

**Hondo Public Library**  
**Long-Range Plan 2019-2023**

**Introduction and Acknowledgement**

In accordance with the requirements of the Texas State Library and Archives Commission and utilizing TSLAC standards, the Library Advisory Board has worked with the Hondo Public Library staff to develop a new long-range plan. The 2019-2023 long-range plan is meant to provide a clear vision and give direction for the library staff and the City of Hondo in the development and provision of services.

**Library History**

Interest in establishing a public library began in 1966 with a group of dedicated Hondo and D'Hanis citizens coming together to hold monthly meetings to discuss the formation of a library. A few shelves holding a small collection of books was housed in the Chamber of Commerce offices and were later moved to the southwest corner of City Hall.

Strong community support and the determination of the group culminated in Mayor Jerome Decker issuing an official proclamation in support of the library on January 27, 1967. The Jungman Building located at 1713 Avenue M became the first official home of the library. Space and parking became concerns over time at this location.

Again, community involvement led to fund-raising for a bigger and better building. In April 1983, a bond issue was passed leading to the movement of the Hondo Public Library to a new location at the corner of Avenue K and Highway 90.

As growth continued throughout the City of Hondo, the Hondo Public Library outgrew that location. Capital funds provided by the City as well as community donations laid the

foundation for a new building. The current 12,604 square foot location at 2003 Avenue K was opened on March 31, 2017.

### **Mission Statements**

*The mission of the Hondo Public Library is to provide and promote open access to reading, intellectual, and informational resources that will enrich and enlighten all segments of the community.*

*The mission of the City of Hondo is to assure a sense of community, safety and neighborhood integrity by providing needed municipal services, fiscal responsibility, and a progressive, quality atmosphere in which to work and play with an emphasis on balanced, equitable growth. In addition, the City shall promote a belief in open and accessible government for all citizens.*

### **Administration Standards**

The HPL board consists of seven members appointed by the Hondo City Council and holds ten regularly scheduled meetings per year. By-laws and policies specific to the library are reviewed on a schedule determined by the board. Because the library is a division of the City of Hondo, some policies are set by the city council.

For the Library Advisory Board to properly fulfill their goal of providing guidance and direction, board members need training and continuing education. Additionally, the board acts as a liaison with the community and with funding organizations.

Objective 1: Provide orientation and continuing education opportunities for board members.

Objective 2: Have at least one board member join a professional library organization, such as Texas Library Association.

Objective 3: Ensure policies and procedures are updated at least every two years.

Objective 4: Publish a report and conduct a public meeting annually.

Objective 5: Develop a variety of assessments to gather real-time data.

Objective 6: Enhance the partnership with the Hondo Economic Development Corporation, dba Hondo Community Development Corporation.

### **Collection Standards**

The library collection has been developed to meet the collective needs of the community. Materials are available in print, audio, visual, and online formats. Fiction, non-fiction, and biographies are available for adults, young adults, juniors, and children. Special collections highlight special topics or populations based on the sponsoring agency or group including Rotary, Sigma Tau, Davis family, and Rowland family.

Items are added to the collection based on patron requests, review of the existing collection for gaps, and recommendations and reviews from recognized sources. Removal of items from the collection of items which are not circulating allows room to bring in newer materials.

Objective 1: Add English as a second language materials.

Objective 2: Increase circulation per capita.

Objective 3: Continue to develop programs to encourage patron participation to include resources available for check out.

Objective 4: Review non-fiction books in categories such as technology and health care every three years.

### **Facilities Standards**

The building opened in March 2017 and because of this, the facilities exceed expectations in all areas except for parking. Proper maintenance will ensure the facility will continue to serve the citizens.

As the community grows, it will be necessary to review the facility, its uses, and future needs.

Objective 1: Seek funding to provide additional handicap parking.

Objective 2: Provide a well-lit and accessible exterior book drop.

Objective 3: Conduct a space needs assessment every five years.

### **Finance Standards**

HPL is funded on an ongoing basis by the City of Hondo. Each year the library director submits a budget for the next fiscal year. The City Manager, Finance Director, Mayor, and Council members compare the proposed budget with the previous year's budget and examine the items for which the library director has made new requests (either new items or increases to existing items). After extensive study, the City sets the budget. The library is also funded through grants and revenue from library services such as copying, printing, and overdue book fines. The City's finances, including the HPL, are audited annually. Included in the HPL's budget is funding for continuing education for the library staff, as well as at least a minimum salary for the library director as determined by the Texas State Library and Archives Commission.

Although public library standards require only \$1.72 be spent per capita for materials expenditures, HPL's current materials expenditures are \$2.12 per capita. Currently, HPL's allocation of \$33.29 per capita for operating expenditures far exceeds the TLA's exemplary standard of \$22.50 per capita.

Objective 1: Raise per capital expenditures to \$2.65 per capita.

Objective 2: Continue exceeding TSLAC's per capita expenditure of \$22.50 for operating expenses.

Objective 3: Continue researching and submitting grant applications to secure funding to provide additional services for the library such as Wi-Fi hot spots, additional technology equipment, and enhancement of landscaping to include a butterfly habitat and a food garden.

Objective 4: Include training for library board members in future budgets.

### **Marketing Standards**

The library staff and board continues to search for ways to attract more patrons and increase circulation of available materials. Diverse populations, multiple generations, and increasing and varied means of communication require the board and staff to be vigilant in communicating in the manner that best suits the audience they are seeking to reach.

Objective 1: Strengthen the library's social media presence.

Objective 2: Host "happy hour" to provide work skill training classes, including basic technology.

### **Public Relations Standards**

The Hondo Public Library maintains a public image that is open and attractive to everyone. Positive relationships with the local press are important. Good public relations depend on open communication, materials in local languages, and positive, customer-oriented staff.

Objective 1: Expand materials so they are reflective of the languages spoken within the community.

Objective 2: Continue to provide customer service training for staff to maintain and improve public relations.

### **Personnel Standards**

The Hondo Public Library seeks to develop a well-trained staff who is knowledgeable about the library's materials, policies and procedures, and customer needs. Because of the continually expanding services and programs, current staffing levels need to be monitored.

Objective 1: Maintain at least one Spanish-speaking library assistant during operating hours.

Objective 2: Increase the number of staff by at least one FTE to support extending operating hours.

Objective 3: Provide additional training and continuing education opportunities.

### **Service Standards**

The HPL is currently open to the public a total of 45 hours per week including day, evening, and weekend hours and provides core library services including checking in/out books, audio materials, and DVDs whenever the library is open. The library's 26 public computers, as well as the staff computers, have Internet access. Patrons can reserve circulating books and Wi-Fi is always available. Patrons and staff can print and/or copy documents, as well as send faxes. Tiny Tot Tales and StoryTime! are weekly events. Thru the library's membership in Amigos, an agency that picks up and delivers books, patrons can access the Interlibrary Loan program at no charge.

The library's Texana/Genealogy Room provides materials for genealogy research as well as materials about the history of Medina County. A computer is located in this room for the researcher's benefit.

Several areas of the HPL focus on services and activities geared toward children and teens to help meet the HPL's goal of becoming a focal point in their lives. The Barden Room provides a special area for teens and children over eight years old to use computers, a gaming center and a 3-D printer. The Santikos and children's areas, including the Rowland collection,

provide a variety of books as well as hands-on and developmental activities for children. The Rotary collection includes the top 100 children's books of all times.

Special collections such as the Spanish Language, Celebration of Life, Caregivers Resources, Fletcher and Roberta Hopp Davis Memorial Texana Collection provide adult patrons with materials that focus on a wide variety of areas such as women's health and cancer-related materials.

Besides visiting the HPL in person during operating hours, patrons can visit the library's website to access the online catalogue, reserve circulating materials, or renew materials. Library activities are posted on the library's Facebook page, and the library uses Twitter to communicate primarily with its teen patrons.

The HPL's staff is readily available to assist patrons when they visit in person or by telephone. The well-trained staff can share information or instruct patrons on how to access the library's materials and equipment. Patrons can access the library's online database via their home computer and/or phone.

The HPL offers a wide variety of activities for its patrons: crochet classes, dance classes, and an astronomy club for all ages; a Breakfast Club on Saturday mornings for teenagers; family cultural events such as Dia de los Muertos and tamale making; and a book club for adults.

Objective 1: Develop live chat online capabilities with patrons.

Objective 2: Extend library hours to include at least one evening per week.

Objective 3: Continue to expand the activities offered to help the library become a major "hub" of learning experiences for the community. Focus areas could include activities for various age groups in the areas of STEM (science, technology, engineering, and mathematics) objectives, health and wellness, book clubs, and hobby clubs. Family-oriented activities should be included in these activities.

Objective 4: Expand Wi-Fi connections and increase the number of power outlets as more patrons bring in their own devices.

Objective 5: Expand the Junior Docent program as well as develop an Adult Docent program.

Objective 6: Provide digitized archival and historical collections that would be available on the library's website.

## **Technology**

The rapid change in technology requires the HPL to constantly monitor the existing technology tools available to and in use by the patrons and staff. Reviewing technology trends and adopting those that will result in improved services or greater resources for our patrons must be a priority as well. The HPL should not add technologies simply because they are the latest fad, but should carefully examine options based on the needs of the Hondo community.

Objective 1: Follow long-term obsolescence plan to address aging technology and plan for future needs.

Objective 2: Maintain technology infrastructure including, but not limited to, wireless connectivity to promote bring your own device.

Objective 4: Provide self-check equipment.

Objective 5: Provide laptop computers, tablets, iPods, and e-readers for in-house use and checkout.


Objective 6: Increase the assistive technologies to meet visual and hearing impairments.


## **Conclusion**

After an in-depth study of the Texas Public Library Standards and how the HPL has implemented these standards, this plan was developed as a guide for the HPL staff and Library Advisory Board for the next five years as they continue to attempt to meet the needs of the community. The consensus of the HPL staff and the Library Advisory Board is that these objectives are achievable during that time.



PASSED AND APPROVED THE 25<sup>TH</sup> DAY OF FEBRUARY 2019.

  
KIM DAVIS, CITY MANAGER

  
ELSIE PURCELL, Library Director

  
Miguel Cantu, City Secretary



