

RESOLUTION NO. 09-2012

A RESOLUTION OF THE CITY COUNCIL OF THE CITY
OF MESQUITE, TEXAS, ADOPTING A LONG-RANGE
PLAN FOR THE MESQUITE PUBLIC LIBRARY SYSTEM.

WHEREAS, pursuant to Texas Government Code §441.127(a) the Texas State Library and Archives Commission (TSLAC) requires the Mesquite Public Library System (MPLS) to meet accreditation standards established by the TSLAC to be eligible for membership in a major resource system or regional library system; and

WHEREAS, pursuant to 13 Texas Administrative Code, §1.83(6), the MPLS must have a long-range plan that is reviewed and updated at least every five years as a requirement prior to applying for membership in the Texas Library System (TLS); and

WHEREAS, the City Council acknowledges that it is in the best interest of the City and its citizens to be a member of the TLS and desires to adopt the MPLS Long-Range Plan set forth in Exhibit "A" attached hereto and made a part hereof.

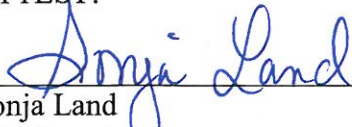
NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF MESQUITE, TEXAS:

SECTION 1. That the Mesquite Public Library System Long-Range Plan as set forth in Exhibit "A" attached hereto and made a part hereof for all purposes is hereby adopted.

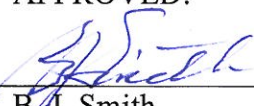
DULY RESOLVED by the City Council of the City of Mesquite, Texas, on the 2nd day of April, 2012.



John Monaco
Mayor

ATTEST:


Sonja Land
City Secretary

APPROVED:


B.J. Smith
City Attorney

MESQUITE PUBLIC LIBRARY SYSTEM
LONG RANGE PLAN
2012-2017

Mission Statement

The mission of the Mesquite Public Library System is to enrich the lives of residents by providing access to a variety of intellectual, educational, informational, recreational and cultural resources.

Service Responses

The Mesquite Public Library System incorporates the following eleven of eighteen nationally recognized public library service responses in the formation of this document:

Be an Informed Citizen: Local, National, and World Affairs. Residents will have the information they need to support and promote democracy, to fulfill their civic responsibilities at the local, state, and national levels, and to fully participate in community decision-making.

Connect to the Online World: Public Internet Access. Residents will have high-speed access to the digital world with no unnecessary restrictions or fees to ensure that everyone can take advantage of the ever-growing resources and services available through the Internet.

Create Young Readers: Early Literacy. Children from birth to age five will have programs and services designed to ensure that they will enter school ready to learn to read, write, and listen.

Discover Your Roots: Genealogy and Local History. Residents and visitors will have the resources they need to connect the past with the present through their family histories and to understand the history and traditions of the community.

Get Facts Fast: Ready Reference. Residents will have someone to answer their questions on a wide array of topics of personal interest.

Make Career Choices: Job and Career Development. Adults and teens will have the skills and resources they need to identify career opportunities that suit their individual strengths and interests.

Satisfy Curiosity: Lifelong Learning. Residents will have the resources they need to explore topics of personal interest and continue to learn throughout their lives.

Stimulate Imagination: Reading, Viewing, and Listening for Pleasure. Residents will have materials and programs that excite their imaginations and provide pleasurable reading, viewing, and listening experiences.

Succeed in School: Homework Help. Students will have the resources they need to succeed in school.

Understand How to Find, Evaluate, and Use Information: Information Fluency. Residents will know when they need information to resolve an issue or answer a question and will have the skills to search for, locate, evaluate, and effectively use information to meet their needs.

Visit a Comfortable Place: Physical and Virtual Spaces. Residents will have safe and welcoming physical places to meet and interact with others or to sit quietly and read and will have open and accessible virtual spaces that support networking.

GOALS AND OBJECTIVES

Collection Development

Goal: Develop and maintain a quality collection of books that reflect the needs and use patterns of the community.

- Continually update the book collections utilizing reviews in professional journals, local or national journals, magazines, newspapers, catalogs, and staff or citizen recommendation.
- Update the reference collections while studying the feasibility and affordability of replacing works with online versions.
- Focus purchases in the Genealogy Section on Texas county records and histories primarily but also include records and histories from other states.
- Focus on replacing and supplementing the library's core book collection, including those collections that support local students from kindergarten through college age.
- Expand the number and variety of study guides used by residents to prepare for educational and professional exams.
- Conduct ongoing collection maintenance for the entire book collection.

Goal: Develop and maintain a quality collection of audiovisual and other non-book formats that reflects the needs and use patterns of the community.

- Build the audio collections with emphasis on spoken word titles.
- Build the digital videodisc collection purchasing a mix of educational and entertainment titles.
- Build an electronic reference collection with emphasis on subjects in high demand.
- Build the downloadable ebook collection with emphasis on high demand titles.
- Continue to explore the use of emerging technologies and formats.
- Conduct ongoing collection maintenance for the entire non-book collection.

Goal: Continue to monitor and analyze available online databases and select those that meet the needs and use patterns of the community.

Programming and Services

Goal: Provide a full complement of children's programming.

- Continue story times for children from infant to preschool age.
- Continue the summer reading club.
- Continue to offer craft times, movies, and other specialized programming for school aged children.

Goal: Present young adult and adult programming on select topics.

- Continue to offer programming of interest to young adults.
- Continue to offer a young adult summer reading program.
- Continue to provide a monthly book club for adults.
- Develop a summer reading program for adults.

Goal: Conduct basic computer classes.

- Continue to offer classes for beginning computer users.
- Continue to offer basic Microsoft Office classes.
- Continue to offer genealogy online research classes.
- Continue to offer classes on resumes and job hunting resources.
- Develop and offer classes on using Library online resources.

Goal: Develop video tutorials for a variety of library services.

- Create tutorials for online resources.
- Create tutorials for downloading ebooks and eaudiobooks.
- Create a tutorial for beginning Genealogy research.

Goal: Continue other library services.

- Provide income tax forms and publications.
- In cooperation with AARP, continue to offer free tax assistance.
- Continue to provide voter registration forms.
- Promote the use of interlibrary loan as a method of getting access to materials not available at the Mesquite Public Library.
- Promote the use of the TexShare card as a method of getting access to materials not available at the Mesquite Public Library.

Goal: Seek input from patrons on library services, programs and materials.

- Conduct an in-house Customer Satisfaction Survey in English and Spanish at least once a year.
- Conduct a month long online Customer Satisfaction Survey in English and Spanish at least once a year.
- Promote the utilization of the suggestion boxes at both facilities.
- Develop a *Tell Me a Story* campaign seeking direct input from patrons on how the library makes a difference in their lives.

Goal: Pursue grants and other sources of alternate funding to supplement the annual budget.

Goal: Investigate the feasibility of offering a credit/debit option for payment of library fees online and in-house.

Technology

Goal: Continually update and maintain computer equipment as stated in the ongoing computer replacement plan.

Goal: Increase public access to computers and the internet.

- Subject to funding, add six public computers at the North Branch Library.
- Subject to funding, add two public computers in the Children's area at the Main Library.
- Subject to funding, add seven public computers in the Adult area at the Main Library.

Goal: Monitor technological trends and implement those that are valuable and appropriate.

- Subject to funding, add the capability of printing for wireless access.
- Subject to funding, provide self-serve printing from public computers.
- Subject to funding, create a phone app specifically for the Mesquite Public Library System.

Staffing

Goal: Ensure that staff members have been trained appropriately for their position.

- Continue to develop staff training materials.
- Encourage staff to participate in continuing education classes and workshops offered by the City of Mesquite, the Texas State Library, the Texas Library Association, Amigos, the American Library Association and other related sources.

- Provide resources to enable staff to use downloadable services in order to better assist patrons.
- Develop staff for professional growth and career advancement.
- Implement an annual staff development day.

Goal: Manage volunteer program.

- Develop a policy and procedures manual specifically for volunteers.
- Develop mandatory volunteer orientation sessions.
- Assign specific volunteer positions to key staff members.

Access and Facilities

Goal: Provide a user friendly, secure, comfortable, accessible and pleasing environment for patrons and staff members.

- Insure on a daily basis that the facilities are clean and restroom facilities are sanitary.
- Replace and clean furniture as necessary for safety and sanitary purposes.
- Monitor and rearrange library spaces to better serve patrons.
- Update signage for ease of use.

Goal: Assess library facilities.

- Conduct facility and operational assessment by 2013.

Public Relations

Goal: Increase the Library's visibility in the community by utilizing a variety of channels to promote programs and services.

- Submit news releases to the Mesquite Neighbors section of the *Dallas Morning News* and to the *Mesquite News*.
- Submit monthly articles to the *Mainstream*, the City of Mesquite newsletter.
- Submit articles to the *Fun Forecast*, a Mesquite Parks & Recreation publication.
- Develop a newsletter available in-house and online.
- Send community service announcements to radio station KEOM.
- Submit articles to the City of Mesquite's *Facebook page*.
- Utilize the library's website to promote programs and services.
- Utilize City of Mesquite's *On Hold Events* service (telephone on hold announcements) to promote programs and services.
- Create and distribute flyers about library events.

- Promote the library through MISD classroom visits, PTA meetings, service clubs and other organizations.
- Promote the library by participating in community events such as the Taste & Trade show, Mesquite Recycles Day and school health fairs.
- Promote the library and reading by continuing to produce "READ" posters featuring patrons and/or community leaders.

Learning Support

Goal: Provide resources to support the curriculum of local educational institutions to enhance the education of students, preschool through adult.

Goal: Provide resources to support the curriculum for homeschooling families.

Goal: Investigate feasibility of offering an online, interactive educational help service.

Genealogy

Goal: Offer the opportunity to know and better understand personal or community heritage.

- Work with local historical groups in providing programs focusing on community heritage and genealogical research.
- Provide classes on conducting genealogical research.

Outreach

Goal: Extend library services to those citizens who are unable to visit the library facilities.

- Place book collections at retirement homes and senior citizen centers.
- Present book talks at retirement homes.
- Present story times on a regular basis at local day care centers.
- Continue to enhance virtual services such as databases, ebooks, eaudiobooks and the Library's website and catalog that are available 24/7.

MESQUITE PUBLIC LIBRARY SYSTEM **COLLECTION DEVELOPMENT POLICY**

PURPOSE OF THIS POLICY

The purpose of the Collection Development Policy is to provide guidelines for the selection and placement of materials in the Mesquite Public Library System. Materials for consideration include both print and non-print items. The guidelines are intended to help professional staff make decisions in the areas of resource allocation, long-range planning, and evaluation and placement/withdrawal of materials.

MISSION STATEMENT

The mission of the Mesquite Public Library System is to enrich the lives of residents by providing access to a variety of intellectual, educational, informational, recreational and cultural resources.

To accomplish this mission, the system seeks to offer services and materials that will reflect the needs of the entire community. The system emphasizes the need for a variety of titles and formats in its collection including popular fiction, nonfiction, technical, and educational information in book, audio, video and electronic formats.

COMMUNITY PROFILE

Located east of Dallas, the Mesquite Public Library System offers services to the community of Mesquite and surrounding cities. The system serves a diverse population of approximately 139,824. According to a "SnapShot" report conducted by CivicTechnologies for the Library System, the residents of Mesquite are moderately to well-educated with over 50% of those over 25 having had some college education. The population is strongly family oriented with over 46% of households having related children in the residence. Approximately 30% of Mesquite residents are 18 years of age or younger. The median age is 32.6. The grouping of residents 55 years and older make up almost 14% of the population and are expected to increase significantly over the next five years. Approximately 60% of the homes in Mesquite are owner occupied while a little over 27% of housing is rented and 13% is vacant. About 31% of the residents work in Mesquite indicating that most people commute to work outside the City. Estimated average travel time for commuters is almost 30 minutes. Average household income is \$62,978 and is projected to increase slightly over the next five years. Educational institutions within the City include the Mesquite Independent School District, Eastfield College, Carrington College and the North Texas Regional Training Center/TEEX.

DESCRIPTION OF THE COLLECTION

The Mesquite Public Library System's collection of approximately 218,000 items is comprised of 90% print items, 8% audiovisual items (compact discs, audiocassettes, videocassettes, digital videodiscs, Playaways and mixed media kits) and 2% digital resources (ebooks, eaudiobooks and databases.) Adult materials make up the majority of the collection while children's and young adult items together comprise approximately 38% of the total collection. The System has a special Genealogy collection with over 7,000 print items. Over 9,000 rolls of microfilm expand the collection in the areas of genealogy and newspaper archives.

ACCESS TO MATERIALS

The collection of the Mesquite Public Library System is open to all members of the community. No attempt is made to restrict library patrons from using any material included in the collection. A separate section is maintained for younger readers to facilitate use. Responsibility for a child's use of library services and materials rests solely with his/her parent or legal guardian. The Library System makes no attempt to label any library material to indicate its point of view or bias.

INTELLECTUAL FREEDOM STATEMENT

The Mesquite Public Library System strives to provide books and other library resources for the interest, information, and enlightenment of the citizens of the community. Materials are not excluded because of the origin, background, or views of those contributing to their creation. Furthermore, it is the intent of this Library to provide materials and information presenting all points of view on current and historical issues. Materials will not be removed because of biased disapproval.

GENERAL COLLECTION PRIORITIES

1. Develop and maintain a quality collection in a variety of formats that reflect the needs and use patterns of the community.
2. General treatments will be preferred over those which are specialized, scholarly, or professional in nature.
3. In general, the Library System will emphasize the collection of a wide range of titles over the selection of multiple copies of a specific work. Where need warrants, multiple copies and/or formats may be purchased.
4. Unabridged editions will be chosen over abridgments.

SELECTION SOURCES

- Reviews in professional journals such as *Publisher's Weekly*, *Booklist*, *Library Journal*, *School Library Journal*, *Horn Book Magazine*, and *New York Times Book Review*.
- Reviews in local or national journals, magazines or newspapers.
- Individual subject expertise of staff or community members with established expertise.
- Suggestions from Mesquite Public Library System patrons.
- Publisher's catalogs.
- Standard bibliographies.

SELECTION CRITERIA

Using the stated sources, staff members will consider the following factors in making selections for the collection.

- Reflects the needs and use patterns of the community.
- Vitality and originality of thought.
- Contemporary value.
- Public demand.
- Artistic excellence.
- Appropriateness to interests and skills of intended audience.
- Reputation of author or authors.
- Comprehensive subject coverage.
- Price.
- Relative importance compared to other materials on the subject.
- Permanent significance.
- Suitability of physical form.

Staff members will further consider all selections in light of the overall balance and need of the collection. Availability of materials through such other means as interlibrary loan or the Internet may have a bearing on selection.

AUTHORITY FOR SELECTION AND COLLECTION DEVELOPMENT

Selection of materials and collection development is vested in the Director of Library Services. The Director has full authority to use his or her judgment in interpreting this policy. The Director may assign professional staff the duty of fulfilling this policy.

QUALIFICATIONS OF LIBRARIANS PARTICIPATING IN THE COLLECTION DEVELOPMENT PROCESS

All librarians participating in the selection of materials for the library system hold master's level degrees in library science. Paraprofessional staff who are involved in the selection process have bachelor level degrees.

REQUEST FOR WITHDRAWAL OR ADDITION OF MATERIALS

Whenever a library patron objects to the presence or absence of any library material, the complaint or request will be considered by the professional library staff. After the submission of a written request detailing the complaint/request from the library patron, a final assessment will be made by the Director of Library Services. Requests for reconsideration of materials must be completed on a form (see attachment) available from any facility of the Mesquite Public Library System.

PERIODICALS

The Mesquite Public Library System selects periodicals on a wide range of topics of general interest. Some professionally oriented titles are included in the collection as need warrants. Local newspapers of interest including the *Mesquite News* and the *Dallas Morning News* are included in the collection. In addition, national coverage is provided by the *Wall Street Journal*, *USA Today*, and the *New York Times*. A microfilm archive of the *Mesquite News* is maintained. An online archive of the *Dallas Morning News* from 1984 is also maintained.

AUDIOVISUAL MATERIALS

Audiovisual materials (books on compact disc, digital videodiscs, Playaways, multi-media kits) are selected by designated librarians in each facility. Criteria used in this selection are:

- Reflects the needs and use patterns of the community.
- Suitability and need in achieving collection balance.
- Demand.
- Technical quality and content of production.
- Appropriateness to interests and skills of intended audience.
- Continuing appeal.
- Price.
- Availability from library suppliers.

Digital videodiscs are purchased in the following general categories:

- Instructional/educational
- Children's programming.
- Classic movies.
- Documentaries.
- Arts.
- First-run motion pictures may be selected based on demand, availability and price.

DOWNLOADABLE eBOOKS and eAUDIOBOOKS

Downloadable ebooks and eaudiobooks are selected by designated librarians. Criteria used in this selection are:

- Reflects the needs and use patterns of the community.
- Demand.
- Continuing appeal.
- Availability from library suppliers.
- Price.

DATABASES and eBOOKS

Online databases and ebooks (which are not necessarily downloadable and are used more in a "reference" capacity) are selected by a committee of librarians. Criteria used in this selection are:

- Quality of data.
- Reflects the needs and use patterns of the community.
- Price.
- Contemporary value.
- Ease of use.
- Availability from library suppliers.
- Indexing.

CHILDREN'S MATERIALS

The Children's Librarians at each facility of the library system select materials on subjects of interest to and within the comprehension of children from pre-school to the sixth grade level. As with the adult collection, a variety of formats are selected for children including, but not limited to books, periodicals, audiovisual materials and computer programs. Criteria used for the selection of materials in this collection are the same as those defined previously in this policy.

YOUNG ADULT MATERIALS

Readers from the pre-teen to middle teen ages will find a fiction collection of interest in the Young Adult Section of the library. Non-fiction titles aimed at this age group are shelved in the Adult Non-fiction section of the library. Criteria used for the selection of materials in this collection are the same as those defined previously in this policy.

GIFTS AND DONATIONS

The Mesquite Public Library System accepts gifts of materials and memorial donations, but reserves the right to evaluate them in accordance with the selection criteria stated in this policy. After being donated, the materials become sole property of the Library System, and no other conditions may be imposed. If not selected for inclusion in the collection, donations may be given to the Friends of the Mesquite Public Library, a non-profit library support group, for their fund-raising efforts.

Memorials are also welcomed by the Library System. Bookplates will be provided for memorial gifts. Donors or professional staff will recommend titles for gifts. As with the selection of all materials for the collection, memorial gifts must meet the criteria for selection stated in this policy.

A letter for tax purposes may be requested for donations and memorials. No valuation of memorials or donations will be given by the Library System.

WITHDRAWAL OF MATERIALS

Withdrawal of books and other library materials is an important aspect of collection development. When materials lose the value for which they were originally selected, they should be removed from the collection. The purpose of withdrawal is to insure that the collection remains vital and useful. The following are reasons for withdrawal:

- Discarding and/or replacing materials in poor physical condition.
- Eliminating materials with obsolete, misleading or superseded information.
- Reducing the number of copies of titles whose relevance to the community has lessened.

Professional staff will evaluate materials for replacement and/or discard on an ongoing basis using the CREW method of evaluation. A copy of the CREW method is available for viewing on request.

Title _____

Author _____ Call number _____

Book _____ CD _____ DVD _____ eBook _____ Other _____

Request initiated by _____

Address _____

City _____ State _____ Zip Code _____

Phone _____ Email address _____

The goal of the Library staff is to make available a collection of materials that represents a wide range of subjects, interest levels and viewpoints. Selection of items from that collection is a matter of individual or parental choice. Recommendations from various professional reviewers are considered in the selection of Library materials. Professional librarians are available to assist you in selecting from the library collection.

We appreciate the interests and concerns of Library users. Since your concerns about this work may affect the choices of materials available to others, it is important that we understand the specifics of your objection. Your thoughtful responses to the following questions are vital for an appropriate reconsideration. Use the back of the form as necessary or attach other sheets.

1. What about this work do you object? (please be specific, give page numbers)

2. Did you read (listen, view) the entire work? _____ If not, what parts did you read (listen, view)? _____

- 3. For what age group would you recommend this work?
 - a. _____ Children's (pre-school to 6th grade level)
 - b. _____ Young Adult (pre-teen to middle teen ages)
 - c. _____ Adult

4. What do you believe is the theme of this work? _____

- 5. What would you like the Library to do about the work? (check one)
 - a. _____ Move it from Children's to Young Adult
 - b. _____ Move it from Young Adult to Adult
 - c. _____ Withdraw it
 - d. _____ Re-evaluate it

6. Can you recommend an alternative title on this topic? _____

Signature _____ Date _____

Your request for reconsideration will be reviewed on several levels by different staff members who will supply independent input based on published reviews concerning literary merit and suitability for our collection. After staff deliberation, you will receive a written response.

Accepted by _____ Date _____ 14