied housing units	2,118	63.9	66.2%	map	
Renter-occupied housing units	1,196	36.1	33.8%	map	brief
Vacant housing units	347	9.5	9.0%	map	
Social Characteristics - show more >>					
Population 25 years and over	5,698				
High school graduate or higher	4,828	84.7	80.4%	map	brief
Bachelor's degree or higher	826	14.5	24.4%	map	
Civilian veterans (civilian population 18 years and over)	1,226	21.8	12.7%	map	brief
Disability status (population 5 years and over)	1,560	20.2	19.3%	map	brief

Foreign born	372	3.7	11.1%	map	brief
Male, Now married, except separated (population 15 years and over)	2,306	54.4	56.7%		brief
Female, Now married, except separated (population 15 years and over)	2,057	60.3	52.1%		brief
Speak a language other than English at home (population 5 years and over)	1,847	19.9	17.9%	map	brief

Economic Characteristics - [show more](#)

>>	Number	Percent	U.S.		
In labor force (population 16 years and over)	5,163	68.7	63.9%		brief
Mean travel time to work in minutes (workers 16 years and older)	20.8	(X)	25.5	map	brief
Median household income in 1999 (dollars)	38,144	(X)	41,994	map	
Median family income in 1999 (dollars)	42,656	(X)	50,046	map	
Per capita income in 1999 (dollars)	16,206	(X)	21,587	map	
Families below poverty level	179	7.3	9.2%	map	brief
Individuals below poverty level	945	10.2	12.4%	map	

Housing Characteristics - [show more](#)

>>	Number	Percent	U.S.		
Single-family owner-occupied homes	1,913				brief
Median value (dollars)	76,700	(X)	119,600	map	brief
Median of selected monthly owner costs	(X)	(X)			brief
With a mortgage (dollars)	842	(X)	1,088	map	
Not mortgaged (dollars)	340	(X)	295		

(X) Not applicable.

Source: U.S. Census Bureau, Summary File 1 (SF 1) and Summary File 3 (SF 3)

Attachment E:

Library Visioning Meeting Notes 1/15/08

Introductions

- John Stewart – President Library Board
- Josh Smith – home schooled teen
- Susan Smith – Mother of 6, home schooling them
- Cynthia Clark
- Agatha Snyder-Woman’s Club & Library Board
- Marlena Dering –Women’s Club-Library Board
- Robert Clark-Friends of the Library
- Stevie Clark-Friends & Library Board
- Wayne Waggoner – he and his wife are new to the library, he reads and is a designer
- Linda Medllin – Ex. Director Adult Literacy Council, and worked for City of Portland for 21 yrs
- Connie Hall – President of Women’s club, chair San Patricio County Library Board
- Doug Richardson – Library Board, Planning and Zoning
- Tom Grabowski – Friends of the Library
- Judy Tucker – Retired educator, Parks and Rec on the Bay
 - Enjoys how happy the staff is to help the patrons
 - Likes the computer classes
- Ray Drysdale – Lived here for 10 years, works on the base, is our Santa Claus, former Library Board member
- Irene Riojas-Library Staff
- Isabel Salas-Library Staff
- RoseAleta Laurell-Library Staff
- Adonna Napier –Senior Citizen, Library Staff
- Bill Scheig-Library Staff
- Roger Hummel-Library Staff
- Sara Benson – volunteer, boy scouts, president of PTO, participant 5 yrs. to our children’s programs
- Barbara Honeycut – Lived here for 9 yrs, Senior Citizen
 - Believes the library is an integral part of any community
 - Thinks we have a good staff
- Baxter Honeycut – loves the library, is a writer, loves our staff, Senior Citizen
- Lynn Warren – Lived here for 38 yrs., is a commercial vegetable raiser
- Cindy Simmons-Woman’s Club
- Brenda Richardson – retired school teacher and school board member, serves on Planning and Zoning
- Robert Williams, Consultant and member of South Texas Library System, served as facilitator for the meeting

Next Part of the Meeting

- Handouts were given out
 - Categorization of services
 - Community Vision
 - community itself

Question: What kind of community would you like to have?

- It is not up to us what happens but what we make of it
- Ingleside too close to Corpus
- We are a bedroom community
- Plan to add on to the floor space of the library
- We are more than a bedroom community we also have strong industrial base
- What they do with the base is very important and will determine our future
- Hopes for a strong academic community
- What happens to the base affects the city
- Ingleside on the cusp of large growth
 - Live Oak Reserve (planned community)
 - could double the population of Ingleside in 12 years
 - tremendous impact
- Bypass to downtown Ingleside
- Technology is a tool
- Must consider what services to offer and library is a means
- Benjamin Franklin Quote – prayer is part of it
 - religious values
- Place to raise their children (Generational Continuity)
- Unique Area
 - people focus on Rockport as unique
- Ingleside – release charisma
 - make Ingleside unique
- Diversity – handicap accessible town
- “Catch the Spirit” all over town – what does it mean?
- We don’t have access to the waterfront
- We need a Downtown Center
- Family values should be incorporated into Community values
- Salty taste to us (“keep the saltwater in our veins”)
- Ingleside is in the eye of the storm, near Corpus, the Island, and Rockport

Educationally

Challenges:

- Chapter 41
- Chapter 42 schools
- Admin building – out of our funds – no state aid
- 5th and 6th grade gym – out of our funds – no state aid

- library and school have community library together – pool resources
- E Rate
- No TIF funds
- a way to tap into natural resources of our community
 - crafts
 - increasing floor space
 - classes for
 - quilting, pottery, sculpture, water coloring
- We have no Harbor Playhouse, no fine arts (we do have drama, art, band, and some other arts in school)

Question: What can the Library do to facilitate that? What constituent groups can help make it happen?

AGE / OCCUPATION / HOBBY / RELIGIOUS should be considered

- home school constituents
- educators
- planning and zoning
- city and government offices
- retirees
 - military
- education community
 - educators
 - students
- literacy constituents (adult) – ESL, citizenship, GED, Spanish speaking only
 - technology literacy
- art association
- business community
 - Chamber of Commerce
- Vocational Skills
- Retirees
 - Winter Texans
- Ingleside within city limits cannot supply labor force we need – Kiewit and Gulf Marine
- Welders are in high demand
- School is trying to corporate with businesses
 - be industrial funded
- Library can attract people to move to community
 - why drive so far when your job and a good library are right here
- Cultural scene taken over by Corpus and Rockport, we are lacking
- We still have the little HEB, but Portland and Aransas got new HEB and Walmart
- Outsider perspective
 - real estate – Portland is bedroom to Corpus
 - Rockport – yuppies and artists second homes

- We need more than welders
 - Unskilled carpenters
 - Ingleside – could be hot bed of education
 - Education Incubator

Question: How can the library change to help meet the challenges?

- How does the library interface with the city council?
- this process will be driven by citizens
- we have a good relationship with the City Council
- library and parks are easiest to cut
- Friend’s of the Library and the Women’s Club stepped up and kept the library operational in the face of budget cuts
- City Council Planning Retreat
 - A place for ideas for those issues

Community Vision Statement

- who and how
- Library can possibly address high school dropout rate
- possibly a service to retired military

Library Service Response (Role)

- ideas to provide
- use of ILL is important to home schoolers
- copies
- 5 & under get kids ready for Headstart and lets their imaginations blossom
- Room – for tutors, say 1-5 students
- Dyslexic program
- GED Classes – many parents need GED’s
 - High school had classes, but there were schedule conflicts
- School students are still considered dropouts if they get a GED
- Day and Night GED Classes
- GED is a community issue, as opposed to a library issue

A chart with explanation of library roles in the community was passed out to all participants and they were asked to choose their top 5.

Brainstorming How do you see the library in next 5 years?

- Floor space
- child/teen/YA electronics are we staying up?
- research on computer – the computers are filled
 - less gaming
 - but if they are gaming at least they are doing something
- If they are reading comics books, they are pointless, but at least they are in the library reading something
- possible label the computers – ie: research, work only, gaming
- HOTSPOT
- More academic stuff (material)
- make sure the materials are appropriate
- we should avoid censorship
- Children will go now from diapers to laptops
- don't forget what the purpose of the library is

Attachment F:

AREA LIBRARY COMPARISONS

	Ingleside	Sinton	Portland	Aransas County
Circulation	185,620	17,896	75,859	55,290
Computer Usage	16,848	7,436	29,276	10,816
Visits	33,329	21,062	58,582	24,797
Staff	6	6	6	5
Programs	382	102	111	62
Program Attendance	5,918	3,053	5,007	2,349
ILL Requests	497	30	448	141
Circulation Per Staff	30,936	2,982	12,643	9,215
Circulation per capita	15.46	2.36	3.39	2.34

Attachment G:
Library Quick Facts

Computer training Attendance since 2002: 2,653

- Greater than the total enrollment in the Ingleside Independent School District

Annual Circulation in 2008: 170,817

- Laid end to end would stretch from the front door of our library to the Kennedy Causeway in Corpus Christi

Patron Visits to the Library 2008: 29,977

- Enough people to fill the Ingleside Football Stadium 6 times

Computer Usage 2008: 19,794

- Enough people to fill Whataburger field seating 4 times

New Library Patrons 2008: 597

- Equal to the total number of graduating students from Ingleside High School for the last 4 years.

Library Programs Presented 2008: 422

- Over 2 ½ times as many Ingleside track, softball, baseball, golf, tennis and football games combined

Programming Attendance 2008: 5,899

- Equivalent to one out of every two people in Ingleside