

Kurth Memorial Library

2018-2023 Five Year Plan Summary



VISION: An inclusive, versatile library and community center that evolves with changing technology and social trends to empower lifelong growth, learning, and education.

MISSION: The Kurth Memorial Library provides cutting-edge services and resources that meet individual and community needs and empower our citizens through information, education, engagement, and enrichment.

VALUES:

- **Literacy:** Provides essential building blocks for an economically healthy and thriving community.
- **Service:** Respectful, polite, trusted, relevant, effective, efficient, empathetic and professional.
- **Exploration:** Facilitating curiosity, exploration, and lifelong learning.
- **Inclusiveness:** Comfortable, welcoming environment for all.
- **Innovation:** Agile and responsive cutting-edge services and resources.

GOALS:

Goal 1: Expand the role of the library.

Continue to evaluate, develop and implement programming and events that reflect community interests and needs and maintain the library as a cultural, social and educational hub.

Goal 2: Collection Development

Continue to evaluate and develop the library collections, in a variety of media, to meet the continuously evolving educational, informational, vocational and recreational needs of the community.

Goal 3: Technology

Continue to evaluate and develop the library technologies to meet the continuously evolving educational, informational, vocational and recreational needs of the community.

Goal 5: Marketing and Stakeholder Outreach

Continuously evaluate and update the library marketing plan to establish and maintain high visibility and recognition within the community.

Goal 4: Facilities

Develop a strategy to fund the acquisition of a mobile library vehicle and the renovation and remodeling of the current library to provide a modern, welcoming, comfortable, efficient, fully-accessible, community-oriented library.

Goal 6: Leadership, Governance & Staff Development

Maintain training and open communications of library governing bodies and leadership to safeguard the long-term sustainability of the library.

Goal 7: Funding & Financial health

Develop diverse, adequate and consistent funding to safeguard the long-term sustainability of the library.

Kurth Memorial Library

2018-2023

Five Year Plan

LIBRARY BACKGROUND

Public library services in Lufkin date back to 1924 when a group of ladies began the library with a collection of books housed in a former kindergarten classroom. In 1933 a new library was built on Cotton Square, where it remained until 2001 where it opened in its current location on South Raguet Street.

In 2000, the library became a department of the City of Lufkin which joined governance of the library with the Kurth Library Board of Trustees. The City is responsible for staff salaries, utilities, building and grounds maintenance, and day-to-day operational costs. The Library Board is responsible for the purchase of materials, equipment, furnishings and programming costs.

The library's physical collections include juvenile, young adult and adult sections. In addition to fiction, non-fiction and biography collections, there are Spanish language, foreign language, western, large-print, CD, Playaway, DVD, kits, educator literacy kits, reference, test and magazine collections.

The library contains a special collection in the Ora McMullen Genealogy Room which includes state and local history, as well as genealogy records for several East Texas communities. This room contains about 14,000 volumes, 2,000 reels of microfilm, 25,000 microfiche, as well as maps, pictures and vertical files.

The library has 4 catalog computers and 28 internet access computers for public use, including 8 for genealogy research and 6 for juvenile patrons. There are 3 game computers in the juvenile section, as well as a learning and play center. There are several study rooms and a public meeting room available.

Library programming includes weekly story time, bilingual programming, adult and senior programming, teen programming, family movie times, computer and technology classes, juvenile and senior outreach programs, a extensive Family Summer Reading Program, as well as special community programming and events.

Library holdings include more than 100,000 items, which include multiple formats both physical and digital.

COMMUNITY BACKGROUND

The population of Lufkin in 2010 was 35,067 and the population of Angelina County was 86,771. Both the city and county populations are expected to continue a modest growth path. Unemployment is typically below state and national averages and sales tax receipts continue to increase with retail development.

Lufkin is the largest community between Houston (120 miles to the south) and Tyler (85 miles to the northwest) and serves a broad area with jobs, education, healthcare, entertainment, restaurants, and retail shopping. These combined services create a daytime population estimated at more than 100,000 and a service sector to support this size community. Lufkin is located at the intersection of two US Highways and two State Highways and is along the planned I69 corridor.

Of the 33,286 people employed in the county, 30% are in the Education, Healthcare, and Social Assistance sector, 12% are in Manufacturing, 12% are Retail Trade, 8% are in Arts, Entertainment, Recreation, Accommodation, and Food Services, 6% are in Construction, 6% are in Professional and Management Services, 6% are in Other Services, 4% are in Agriculture and Forestry, 4% are in Transportation, Warehousing and Utilities, 4% are in Finance and Insurance, 4% are in Public Administration, with the balance of 4% in Wholesale Trade and Information categories.

Of the people over 25 years of age in Angelina County, 76% are high school graduates or higher, and 16% have a bachelor's degree or higher. As in much of Texas, the county also has a growing Hispanic population which is measured at 20% of the population in the 2010 census.

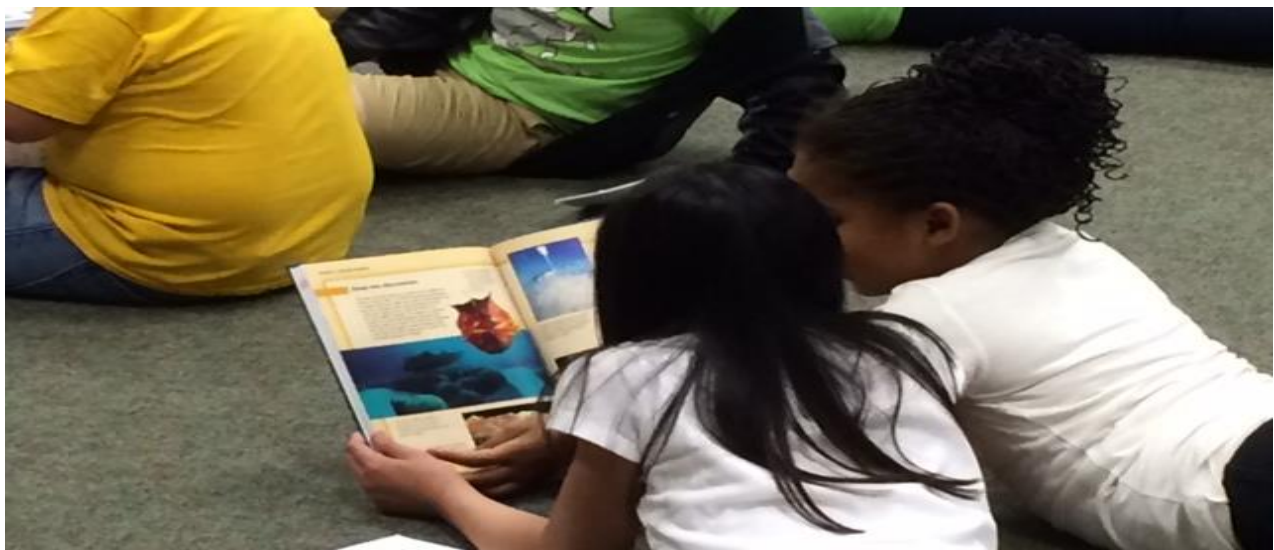
There are six public school districts in Angelina County, a charter school serving grades K-12, and two private schools which serve grades K-8. Angelina College is a community college with a consistent enrollment above 5,000 students. The Texas Bible College is located on the grounds of the Texas District United Pentecostal campus and campground.



THE PLANNING PROCESS

A planning process was undertaken to better understand the environment in which the library currently operates, to identify the challenges facing the library, and to discern the needs and wants of the community.

- Library staff, City Admin and Library Board members along with Lufkin and Angelina County Citizens participated in the planning process via workshops, interviews, surveys and personal communications.
- 743 library users, non-library users, Chamber of Commerce partners and local school districts participated in surveys to gather data about the kinds of collections, programming and other services the library should offer, as well as the methods of delivery for those services.
- An Edge Assessment was completed by library staff to help determine service levels and competencies as compared with like libraries.
- Several workshops were conducted over a period of a year, culminating in the identification of 7 key goal areas to be addressed in the plan.
- The completed plan was accepted by the Kurth Memorial Library Board of Trustees during its January 23, 2018 Meeting.
- The completed plan was accepted by the Lufkin City Council during its February 6, 2018 Meeting.



KURTH MEMORIAL LIBRARY AT A GLANCE

The following selected statistics, from FY 2015 -2016, provide a snapshot of the activities of the Kurth Memorial Library.

Summary

- **Budget:** \$850,000
- **Library Cards:** 13,489
- **Resident Card Holders:** 12,788
- **Non-resident Card Holders:** 644
- **Other:** 148: ILL, TexShare and Computer Only.
- **Library Visits:** 129,441
- **City Staff:** 450
- **Library Staff:** 16, Ten full-time, five part-time and one seasonal.
- **Facility:** Opened in 2001



Circulation

- **Circulating Holdings:** 82,773
- **Genealogy Non-Circulating Holdings:** 15,726
- **Annual Circulation:** 223,716
- **Average Monthly Circulation:** 18,643.



Technology

- **Public computers:** 28
- **Number of Sessions:** 21,047
- **Staff Devices:** 23
- **Wi-Fi Access Points:** 1
- **Self-Check Stations:** 1
- **Bandwidth:** Internet, 100mbs
- **Other Devices for Public Use:** Printer/Copier, Fax, Microfilm/Fiche Reader/Printer



Collections

- **Expenditures Print:** Adult, \$33,868, Teen, \$9,078, Children, \$28,741, Total, \$71,687
- **Expenditures AudioVisual:** Adult, \$5,411, Teen and Children, \$3,113, Total, \$8,524
- **Expenditures Digital Materials:** \$15,143
- **Expenditures Periodicals:** \$2,294
- **Expenditures Processing:** \$6,577
- **Expenditures Database and On-line Subscriptions:** \$2551.00

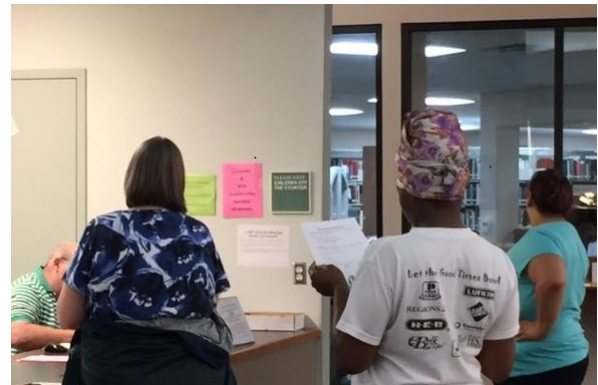


Statistics

- **Reference Questions:** 95,248
- **Volunteer Hours:** 1,564
- **Twitter followers:** 171
- **Facebook Likes:** 1,612



- **Adult Collection:** Print, 39,773, Video, 2,412, Audio, 2,060
- **Teen Collection:** Print, 3,767, Audio, 191
- **Children's Collection:** Print, 26,716, Video, 650, Audio, 443, Multi-media, 128
- **Genealogy Collection:** Print, 13,987, Microform, 1,739
- **eAudio, All Ages:** 154
- **eBook, All Ages:** 6,479
- **Electronic Databases:** 74



Lufkin at a Glance

The following selected statistics, mostly from the 2014 year, provide a snapshot of the City of Lufkin.

Population

- **Population Lufkin (2014):** 35,754
- **Population Angelina County (2014):** 87,433
- **Age distribution:** Under 5 (7.22%), 5-9 (6.83%), 10-14 (6.84%), 15-19 (7.17%), 20-24 (9.08%), 25-34 (12.34%), 35-44 (11.34%), 45-54 (12.43%), 55-64 (11.31%), 65-74 (7.11%), 75-84 (5.34%), Over 85 (2.99%).
- **Households,** 13,252
- **Ethnicity:** White (43.02%), African American (25.02%), Hispanic (24.33%), Asian (1.24%), Native American (0.46%), Two or More Races (2.10%), Other (3.83%),
- **Persons per household:** 2.59
- **Education (25 Years+):** Less Than High School (21.75%), High School Graduate (28%), College - No Degree or Associates (30.21%), Bachelor Degree (12.94%), Master, Doctorate or Professional Degree (7.1%).

Lufkin Independent School District Demographics

- **Schools:** Sixteen Elementary Schools (Pre-K-5th Grade), Two Middle Schools (6th-8th Grade), Two High Schools (9th-12th Grade), One Alternative High School (11th-12th grade) and one Alternative School (All Grades)
- **Students Ethnicity:** White (27.50%), African American (28.7%), Asian and Other (2%), Hispanic or Latino (39.9%), Two or More Races (1.9%)

- **Total Students:** 8,243
- **Economically disadvantaged:** 73%
- **English Language Learners:** 18.7%
- **At Risk:** 62.8%
- **Graduation Rate:** 90.6%
- **Attendance Rate:** 96.3%
- **Continued Rate:** 2.0%
- **Received GED:** 0.4%
- **Dropout Rate - Grades 9-12:** 7.2%

Education Special Programs

- **Bilingual/ESL:** 23.6%
- **Career & Technical:** 20.2%
- **Gifted & Talented:** 10.3%
- **Special Education:** 10.5%
- **Student/Teacher ratio:** 15:1

Other Information

- **Major Employers:** Lufkin Independent School District, City of Lufkin, Brookshire Brothers, Atkinson Candy Company, Lufkin State School, Angelina College, Pilgrim's Pride, Burke Center, CHI St. Luke's Health Memorial, Woodland Heights Medical Center.
- **Civic Organizations:** Chamber of Commerce, Lions Club, Rotary, Boy Scouts, Girl Scouts, Kiwanis Club, Junior League, Junior Achievement, Various Sports Associations, Various Faith-based Groups
- **Higher Education Located in Lufkin:** Angelina College, Texas Bible College
- **Other Higher Education in East Texas:** Stephen F. Austin State University



VISION

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MISSION

The Kurth Memorial Library provides cutting-edge services and resources that meet individual and community needs and empower our citizens through information, education, engagement, and enrichment.

VALUES

1. **Literacy:** Provides essential building blocks for an economically healthy and thriving community.
2. **Service:** Respectful, polite, trusted, relevant, effective, efficient, empathetic and professional.
3. **Exploration:** Facilitating curiosity, exploration, and lifelong learning.
4. **Inclusiveness:** Comfortable, welcoming environment for all.
5. **Innovation:** Agile and responsive cutting-edge services and resources.

CORE COMPETENCIES

1. **Customer Service:** Professional staff who are trained to provide effective and superior customer service to meet the unique and diverse needs of all.
2. **Knowledgeable staff:** Knowledge, skills, abilities, motivations, beliefs, values and interests improved via training and development, to provide relevant informational, technological and cultural enrichment for the community.
3. **Welcoming Environment:** Safe and inclusive space for bringing diverse people together to meet, be entertained, and seek relevant information.
4. **Strong, interactive partnerships:** Collaboration and partnerships with other community leaders and organizations to provide holistic, integrated solutions by building and maintaining vital connections to the community so that programming, services, and resources are relevant, impactful, and meaningful.
5. **Marketing and Outreach:** Building close bonds with the community to facilitate active communications and widen the understanding of the depth and breadth of library services.
6. **Current Technology:** Up-to-date technology that reflects the versatility in which the community expects to search for and use library information, services, and resources.



GOALS

GOAL 1: Expand the role of the library

Continue to evaluate, develop and implement programming and events that reflect community interests and needs and maintain the library as a cultural, social and educational hub.

Objectives:

- Improve, as staffing & budget allow, outreach services to senior populations.
- Improve, as staffing & budget allow, outreach services to area school districts & home schoolers.
- Improve and expand, as staffing & budget allows, outreach services to underserved populations.
- Purchase laptops & peripheral equipment to increase technology class reach.
- Begin offering biannual special events for adult population.



GOAL 2: Collection Development

Continue to evaluate and develop the library collections, in a variety of media, to meet the continuously evolving educational, informational, vocational and recreational needs of the community.

Objectives:

- Develop consistent and adequate funding, through grants and other avenues, to maintain a collection development plan that reflects community interests and needs for print, electronic, audio/video, microform, digital, database materials.
- Continue to stay up-to-date on new publishing trends, formats and delivery technologies.
- Continue to develop locations for embedded libraries.

GOAL 3: Technology

Continue to evaluate and develop the library technologies to meet the continuously evolving educational, informational, vocational and recreational needs of the community.



Objectives:

- Expand and improve Wi-Fi access.
- Move public computers to separate network.
- Increase the number of laptop charging stations throughout the library.
- Add data drops for both public and staff computers.
- Maintain currency of existing computers.
- Set up and circulate e-readers.
- Investigate the possibility of purchasing and installing software for wireless printing.
- Set up mobile network for mobile library.
- Implement and maintain Sirsi Mobile App.

GOAL 4: Marketing and Stakeholder Outreach

Continuously evaluate and update the library marketing plan to establish and maintain high visibility and recognition within the community.

Objective:

- Develop welcome packet to hand out during initial library card sign-up. Include information on collections, services and programs.
- Initiate marketing push
 - Television/Online Ads.
 - Newspaper Articles.
- Develop new delivery component for marketing Materials:
Tri-annual distribution of library flyers to schools, Boys and Girls Club, Hope Center, Impact Lufkin, Country Club, Water Department, Chamber, & CISC.

GOAL 5: Facilities

Develop a strategy to fund the acquisition of a mobile library vehicle and the renovation and remodeling of the current library to provide a modern, welcoming, comfortable, efficient, fully-accessible, community-oriented library.

Objectives:

- Purchase mobile library van to provide better outreach services.
- Renovate copy room & genealogy study room to create a meeting space for 20 people.
- Remodel existing finished library space:
 - Coffee shop.
 - Meeting room for 30 people.
 - Computer Lab for library and patron use.
 - Print/copy center.
 - Makerspace/3D Printing Center.
- Renovate unfinished area:
 - Genealogy/Local History Room.
 - Climate controlled storage space for Friends.
 - Climate controlled library storage space and garage for mobile library van.
 - Exhibit Gallery/Meeting Space.



GOAL 6: Leadership, Governance & Staff Development

Maintain training and open communications of library governing bodies and leadership to safeguard the long-term sustainability of the library.

Objective:

- Recruit to maintain an innovative and committed board.
- Maintain open and cooperative partnerships between governing bodies.
- Provide library staff with access to training that enables them to provide effective and superior customer service to meet the unique and diverse needs of the community.
- Maintain professional librarian's access to up-to-date training in leadership, knowledge, skills, trends and technologies.
- Maintain strong, interactive, collaborative partnerships with other community leaders and organizations to provide relevant, impactful, and meaningful services to the community.

GOAL 7: Funding & Financial health



Develop diverse, adequate and consistent funding to safeguard the long-term sustainability of the library.

Objective:

- Develop diverse, adequate and consistent funding sources to maintain services, technologies and collections.
- Develop a strategy to fund renovation of the library physical plant.
- Develop a core of foundations and organizations interested in funding the mission of the Kurth Memorial Library.