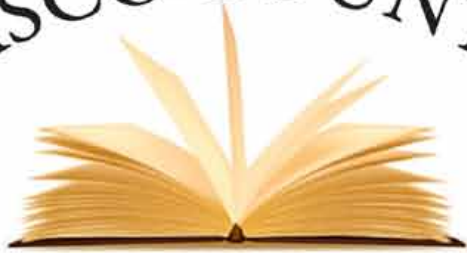
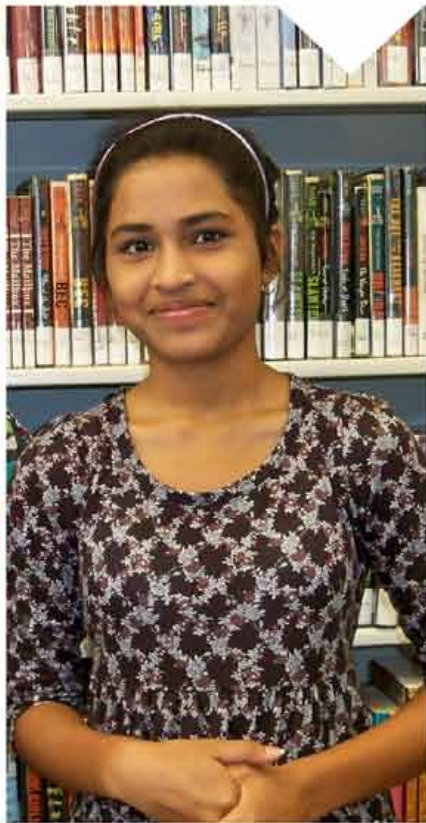


PASCO COUNTY



LIBRARY COOPERATIVE

# 2012-2015 STRATEGIC VISION



**TRANSFORMING WITH OUR COMMUNITY  
FOR A BETTER FUTURE**

[www.pascolibraries.org](http://www.pascolibraries.org)

Good libraries demonstrate the community's commitment to learning and creating a bright future for the next generation. They are a source of community pride and a magnet for newcomers. The presence of a branch benefits surrounding neighborhoods and enriches people's lives through access to culture, arts and education. They are a place for community conversations and connection to local government and nonprofit organizations. They kickstart local entrepreneurs and small businesses and develop 21st century workforce skills.



[www.pascolibraries.org](http://www.pascolibraries.org)

# STRATEGIC FOCUS AREAS

## DISCOVERY

The Library will be a place of discovery. Whether it's learning a new skill, obtaining new information, enjoying a new story, or finding a network of vital new resources, discovery has traditionally been the first step on the way to a better future.

## COLLABORATION

The Library will expand and strengthen cooperative working partnerships with outside organizations, including government agencies, businesses, educational and cultural institutions, and nonprofit organizations.

## TECHNOLOGY

The Library will be a place to explore and use new technologies. We will provide information and training on current technology to afford all residents access and connection to 21st century digital literacy. Our website will continue offering an expanding portal for downloads, live reference, links to government, and access to library services, databases, blogs, and updates.

## CREATION

The Library will be a place where citizens can create content, such as videos, music, art, multimedia presentations, promotional materials for their businesses, and more. This focus area includes plug-in stations for patrons to use their own equipment or ours.

## SPACES

The Library will be a place for community, with dedicated areas for teens, children and adults of all ages, and flexible spaces used for multiple purposes. Co-located services will be available in more places throughout our community.

## AWARENESS

The Library will find new and creative ways to increase awareness of the wide range of services and programs that makes the Pasco County Library Cooperative an essential quality of life resource available to every Pasco resident and visitor.

# WE ARE FOCUSED

## **We are transitioning to meet the changing needs of our community.**

If tables and stacks are the only images that come to mind when you think of libraries, you haven't visited a Pasco County library lately.

Our branches and website are one-stop community outlets for access to technology, government, and a world of learning. We have a national reputation for innovation. We've won awards for our youth programs. We've led the way on online access to government services. We've helped people start their own businesses. We've changed lives by connecting people with quality information and community resources.

With our history of innovation, Pasco's Libraries are well positioned to address the challenges and turbulence that we are all experiencing:

- New technologies, devices, and formats are being introduced at a dizzying speed.
- E-readers and tablets are changing the way we read and access books, magazines, and other media.
- Today's students are not just consuming content but creating multimedia presentations and digital research reports in a social learning environment.
- The most sought-after workers are technologically literate, mentally agile, and self-directed.
- The way we apply for jobs and government services has changed dramatically.
- Our communities are becoming more diverse.

# ON THE FUTURE

## **Pasco Libraries will propel our community forward during this time of transformation and uncertainty.**

As you read this plan, you'll see that we're focusing on the vital role of our libraries as places to create and share content; stimulate imagination and creative problem-solving; and inspire learners of all generations to discover something new, exciting, and transformational.

Formats and tools come and go, but the essential service that libraries offer – connecting communities to knowledge and discovery – is enduring.

## **About This Plan**

The leadership team of the Pasco County Library Cooperative invited patrons, staff members and representatives from business and community organizations, county agencies, educational and cultural institutions, and government to participate in a conversation about the future of our local libraries.

Through a series of meetings\* held between March and August of 2012, together with a community survey, we listened to and collected the ideas, concerns, hopes, and visions of our stakeholders and distilled them into this document.

\* February 14, Land O'Lakes Library; March 14, May 30 and August 29, offices of the Pasco Economic Development Council, Lutz.



*"Without libraries what have we? We have no past and no future."  
- Ray Bradbury, author (1920-2012)*

# FOCUS ON DISCOVERY

## Inspire the excitement, wonder, and joy of discovering new information, experiences, stories, resources, and skills

We will focus on discovery by:

- Integrating new technologies and tools into the discovery process, such as educational kiosks, roaming reference staff equipped with tablets, and multimedia technology resources
- Compiling instructional videos with early learning activity ideas and distributing them to parents through the Library's YouTube channel
- Creating vibrant online learning communities on issues and topics of interest to residents
- Aggregating information on local community "hot topics" and providing forums, both onsite and online, for residents to discuss these issues
- Developing a "technology petting zoo" in each branch so that people can explore new devices and technologies in a welcoming setting
- Offering fresh, creative approaches, resources, and programs to help people of all ages become self-directed lifelong learners

*"We need our libraries more than ever."*

*- Land O'Lakes patron*



# FOCUS ON COLLABORATION

## Foster thriving partnerships that benefit individuals, neighborhoods, local businesses, and the community

*"We recently had a patron come in who wanted to start a business. He wanted help. We printed all the forms he needed. He also wanted to take some business courses and learn how to use accounting software, so we referred him to classes held locally through the SBA and found him information on loans and stimulus funds for small businesses. He was so pleased with the service he received from the library that he sent a note of appreciation to the County Commissioners. Not only do libraries help citizens find jobs, we also help them start businesses that create jobs."*

*- Library Staff Member*

We will focus on collaboration by:

- Increasing bonds with local, state, and federal agencies to enhance library e-government services
- Strengthening existing cooperative relationships with local economic development agencies, chambers of commerce, workforce development organizations, and other engines of entrepreneurship and growth
- Nurturing partnerships and sharing resources with local schools and colleges, homeschoolers, and learners of all ages
- Conducting grant-funded joint projects with community-based organizations
- Participating in local history and archive digitization projects
- Using Pasco TV to record, archive, and broadcast library programs



# FOCUS ON TECHNOLOGY

## Stimulate a culture of innovation and exploration

We will focus on technology by:

- Updating all branches with current software, including operating systems and multimedia tools
- Equipping branches with tablets for use by “roaming reference librarians” and patrons
- Creating a cluster of dedicated children's computers in each branch
- Developing a “technology petting zoo” in each branch so people can explore new devices and technologies in a welcoming setting
- Using technology to build online learning experiences for residents, such as “Technology With Your Toddler” workshops with a list of suggested mobile apps for early learning
- Providing accessibility to technologies at the library for those with special needs
- Expanding the library’s virtual portal to a world of learning and resources, including e-government, Interlibrary Loan, and local historical materials

*When government agencies at all levels began shifting more and more services to online access, the Library responded by developing “e-government” programs and services – using dedicated laptops in branches and rural areas to provide countywide access to government information and services. Last year Acting Library Director Nancy Fredericks was named by Library Journal as a “Tech Leader Mover & Shaker” for leading her team’s development of [GetHelpFlorida.org](http://GetHelpFlorida.org), an easy-to-use gateway to Florida and federal e-government resources.*





# FOCUS ON CREATION

## Provide tools and spaces to support community innovation and individual self-expression

*"Money is tight for a lot of parents these days. It's wonderful that the Pasco County Library System provides so many FUN and FREE programs for our community."*

*- Library Patron via Facebook*

We will focus on creation by:

- Equipping branches with updated multimedia tools and software for photo editing, website development, video/audio recording and editing, teleconferencing, resume-writing, and more
- Offering information literacy training for 21st century applications, such as digital scrapbooking, self-publishing, YouTube and other online channels, podcasting, social networking, blogging, research dashboards, cloud computing, crowdsourcing/crowdfunding, video resumes, web portfolios, Skype job interviews, and telemedicine
- Designing flexible spaces within each branch that can be used for multiple purposes, such as updating a personal blog or collaborating on a video editing session
- Developing staff fluency in creation tools, mentoring, and facilitation



# FOCUS ON SPACES

## Provide local spaces and global portals to foster conversation, discovery, and engagement

We will focus on spaces by:

- Adding or altering locations to ensure that there are dedicated areas for teens, children, community meetings, and other important functions
- Repurposing existing spaces for new uses, which may include study rooms for homework and tutoring, charging stations and places to “plug in,” common areas for social learning, and rooms for multimedia production and editing.
- Providing community spaces for organizations and gatherings, and for training and exhibits
- Introducing cafes or other alternative use spaces
- Co-locating some library services in hospitals, museums, government buildings, or shopping areas through kiosks, computers, or mobile stations

*“The use of the laptops reserved for government forms and job searching is a blessing. Due to the lack of competition and access to broadband in this rural area, the library has become a reliable source for me to stay in contact with my military chain of command as a reservist. The personnel are ALL very knowledgeable and really have a passion about their jobs which translates into exceptional customer service.”*

*- Library Patron*

*“We are the onsite and online go-to place for community enrichment.”*

*- Library Staff Member*



# FOCUS ON AWARENESS

## Increase awareness of the Library's wide range of resources and programs as an essential and efficient service available to every citizen and visitor of Pasco County

### **Pasco Libraries offer award-winning teen programs.**

*The Library's teen programs are innovative, exemplary, and award-winning as well. In 2010, Rockus Maximus – a popular annual "Battle of the Bands" event, then in its 13th year – received the American Library Association's prestigious John Cotton Dana Award recognizing excellence in public relations. Several branches have dedicated teen areas, and the Library's Teen Advisory Board is a dynamic, creative force among Pasco's youth.*

We will focus on awareness by:

- Participating in community meetings as "information specialists" who will share their expertise and contribute valuable research and knowledge
- Updating county agencies on new resources or programs that might be of value to them and distributing materials to community organizations
- Forming a speakers' bureau with Friends of the Library, the Library Advisory Board, and the Pasco County Library Foundation in order to reach out to schools, community groups, churches, and others
- Reaching out to non-library users, new residents, and newly registered businesses in the county
- Developing library displays and kiosks to place in government offices, schools, hospitals, museums, shopping centers, and other public places
- Reviewing branch signage, flyers, and displays to assure that all services are visible to patrons
- Investing more resources (money, time, and personnel) into marketing the Library's services



# LIBRARIES HELP TO GROW

We will help to grow the local economy by:

- Providing accessibility to business-related databases for entrepreneurs, chambers of commerce, and other business organizations to help them locate their customers, suppliers, and other business partners
- Offering trade journals and market research to help our local businesses identify trends in the local business climate
- Partnering with local organizations, such as the Pasco Enterprise Network and SCORE, to offer free seminars and workshops for local entrepreneurs and small business owners
- Providing the tools for local business owners, especially new business owners and entrepreneurs, to create basic marketing brochures, videos, an online presence, and other promotional materials
- Assisting prospective or relocating business owners by providing referrals to local organizations and county agencies that can help them start their business successfully
- Promoting the local organizations, such as the Pasco Economic Development Council, SCORE, and the Chamber of Commerce, that link business owners and decision makers in Pasco County, the State of Florida, and beyond
- Informing the community about important initiatives, such as the Pasco Enterprise Network's microloan program, specifically targeting the needs of local businesses

*"If you visit public libraries, you will see an essential service in action..."*

*- Library Patron via the Tampa Bay Times*



# THE LOCAL ECONOMY

We will continue supporting our local workforce recovery by:

- Serving as “first responders” for laid-off workers who need concrete help creating resumes, accessing online job postings and applications, and communicating with prospective employers through e-mail and websites
- Closing the gap created by the closing of local government offices by providing our nationally recognized e-government program as a vital link to social services that support and recharge families during trying times
- Partnering with local organizations and agencies, such as Career Central, to provide access to cover letter, resume, and interview improvement classes, as well as techniques and tips for increasing interview success

We will provide 21st century work skills to our local residents by:

- Developing strong digital literacy in local job seekers, workers, and interested residents
- Offering technology training on basic computer skills, web navigation, e-mail, office productivity software, online applications, and web meeting software
- Working with local teens in our technology tutoring program so that they can gain valuable work experience interacting with the public while also earning community service hours



# Library users continue to borrow books, DVDs and other materials at consistently high levels, despite reduced library hours and a corresponding decrease in library visits.

## Library Service Hours

Pasco's libraries are open 2,757 fewer hours now than in 2008-2009, a 16 percent decrease.



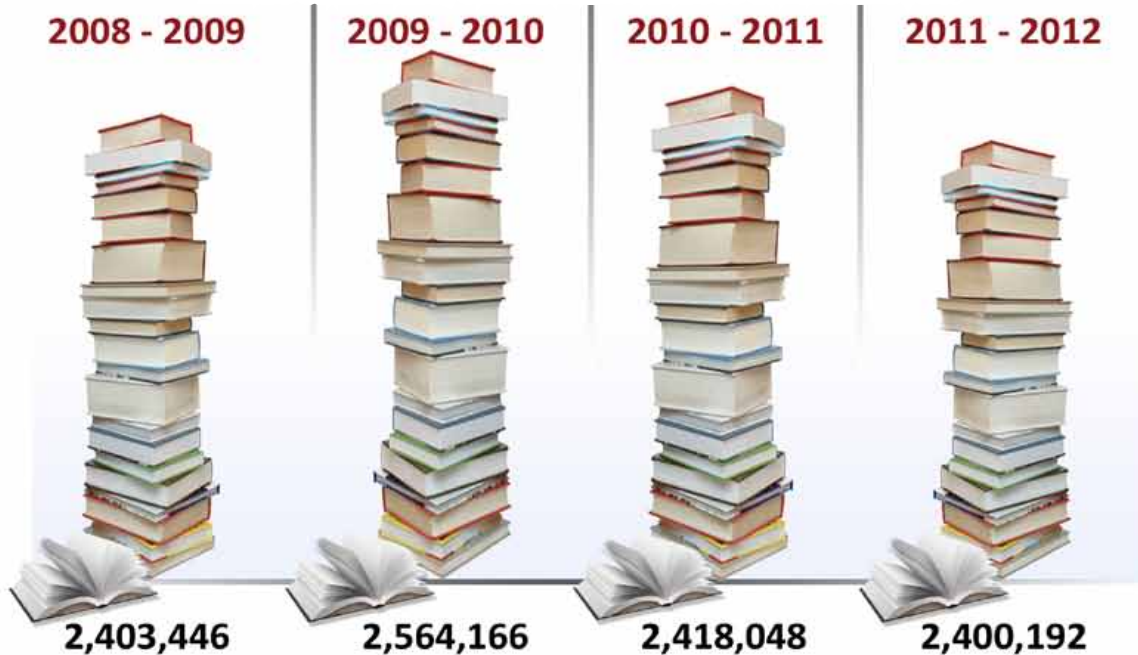
## Library Visits

Consequently, library visits are off by 23 percent.



## Annual Circulation

At the same time, circulation continues at robust levels.



# PASCO COUNTY LIBRARY COOPERATIVE

## Our Vision

The Pasco County Library Cooperative will enrich our community by being an essential resource for discovery, connection, enjoyment, and creation.

## Our Mission

The Pasco County Library Cooperative attracts and satisfies customers through outstanding and responsive customer service, an excellent selection of materials and resources, and an environment that encourages personal and community betterment.

## Our Values

The Pasco County Library Cooperative holds its staff, its volunteers, and its providers to the highest standards of Respect, Integrity, Innovation, Service Excellence, and Quality.



# ACKNOWLEDGMENTS

**We thank the following people and organizations for their time, commitment, and thoughtful contributions to this plan.**

## **Pasco County Library Community Planning Committee**

Henry O. Wilson, Jr., Pasco County Commissioner, District 4

Charlie Parker, Executive Director, Tampa Bay Library Consortium

John Hagen, President/CEO, Pasco Economic Development Council

Miranda Bacon, Land O'Lakes Library Teen Advisory Board Member

Kathleen Burnside, Director (retired), Zephyrhills Public Library

Lisa Campos, Director, Investigation Station Traveling Children's Museum

Loraine Cors, Pasco County Library Foundation Board President

Vicki Elkins, Director, Zephyrhills Public Library

Richard Gehring, Growth Management Administrator, Pasco County Planning & Growth Management Dept.

Quanlin Hu, Planner II, Pasco County Planning & Growth Management Dept.

Ana Lopez, Director, PHCC Spring Hill Campus Library

Wendy Spriggs, Director of Instructional Media and Technology, School Board of Pasco County

Gail Stout, Pasco County Library Advisory Board President

Glen Thompson, Friends of Hugh Embry Library

Caroline Westerhof, PhD, Pasco Library Foundation Board member





# ACKNOWLEDGMENTS

## **Library Project Management Team**

Nancy Fredericks, Libraries Administrator

Kevin Griffith, Libraries Administrator

Dave Mather, Libraries Administrator

Ashley Johnson, Branch Manager

Sue Knowlton, Branch Manager

Angelo Liranzo, Branch Manager

Paul Stonebridge, Teen Services Manager

Denise Vanacore, Administrative Secretary

Joan Zacharias, University of South Florida, Intern

## **Pasco County Library Advisory Board**

Barbara Eger, Commission District 1

Betty Holland, Commission District 3

Judy Meserve, City of Zephyrhills

Meredith Miller, Commission District 4

Joanne Moses, Commission District 2

Carol Pearson, City of New Port Richey

Betty Richey, At Large

Gail Stout, City of Dade City

Judith Vincent, Commission District 5



# PASCO COUNTY LIBRARY

## Pasco County Library Cooperative is:

[www.pascolibraries.org/locations\\_and\\_hours.shtml](http://www.pascolibraries.org/locations_and_hours.shtml)

### Centennial Park Library

5740 Moog Road  
Holiday, FL 34690  
(727) 834-3204

### New River Library

34043 State Road 54  
Zephyrhills, FL 33543  
(813) 788-6375

### Hudson Library

8012 Library Road  
Hudson, FL 34667  
(727) 861-3040

### Regency Park Library

9701 Little Road  
New Port Richey, FL 34654  
(727) 861-3049

### Hugh Embry Library

14215 Fourth Street  
Dade City, FL 33523  
(352) 567-3576

### South Holiday Library

4649 Mile Stretch Drive  
Holiday, FL 34690  
(727) 834-3331

### Land O'Lakes Library

2818 Collier Parkway  
Land O'Lakes, FL 34639  
(813) 929-1214

### Zephyrhills Public Library

5347 8th Street  
Zephyrhills, FL 33542  
(813) 780-0064

## Friends of the Pasco Library System

[www.pascolibraries.org/friendsofthelibrary.shtml](http://www.pascolibraries.org/friendsofthelibrary.shtml)

## Pasco County Library Foundation

[www.pascolibraryfoundation.org](http://www.pascolibraryfoundation.org)



## Pasco Libraries: Where else can you...?

- Get help writing a resume, applying for college financial aid, finding tax forms, filling out online job applications, applying for social services, and researching a new career
- Meet with a tutor, prep for the GED, get homework help, learn how to access your college's online library, collaborate on a project, study, and improve literacy skills
- Join a reading club for babies, children, tweens, teens, or adults
- Download e-books, movies, music, audiobooks, and more – for free
- Find wi-fi, computers, access to government services, and a safe, secure neighborhood place after a disaster
- Connect with lawmakers and their staff, community leaders, and concerned citizens
- Meet an astrophysicist, a reptile handler, medieval swordfighters, and a numismatist
- Attend a Mother's Day tea party, Local Authors Fair, Battle of the Bands, Teen Art Show, Library Warrior Stunt competition, a chocolate party, drum circle, Anti-Prom, and a meeting of the Anime Club
- Be inspired by stories and great storytellers, creative pre-K programs, summer reading clubs, and children's educational videos
- Learn about tai chi, embroidery, gardening, baby signing, crafts of all kinds, nutrition and health, Japanese and other languages, computer skills, memoir writing, and yoga
- Read with the Rays, share a story with a therapy dog, tell creepy tales by a campfire, and listen to a Black History storyteller

***And find a good book.***



[www.pascocountyfl.net](http://www.pascocountyfl.net)