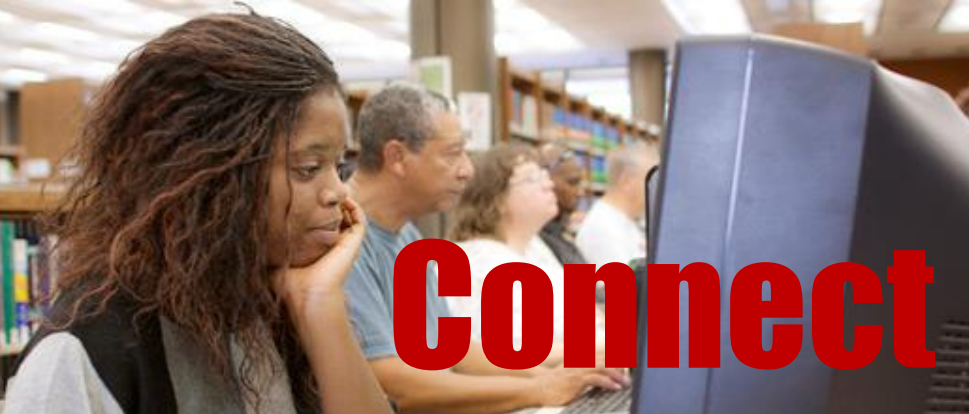


Arlington Public Library FY 2011 – 2015



READ AND SUCCEED



**Tonya Brown with
sons Ayden and Garrett
checked out our 2 millionth item in 2009!**

Library Advisory Board Members

Barbara Reber, Place 1
Peter Bagley, Place 2
Amber N. Chacko, Place 3
Suzette T. Law, Place 4
Paula J. Harbour, Secretary, Place 5
William (Bill) Lace, Vice Chair, Place 6
Tammy R. Taylor, Place 7
Roger A DeFrang, Chair, Place 8
Valerie K. Hodges, Place 9
Abraham Yan-Shuen Lam, Youth Representative, Place 10

Library Locations

George W. Hawkes Central Library
101 East Abram Street, 76010
817-459-6900

East Arlington Branch Library
1624 New York Avenue, 76010
817-275-3321

Lake Arlington Branch Library
4000 West Green Oaks Blvd., 76016
817-478-3762

Northeast Branch Library
1905 Brown Blvd., 76006
817-277-5573

Southeast Branch Library
300 S. E. Green Oaks Blvd., 76018
817-459-6395

Southwest Branch Library
3311 S. W. Green Oaks Blvd., 76013
817-459-6386

Woodland West Branch Library
3827 West Park Row Drive, 76013
817-277-5265

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Library Service for Arlington,
FY 2006 – 2010

HOW WE MEASURE UP:

Library Resource Allocation & Usage Benchmarks

PLAN, WORK, MEASURE, REPEAT

The days, weeks, months and years between 2006 and 2010 flew by quickly. In what seemed like no time at all, 2010 was upon us and it was time to assess the results of our work and plan for the next five years. It was clear to all of us during the planning process that the course begun in 2006 was still, with a few minor adjustments, the right road for us. In addition, it was obvious that while we accomplished a great deal, there was still much to do.

In order to prepare for the next five years, Library staff and the Library Advisory Board reviewed our performance between 2006 and 2010 and assessed our successes, as well as our challenges. In addition, we used a survey conducted as part of the Central Library Visioning Study as confirmation of the priorities that our citizens have for library services in Arlington. We felt that one of the greatest challenges overall to our first plan, was its structure. As a result, we went in search of a structure that made sense to us and seemed to reflect the themes of the work that we do. The results of that search were the simple words:

LIVE
LEARN
CONNECT
GROW

With that structure in mind, we crafted the goals that fit with those four focus areas, as well as the measures of performance to be used to assess progress toward achieving the goals. Each year, we will outline the activities and projects that will move us along as we reach for our goals. In order to ensure that these are “living” goals, you’ll note the faces of some of the people that we want to keep in mind every day while we’re working. Some of the people portrayed on the LIVE—LEARN—CONNECT—GROW pages are real people— actual library users that we work with every day who have told us their stories about what the library means to them. Others are composites of the stories of several of our customers. But as we review the goals in each area, we remember that the words are only important because of the PEOPLE they serve and the lives that they change.

Following the outline of our current plan, you’ll find a summary of the results of *The Next Chapter: Library Services for Arlington, FY 2006 – 2010*. Both our successes and our challenges are highlighted here and significant performance measures are illustrated. In addition, we recognize that while our own results are important, one way to improve service is to use the performance of other similar organizations as a guide and to measure ourselves against their achievements. To that end, you’ll find a report we produce annually as an appendix to this document: *Library Resource Allocation & Usage Benchmarks*. While an initial inclination might be to find the results of this report disheartening, we hope you’ll instead find them to be a roadmap to what library services could grow to be in our community as we stretch to meet the goals set out in this plan.

We appreciate your taking the time to review our plans for the future, as well as the results of our past. We value your continued support and hope you will make good use of the many resources and services the Arlington Public Library provides to help you to LIVE, LEARN, CONNECT and GROW!



Cary Siegfried, Director of Libraries



Roger DeFrang, Chair, Library Advisory Board

INTRODUCTION:

Our History:



In 1922 Miss Pearl Wade earned a monthly librarian's salary of \$12 for managing a collection of 500 books. The books were stashed in wooden crates in a corner of the Farmer's National Bank in downtown Arlington and citizens who wished to be well

read could visit Miss Wade on Wednesday and Saturday afternoons. These were the first library services for the growing City of Arlington, provided by the Tarrant County Free Library.

The library expanded along with the city and found many temporary homes in the early years. In 1923, the first official Arlington Public Library moved to the second floor of the Graber Building downtown, which later became a theater. Those who grew up here may remember climbing the stairs to a room over the Texan Theater, or maneuvering through the stacks of books filling two rooms and spilling into the hall at the original Arlington City Hall building. Perhaps Mrs. Sam Owens or Miss Mattie Mae McAskill introduced you to Black Beauty or Tom Sawyer. In the fifties, you may have checked out books from Mrs. Tom (Irene) Lee at the historic Cooper House in Meadowbrook Park, which was donated by Horace Cooper to the city for use as a library.



The library outgrew the Cooper House in the burgeoning decade of the fifties, and the city purchased

the First National Bank building downtown and renovated the entire property to house the library and public meeting rooms. At this time, the library became a department of the City of Arlington, with salaries and materials coming out of the general operating budget. The new facility featured a drive-through book drop and a duplicating machine for public use.

In the 1970's the first bond election benefitting the library system allowed for the construction of a large downtown facility and three branches. The Central Library, completed in 1973 and decorated in hues of orange, harvest gold and avocado green, offered a modern card catalog and microfilm machines. The Southeast (later named East Arlington), North (closed in 1996), and Southwest (later named Woodland West) branches all opened in the early seventies. In 1986, a new Southwest Branch (later named Lake Arlington Branch) opened at 4000 West Green Oaks Boulevard.

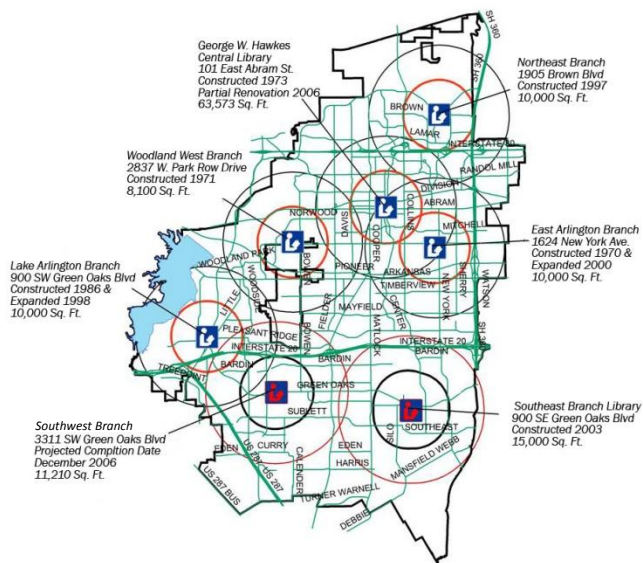
During the 1990's, significant events occurred that served to shape the Arlington Public Library over the next two decades. In 1991, a study of the Library System recommended expansion of the branch system. The Friends of the Library and the Library Advisory Board launched efforts for passage of a new bond program and in 1993, a bond issue for \$9.6 million passed, providing funds for collection development, renovation of existing buildings, and construction of new buildings.

In 1993, the Library System switched from a printed card catalog to an automated library catalog. This same year, the Arlington Public Library Foundation was established with a mission to financially support the Library System. In 1994, the Central Library was renamed the George W. Hawkes Central Library, honoring the long-time editor and publisher of the Citizen-Journal.



This was followed by a system-wide expansion of the branch library system over the following 15 years, including the construction of three new branch libraries: Northeast, Southeast and Southwest. In addition, the East Arlington and Lake Arlington branches underwent significant expansions and renovations and the

Woodland West Branch relocated. At the end of the branch expansion, most (but not yet all) Arlington residents were found to live within two miles of a library facility.



Arlington Public Library System, 2011

Technology has continued to change the nature of library services over the years. As previously mentioned, the library first automated its circulation and card catalog in 1994. Through the next decade, technology was added to allow patrons to check their personal accounts and reserve items remotely. Additional service enhancements included telephone notification of reserves and overdue materials. The first public computers to allow library users to access the internet and other online resources were installed in 1996 at the Central Library. Since that time, public computing expanded to all locations and a computer training center was added to the Central Library. In 2005, the Library began implementing RFID technology to allow for self-service checkout of library materials and streamlined materials management. Self-service systems now allow library patrons to use their library card to check out their own materials, pay fines, access the Internet and print from public computers.

To further the process of making library resources easier to access for Arlington residents, the Library LiNK program was established in 2008 with the Arlington and Mansfield Independent School districts. LibraryLiNKs in AISD and MISD schools provide a circulating

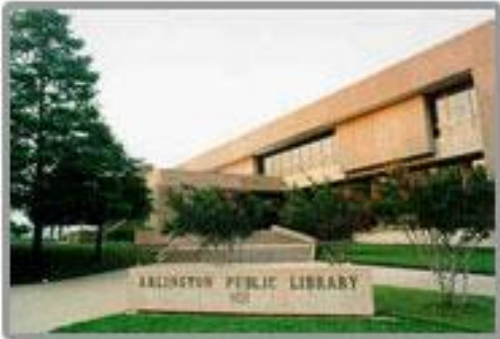


collection of materials for adults so that families can use school libraries together. These school libraries are open outside regular school hours to the families of children attending these schools. Library users may request materials from the Arlington Public Library collection to be sent to the schools for pickup and may also return materials there. School library staff members are able to issue Arlington Public Library cards to adults and children. Regularly scheduled programming is also offered for families with preschool children at these sites. Locations for these collections were chosen because of their distance from public library facilities.



OUR LIBRARIES

East Neighborhood



George W. Hawkes Central Library



Southeast Branch Library



East Arlington Branch Library



Northeast Branch Library

West Neighborhood



Lake Arlington Branch Library



Woodland West Branch Library

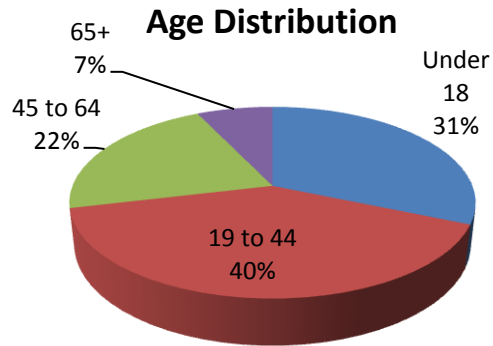


Southwest Branch Library

OUR COMMUNITY:

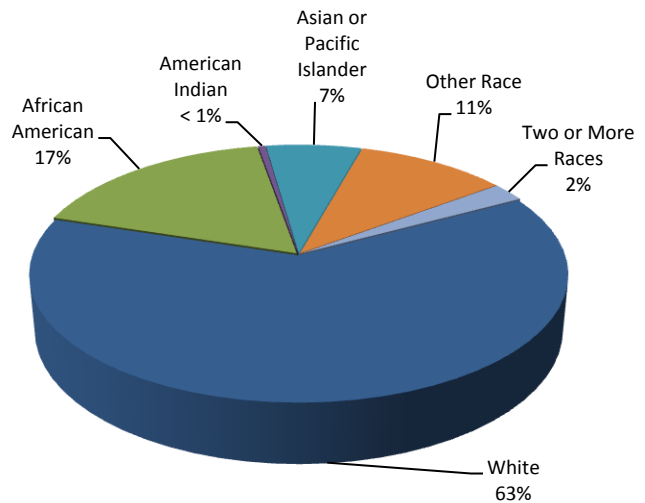
Current Population 370,217

Age Distribution	
Under 18	116,056
19 to 44	147,911
45 to 64	79,743
65+	26,507



Population by Race and Ethnicity	
White	231,718
African American	64,523
American Indian	1,848
Asian or Pacific Islander	24,430
Other Race	38,992
Two or More Races	8,706
Total	370,217
Hispanic Origin (Any Race)	95,714

Population by Race and Ethnicity



	2000 Census	2009 American Community Survey
High school graduate and higher (population 25 years and over)	84.9%	82.8%
Bachelor's degree or higher (population 25 years and over)	30.4%	28.2%
Foreign born	15.3%	20.1%
Speak a language other than English at home (population 5 years and over)	24.2%	33.5%
All families below poverty level	7.3%	12.2%
All people below poverty level	9.9%	15.9%

*Source: American Community Survey Demographic and Housing Estimates: 2005-2009

Arlington Public Library FY 2011 – 2015



Live



Learn



Connect



Grow

Live

Support a better quality of life for our citizens

GOALS:

1. We will establish and maintain welcoming and inclusive spaces (both physical and online) that provide convenient access and excellent customer service.
2. We will build a responsive collection of enriching materials in a variety of formats that support a lifelong love of reading and learning.

How will we know when we're succeeding?

- *By achieving 95% citizen satisfaction on the COA Citizen Satisfaction Survey*
- *When Borrower Registration increases to 50% of our service population*
- *When our collection size reaches 2 items per capita*
- *When our Circulation of Materials reaches 7.5 items per capita*

What are we counting?

- Library Visitors
- Web page hits
- Self Service transactions

LIVE



I'm retired after working for American Airlines for 30 years and am enjoying this time of my life immensely. I have the opportunity to read, watch and listen to things I never had time for when I was working. I'm listening to Ulysses in my car right now, while reading a John Sanford thriller on my e-reader. My wife and I are working our way through all of the Godfather movies again in the evenings this week.

Ray

My parents died when I was very young and after I had my own children I became determined to be able to tell my kids something about their family. I didn't really know much about genealogy research, but the librarians at the Central Library showed me the ropes and I now have a full "family tree" for my kids (and THEIR kids now!). I've gotten so interested that I've now self-published several books on local history records and I help other genealogists with their work.

Paul



I've LOVED being able to put holds on books that I want to read for pleasure and have them sent to our LibraryLiNK school. I've also put holds on science fair books to use in my 5th grade class. By the time I leave school at night, pick up my kids and get home to fix dinner, grade papers and help my own kids with homework, I'd never have time to make it to the library. Its also great to be able to tell the parents of my students that they can find a book that will help them deal with their child's behavior or learning disability right here in our school.

Lin



Learn

Build and nurture literacy and a lifelong love of learning

GOALS:

1. We will support individuals who wish to learn to read and write, continue their education or improve their workplace skills.
2. We will strengthen partnerships within our learning community by providing leadership, coordination, and resources.
3. We will provide opportunities for users to learn to find and evaluate information efficiently and effectively.

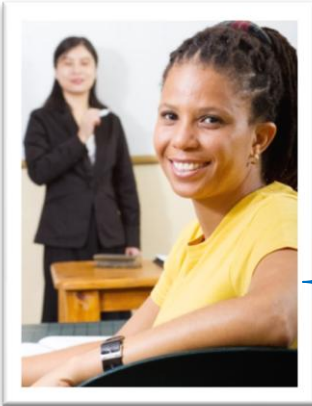
How will we know when we're succeeding?

- *When 60% of all Arlington Reads learners achieve one of their literacy goals*
- *When 90% of participants are very satisfied with information literacy courses*

What are we counting?

- # of learners enrolled
- # of learner contact hours
- LibraryLiNK circulation
- LibraryLiNK program participants
- # of information literacy program participants

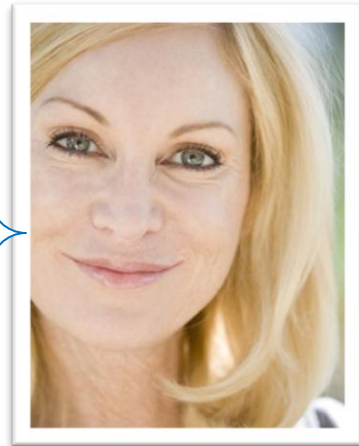
LEARN



Barbara (a teacher of parenting teens): This was a wonderful “hands on” experience for the students involving books that perhaps they would have missed otherwise. They have been given vision for the rich experiences they can have with their babies, toddlers, preschoolers, etc. to share together for a lifetime of exploration and learning. I believe some seeds of greatness and change have been planted in these young mom’s lives and their babies by this program. Thank you to all involved for caring.

Jessica: I have learned a lot throughout the program of Life Through Literacy. For one, reading is vital in every aspect in our baby’s life. Obviously, singing to our baby is not only fun but important to our children’s growing. Reading and singing is important to the development of our baby. It also helps build the love of reading and the connection between our self and our baby

I have my own personal struggles with feeling humiliated, having to get my GED, and even having to confess to my 14 year old, mom is not perfect! It was very hard to tell my son, but he is my biggest supporter (along with my husband). I feel like the teacher wants you to succeed not just in math, but to genuinely succeed period. Just wanted to thank you, for having such good people helping with the program who don't make you feel stupid or inferior, that was a huge concern of mine, but after meeting Arlington Reads staff that first day to sign up, I felt their sincerity in wanting to help me.



One day my manager came and asked me do I want take an English as a Second Language class. I had only one answer, “YES” because I knew how much I need to learn and be able to say my feelings, my wishes, my opinions and the most important thing perform my job the best how I can. I have learned a lot thing what I did not know. ESL hours were very important because I know now about the health care industry, what does the health care providers work and the facilities where they work. The new thing for me was choosing a health care career, working on communication skills, nonverbal communication, use the prefixes, sentence structure and so much more.....

Connect

To one another, to our neighborhoods, to the online world

GOALS:

1. We will build strong neighborhoods by connecting people with opportunities to serve their community, interact with their neighbors and link organizations sharing common goals.
2. We will provide equitable access to technology that builds bridges to opportunity, interaction and ideas.
3. We will connect users to information sources.

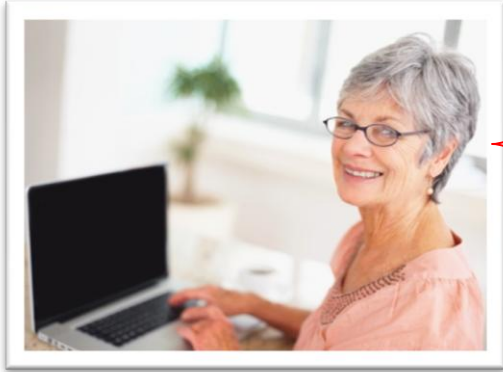
How will we know when we're succeeding?

- *When grant/gift funding from the community is 5% of the general fund budget*
- *When we have 1 computer for every 1,000 residents*
- *When 90% of users are very satisfied with the Library's virtual services*

What are we counting?

- # of volunteer hours
- # of neighborhood contact hours
- # of computers sessions & average time to wait
- hours of staff technology training
- # of Information Live and reference by appointment sessions
- # of Arlington Funding Information Center sessions
- # of information literacy program participants

CONNECT



With the help of library staff I have learned to use the computer in such a meaningful way. Now, I can connect with my family who live far away and even know how to use Facebook to share stories and pictures with them! I have learned to create email lists to stay connected with my neighborhood association, plan community events, and I am now publishing and distributing a monthly newsletter to my neighbors to keep them engaged and connected to services in our city.

Shirley

I recently graduated from UTA and am starting my own business providing logistics services for small businesses in Arlington. The library has been critical to my successful first year in business by providing access to databases, computers, and professional research. I keep up with trends in the market, identify potential clients through the business resources, use the free wireless for a comfortable place to stop in and work quietly. Library resources have helped me to keep my overhead low and have gotten me through my first year of operations successfully!

Maura



I'm a sophomore at UTA and live close to the Northeast Branch Library, and I am able to walk to the library to use their computers to complete my online coursework. Since my father and I share one car, I can't get to the UTA campus as much as I would like to. I have also made great use of the free online language programs to help with my French class. The library staff are so friendly, and the atmosphere of the library is very energetic and creative.

Samuel

Grow

*Guide and encourage our children as they develop
into successful adults*

GOALS:

1. We will create environments, opportunities and activities for youth that are safe, stimulating, and encourage exploration, imagination and learning.
2. We will show parents and caregivers how to prepare their young children for success in school.
3. We will involve youth in positive experiences to keep them in school and out of gangs.

How will we know when we're succeeding?

- *When 75% of Arlington youth have a library card*
- *When Summer Reading Club participation increases to 5% of Arlington youth*
- *When all LibraryLiNK schools achieve TEA **Recognized** status*

What are we counting?

- Youth program attendance
- Circulation of children's and teen materials
- # of families enrolled in early childhood literacy programs
- Teen volunteer hours
- # of information literacy program participants

GROW



I have been coming to the library since I was 2 but I did not get my card until I was 5. It made me feel glad and like I was 7. I LOVE it because I can check out my books. My favorites are Henry and Mudge and the animal books and the readers. It is my favorite card in the whole world and I always carry it in my blue purse.

Emily

Meghan's mom: I am new to the area and have two small children. We visit story time throughout the library system. Each presenter is unique and we love them all! My baby enjoys all the songs and interactive play time in the Bouncing Babies program and my older child loves the stories, crafts, and puppet shows in Listener Time.

Meghan



When I went to Nichols Jr. High, my mom had to work til 7:00 and she didn't want me to walk home by myself so I'd go Northeast Branch and hang with friends and study and stuff afterschool. I go to Lamar now and sometimes me and my friends will go the The Studio at the downtown library to use the laptops there when we have papers for school, since we don't have the Internet at home. It's cool to be able to have a place like that just for kids our age where people don't get onto us if we're talking and being a little loud while we're working. My mom wants me to go to the programs they have about getting into college.

NICK