



Library Advisory Board Meeting
Key Largo Library
October 22, 2013 --10:30 A.M.

AGENDA

1. Call to Order
2. Introductions
3. Approval of Minutes
4. Communications
5. New Business
 - A. LAB Elections
 - B. Library Long-range plan
 - C. LAB 2014 Schedule—discussion of Combined Meeting
 - D. LAB Annual Report
6. Continuing Business
 - A. Update--FY2014 Budget
 - B. Golan Fund
 - C. Florida History Department update
7. Adjournment

ADA ASSISTANCE: If you are a person with a disability who needs special accommodations in order to participate in Library Advisory Board proceedings, please contact the County Administrator's Office, by phoning (305) 292-4441, between the hours of 8:30 a.m. - 5:00 p.m., no later than five (5) calendar days prior to the scheduled meeting; if you are hearing or voice impaired, call "711".

MONROE COUNTY PUBLIC LIBRARY ADVISORY BOARD

PROPOSED MEETING DATES

2014

February 25, 2014	Marathon EOC Regular and Combined Meeting	10:30 a.m.
April 22, 2014	Big Pine Key Library	10:30 a.m.
June 24, 2014	Key West Library	10:30 a.m.
August 26, 2012	Marathon Library	10:30 a.m.
October 28, 2012	Key Largo Library	10:30 a.m.
December 9, 2012	Islamorada Library	10:30 a.m.

MONROE COUNTY PUBLIC LIBRARY

LONG-RANGE PLAN OF SERVICE

2014-2016

**SUBMITTED BY
NORMA KULA
DIRECTOR OF LIBRARIES
SEPTEMBER 17, 2013**

**A NOTE ON THE LONG-RANGE PLAN
FOR THE MONROE COUNTY PUBLIC LIBRARY
2014-2016**

In the previous long-range plan for the Library, 2011-2013, we began to move away from the traditional view of such a plan. For many years, a long-range plan was carefully formulated as a blueprint, based on numbers and statistics, detailed, graphed, and measured in every conceivable way. These were the keys to the goals, the objectives, and the results of the plan. Numbers were the measures of success and the indications of changes needed to enable future success.

Three years ago we rejected that traditional mold that had become more of a burden than a guide, and moved toward a format that allowed flexibility, that was open to new ideas, that recognized our changing and diverse communities, and that called for growth of service, not just more numbers.

We began asking not just “How many books?” and “How many people?” but “Who are our readers? What groups are we not reaching and why? Do they prefer to read or to listen while engaging in other activities? What are their needs and how can we meet them?” and we began to structure our plan around the search for answers to those questions and to other, similar, questions. By following this exploratory approach our new plan started to become more service-oriented and flexibility became our standard.

The past few years have not been good ones for many Libraries throughout the state of Florida and around the country. Financial and funding instability have strongly impacted Library resources, and so, Library hours and services, those of Monroe County included. When our staffing and hours were restored nearly two years ago, thanks to the County Commission, Administration, and a Keys community who appreciated the value of Library services and were willing to work toward their restoration, our plan took on new impetus and focus. The expanded goals established in the recent past had to be re-examined and re-evaluated in light of our restored freedom to advance toward our mission of improved and expanded services that would meet our communities’ still-changing needs. In the same vein, we needed to re-examine our use of funding, more aware of our responsibility for maintaining and even expanding services with the most efficient use of Library assets, both our personnel and our financial support.

For these reasons, this Long-Range Plan of Service for the Monroe County Library for the years 2014-2016, will be aimed even more particularly at meeting community needs as they change, and providing those essential services basic to our mission. We will

explore those community needs and work to become more aware of how they are changing, what issues are driving those changes, and how we can adapt our previous goals and objectives so that they will remain relevant and meaningful to our communities. Our mission of service has not and does not change, but the methods and technology through which the services are delivered do change, and we will need to explore the requirements of these changes and learn how best to incorporate them into our work.

A BRIEF HISTORY OF MONROE COUNTY, FLORIDA

In May of 1513, explorer Ponce de Leon sighted the Florida Keys and claimed Florida for Spain. The Spanish sailors gave this area of mangroves the name of "Los Martires," or The Martyrs. On later maps, various Keys were identified as Cayo Hueso (Bone Key), Islamorada (Purple Island), and a host of other names that changed with the identifier and mapmaker.

When Florida came under British control in February of 1763, many of the local Indians moved to Cuba. Twenty years later, under the second Spanish Reign in Florida, Loyalists left for the Bahamas and other British possessions. Florida became a U.S. Territory in 1821, with the ratification of a treaty between the United States and Spain, and later that year Juan Pablo Salas, who had received Key West as a Spanish land grant in 1815, sold the island to John W. Simonton, a Havana merchant, for the noteworthy sum of \$ 2,000.00. Simonton then sold parts of the island to fellow businessmen Whitehead, Fleming and Greene.

In 1821 Spain ceded East and West Florida to the United States. President James Monroe appointed General Andrew Jackson as Military governor, and instructed the General to set up a new government. Jackson's first action toward this goal was to organize Florida into a single territory composed of two counties. Thus West Florida became Escambia County with Pensacola as its county seat, and East Florida became St. John's County, with St. Augustine as the county seat.

On July 3, 1823, Monroe County became the sixth county in the State, when it was formed out of St. John's. All of the mainland areas now known as South Florida, as well as the Florida Keys, were included in this formation. This large area remained one county until 1836, when Dade County was formed, through a series of political maneuvers. Its borders included the eastern half of the mainland and the Keys north of Bahia Honda. Those Keys from Bahia Honda to Old Rhodes Key were not returned to Monroe County until 1866.

The original formation of Monroe County was divided over and over again through the following years. From its initial boundaries came Dade, Lee, Hendry, Collier, Broward, and a part of Palm Beach Counties. Key West was established as the County seat a

year after the island's first settlers arrived; that same year it was made a port of entry. The few Keys settlers were scattered across the islands—probably not more than 150 Europeans in all. No accurate population data exists from that period.

The Florida Keys have played a major part in Florida's growth, both historically and economically. There are 822 Keys large enough to be shown on government charts; many of their names have changed over the years. Indeed, a large number of them have changed names with almost every generation of mapmakers. (An extensive study of this history has been carried out by Library staff; the fascinating results are available on the website: <http://keys.fiu.edu/gazetteer/index.htm>)

It is noteworthy that there are only five incorporated areas in all of Monroe County: Key West incorporated in 1828, Key Colony in 1955, Layton in 1963, Islamorada in 1998, and Marathon in 1999.

HISTORY OF THE MONROE COUNTY PUBLIC LIBRARY

In 1835, a young attorney, originally from Kentucky, wrote to relatives from his new home in Key West, "The society of the place is, of course, small, but there are many families from the Atlantic States now our residents, that would be very desirable acquisitions were they to return to the places of their nativity. There is the same taste, luxury, and display that you find in the large cities in their dinner and evening parties. More good books, reviews and late publications are found here than you have the most distant ideas of." In 1835, a Sunday School library circulated books among the people of the community. Old records of that year explain that on "Saturday, April 4, 1835, on suggestion of the Mayor and unanimously resolved, the fees paid by members of board absent during the year, \$ 12.00 in amount, be presented to the Sunday School Library of Key West."

The Monroe County Public Library has a unique place in history as the oldest Library in South Florida. Its beginnings can be dated as far back as 1853. The first written record of the Key West Library Association is mentioned in the diary of William R. Hackley, who writes that he had paid his dues to that Association in July of 1853. A microfilm copy of that diary is now held in the Florida History Room at the Key West Branch of the Monroe County Public Library, while the original can be found in the collection at the Florida State University. The Association stored its book collection within a wire enclosure, and upon selection by patrons, the books were passed through a wire wicket. The Library was housed in a variety of locations on Duval Street and guided by various civic groups over the next sixty or so years, until in 1915 the Key West Woman's Club assumed the operation of the Library Association as its foremost project.

The Key West Branch, which became the Headquarters Library, moved into its present location in 1959, with a major expansion in 1992. The Key Largo Branch began in the

Key Largo Civic Club Building in 1962, moving once in 1967, and taking up its current location in 1989. The Marathon Branch began in 1962 and took up its present location in 1982; Islamorada's Branch opened in 1966, with expansions in 1983 and 1997. The most recent Branch was established in Big Pine Key in 1995, with an expansion there in 2003.

Over one hundred and fifty years have passed since those earliest steps toward a County Library system; today the Monroe County Public Library is a vital part of the fabric of its communities. Each branch reflects its own area, and each area reflects its own people, with distinct characteristics, interests and needs. Library service is ad valorem tax-based, funded by the General Fund of the Monroe County budget. The five branches, with staff totaling forty-three employees, provide on-site services six days and one evening each week. Our Library card-holders number more than half the population of Monroe County. Our website now provides 24/7 access to the full Library catalog, including renewal and request services. Our collection has grown from the 10,000 books of the Key West Branch in 1959 to over 207,000 items in a variety of media, including digital databases. The Library has grown and developed through its history, and continues to do so, as services and patron usage increase yearly.

INTRODUCTION TO THE LONG-RANGE PLAN

The Library is a viable and living institution; to remain so, it must grow. Without the guidelines of a long-range plan, that growth could become unmanaged and unmanageable. Such a plan provides a framework for essential growth and a set of guidelines for decisions regarding all aspects of Library development and operations. Yet these guidelines must be flexible, allowing the possibility of change as circumstances change in our communities. Indeed, outside of our mission itself, change is the one constant in the functional life of the Library. It is essential to set goals that cover a period of several years as an effective procedure for sound planning and for making cost-effective budgetary decisions, but we must not allow these guidelines and goals to become more important than the work itself. The mission of service to all of our communities must always be at the foreground of all that we strive for. This mission, however, is not just to provide, but to explore, to examine, and to learn and prioritize, so that we can help our patrons to avail themselves of the benefits of our planning.

CHANGING DEMOGRAPHICS/NEW COMMUNITY NEEDS

Over the past several years, Monroe County has experienced a number of demographic changes, which have had a great impact on its communities and their service needs. A County's rate of growth, or lack of it, will always be a major factor in community and community services planning. The incorporations of Islamorada and Marathon have had an impact on the economic life of the unincorporated areas of the County as well. Although many of the services for these cities are provided from within, the Library still operates as a Countywide service provider—there is one public Library system for the whole of Monroe County.

Changes in the makeup of County population are factors that need to be taken into account in Library planning—as the population ages or more young families move into the area, as literacy rates increase or decrease, as language barriers become more or less prevalent—all these variations create new challenges for the Library, and all must be included in our plans to meet future needs. Collections of materials, programs offered to the public, all the services that the Library offers need to be geared to adaptation and modification.

Most of the estimated demographics for Monroe County since the 2010 census show only small changes, but some are vital to changes that the Library must also consider:

- Total population shows an increase from 73,090 to 74,456
- No noteworthy change in % of children under 5
- Decrease in children between 5 and 14 from 8.9% to 7.9%
- Decrease in youth between 15 and 19 from 4.3% to 4.2%
- Decrease in young adults between 20 and 24 from 5.14% to 5.1%
- Decrease in adults between 25 and 44 from 25.7% to 25.2%
- Increase in adults between 55 and 64 from 17.8% to 17.9%
- Increase in adults between 65 and 74 from 4.6% to 11%
- Increase in Hispanic population from 19.5% to 20.6%

(Numbers taken from US Census 2012 estimates)

Interestingly, while school registrations have gone down, up, and down again in recent years, a slight increase has again been noted at the start of the current school year—whether it will hold has yet to be seen.

Even such slight changes need to be taken into consideration when we plan future actions in collection development, programs, and other services to be offered.

Taking these factors into account, we formulate a vision for the community of the Monroe County Library System:

VISION FOR THE MONROE COUNTY LIBRARY COMMUNITY

The people of the Monroe County community will:

- Have the information they need to succeed at school, at work, and in their personal lives;
- Discover the joy of reading and develop an appreciation of learning;
- Enjoy a high level of access to electronic information resources, through the latest information technologies in the provision of Library services;
- Develop the technological, information seeking, and information evaluation skills needed in an increasingly complex world;
- Use the resources of the Monroe County Public Library in a way that will improve the quality of their lives and that of the community as a whole.

SERVICE RESPONSES

With this vision in mind, we have identified the following as the service responses that are our commitment to our community:

- General information
- Current titles and topics
- Lifelong learning
- Local history and genealogy

From these service responses the mission of the Monroe County Public Library is formed:

MISSION STATEMENT

The Monroe County Public Library will meet the changing needs of our communities for information, education and recreation in a variety of materials, formats and technologies. The Library responds to the needs of users of all ages and diversity by providing equal, easy and open access to materials and services delivered in an efficient, timely, and professional manner by staff members who are friendly, helpful, and knowledgeable, in buildings that are inviting, comfortable and fitted for technological growth and development.

GOALS AND OBJECTIVES

SERVICE RESPONSE #1: GENERAL INFORMATION

GOAL: The Monroe County Public Library will provide timely and accurate information in print and electronic formats for residents of all ages.

OBJECTIVE: The Library will maintain a collection of printed materials that are current, organized and accessible, covering a broad variety of topics.

Achievement /Measurement Plan:

FY 2014: Set up and implement a plan for branch collaboration to develop branch collections in non-English materials to meet the needs of their individual communities, while maintaining a core collection of basic Library requisite materials.

FY 2015: Analyze the plan organization and results through customer feedback in person, through brief surveys, and staff observation; re-work and adapt as needed for stronger impact and usage of materials

FY 2016: Use information on current and anticipated demographic changes to re-assess progress and collection usage;

OBJECTIVE: The Library will expand a collection of materials in a variety of formats to meet our users' need for information.

Achievement/Measurement Plan:

FY 2014: Assess the use and value to our patrons of print materials as opposed to, or in conjunction with, electronic materials covering the same information, in terms of content, currency, reliability, ease of use, and cost valuation. Eliminate duplicated resources and those of lesser worth to patrons.

FY 2015: Perform a study of all databases currently purchased by the Library and those received through the State Library for patron use and satisfaction; evaluate for possible changes.

FY 2016: Evaluate cost benefit of databases currently in collection; set up guidelines for criteria for future purchases.

GOAL: The Library will offer reference service through phone and on-site access, and expand reference services available through new technologies.

OBJECTIVE: Staff will be trained in the reference process and the use of print and electronic reference sources.

Achievement/Measurement Plan:

FY 2014: Encourage on-going staff development in the use of all Library databases, including the Florida Electronic Library and our Gale databases; expand our reference services through technology, such as texting, reference chat, and the Ask-a-Librarian program, at all branches

FY 2015: Investigate and incorporate smart phone technology into our reference service functions, through such avenues as mobile reference service

FY 2016: Explore the potential of QR coding for reference uses; look into experiments in other libraries, costs, and validity of the process

SERVICE RESPONSE #2: LIFELONG LEARNING

GOAL: Library users of all ages will find the means to continue to learn throughout their lives and to access, evaluate, and use information in a variety of formats

OBJECTIVE: Resources and programming for children, both in-house and outreach, will be designed to reach a broad audience of children and their caregivers

Achievement/Measurement Plan:

FY 2014: Analyze the uses, equipment, and physical arrangements of our Children's units to determine immediate and potential future needs for collections, open space, reading space, and programs; utilize staff skills and experience to draft a report of findings; continue in-house and outreach programming schedules to encourage all segments of our diverse communities to become enthusiastic participants

FY 2015: Using the staff report as a set of guidelines, look into possibilities of re-working available space, renovating furnishings, and

updating collections. Explore potential for community partnerships to assist with implementing funding and renovations.

FY 2016: Establish a program of system-wide collaboration for program planning and sharing of materials

OBJECTIVE: The youth of Monroe County will be targeted as a part of the community not yet fully served.

Achievement/Measurement Plan:

FY 2014: Concentrate on the formulation of a plan to incorporate the needs and input of our youth community into collection development, activities and programming; involve staff in a study and report to set up a plan for enhancing the physical space allotted to the Young Adult customer

FY 2015: Work with school and community groups to implement the plan resulting from the staff report to create a Library environment responsive to the needs of this Library audience

FY 2016: Assess the results of the program from the last two years; perform a SWOT analysis and take actions needed to improve results

OBJECTIVE: The Senior Citizens of Monroe County will find sources of information and entertainment at the Library reflecting their particular needs and interests.

Achievement/Measurement Plan:

FY 2014; Expand the program of computer and software classes being offered to all branches, coordinating efforts and joint planning on a branch level

FY 2015: Establish outreach services to Senior Citizens throughout the Keys communities; coordinate efforts and planning among the branches; expand in-house programs for the Senior patrons, utilizing inter-branch collaboration and coordination

FY 2016: Implement a system of analysis and enrichment of the Large Print and audio collections (including online materials) to fill Senior patron needs at all branches

SERVICE RESPONSE #3: CURRENT TITLES AND TOPICS

GOAL: Patrons of the Monroe County Public Library will have access to the high-demand popular materials that they want through their local branch Library.

OBJECTIVE: Branch Managers will coordinate efforts to ensure that copies of high-demand print materials are available to all patrons, while over-duplication of these materials is avoided.

Achievement/Measurement Plan:

FY 2014: Appropriate staff will be trained in the use and capabilities of the ILS (Integrated Library System) Acquisitions module, using it as a tool in collection development while keeping customer need and materials budget restrictions in the forefront of collection management

FY 2015: The Library will initiate an in-depth study and analysis of materials purchasing systems and vendors, comparing costs of products in all media, and benefits in terms of value received

FY 2016: Staff will be trained in Readers' Advisory services for all age groups, and in all materials formats

OBJECTIVE: The Library will use technological advances as well as traditional means as tools for enhancing Library marketing of holdings and services

Achievement/Measurement Plan

FY 2014: The Library will make extensive use of our webpage for promotion of Library services, events, news, and programs at all branches, using staff input and creativity to keep the site fresh, current, and of interest and significance to our patrons

FY 2015: We will use social media as tools for the expansion of our reaching out to a broader patron base; types of social media will be studied and analyzed for suitability, usability, cost, and effectiveness; staff at all branches will be trained toward this end

FY 2016: Library staff will stay abreast of developments in the use of social media for marketing and PR, and adapt our use accordingly.

SERVICE RESPONSE #4: LOCAL HISTORY AND GENEALOGY

GOAL: The unique features of the Florida Keys will be highlighted in special collections in a variety of formats and ephemera, and will be made more widely accessible to promote formal and informal research on all levels of interest and scholarship.

OBJECTIVE: The collections of materials related to Keys History, natural history, and genealogy at all the branches will be expanded and publicized, encouraging use and enhancing appreciation of the unique nature of this island chain.

Achievement/Measurement Plan:

FY 2014: The Florida History collections will be analyzed and the information coordinated to improve access to and knowledge of these specialized materials. Preservation methods will be explored in depth and a system to prioritize and categorize preservation needs will be developed and implementation begun. The Florida History Department in Key West will be reorganized to increase display space and work space, as well as increasing security for the delicate materials contained there.

FY 2015: Ongoing digitization of suitable materials will be promoted to increase the web presence of the collections. Archival materials will receive the needed treatment, and online access will be enabled wherever feasible. Indexing and cataloging of collection content will be implemented

FY 2016: The re-vitalized Florida History Department and collections in all branches will be publicized through programs, displays, news resources, and the Library website and online presence elsewhere, including social media, with a view to increasing access to the information contained without endangering the preservation aspect of frail materials.

CONCLUSION

At a recent State Library conference, Stephen Abrams, well-known library strategist for direction, marketing, and technology, commiserated with his audience on the many changes that had taken place in Library services and technology over the past ten years, then added, "In the next three years there will be twice as many!"

This was truly no exaggeration—Library technology has evolved at an amazing pace, through a myriad of devices, applications, and formats, some of which are taking a long-term and well-grounded place in Library services, some of which are passing through like fireworks, glaring brightly and disappearing, leaving behind a clutter of ash and misspent funds.

A long-range plan for Library services must take these factors and more into consideration—exploration and development of new ideas must be basic to our own development, but consideration and prioritizing of new offerings must precede all decisions that involve investment of staff time and funds. We have an obligation to our users, not just in what we provide for them, but in maintaining financial responsibility to our community who supports us.

Although not always specifically mentioned in the outline of activities listed above, all elements of this plan must include three important aspects: staff training, technological advances, and fiscal responsibility. Without all three, a plan, especially a long-range plan, is incomplete and doomed to failure. It is our intent to make this plan work as it is meant to do—as a statement of our mission and our goals, and how we hope to fulfill them. That is our pledge to our County community, without whose support all of our best intentions would be meaningless, and to whom this is dedicated.

Monroe County Library—August 2013

	Key Largo	Islamorada	Marathon	Big Pine	Key West	Total
Circulation						
Adult	2,050	963	1,836	1,445	4,766	11,060
Juvenile	1,739	305	1,339	568	3,811	7,762
Audio/visual	1,496	1,065	2,476	1,729	6,831	13,597
Total	5,285	2,333	5,651	3,742	15,408	32,419
% Change Previous YR	-4.9%	-13%	8%	8%	-6%	-3%
Check out Type						
First time	4,012	1,692	4,743	2,819	10,676	23,942
Renewals	1,273	641	908	923	4,732	8,477
Borrowers						
Adult	8,538	2,611	6,136	4,315	14,323	35,923
Juvenile	1,110	343	1,344	532	2,577	5,906
Fee	184	174	431	144	339	1,272
Location total	9,832	3,128	7,911	4,991	17,239	43,101
Added this month	61	19	45	34	136	295
Usage						
PC Sessions	1458	595	979	739	2776	6,547
% Change Previous YR	8%	-28%	5%	3%	-32%	-17%
Wireless Sessions	319	229	175	252	638	1613
% Change Previous YR	58%	88%	52%	35%	-26%	8%
Library Visits	6,888	3,448	4,068	3,554	14,603	32,561
% Change Previous YR	-2%	-11%	-5%	-3%	-11%	-8%
eVisits			562,479			
% Change Previous YR			336%			
Reference Services						
Info, In-Person	953	375	469	418	4,662	6,877
Info, Telephone	658	237	300	254	1,866	3,315
Info, Electronic			162			
Programming						
Adult, Number	5		0		0	5
Adult, Attendance	62		0		0	62
Juvenile, Number	7		1	7	29	44
Juvenile, Attendance	329		47	154	841	1,371
Class Visits, Number			4		0	4
Class Visits, Attendance			88		0	88
Adult Outreach, Number			0		4	4
Adult Outreach, Attendance			0		76	76
Juvenile Outreach, Number			3	2	1	6
Juvenile Outreach, Attendance			40	72	1,500	1,612
Community use, Number	6	2	7	10	5	30
Community use, Attendance	172	27	47	68	21	335
Volunteers						
Number	10	1	4	1	28	44
Hours	130	6	23	16	218	393
Revenue						
Copier	\$217.10	\$129.80	\$201.50	\$208.10	\$299.40	1,055.90
Fines	\$285.25	\$130.90	\$159.80	\$104.42	\$448.46	1,128.83
Lost Material	\$50.00	\$0.00	\$0.00	\$36.90	\$127.58	214.48
Fee	\$0.00	\$0.00	\$30.00	\$0.00	\$110.35	140.35
Storage	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	0.00
Total	\$552.35	\$260.70	\$391.30	\$349.42	\$985.79	\$2,539.56