

TYE PRESTON MEMORIAL



Where books are only the beginning.

STRATEGIC PLAN

2023-2026

INTRO

The Strategic plan presented on the following pages represents the feedback from staff, board members, and community input obtained from passive surveying. As this will be our first “new” plan since 2020, we recognize that as we adjust to the post-pandemic environment, we may need to reassess more frequently as the new normal continues to regulate. In prioritizing these strategic objectives, we plan to continue to excel in our customer-focus approach that drives all interactions with the community we serve.

MISSION

The Tye Preston Memorial Library serves the informational, recreational and educational needs of community residents and seasonal visitors. Through our resources, programs and services, we reach out to young children, students, families, senior citizens and the community, providing a safe, friendly and inviting place to visit—a place where minds expand and imaginations soar, a place where books are only the beginning.

VISION

We have succeeded when...every resident of the Canyon Lake Community Library District and seasonal visitors frequently use the Tye Preston Memorial Library, in person and online, as a source of information, recreation and education...when all of our children are better prepared for success in school and in life, having benefited from our programs and services...when we become your destination for a lifetime.

STRATEGIC PRIORITIES

1. Meet our patrons where they are
2. Expand access and innovation
3. Deepen community-centered initiatives and partnerships
4. Build a high capacity organizational infrastructure
5. Maintain a sustainable and well-resourced library

CANYON LAKE COMMUNITY PROFILE

U.S. Census

According to the U.S. Census, when the Tye Preston Memorial Library opened the facility at 16311 S. Access Road in 2010, the population was 21,262. As of the 2020 U.S. Census, Canyon Lake had a population of 31,124. This growth shows a 46.38% increase, with an additional 8.3% listed in the population estimate listed from April 1, 2020-July 1, 2021.

According to the 2020 U.S. census, of this population:

- 5.3% were under the age of 5
- 19.10% were under the age of 18
- 23.80% were over the age of 65

Survey Highlights

- **Survey respondents**-When asked where they live, 34% answered North Canyon Lake, 19% South Canyon Lake, 12% Comal County (but not in Canyon Lake), 9% Startzville, 7% Fischer, 5% Sattler, 3.9% East Canyon Lake, 1.3% West Canyon Lake, 1% Wimberely
- **Library visits**-43% answered they visit the library at least once a week, 31.3% answered once every 2 weeks, 16.19% once a month and 1% (3 respondents) answered never
- **Customer satisfaction**-When asked to rate their satisfaction level 1-10, our average rating was 9.42
- **Use of physical library**-Respondents answered in every area asked; checkout of physical materials, to read newspapers, attend programming (for variety of age-ranges), use study rooms, use youth side, business services, outdoor trail, butterfly garden, visit the bookstore, etc.
- **Virtual services**-While most respondents (75%) checkout ebooks and eaudiobooks, all electronic resources were listed with varying levels of usage.
- **More**-When asked if money wasn't a factor, folks listed more as what they'd like to see. "More books", "bigger facilities", "expand nonfiction", "bigger outdoor play area for kids", "more art classes", "increased STEM holdings", "larger room", "more lectures", etc.
- **Staff**-A prevailing theme was that of kudos towards staff. "Staff is superb", "The people at the desks are so helpful and wonderful attitude.", "Staff is excellent in their services --- no room for improvement.", "I have had very positive interactions with all staff. All are very friendly and helpful! Thank you

for providing such excellent service!”, “Have always found the library staff to give excellent customer service.”, “Very friendly and helpful staff”

STRATEGIC PRIORITIES, GOALS, & ACTIONS ITEMS

1. Meet our patrons where they are.

- A. Increase digital access for our community (bridge digital divide).
 - Add mobile hotspots to circulating materials.
 - Transform the Hive into a Makerspace with 2022 Big Give funds.
 - Provide additional staff training on new electronic resources.

- B. Intentionally create streamlined, convenient services that meet the needs of diverse patrons (age, race, gender, etc.).
 - Determine how to best utilize event management software to streamline the experience for patrons.
 - Continue to develop, promote, and expand the Spanish collection.
 - Undergo a website redesign that may mean moving platforms.
 - Fund additional staffing to meet the increased demand in youth programming.

2. Expand access and innovation.

- A. Raise public awareness of the library’s resources and services.
 - Use newly formalized Homebound Delivery Services as an opportunity to further promote additional library offerings.
 - Expand outreach with the Outreach Librarian taking on volunteers to assist with regular scheduled pop-up and relevant outreach events.
 - Pursue grant opportunity to assist with financing a Trekker to be outfitted as a bookmobile for our expansive community.

- B. Plan purposefully and thoughtfully for upcoming expansion.
 - Utilize current funds (2021 Big Give) to begin addressing sound mitigation in the children’s side in a way that could transfer over to a new space.

- Administer surveys and feasibility studies to best determine best use of additional square footage.
- Establish a building committee comprised of stakeholders with expertise in relevant areas.

3. Deepen community-centered initiatives and partnerships.

- A. Forge strategic alliances with community partners, e.g. schools, senior living centers, business associations, etc.
- Revitalize partnership with the Community Resource & Recreation center (CRRC) to re-establish a book delivery service in coordination with their Meals on Wheels program.
 - Actively seek local community for individual(s) that can help provide ESL courses at the library.
 - Build a relationship with Comal County Beekeepers Association and utilize their resources and knowledge to bring the community an opportunity to study an apiary on-site!
- B. Provide a diverse array of events that bring members of the community to the library and foster human connection and relationship building.
- Develop a partnership agreement and application for library sponsored programming.
 - Implement a local author fair, with the intention of making it annual if enough interest.
 - Increase relationship building and human connections in programs through analyzation of current programs and data gathering.

4. Build a high capacity organizational infrastructure

- A. Streamline policies and procedures to ensure clarity and smooth workflow.
- Revise policies to ensure clarity and consistency.
 - Create procedures for common tasks performed throughout the Library.

- Review internal processes and determine which can be streamlined to improve workflow.
- B. Foster the development of a diverse and inclusive workforce.
- Create an internal website (intranet) for staff to easily access employee specific information.
 - Move to a merit-based employee evaluation.
 - Undergo a classification and compensation study.

5. Maintain a sustainable and well-resourced library

- A. Formalize branding strategies for consistency.
- Implement TPML Branding Guide.
 - Create and implement a formal communication plan to streamline staff responsibilities.
- B. Improve on-boarding and increase cross-training.
- Create general training checklists for new staff.
 - Facilitate cross-training opportunities for job specific duties.