

# Pasco County Library Cooperative



Long Range Plan 2006-2010

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## **Achieving Excellence in Library Service**

**WE WILL DEFINE EXCELLENCE LOCALLY.**

**Excellent library services match community needs, interests, and priorities.**

**WE WILL ACHIEVE EXCELLENCE DESPITE  
ANY CHALLENGES WE ENCOUNTER.**

**Excellent library service rests more on commitment than unlimited resources.**

**OUR EFFORTS TO ACHIEVE EXCELLENCE WILL BE A CONTINUING PROCESS.**

**Even when excellent library service is achieved, it must be continually maintained.**

**Books are just the beginning...**

# Long-Range Plan for Pasco County Library Services

**2006-2010**

## **Introduction**

### **Profile of Pasco County**



Pasco County is located in west central Florida on the Nature Coast and encompasses 20 miles of coastal land along the Gulf of Mexico. Pasco County is one of the four component counties (Hillsborough, Manatee, Pasco and Pinellas) in what is called the Greater Tampa Bay Metropolitan Area.

The Florida Legislature created Pasco County on May 12, 1887, to govern 745 square miles of land. The new county was named in honor of U.S. Senator Samuel Pasco. A referendum held in 1889 named Dade City as the county seat.

There are currently six municipalities incorporated in Pasco County: Dade City, Zephyrhills, New Port Richey, Port Richey, San Antonio and St. Leo. However, 90 percent of Pasco County's population lives outside these cities in the unincorporated portions of the county, placing unique demands on Pasco County to provide a higher level of public services than would traditionally be expected of a county government.

Pasco is predominately suburban in character, although the northeastern part of the county still contains some agricultural and range area. Construction of new homes is rapidly reducing the agricultural area. A lower tax-base and convenient access to downtown Tampa is driving the new growth.

Pasco County's population centers are located along U.S. 19 on the west side of the County and adjacent to I-75 and U.S. 301, south of S.R. 52, on the east side of the County in the vicinity of Dade City and Zephyrhills. The main new-growth areas of the County include S.R. 54 in south central Pasco in the Odessa, Land O' Lakes, and Wesley Chapel areas.

Between 1950 and 2000, Pasco County's population grew nearly sixteen fold, from just over 20,000 residents to approximately 345,000. This is more than three times the growth rate of the state of Florida during the same time frame.<sup>1</sup>

The Census Bureau reports a population of 407,799 in 2004.<sup>2</sup> Pasco County is projected to reach 452,900 residents by 2010 and 505,800 residents by 2015.

The number of dwellings in Pasco was estimated at 198,461 in 2005.<sup>2</sup> While the Census Bureau projects an increase of 36 percent from 2005 to 2020 in the number of dwellings, Pasco has traditionally grown at a higher rate and it should be anticipated that the increase in number of dwellings will be significantly in excess of that number.

While the Florida continues to age, Pasco County is getting younger. According to the U.S. Census, the median age for the County dropped from 47.9 years in 1990 to 44.9 years in 2000 and to 42.6 in 2003. This compares to the median age in Florida of 38.7.<sup>1</sup>

In 2003, Pasco County's household population was 52 percent females and 48 percent males. In that same year census, 21 percent of the population was under 18 years and 24 percent were 65 years and older.<sup>2</sup>

School enrollment in the K-12 arena is projected to increase 40 percent,<sup>2</sup> however it should be anticipated that the increase will be significantly greater.

The ethnic makeup of Pasco County is:<sup>2</sup>

- White 93.7%
- Hispanic or Latino 5.7%
- Black or African American 2.1%
- Asian 0.9%
- American Indian or Alaska Native 0.4%
- Native Hawaiian or Other Pacific Islander 0.1%

### **Profile of the Pasco County Library System**

The Pasco County Library System (PCLS) was established by county ordinance in 1980. Libraries in Hudson, Holiday and Land O'Lakes were incorporated into the library system. The Hugh Embry Library in Dade City, established in 1904, joined the library system in 1981.

The Centennial Park Branch was built with Library Services Construction Act funds and opened in 1987 to replace the Holiday Library.

In 1986 a \$10 million bond referendum was passed by an overwhelming margin to build new libraries to replace the Hudson and Land O'Lakes locations, to add the Regency Park Branch, and to renovate the Hugh Embry Branch.

During the same time Library Services Construction Act funds were secured to build the South Holiday Branch and Community Development Block Grant funds were apportioned for the construction of the New River Branch.

The construction program, including automating library services, was completed in 1992 increasing the number of public service outlets to seven. A permanent location for the Support Services division was established in 1993.

On September 14, 1999 the Pasco County Public Library Cooperative (PCLC) was established as a result of an Interlocal Agreement between the Pasco County Board of County Commissioners and the Zephyrhills City Council. The Zephyrhills Public Library has one full-service library location and an auxiliary location at the Zephyrhills Depot Museum.



The patron registration count for the Pasco County Library Cooperative was 184,004 at the end of the 1999/2000 fiscal year, and increased to 208,811 by the end of the 2003/2004 fiscal year.<sup>3</sup> Pasco boasts 54 percent of the population with library cards, compared with the state average of 49.3 percent of population with library cards.<sup>4</sup>

## **The Long Range Planning Process**

In 1999, a committee of citizens developed a Long-Range Plan of Library Services for 2000-2005 the period, which was an expansion of the 1994-1999 plan.

In 2005, another committee of citizens was convened to develop a Long-Range Plan of Library Services for the period 2006-2010.

As with the previous plans, the new plan will provide a framework for the Cooperative in determining and delivering library services to the Pasco County community over the next five years. The methodology and philosophy for the planning process was based on *The New Planning for Results: A Streamlined Approach*, by Sandra Nelson for the Public Library Association, 2001.

The planning process began with a review of the 2000-2005 Long-Range Plan and demographic and statistical information on Pasco County. Ms. Amy Johnson, of the State Library and Archives, facilitated a series of Focus Groups to determine the wishes of the public in regard to library service. All results were made available to the Committee on a website that was updated after each meeting.

The Planning Committee met at least once in each branch of the Cooperative, with the exception of the Zephyrhills Public Library, which has no meeting room. Meetings were held monthly from February to June, 2005.

The initial meeting was an orientation session with Ms. Johnson. The second meeting featured a series of presentations from various organizations designed to give the Committee an overview of Pasco and library service in the region. The presenters were John Walsh of the Pasco Economic Development Committee, Ward Friszolowski of Harvard-Jolly Architectural Firm, and Charlie Parker of the Tampa Bay Library Consortium. Linda Allen, Pasco County Libraries Director and Stephen Kershner, Assistant Director, spoke about the service philosophy being developed for the Library.

The Planning Committee began its actual work by visioning its ideal community and then responding to the question: What role could the Pasco County Library Cooperative play in this ideal community?

The Committee's work was culminated by the selection the Service Responses that will guide the development and function of the Cooperative for the next five years.

The final meeting was a review of the goals and objectives related to the Service Responses as proposed by the Libraries Administration and staff.

# Pasco County Library Cooperative

## Vision Statement

The Pasco County Library Cooperative is a vital public resource serving the community as a gateway to an expanding world of knowledge, enriching lives within the community, adapting to the emerging needs of residents and the changing technologies they use.

## Mission Statement

The Pasco County Library Cooperative will provide

- Comfortable and inviting library environments
- Knowledgeable staff giving courteous, responsive, and accurate service
- A broad collection of materials in a variety of formats
- Access to current information technology

within reach of all Pasco County residents.

## Service Responses

The Pasco County Library Cooperative will strive to fulfill the role of:

- **Commons**, where residents of all ages can meet and interact with others in their community and can participate in programs of interest to the community
- **Current Topics and Titles**, where residents of all ages can find information about popular cultural and social trends and fulfill their desire for satisfying personal enrichment experiences
- **General Information**, where residents of all ages can find information and answers to questions on a broad array of topics related to work, school, and personal life

## 2006-2010 Long Range Planning Committee Members

**Joseph Alpine**  
President,  
West Pasco Chamber of Commerce

**Scott Black**  
Commissioner,  
City Commission of Dade City

**Kathleen Burnside**  
Director,  
Zephyrhills Public Library

**Marilynn deChant**  
Councilwoman,  
New Port Richey City Council  
Library Advisory Board Member

**JoAnne K. Fiebe**  
VP, Land Development,  
Lexington Homes, Inc.

**Julia Gabell**  
Member of the Friends of the Library  
Library Patron

**Marj Golub**  
Director,  
Pasco Arts Council

**Betty Holland**  
Library Advisory Board Member

**Daniel R. Johnson**  
Assistant County Administrator  
Public Services Division

### **Facilitator**

**Amy L. Johnson**  
Library Consultant,  
State Library of Florida

**Roger Kaminski**  
Supervisor,  
Instructional Media and Technology  
Pasco County School Board

**John Knowles**  
Member of the Friends of the Library  
Library Patron

**Alison Berke Morano**  
Chairman,  
Greater Wesley Chapel Chamber of Commerce

**JoAnne Moses**  
President,  
Library Advisory Board

**Honorable Pat Mulieri, Ed. D.**  
Chairman,  
Pasco County Board of County Commissioners

**Andrea Nye**  
Library Cooperative Board Member

**Margarita Romo**  
Founder,  
Farmworkers Self-Help Inc.

**Kathy Shelling**  
Director of Financial Services  
Terrabrook,  
Developers of Connerton

## **Pasco County Library System Staff**

**Linda Allen**  
Libraries Director

**Stephen A. Kershner**  
Assistant Libraries Director

**Ruth Urbanski**  
Libraries Technology Manager

**Cindy Boda**  
Administrative Services Coordinator

**Clerical Support:**  
**Denise H. Vanacore**  
Administrative Secretary

## Service Response: Commons

### Definition:

A library that provides a Commons environment helps address the need of people to meet and interact with others in their community and to participate in public discourse about community issues.<sup>5</sup>

The Commons Service Response indicates that a library should provide public space for meeting and gathering that is recognized as inviting, neutral, and safe by all individuals and groups in the community. A variety of meeting and gathering spaces including large meeting rooms, small group meeting and study rooms, special areas for children and teens to gather, and open public spaces that invite conversation and discussion may be included in the library design. Library buildings should be located within a reasonable driving distance of all citizens and should be accessible by public transportation. Proximity to government buildings, senior centers, parks, schools, community centers and shopping centers should be sought. Adequate parking and easy access to and from major roads are also considerations. Library programming specifically designed for various age groups may serve as a focus for inter-action and discussion.



### Goals:

1. All residents of Pasco County will have access to library services.
  - a. A building program will be undertaken to provide new buildings to high-growth areas and to expand or replace existing buildings in areas where the demand for service has made current facilities inadequate to the need.
  - b. Bookmobile service will be instituted for areas that are currently un-served and where no libraries will be built for the foreseeable future.
  - c. The Libraries' website will continue to expand, making many library services available to library patrons from any computer at any time.

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<sup>5</sup> Nelson, Sandra. *The New Planning for Results: A Streamlined Approach*, Public Library Association, 2001

2. The Pasco County Library Cooperative will meet the minimum standard of 0.6 square feet of library space per capita.<sup>6</sup> (Note: The Pasco County Library System currently has 0.25 square feet of library space per capita according to the 2005 Library Directory with Statistics published by the State Library of Florida.)
3. Hours of service will be expanded and standardized.
4. A variety of meeting spaces will be available at each library building to meet the needs of the Pasco County community served.
5. Pasco County children and teens will have separate areas in each library designed to meet their specialized needs.
  - a. A full-time professional youth-services librarian will be available to residents at each library.
  - b. A full-time position will be dedicated to teen services at each library.
6. A variety of programs for adults, teens, and children will be available at each library location.
  - a. A full-time professional teen-services librarian will coordinate system-wide outreach and programming for teens.
  - b. A full-time professional librarian will coordinate system-wide outreach and programming for seniors and for other special populations.



7. Pasco County residents will be more aware of library programs and services
  - a. A professionally developed marketing plan specifically for the Pasco County Library Cooperative will be implemented.
  - b. A full-time professional position will be established to handle marketing, serve as a community speaker, and to oversee grants.
  - c. The Pasco County Library System will meet or exceed the core standard for “public presence budget allocation” by budgeting an amount equal to 1.5 percent or greater of the library operating budget (all expenditures except capital funds) on the community relations program, including marketing library services, increasing public awareness, and public relations.<sup>6</sup> [Note: The Pasco County Library System budget allocation was slightly over 0.7 percent of the library operating budget (all expenditures except capital funds) on the community relations program in fiscal year 2004-05.]
8. Opportunities for collaboration with Pasco Friends of the Library groups and other community, business and government organizations will be actively sought to provide a diversity of library programs and services.
9. The Pasco County Library Cooperative will meet the enhanced standard of 0.5 full-time equivalent employees (FTE’s) per 1,000 population.<sup>6</sup> (Note: The Pasco County Library Cooperative currently has 0.3 FTE’s per 1,000 population according to the 2005 Library Directory with Statistics published by the State Library of Florida.)
  - a. A career ladder for professionals and for para-professionals will be created in order to better retain experienced personnel and to attract qualified outside applicants.
  - b. Salaries for both professionals and para-professionals will be competitive with that of surrounding counties.
  - c. Staff will be offered a variety of development and training opportunities both in-house and with other groups or organizations including conferences, seminars, and Staff Development Day.

## **Service Response: Current Topics and Titles**

### **Definition:**

A library that provides Current Topics and Titles helps to fulfill community residents' appetite for information about popular cultural and social trends and their desire for satisfying recreational experiences.<sup>5</sup>

The Current Topics and Titles Service Response indicates that a library should provide a current collection with sufficient copies of titles in high demand to ensure customer requests are addressed in a timely manner. Materials should be offered in the formats and languages people want and should be selected primarily on the basis of local demand. The collection should be merchandised to the public through the use of displays and display shelving. Staff should be knowledgeable of the content of best-selling titles and the style of popular authors and performers and be able to offer expert advisory assistance to patrons. Staff charged with the selection of materials should be informed on popular trends and monitor popular information sources and publisher advertising campaigns to anticipate public demand. This will ensure that the library is pro-active in the development of the collection. The library should be aware of technology trends and able to offer patrons the opportunity to learn about and use new technologies. Internet access should be available with sufficient computer or access points to meet customer demand.



### **Goals:**

1. Pasco County residents will have access to high-demand items in a variety of formats at all locations.
  - a. The Pasco County Library System will meet or exceed the minimum standard of 2 items per capita.<sup>6</sup> (Note: The Pasco County Library System currently has 1.51 items per capita according to the 2005 Library Directory with Statistics published by the State Library of Florida.)

- b. Concurrently, the Pasco County Library System will maintain the currency of the collection by annually deleting at least 5 percent of the total number of items available at the start of the fiscal year. This meets the minimum standard for Florida public libraries.<sup>6</sup>
    - c. The Pasco County Library System will purchase one copy of a current title for every three patron requests. Patron requests will be reviewed weekly and titles ordered accordingly.
    - d. Collection development will be guided by a Collection Development Policy that is reviewed annually and updated as necessary.
  2. The Pasco County Library Cooperative will meet the core standard that residents will have access to new technologies and formats as they become of interest to the service population.<sup>6</sup>
  3. Pasco County residents will have the ability to request that specific titles, subjects and formats be considered for the collection. This service will be provided online as well as in each branch.
  4. Pasco County residents will have a variety of technology training opportunities available.
  5. Pasco County residents will have adequate access to the Internet and other information technology resources.
    - a. The Pasco County Library Cooperative will meet the minimum standard of one public access computer per 2,000 population.<sup>6</sup> (Note as of fiscal year 2004-05 the Pasco County Library Cooperative has one public access computer per 5,996 population.)
    - b. A variety of databases and web-based services will be available through the Library's website to registered patrons both inside the library and from remote locations.
    - c. PC management and print management software will be installed to improve patron accessibility to public computers.
    - d. Patron self-service technology and the ability to accept credit cards will be added to expedite patron services.
  6. Reader's Advisory tools will be developed and may include online book reviews by staff and patrons, patron generated wish-lists, and automatic alerts for new titles or subjects of interest to specific patrons, as well as more traditional approaches.

## **Service Response: General Information**

### **Definition:**

A library that offers General Information helps meet the need of people for information and answers to questions on a broad array of topics related to work, school, and personal life.<sup>5</sup>

The General Information Service Response indicates that a library should provide print, non-print, and electronic reference resources that cover a broad variety of topics. The library should provide staff skillful in determining users' needs and in locating relevant information that satisfies those needs. Internet access will be provided for staff and public use. Alternate off-site or remote access means of accessing information resources allow patrons to utilize library information services from the locations and at the times they desire. Such services may include an extensive and current website, authenticated commercial database access, telephone information service, and answering questions via fax, email, and live online reference service. The library may serve the patrons by locating and organizing information resources on the Web.



### **Goals:**

1. Pasco County residents will have access to an up-to-date, broad-based collection in a variety of formats to meet their work, school, and personal information needs.
2. Pasco County residents will receive courteous, accurate and timely information service
  - a. A full-time professional reference librarian will be available to residents at each library.
  - b. Information services staff will have access to resources in various formats in order to ensure accuracy of information.

- c. Information services staff will develop databases and subject guides to the Web as required to perform their work and to maximize availability of information across the service area.
3. The Pasco County Library Cooperative will continue to participate in the Florida Ask-a-Librarian project and will expand participation as staffing allows.
4. Homework resources for students will be available online and through the Library's collection, which will support, but not duplicate, the collections available at school media centers.
5. The Pasco County Library Cooperative collection will contain materials to support home schooling activities.
6. Subscription databases will be evaluated annually for their value and use.
  - a. Remote access from computers outside the library will be available for all information databases.
  - b. Information Services staff will review new databases for possible addition to the collection at least once a year.
7. Information services staff will be technologically competent and able to assist patrons with all library equipment and technology.
8. The Pasco County Library Cooperative will actively seek to inform other Pasco County government departments of the resources available to them through the library.
9. Professional reference staff will provide mentoring and instruction to para-professional staff in regard to information resources.
10. The current library automation system will be replaced with a state-of-the-art system that includes comprehensive searching capabilities across multiple databases and uses associations, context, spelling alternatives and relevancy rankings to improve public access to information.

## **Evaluating Progress:**

The Long Range Planning Committee addressed the issue of evaluating progress and the possible need to adjust goals to reflect the changing environment. As many of the goals are dependent on funding in upcoming budgets, it is difficult to assign dates by which specific activities will be completed.

It was decided that the Long Range Planning Committee would meet annually in September to receive a status report from the Libraries Director. At that meeting progress will be evaluated and goals adjusted as necessary. New opportunities will be discussed and new goals may be established.

The commitment of the members of the Long Range Planning Committee to the progress of Libraries is notable. Rarely do you find a group of people willing to devote so much of their personal time to a project.

It is such support that makes, and will continue to make, the Pasco County Library Cooperative a success.

## Footnotes

1. U.S. Census Bureau, Profile of General Demographic Characteristics: 2000, Geographic Area: Pasco County, Florida, Census 2000
2. U.S. Census Bureau, 2003, 2004 American Community Survey Data Profile Highlights: Pasco County Florida
3. Annual Report of the Pasco County Library System, FY 1999/2000 and FY 2003/2004
4. Florida Department of State, State Library and Archives of Florida, *2005 Library Directory with Statistic*
5. Nelson, Sandra. *The New Planning for Results: A Streamlined Approach*, Public Library Association, 2001