

Whitewright



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Public Library
Long Range Plan
FY 2025–2030

Mission

The Whitewright Public Library is a cornerstone of the local communities, dedicated to connecting people of all ages, inspiring a love of learning and providing easy access to ideas, information, and resources.

Vision

We build relationships and impact lives through discovery, learning, and fun.

Purpose

The Texas State Library requires each public library applying for membership in the Texas Library System to have a long-range plan approved by its governing board.

A well-considered Long Range Plan is vital for guiding the growth of library services and forms a backbone for integrating library policies and goals into an operational vision.

A Long Range Plan communicates clearly to the public how the library proposes to serve the Whitewright community and determines the allocation of available resources, operating as a measuring stick against which we evaluate success over the years.



Circa 1970. Virginia McFatridge, Tom Christian, Emory Christian, Kay Bryant, Rosalie White, Jane Skaggs, Wilma McFatridge, and Willie Rhodes.

History

In 1966, the Whitewright Friday Literary Club (now the Friday Women's Club) presented a program "Does Our Town Need a Library?" Inspired by the program, members began preparations to open a public library in the former bank building, which had been donated to the City.

The library officially opened April 9, 1967, with 1,200 books on the shelf. Members of the Friday Literary Club volunteered their time to keep the library in operation. In 1978, a new municipal building was completed, and the library moved into new quarters. There was

an expansion in the 1980s to add the Bryant Room. In 2023, the former city council room was renovated into the library's Community Room, which includes additional storage space for library programming supplies.

Library Use

A review of library statistics from 2017-2021 shows:

- A 5% increase in population served.
- A 30% increase in registered users.
- A 38% increase in circulation of physical children's materials.
- A 9% increase in overall circulation.
- An 80% increase in circulations per library visit.

Source: Texas State Library and Archives Commission (most recently approved data)

Goal 1: Facilities

To provide facilities that are safe, accessible, functional and welcoming; respond to community needs; meet programming, service, and administrative needs; and address the changing uses of library spaces.



Scout's Legacy program, 2024 Summer Reading Program

Objective 1: The Library will be a comfortable and usable space for the community and will be accessible to all.

- Evaluate facilities and create a Facilities Improvement Plan.
- Modify business hours to meet community needs.
- Complete Community Room update.
- Evaluate current furniture for future use and replace as necessary.
- Ensure facility meets all required federal, state, and local laws and codes.

Objective 2: Residents and non-residents will view the library as a destination.

- Create outdoor spaces for patron use.
- Offer cultural and special events that attract locals and non-residents.



Goal 2: Collection & Services

To provide collections, programming, and services that meet the needs of residents, businesses, and organizations; promote literacy and education; and offer recreational opportunities.

Objective 1: Create and enhance library collections based upon customer needs and information-seeking behaviors

- Inventory entire collection annually.
- Ensure that at least 20% of the library's collection is published in the last 5 years.
- Create more displays that are visually appealing.

Objective 2: Develop, maintain, and grow programs and services to meet the diverse needs of the community.



Neighborhood Forest Program

- Contract with specialized instructors and guest speakers to offer new programs and services.
- Regularly evaluate programs.
- Host additional cultural and educational programs with funding provided by outside sources and partnerships.
- Conduct annual program survey.
- Develop a program for documenting local history.

Objective 3: Expand library services by taking the library to the residents through outreach opportunities.

- Provide materials to homebased citizens.
- Provide a 24/7 reserve pickup locker.
- Participate in at least three community events each year.
- Continue to develop outreach opportunities with community partners.

Objective 4: Increase and enhance availability and use of digital resources

- Reevaluate existing resources and add new resources to meet community needs. Resource focus will include the areas of continuing education, software training, business, eBooks, eAudiobooks, eMagazines, music, video, genealogical resources, reader's advisory, language learning, literature, art, and science.
- Train staff in the detailed use of library digital resources for the best possible customer experience.
- Promote current digital resources.

Goal 3: Administration and Personnel

Enhance administrative functions for high quality, professional, and effective operations.

Objective 1: Develop, maintain, and grow partnerships with local businesses and organizations to support each other's goals.

- Create a plan for evaluating the success of partnerships.
- Identify potential partnerships and seek them out.
- Meet with current partners at least annually to plan for the upcoming year.
- Conduct local meetups with school librarians annually.

Objective 2: Provide consistent and quality services to the community.

- Utilize the Texas State Library and Archives Commission Library Standards as guidelines for measuring standards of library services and create a plan to implement changes necessary to meet Enhanced Levels of Service within a 5-year timeline.
- Review and update Library Policy Manual at least every two years.
- Evaluate and update action items in strategic plan annually.
- Grow volunteer base to meet expanding service needs.
- Establish standards of excellent customer service for staff.

Objective 3: Develop staff to be knowledgeable and empowered to lead the library in pursuit of its vision, mission, goals, and objectives.

- Employees in addition to the Library Director will attend Texas Library Association Annual Conference as available.
- Continue required minimum professional development hours.
- Establish competencies for staff to improve knowledge and skills of employees and volunteers.

Goal 4: Marketing and Communication

To create broad community awareness and support of the library's programs and services and the resources needed to carry out its goals and objectives.

Objective 1: Execute consistent, multifaceted marketing and promotion

- Develop a Marketing Plan.
- Update logo to better represent the library.
- Regularly update the library webpage and social media platforms.

Objective 2: Foster and maintain a positive image in the community.

- Use social media platforms to make real connections with the community.
- Provide announcement, photos and articles to local news sources.
- Publish a library report for the public at least annually.



2024 Camp Stuffie



2024 Touch A Truck

Goal 5: Technology

Provide the community with access to current and emerging technologies and opportunities for technological success and exploration.

Objective 1: Provide and maintain adequate access to essential technology for personal, educational and career success.



- Implement a 4-year replacement/maintenance schedule for all computers and software.
- Provide assistive technology on at least two public computer stations to comply with Section 508 of the Rehabilitation Act of 1973.
- Address the need for improved technical support in order to keep technology available to staff and patrons.
- Increase the number of available public access devices by adding tablets and laptops for in library use.
- Continue to comply with the provisions of the Children's Internet Protection Act (CIPA) to remain eligible for federal funding under E-Rate, LSTA, and other federally funded programs.

Objective 2: Emerging technologies and digital literacy will be provided to encourage exploration, development of residents, and exceed community expectations of library technology.

- Provide devices and hotspots for patrons to check out for home use.
- Add video conferencing equipment for general use.
- Provide digitization equipment for historical assets.

Objective 3: Make the library highly and easily accessible online.

- Provide payment options in person and online.
- Ensure webpage is accessible using standards and validation services such as the World Wide Web Consortium.
- Provide online guides for services, programs, and topics of interest.
- Promote the library's catalog and digital library apps.