FLOWER MOUND PUBLIC LIBRARY

Strategic Plan 2024

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Flower Mound Public Library Mission Statement:

The Flower Mound Public Library supports education in our community by providing access to information, creating young readers, fostering success in school, and facilitating lifelong learning.

The Library contributes to quality of life in Flower Mound by stimulating imagination, celebrating diversity, and encouraging creativity in a space that meets the needs of the community.

Introduction

The Flower Mound Public Library staff develops a Strategic Plan each year. The planning process was initially based on the book *Strategic Planning for Results* by Sandra Nelson (American Library Association, 2008.) This book sets out eighteen roles, or service responses, that encompass all possible services provided by public libraries in the United States. During the 2015 planning process, eight responses were identified that meet the needs of the residents of Flower Mound and the surrounding area, and which the Library is positioned to provide. These responses were translated into the goals that form the basis for the 2015 and subsequent annual Strategic Plans.

The goals chosen for the Library fall under two broad categories that comprise the Library's mission: ***Supporting Education*** and ***Contributing to the Quality of Life.*** Using surveys and other sources of community input, Library staff annually identifies objectives to be met in the coming year under each of the eight goals.

Community Profile

The Town of Flower Mound is located in the Dallas/Fort Worth Metroplex in southern Denton County. It encompasses approximately 45 square miles. A master-planned community incorporated in 1961, Flower Mound is 28 miles northwest of Dallas, 25 miles northeast of Fort Worth and three miles north of the Dallas/Fort Worth International Airport. The Town is located between two large lakes: Lake Grapevine at the southern border and Lake Lewisville to the north.

Flower Mound derives its name from the historical site located near the intersection of FM 2499 and FM 3040. This site, known as The Mound, rises nearly 50 feet above the plains and is home to more than 500 different varieties of wildflowers and native prairie grasses. In the early 1800s, Wichita Indians were the main inhabitants of the area.

Demographics
The population of Flower Mound in 2023 was 80,883. Residents under age 18 constituted 25.4% of the population, and those over age 65 made up 11.3%. The median age was 39.8. The racial makeup of the town in 2023 was White Alone – 69%; Asian Alone – 13.6%; Black Alone – 3.4%; Native American Alone - 0.6%; Pacific Islander Alone - 0.0%; Some Other Race Alone - 2.9%; and Two or More Races – 10.4%. Persons of Hispanic origin make up 11.7% of the population.

The estimated number of households in Flower Mound in 2022 was 26,917. The average home value was $443,803. The median household income was $145,926.

Government

The Town of Flower Mound has a Council-Manager form of government. A Mayor heads a Council of five members who are elected at large and serve staggered three-year terms. (The voters amended the Town Charter on November 8, 2016 to transition from two-year, to three-year terms; the transition will be complete in 2025.) The Flower Mound Public Library is a Town Department. It is advised by the Cultural Arts Commission. The Director of Library Services reports to an Assistant Town Manager.

Education

Just over eighty-six percent of the adult population of Flower Mound over age 25 has had at least some post-secondary education. The majority of Flower Mound is served by the Lewisville Independent School District (LISD). LISD encompasses 127 square miles and serves 13 communities. Portions of Flower Mound are also served by Northwest, Argyle, Denton and Grapevine-Colleyville School Districts. Within the Flower Mound Public Library immediate service area, there are 12 LISD elementary schools, six middle schools, two ninth-grade campuses and two high schools, along with numerous private schools and preschool programs. The Town is also served by satellite campuses of NCTC (North Central Texas College) and MSU (Midwestern State University.) There are approximately 28 four-year colleges within 50 miles of Flower Mound.

The Community and Surrounding Area

The Town regularly receives various livability awards. In 2023, these included "Number 1 Best Place to Live in the Southwest" (Livability), and "Number 1 Best Place to Live in Denton County" as well as "Number 8 Place with the Best Public Schools in Texas" (Niche.)

The Parks and Recreation Department maintains over 1,000 acres of parkland. This includes approximately 60 miles of multi-purpose trails that link parks, neighborhoods, schools and businesses; two miles of equestrian trails; a dog park; two splash pads; a disc golf course; a historic log house; and multiple athletic complexes. A senior center with over 2,700 members and a Community Activity Center with over 6,000 members provides a variety of recreational amenities and programming. A new 3.3-acre memorial park which is located adjacent to the Library is currently under design and is projected to open in early 2025.

The Town's Lakeside Business District on the south side of town continues to prosper with the completion of Lakeside International Office Center, a Class-A office building; the Lakeside Condo Tower in Lakeside DFW; and almost 200,000 square feet of flex office/warehouse space called Lakeport 2499. Construction has commenced on the southern half of Lakeside DFW, named Lakeside Village, bringing mixed-use development including restaurants overlooking the lake, retail space, hotels, office, single-family, and condominium residences. Construction continues on The River Walk, located near the center

of town, bringing a variety of residential, retail, office, eateries, hotel accommodations, and entertainment spaces. At the southeast corner of FM 2499 and Lakeside Village Parkway, Silveron Park is underway. The project's first phase includes a 4-story, 200-unit, garden-urban mix, multifamily community, 15,000 SF of retail and restaurant space, as well as a 60,000 SF office building. On the west side of Town, Furst Ranch has received zoning and is currently working with Town staff on a parks plan. Furst Ranch will be a large-scale development encompassing a mixture of retail and restaurant, corporate office, industrial, single family, multi family, and condominium residences as well as a medical/hospital component. This development is expected to kick off within the next 18-24 months. Another exciting project on the west side is the Monarch Project, consisting of 250 acres northwest of Canyon Falls and contiguous with I-35. This project will also be a mixed-use development and will be planned along the new portion of Denton Creek Blvd as it ties into I-35 and the new access roads between 1171 and 407. The road portion of this project is expected to start in the next 18-24 months with development starting soon after. All of these projects will bring additional population to the Flower Mound Library service area as well as much needed amenities to the west side of town.

Library Profile

History
Flower Mound Public Library opened to the public in November 1985. The first facility was a 1,500 square-foot house which was later expanded to 2,000 square feet. In 1993 the Library moved to a 4,000 square-foot space in the new Town Hall. A bond election in 1994 for a new library failed but a second election in 1997 passed. Construction began in 1998 on a 25,000 square-foot facility which opened to the public in February 2000. The Library was expanded and renovated in a multi-year project that was completed in November of 2020. New features include:

- Dedicated Children's Storytime/Program Room
- Dedicated Teen Area
- Additional Study Rooms (from 3 to 7)
- Creation Lab and adjacent classroom
- Reading patios and Vending area
- Quiet Reading Room for Adults
- Expanded Friends of the Library Used Book sale space
- Family Restroom
- Expanded parking

The Library's Creation Lab was opened in September of 2021. Machines and tools currently available are a 3D printer; two Cricut cutting machines and a heat press; a laser engraver and cutter; sewing machine; embroidery machine; two button makers; spiral and thermal binding machines; laminator; drawing tablet; and two iMacs and PCs with a variety of creative software programs.

Library Statistics

The Flower Mound Public Library serves the residents of Flower Mound, as well as residents of Denton County through an Interlocal Agreement. At the end of FY23, the library had 47,500 cardholders, a 1.7% increase over FY22. Flower Mound residents holding library cards totaled 30,730 and 15,200 Denton County residents living outside the Town limits had Flower Mound library cards.

During FY23, the Library had 256,548 visits. Program attendance was 14,812. Total circulation for the year was 576,720. Twenty-seven percent of total circulation was in the form of electronic materials. The Library is open seven days a week for a total of 64 hours. The Library has 30 staff members (23.5 FTEs.) Ten positions require a Master of Library Science degree.

Funding and Expenditures

The Library is funded by the Town of Flower Mound. The budget for FY2024 is $2,216,971. Personnel costs comprise approximately $1,762,106 of this amount. The Library budget for books, media, other materials and contractual services is $454,685. Donations from The Friends of the Flower Mound Public Library, a non-profit support organization, as well as from other sources, add up to between $40,000 and $70,000 annually.

Collection

The Library owned just over 96,000 physical items in its circulating collection at the start of FY24, primarily books and DVDs. In addition, audiobooks, ebooks, movies, and music are available to Library patrons from several online lending and streaming platforms. The Library also circulates S.T.E.M. kits, book club kits, magazines, and multimedia kits.

Services

The Library offers eight weekly programs for young children, as well as numerous monthly and annual programs and outreach events for school age children and teens. A monthly book club and occasional programs on topics of interest are offered for adults. The Library has 12 public Internet access computers and a wireless network that provides free internet access for mobile devices. Seven private study rooms and a large meeting room are available for use by the public. The Library also provides Interlibrary Loan services, TexShare Cards and TexShare databases through the Texas State Library. Two services desks – Circulation / Adult Services and Youth Services – are staffed to provide assistance when the library is open.

Library Goals

SUPPORT EDUCATION OF FLOWER MOUND RESIDENTS:

Goal 1
Residents will have the knowledge and skills to search for, locate, evaluate and effectively use information to meet their needs.

Goal 2
Children from birth to five will have programs and services designed to ensure they will enter school ready to learn to read, write and listen.

Goal 3
Students in kindergarten through Grade 12 will have the resources they need to succeed in school.

Goal 4
Teens and Adults will have the resources they need to explore topics of personal interest and to continue learning throughout their lives.

CONTRIBUTE TO QUALITY OF LIFE for FLOWER MOUND RESIDENTS:

Goal 5
Residents will find the books, movies and other materials they want to enhance their leisure time and will have assistance in making choices.

Goal 6
Residents will have programs and services that promote appreciation and understanding of their personal heritage and the heritage of others in the community.

Goal 7
Residents will have the services and support they need to express themselves by creating original content in a variety of formats.

Goal 8

Residents will have safe and welcoming physical places to meet and interact with others as well as quiet spaces to read or study and will have spaces that support their technology needs.

2024 Strategic Plan Objectives

Goal	Objective	Team Lead(s)	Status
Support Education of Flower Mound Residents			
1. **Residents will have the knowledge and skills to search for, locate, evaluate and effectively use information to meet their needs.**	1. Improve wayfinding signs, maps and other tools. 2. Create a marketing plan. 3. Update and revamp "Research Tools" section of website.	Library User eXperience Team + Library Managers Library Marketing Team Adult Services Manager	
2. **Children from birth to five will have programs and services designed to ensure they will enter school ready to learn to read, write and listen.**	4. Purchase AWE workstations and early literacy materials to enhance early literacy activities in the Library. 5. Add early literacy materials for circulation.	Youth Services Manager Youth Services Manager	
3. **Students in kindergarten through Grade 12 will have the resources they need to succeed in school.**	6. Explore community partnerships for educational programs.	Adult Services Manager + Youth Services Manager	
4. **Teens and Adults will have the resources they need to explore topics of personal interest and to continue learning throughout their lives.**	7. Complete Edge 2.0 Assessment Action Plans for highest priority areas under the following benchmarks: (1) Digital Skills, (6) Community and User Engagement, and (10) Staff Digital Knowledge. 8. Create recruiting plan to enlist volunteers to help with Creation Lab and other programs.	Director Director + Assistant Director	

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2024 Strategic Plan Objectives, continued:

Goal	Objective	Team Lead(s)	Status
Contribute to Quality of Life for Flower Mound Residents			
5. Residents will find the books, movies and other materials they want to enhance their leisure time and will have assistance in making choices.	9. Implement Seed Library. 10. Create separate collections for Inspirational Fiction; Biography; SF/Fantasy (adult and teen); Middle Grade Fiction.	Adult Services Manager + Circulation Supervisor Adult Services Manager + Youth Services Manager + Circulation Supervisor	
6. Residents will have programs and services that promote appreciation and understanding of their personal heritage and the heritage of others in the community.	11. Purchase and install photo scanner. 12. Add programs related to cultural heritage observances.	Assistant Director Adult Services Manager	
7. Residents will have the services and support they need to express themselves by creating original content in a variety of formats.	13. Create "starter" Creation Lab kits. 14. Expand Creation Lab program and tool offerings. 15. Conduct Creation Lab survey.	Assistant Director Assistant Director Assistant Director	
8. Residents will have safe and welcoming physical places to meet and interact with others as well as quiet spaces to read or study and will have spaces that support their technology needs.	16. Investigate methods for providing a water dispenser in or near the north lobby.	Director	.

Appendix A: Sources

Nelson, Sandra. *Strategic Planning for Results*. American Library Association, 2008.

Texas State Library and Archives Commission
www.tsl.texas.gov

Town of Flower Mound
www.flower-mound.com

United States Census Bureau
https://data.census.gov/cedsci/

NTCOG
https://www.nctcog.org/home

ESRI Community Profile
https://www.esri.com/en-us/home