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Mission Statement (revised 2014)

Deer Park Public Library strives to deliver exemplary educational and recreational resources and programs that enrich and strengthen literacy, love of reading, and lifelong learning opportunities to provide our community with a high quality of life consistent with our history, culture and unique character.

The Library in 2011

Deer Park Public Library continues to be an active place. Our building was expanded in the early 1990's, just before the drastic changes in technology began and has remained essentially the same since. The staff has met the challenge of serving a 21st century population with great resourcefulness. The Library provides both fiction and nonfiction books, DVDs, audio books on CD and in downloadable format, fiction, non-fiction and Reference ebooks, Internet access and online electronic resources and a number of catalog terminals. The Friends of the Deer Park Public Library provide a computer with Microsoft programs such as Word, Excel, and PowerPoint for patron use. With just one meeting room, we manage to hold three sessions of Story time a week during the school year, kids and preteen craft programs once a month, Teen Tech each week, a monthly mystery book club, weekly crochet, and a sundry of other programs. In the summer, the Library's Summer Reading Program has grown more popular each year. We offer a variety of Wednesday morning performances from the area's most entertaining singers, actors, and puppeteers. On Thursdays there are two sessions of story time for younger children and on Tuesday, a pre-teen program.

Coordinating with the children's programming throughout the year, the Library uses the meeting room to provide adult computer classes, a mystery book club, and a crochet group as well. Mixed in with all these activities, the Friends find time to hold two or three book sales a year and an annual meeting. The meeting room is also used by the community when it is not in use by the library staff or the Friends' group.

The Library Tomorrow

In 2000, the voters of Deer Park approved a bond issue giving the City authority to sell \$1.75 million in bonds to update and enlarge their library. Today's libraries look nothing like they did in the 1990's and they will change even more in the coming years. Deer Park Public Library has two issues that the bond money will alleviate. First is the need for more space to store print materials, especially multiple copies of best sellers that are in high demand, and more computers to meet a growing population! Second is the need to restructure the library to meet the demands of today's patron. Libraries are not just for books any more. The library of tomorrow must provide materials in a variety of formats, access to the Internet and software packages, as well as programming for both children and adults to retain its usefulness to its patrons and to continue its mission. To meet these necessities, Deer Park Public Library needs a separate space for a computer lab where computer classes can be taught regularly. The meeting room needs to be expanded to cover the growing number of children who attend the Summer Reading Program events each year. And there must be smaller spaces where groups, like the mystery book club and the crochet club, can meet without monopolizing the large meeting room.

In 2009, the planning process for the Library expansion and renovation began. We have hired an architect and have drawn up plans that are set to be released for bidding in late 2011. The current plans include a technology lab, small conference room, and a study room. There will be a dedicated teen section in the renovated portion of the Library. The new square footage will include a 100 person meeting room and a new children and pre-teen area. The expansion and renovation project should be completed in 2013.

Service Responses for the Deer Park Public Library in 2011

- 1st Role: Visit a Comfortable place
- 2nd Role: Make Informed Decisions and Make Career Choices
- 3rd Role: Stimulate Imagination and Satisfy Curiosity
- 4th Role: Connect to the Online World
- 5th Role: Succeed in School and Express Creativity

Definition of the Service Responses

Visit a Comfortable Place: Physical and virtual spaces. Residents will have safe and welcoming physical places to meet and interact with others or to sit quietly and read and will have open and accessible virtual spaces that support networking.

Make Informed Decisions: Health, wealth, and other life choices. Residents will have the resources they need to identify and analyze risks, benefits, and alternatives before making decisions that affect their lives.

Make Career Choices: Job and career development. Adults and teens will have the skills and resources they need to identify career opportunities that suit their individual strengths and interests.

Stimulate Imagination: Reading, viewing, and listening for pleasure. Residents will have materials and programs that excite their imaginations and provide pleasurable reading, viewing, and listening experiences.

Satisfy Curiosity: Lifelong learning. Residents will have the resources they need to explore topics of personal interest and continue to learn throughout their lives.

Connect to the Online World: Public Internet access. Residents will have high-speed access to the digital world with no unnecessary restrictions or fees to ensure that everyone can take advantage of the ever-growing resources and services available through the Internet.

Succeed in School: Homework help. Students will have the resources they need to succeed in school.

Express Creativity: Create and share content. Residents will have the services and support they need to express themselves by creating original print, video, audio, or visual content in a real-world or online environment.

Five Goals for the Deer Park Public Library

- I. Provide a vibrant facility to meet increased demand for materials, programming, and meeting space.
- II. Develop a popular materials collection that satisfies patron demand.
- III. Improve community access to the information and collections of the Library.
- IV. Offer high quality library services that meet the information needs and lifelong learning interests of the community.
- V. Satisfy educational needs and foster a lifelong love of reading in Deer Park's children and young adults by providing high quality materials and programming.

Goal I

Provide a vibrant facility to meet increased demand for materials, programming, and meeting space.

- **Objective 1:** By 2013 expand current building to meet population and usage growth.
- **Objective 2:** Provide an open and accessible facility that incorporates state-of-the-art technologies and design features.
- **Objective 3:** Provide adequate parking space for patrons, library program attendees, meeting room users, and staff.
- **Objective 4:** Provide a variety of gathering spaces for library, cultural, and civic meetings that can accommodate groups of up to 100 people.
- **Objective 5:** Provide spacious, inviting, and stimulating library areas for the children and youth of Deer Park.
- **Objective 6:** Provide adequate audiovisual equipment for the meeting spaces.
- **Objective 7:** Provide ample designated staff workspace for all technical services operations, equipment, and tools.
- **Objective 8:** Provide space for the Children and Reference staff to work out of the public area of the library.
- **Objective 9:** Provide ample space for Friends of the Library book sale operations and other projects to benefit the Library.

Goal II

Develop a popular materials collection that satisfies patron demand.

- **Objective 1:** By 2012 patrons will wait no longer than 3 weeks for materials they have reserved once the materials have been received by the Library.
- **Objective 2:** By 2013 materials in formats other than print will comprise 20% of the collection.
- **Objective 3:** By 2013 the Library will initiate and maintain 2 virtual book discussion groups.
- **Objective 4:** By 2013 the Library will provide materials that support at least 3 book discussion groups per year.
- **Objective 5:** By 2014 the library will provide a collection that meets or exceeds comprehensive level of the Texas Public Library Standard for Excellence for libraries serving a similar population size.

Goal III

Improve community access to the information and collections of the Library.

- **Objective 1:** By 2012 the Library will provide an adult computer terminal dedicated to people with limited mobility.
- **Objective 2:** By 2012 the Library will improve access to electronic resources through the Library's catalog and webpage.
- **Objective 3:** By 2013 the Library will add one or more part time reference positions and add part-time staff to help meet the technological and reference needs of our patrons.
- **Objective 4:** By 2013 the library will broaden our efforts to reach out to segments of the community that require special assistance to use the library resources.
- **Objective 5:** By 2013 the library will meet or exceed the enhanced standard of the Texas Public Library Standard for Excellence with regards to number of computer terminals available for libraries serving a similar population size.

Goal IV

Offer high quality library services that meet the information needs and lifelong learning interests of the community.

- **Objective 1:** By 2013 the library will increase its collection of e-Books to support the information needs and lifelong learning interests of the community by 10%.
- **Objective 2:** By 2013 the library will assess and continue to grow the database collection to support the information needs and lifelong learning interests of the community.
- **Objective 3:** By 2014 the library will increase patron usage of electronic resources by 5%.
- **Objective 4:** By 2014 the library will add at least 1 program per month that targets the lifelong learning skills of senior citizens.
- **Objective 5:** By 2014 the library will host at least 1 event per quarter that promotes literary or cultural events.

Goal V

Satisfy educational needs and foster a lifelong love of reading in Deer Park's children and young adults by providing high quality materials and programming.

- **Objective 1:** By 2013 the Library will offer one database training class for students each month.
- **Objective 2:** By 2013 the Library will add an additional page to the Library's webpage featuring children's electronic resources collection.
- **Objective 3:** By 2013 the Library will add databases/electronic resources to support the information needs and recreational reading habits of the children, pre-teens and teens of the Deer Park Community.
- **Objective 4:** By 2013 the Library will plan and market an "on-demand" program for database training for student/homeschoolers.
- **Objective 5:** By 2013 the Library will plan and market an "on-demand" storytime hour to community members upon request.
- **Objective 5:** By 2014 the Library will have 640 children turn in their first Summer Reading Club book log. (State measure of completion)
- **Objective 7:** By 2014 the Library will have 220 children turn in their final Summer Reading Club book log. (Library measure of completion)
- **Objective 8:** By 2014 increase circulation of children, juvenile and young adult materials by 10%.
- **Objective 8:** By 2014 the Library will provide at least 2 programs a quarter that target teens of the community in addition to weekly Teen Tech.

Measuring the Success of Our Plan

- Quarterly staff review and evaluation of activities that contribute to the achievement of Objectives
- Annual review and analysis of the following data:
 - Percentage of reserved materials filled within 3 weeks
 - Number of patrons using online catalog
 - Number of children's programs and attendance
 - Number of adult programs and attendance
 - Number of items added to the media collection
 - Number of materials requested and purchased
 - Length of time between date materials received and holds filled
 - Number and type of materials circulated
 - Number and type of databases/electronic resources owned
 - Access to databases/electronic resources owned
 - Number of uses of databases/electronic resources
- Annual review of the strategic plan during the September Board Meeting

Prepared by: _____ Date: _____
Rebecca Pool, Library Director

Approved by: _____ Date: _____
President of the Library Board of Trustees