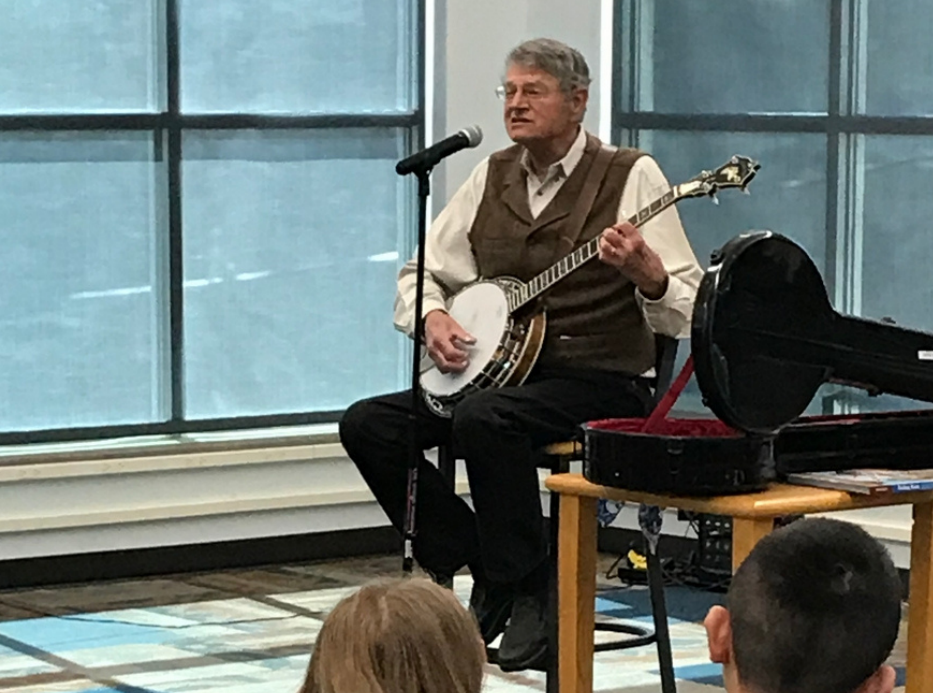




2021-2026

STRATEGIC PLAN

BURNET COUNTY LIBRARY SYSTEM





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INTRODUCTION

The Burnet County Library System was established in 1948 by the Burnet County Commissioners' Court, assisted by the efforts of the Pen Chat Club. A library board was formed and branches were established in Burnet, Marble Falls, Bertram, and Briggs. The Oakalla library opened in 1977 and the Briggs library closed in 1982. The Spicewood library opened in 2007. The Library System has grown with the communities of Burnet County, and today, the five branches offer over 139,500 items, both in physical and digital format to a growing population of over approximately 46,500 (as of 2019).

The Burnet County Library System believes patrons have the right to barrier-free access to library and information services that meet personal and professional needs and interests, provided by well-trained, customer-oriented staff. Library staff will be given the tools and time needed to be able to learn and give the best information and service. We pledge to adhere to the highest standards of honesty, integrity, and accountability. We strive to attain and hold the highest levels of public trust.

Mission

The purpose of the Burnet County Library System is to serve all of the citizens of Burnet County, offering services, resources and facilities to fulfill informational, educational and recreational needs and interests

BRANCH HISTORY



Herman Brown Free Library



The Herman Brown Free Library began as the Burnet County Free Library in 1948 with \$500 worth of purchased books, books donated by local citizens, and 1,000 books borrowed from the Texas State Library. By 1950, it had grown out of its first home on the second floor of the County Jail and moved to a converted army surplus building on the adjacent lot. Within 25 years, the library had outgrown this

location and land was donated at 100 E. Washington for a new library building, which opened in 1978. The Brown Foundation gave a significant donation and the new 10,231 square foot library was renamed The Herman Brown Free Library. In 2017, a new addition was opened, expanding the library to 13,031 square feet. This addition also houses the Burnet County history and genealogy collections.



Marble Falls Public Library



The Marble Falls Library was founded in the late 1940s by Lois Anderson. Over the years it has had several “homes.” The first home, established the end of 1948, was in the back of the Boxell and Hartzell Department Store. Early in 1951 the library moved to a site over the W.F. & J.F. Barnes Lumber Company. In 1953, the library relocated to a rent-free location in the Masonic Hall at the corner of 2nd St. and HWY 281. On

October 7, 1974 the library moved into a new 4500 square foot building at 801 4th St and in 1997, the current site at 101 Main Street became the Marble Falls Library home.



Bertram Free Library



Bertram’s library first opened in the early 1930’s. In the late 1940’s the library moved into an old store building at 140 N. Gabriel (now the Library Thrift Store). The library was founded by a group of ladies from the Literary Club, who pooled together their own private home libraries to form a lending library. The library became a branch of the Burnet County Library System in 1948.

Due to the generosity of the Mitte family, Bertram library was able to build a new building on the corner of N. Gabriel and IH 29, now known as the Joann Cole Mitte Memorial Library in 2010.



Oakalla Public Library



Recently, the Oakalla Library moved from the location inside the Oakalla Community Center, where they have been since 1977, to the Oakalla Methodist Church. The renovated sanctuary has allowed the library to grow the catalog of books and allows patrons a comfortable, relaxing atmosphere in which to browse shelves, meet new people and take part in the benefits of small

community life without losing out on the ability to have access to a plethora of books and resources.



Spicewood Community Library



The Spicewood Community Library was founded in 2005 by a group of concerned Spicewood residents who became known as the Friends of the Spicewood Community Library (FOSCL). The Library opened in July 2007 with donations of land, a DIY manufactured building, shelving and 5,000 books. Until 2015, the library was solely funded by the FOSCL, donations, memberships, thrift store sales and

fundraisers. The library now has over 10,000 items on the shelves, high-speed Wi-Fi with 24/7, access to a virtual branch with downloadable e/Audio books, a unique thrift store that provides support and much more. In October 2021, the library became a branch of the Burnet County Library System



Strategic Priorities



Herman Brown Free Library

Mission

To daily practice the mission of the Burnet County Library System with kindness and courtesy to all.

Community Aspirations

We aspire to engage with our community through positive interactions, quality programming, and by providing resources for the betterment of the lives of our patrons and visitors.



Values

- Commitment to providing quality resources for all ages
- Encouraging an early love of learning and reading through a variety of children's programming and resources
- Creating a warm and welcoming environment for our patrons and visitors
- To actively keep our collections and technological resources current and relevant



Strategic Priorities

Building: Redefine special uses of the current library building to address growth needs and give the library a contemporary feel.

Goals

Assess the current building space and redefine usage and need based on projected community growth to determine increased special needs. Rearrange and reassign spaces to meet these needs. Explore the possibility of expanding the mezzanine to a second floor to accommodate these needs.

Renovate the Genealogy Center workroom to allow for line-of-site into the research room and to increase workflow productivity.

Acquire the needed technology, equipment, and furnishings to refresh and update spaces in keeping with needs assessment.

Staff: As our communities grow, so do the demands on library staff. Increase the amount of time staff can work to four full-time positions and two 28-hour-per-week part-time positions. Have enough staff hours to meet weekday demands and allow for the library to be open at least four hours on Saturdays.

Goals

Create two full-time positions as soon as feasible; one circulation librarian and one genealogy librarian.

Increase part-time hours as budget will allow.

Technology: Expand research of current library trends and uses of technology. Seek grants to allow for increased and up-to-date technology for both staff and patron use.

Goals

Keep all computers up-to-date with most current models and software.

Research up-and-coming technology trends to ensure the library stays current and is able to anticipate and prepare for coming changes.

Begin the process of digitizing the microfilm and Burnet County history archives to preserve the originals and increase public accessibility.

Collection: Continue to develop a relevant library collection in both print materials and digital collections.

Goals

Continue to study circulation trends and honor patron requests to build a collection that meets the needs of our community.

Continue to create and develop special collections to meet specific needs.

Continue to add to the overall digital collection of BCLS for the benefit of patrons of all ages.

Community: Develop programs for Community outreach and involvements, with a focus on volunteer-led programming.

Goals

Actively seek committed volunteers to take library resources out into the community.

Develop flexible programming to allow for the ever-changing world we live in.

Seek ways to take library services to those who cannot physically come to us. Explore senior outreach to nursing homes and the homebound. Work with local organizations and civic groups to meet these needs.

Marble Falls Public Library

Mission

Our mission is to promote the importance of learning and knowledge, connect with our community and patrons, and provide others the opportunity to engage with current and meaningful programs, services, and materials

Community Aspirations

Literate and Educated,
Informed, Creative,
Collaborative



Values

- We are community-focused.
- We have a knowledgeable, engaged, and welcoming staff.
- We have clean and inspiring spaces.
- We provide excellent programs and services.
- We embrace change.



Strategic Priorities

Library Space: To make the library a multi-use destination where everyone feels welcome, comfortable and energized, and to fully utilize our physical and virtual spaces to provide complete access to our services and resources.

Goals

Update the library's entrance to be more inspiring and welcoming.

Improve the usage of the library space for programs and independent work and study with a more flexible design, improved self-check station, and updated furniture.

Improve the library browsing experience by updating the shelving for new arrivals and displays.

Expand library services to the community with a drive through check-out experience.

Patron Experience: To create a dynamic and enriching environment where patrons have a consistently outstanding experience and look forward to their next visit.

Goals

Eliminate barriers to library access including: limited hours, fines and fees, and library card application barriers.

Develop and implement a comprehensive plan for Arts and Culture based programming appealing to all ages.

Provide services beyond the walls of the building while also growing the number of library card holders that actively use the library.

Continue to nurture a welcoming culture of accessible library staff and provide resources that are relevant to our community and accessible to a diverse group of patrons.

Healthy Organization: To strengthen the practices and culture of our library to make it an efficient organization that supports staff with opportunities for growth.

Goals

Provide access to continuing education opportunities and provide work time for these opportunities

Create a balanced work schedule by increasing staff hours and ensure staff has opportunities to work non-traditional hours at community events.

Focus on staff development to improve communication amongst staff and satisfaction with work.

Strengthen the relationship between the Library, Library Thrift Store, and Friends of the Marble Falls Library.

Community Hub: Strengthen the library's reputation in Marble Falls as the core space and resource for life-long learning.

Goals

Create more strategic partnerships with local organizations, Marble Falls ISD, and local businesses to improve library programs and activity.

Increase the Library's presence at local events and meetings.

Create more opportunities for the Friends of the Marble Falls Library to be highly visible in Marble Falls.

Diversify our support and funding by building relationships with potential stakeholders and philanthropic organizations.

Bertram Free Library

Mission

Bertram Library is dedicated to creating a place that knows your name, provides innovative resources and values learning for all.

Community Aspirations

A community that has access to innovative technology, reliable resources and engaging services for all.



Values

- **Inclusive:** We strive to provide customer service that is welcoming and personable.
- **Supportive:** We aim to provide resources that help our community and its members.
- **Engaging:** We work to provide meaningful service and programs that are engaging and fun.
- **Knowledgeable:** We are committed to providing information and materials that are relevant and up-to-date.



**BERTRAM
LIBRARY**

JOANN COLE MITTE MEMORIAL LIBRARY

Strategic Priorities

Improve collection development

Goals

Survey community as to what they would like to see in regards to items in the collection.

Maintain a regular collection weeding schedule so materials are updated, in good condition and well circulated.

Create purchasing guidelines for materials so items added to the collection are relevant to our patrons, diverse, and have the most up to date information.

Offer wide variety of programs to our community

Goals

Survey community of needs/wants in library services and programming.

Strengthen school age services to encourage reading through innovative and exciting programming for school age children including home school groups.

Connect the community by introducing patrons to a wide variety of resources and activities provided by agencies, organizations and individuals throughout the community.

Provide sufficient access to technology resources and work towards digital inclusion

Goals

Initiate Technology Programming to engage adolescents, teens and adults in technology based learning opportunities. Investigate avenues and partnerships to develop new technology programming.

Discuss possibility of new innovative technology in our library. Look at grant opportunities to help with funding these new resources.

Provide training for staff on these new technologies in order to provide our patrons with proper instruction.

Increase library usage

Goals

Build awareness of library services and meet the needs of the community by taking an active role in the city such as attending council meetings and programs.

Improve online library presence (social media, website) to market these resources to the user community.

Work to market the library to new community members, businesses and organizations to increase awareness of the library.

Develop an environment for growth and success for staff

Goals

Encourage staff to bring forth new ideas for services, resources and programs in order for the staff to provide the community with a positive library experience.

Increase awareness and opportunity for professional development so that the staff maintains and enhances their skills

Work towards increasing the staff with a part-time position and continue to monitor the need for staffing changes, whether in terms of staff numbers or staff responsibilities and duties due to community growth.

Oakalla Public Library

Mission

Oakalla Library's mission is to provide educational and enrichment opportunities for all ages in a relaxed and welcoming environment.

Community Aspirations

We want to increase community awareness of what the library has to offer with an unplugged approach and less focus on technology to encourage more community involvement giving them a more proprietary interest in "their" library.



Values

- **Outreach:** As the community grows we are hoping to reach more of the population.
- **Inclusive:** We strive to be welcoming and accessible to all.
- **Engaging:** We are planning more programs to engage and inspire young and old alike.



Strategic Priorities

Improve collection development

Goals

Survey community as to what they would like to see in regards to items in the collection.

Maintain a regular collection weeding schedule so materials are updated, in good condition and well circulated.

Create purchasing guidelines for materials so items added to the collection are relevant to our patrons, diverse, and have the most up to date information.

Offer wide variety of programs to our community

Goals

Surveying the interests of our community and patrons as to what interests them.

Strengthen our connections with local groups, including homeschool groups offering programs and resources encouraging participation.

Increase library usage

Goals

Build awareness of library services and meet the needs of the community by attending local meetings.

Increase online library present via our FB page.

Work to market the library to new community members with bulk mailing flyers highlighting ongoing programs and events.

Develop an environment for growth and continued education for our staff and volunteers

Goals

Encourage staff and volunteers to share ideas and make it happen.

Continue learning for staff and volunteers to maintain and enhance their skills.

Spicewood Community Library

Mission

To provide free and equal access to a variety of materials and resources for personal enrichment and to be an advocate in the community for lifelong learning.

Community Aspirations

To play an essential role in the intellectual and technological growth of the community and be the place to learn, discover, explore, educate, and enjoy.



Values

- Outreach – Become more involved in the community as it continues to grow. Provide a place for non-profit groups to meet.
- Engaging – New programs to inspire young and old, including both youth and adult book clubs, all with a helpful and friendly staff and volunteers.
- Supportive – Provide services such as patron computers, eBooks, faxing, notary and copying.



Strategic Priorities

Build a library that is multi-functional and welcoming to the community and that provides a comfortable, safe space for meeting, learning, and growing.

Goals

Develop plans to build a permanent, replacement building.

Initiate and execute a building fundraising plan.

Increase relationships with potential stakeholders and philanthropic organizations to increase funding and support.

Build programs to increase Thrift Store sales revenue 10% per year.

Improve Collection Development and library usage

Goals

Train library staff to lead collection development and cataloging.

Improve collection by continual weeding, annual inventory, and updates.

Encourage patrons' input on children and adult materials to add to our collection.

Provide access to technology resources

Goals

Continue to evolve the library's technology by investigating innovations and research grant opportunities for funding.

Provide information and training to the community on the Burnet County Library System electronic resources.

Replace outdated computers, software and related equipment.

Develop an environment for staff growth and development, as well as recruitment and retention of volunteers.

Goals

Focus on staff development to improve library knowledge, work satisfaction and retention.

Improve volunteer support through recognition, communication and use of their talent.

Create an environment that encourages staff and volunteers to develop programs for children and adults that are relevant to our community.

Expand Library presence in the community and work to increase community support.

Goals

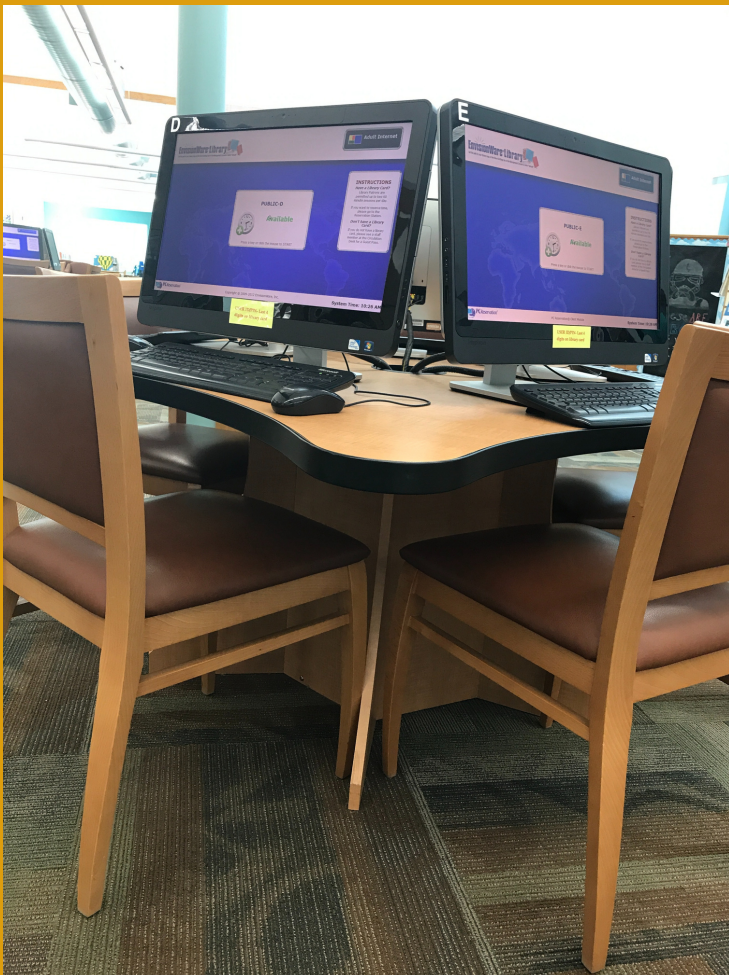
Increase staff support and overall use of by the community.

Raise visibility of Library's presence in the Spicewood community through social media, and website, and marketing.

Create strategic partnerships with local organizations, businesses and the Spicewood Elementary School, to improve library programs and services.

Supporting Plans

- Technology Plan
- Collection Development Policy



Technology Plan

Vision Statement

Technology plays a vital role enabling the library system to better meet its mission fulfilling informational, educational and recreational resource needs for patrons and enabling staff to function effectively. The library system will maintain and upgrade existing technology following industry standards. The library system will continuously explore the technology environment for appropriate new applications and assess promising new technology. Advanced technology enables a well-trained staff to effectively assist patrons, to efficiently deliver and share current trends, and to communicate with the public and governing bodies, as well as to perform administrative duties in a timely manner.

Current State of Technology

The library system has full web-based automation, circulation, self-service checkout, computer reservation, time and print management, online catalog, cataloging databases for in house cataloging, free wireless internet, mobile hotspots, high speed broadband, secure circulation via ISDN lines, firewalls, routers, filtering, backups for all appropriate servers at three of the four library branches. The more rural branch has remote access to online account services, catalogs access and reference/learning skill databases. Public computers have high speed broadband, are equipped with MS office and accept various removable drives, and wired laser print availability with payment via vend machine. Remote access to accounts, catalog, reference and learning databases is available to all patrons and staff.

This Technology Plan covers the period 2021-2026. It is expected to be modified, revised, changed and amended as changing conditions are encountered over the next 5 years. This plan was developed by a committee of current library directors and the IT Specialist with input from library staff. This plan accompanies the Burnet County Library System Long Range Plan 2021-2026.

Technology Plan

Goal: Maintain existing technology at an up-to-date level to meet patron and staff technology needs, explore and implement new components of automation systems.

- Maintain, repair and implement replacement and upgrade schedules in library systems for technology hardware, software, network components, operating systems, virus protection software and peripherals. Review annually.
- Maintain corresponding licenses and maintenance agreements.
- Maintain security protocols for systems/filtering.

Goal: Review current automation systems.

- Implement a Credit Card payment system at self-check stations.
- Continuously explore trends in library automation and evaluate and recommend improvements to the ILS system.
- Conduct biannual reports and evaluation to clean up library catalog records to improve patron experience.

Goal: Make continuing education available to staff for effective and productive uses of existing technology and to learn new applications and equipment, especially to effectively assist patrons.

- Maintain funding for continuing education courses.
- Allot times for staff to share training with other staff and volunteers.
- Dedicate time for staff to take online training/tutorials pertinent to need.

Goal: Explore and pilot new software applications

- Explore demand for photo and video software on public computers.
- Explore the demand for library provided public computer room designed to permit private virtual communication and video conferencing equipment is available for public use.
- Continue to grow digital services in as little applications as possible.

Goal: Explore and pilot new and advanced technology

- Review demand for computer laboratories and laptops available for check out.
- Continue to digitize patron records and move to a paper free records system.
- Explore improved broadband speeds for possible implementation.
- Explore technology and library materials security advances.

Goal: Use technology to foster communication between the communities and the libraries.

- Evaluate the need for digitization technology for public use.
- Market library capabilities to local groups.
- Build website usage and grow social media platforms.

Goal: Regularly assess progress, evaluate outcomes, and update technology plan.

Collection Development Plan

Selection Policy

The Materials Selection Policy shall serve the following purpose:

- 1.To further the stated goals and services of the Burnet County Library System
- 2.To guide librarians in the selection of materials
- 3.To inform the public about selection principles

Standards that guide the selection of materials are as follows:

- Contemporary significance or value
- Accuracy and objectivity of approach
- Authority of the author in the field
- Clear presentation and readability
- Social significance

Works of imagination should possess qualities of:

- Representation of important movements, genres, trends of national culture
- Vitality and originality
- Artistic integrity
- Effective characterization
- Authenticity of historical or social setting
- Sustained interest

Selection Aids

- Award lists
- Special bibliographies
- Various professional journals
- Patron recommendations
- Patron Requests

Materials considered for inclusion in the library's collection must meet one or more of the following standards:

- Importance of subject matter to the collection
- Literary, artistic, political, or scientific value
- Timeliness
- Reputation and significance of author, illustrator, editor, artist, performer, etc.
- Accuracy and authenticity of content
- Historical value
- Popularity & local interest
- Reputation and professional standing of publisher
- Price
- Format
- Inclusion in standard bibliographies or indexes

Goals

- Curate local collections to reflect the educational and recreational needs of the growing Burnet County communities.
- Grow physical collection areas for patron groups projected to grow in the next 5 years (large print, picture books, etc).
- Expand the content and access of digital collections.
- Start the shift of outdated technology such as CDs and DVDs from physical to digital offerings.
- Evaluate collection inventory and shelving space for collection gaps and weeding opportunities to make the collection more accessible and reflective of patron's needs and interests.