

Manatee County Library Master Plan

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November 16, 2021



Master Plan Background

The Library Foundation

- The Library Foundation commissioned and funded the Master Plan to:
 - Be a comprehensive guide for library facilities, operations and services for the next 10 years.
 - Enable the County to plan Capital Improvement Projects, operations, and services and resources into a comprehensive overall project.
 - Build better visibility for the Library throughout the County, increasing awareness amongst the citizens of the vital resources, services, and classes the libraries offer in response to identified community needs.
 - Provide our Commissioners and County Leaders with the information they need to move our libraries into the future with a thoughtful plan.



The Master Plan

- The library received approval from the BCC to proceed with a Master Plan on December 18, 2018.
- An RFP was sent out and in 2019, Godfrey's Associates was awarded the contract.
- Godfrey's Associates has completed over 380 library planning assignments including more than 25 in Florida.
- Dick and Brad Waters – the Consultants – came to Manatee County and began their work with community conversations and review.
- 2020, COVID hits and the work is significantly slowed down.
- New leadership at the library brings new opportunities.



Master Plan Overview

Project Understanding

By contract Godfrey's is responsible for providing the County with:

- An assessment of Manatee County Public Library System (MCPLS)
- An assessment of MCPLS compliance with State of Florida Standards for Public Libraries which makes the County eligible for State Aid
- Potential solutions that address any deficiencies we might find



Standards for Florida Public Libraries

Godfrey's analyzed Manatee County's compliance with the 14 **Core Standards** (14 of 159 total metrics) for the Essential, Enhanced & Exemplary levels of achievement:

- Manatee County is at the Essential level on 11 of 14 metrics
- Manatee County meets the Enhanced threshold on 1 quantifiable SFPL metrics
- Manatee County does not meet the Exemplary level on any standard



Standards for Florida Public Libraries

Compliance with the Essential level of 14 Core Standard metrics is required for eligibility to participate in the State Aid to Libraries Program

Manatee County fails to achieve the Essential level in 2 of 3 critical core standards

- 0.30 full-time equivalent staff per 1,000 of population served (MCPL = 0.17)
- 2.00 items per capita in all formats in the collection (MCPL = 2.86)
- 0.60 square feet of library space per capita (MCPL = 0.30)



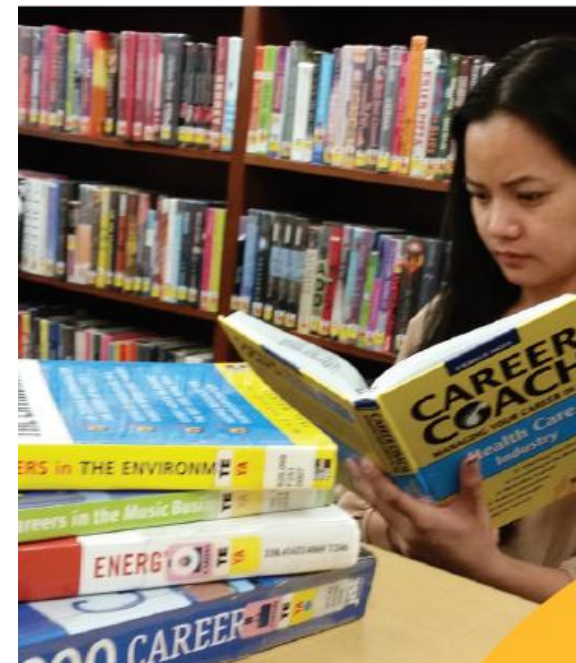
Current Conditions

Manatee County Public Library

MCPL provides wide-ranging services, online resources, outreach & community engagement throughout the County

The system is dedicated to lifelong learning, early literacy, education for all ages, economic development, personal growth, STEM initiatives, the love of reading – offering spaces for the community to meet, learn, explore & share

To address community needs, MCPL provides literacy-based programs for emergent & young readers and adult education programs that highlight workplace & technology skills training



Manatee County Public Library

MCPL provides a robust collection of materials (both print & digital) in multiple languages that support adult education & provide online databases that offer GED, ESL, resources, job skills training, technology programs & outreach services

The award-winning System is a division of the Manatee County Neighborhood Services Department, proudly serving all segments of the community openly & equally



Manatee County Public Library

From the Florida Library Association:

- **2021 Friends, Foundations & Boards Outstanding Member:** Judy Wetter, Friends of the Central Library
- **2021 Friends, Foundations & Boards Outstanding Program:** Storytelling Festival, Friends of Rocky Bluff
- **2018 Innovation Award:** For 805 Lit + Art Journal, the first literary and art journal published by a library
- **2018 Libraries Mean Business:** For beneficial services to local businesses and job seekers
- **2017 Librarian of the Year:** Ava Ehde, Library Services Manager
- **2017 Friends, Foundation & Board Award:** Friends of Rocky Bluff Library Newsletter
- **2016 LIBRARY OF THE YEAR:** In recognition of the outstanding service provided to the community
- **2016 Outstanding Friends Member:** Doris Pope, Friends of Rocky Bluff Library



MCPL was voted a Favorite for consecutive years (2017, 2018, 2019) a program to recognize the most beloved organizations in the community



Current Conditions: Staffing

With 75.19 total FTE staff, Manatee County fails to meet the Essential Standard for total staff at **0.30** FTE per 1,000 population, which equates to a minimum of 113.34

Manatee County meets the Exemplary State Standard for professional Librarians of 33% of the total library staff



Current Conditions: Collections

Collection items per capita:

MCPLS	Essential Standard	Best Practice
2.86	2.00	7.00

Circulation of electronic collections has risen substantially, producing a total increase of 23.2% over the 5 years



Current Conditions: Total Space

FY2018 square feet per capita:

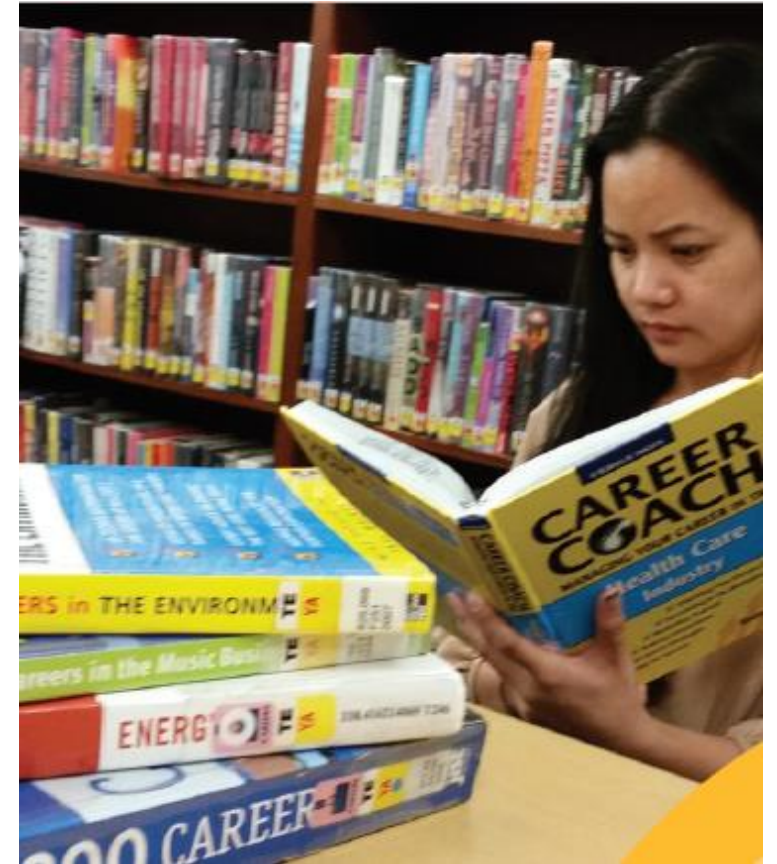
MCPLS	Essential Standard	National Standard
.30	.60	1.00

With the addition of the East County Branch Library, MCPL will move toward the minimum 0.60 standard for library space



Community Needs

- Prepare children for public school and/or college
- Strengthen the employee base by improving job skills & business creation
- Attract new residents & businesses
- Increase income levels



Manatee County Library Strengths

- Library staff, particularly professional Librarians
- Programs & services offered
- Collections of books & media, both print & electronic



Manatee County Library Opportunities

- Expand use of technology to realize staffing efficiencies via customer self-service & automation
- Leverage community resources through partnerships with like-minded organizations
- Diversify funding sources for the Library
- Expand the Library's reach into the community via increased outreach & marketing



Taxpayer Return on Investment in Florida Public Libraries: Summary Report

September 2004



José-Marie Griffiths
University of Pittsburgh & University of North Carolina at Chapel Hill

Donald W. King
Christinger Tomer
University of Pittsburgh

Thomas Lynch
Julie Harrington
Florida State University

Return on Investment

- 2013 Florida Study: \$10.13 returned for every \$1.00 invested
- Compares with other U.S. studies published from 2005 to 2015 ranging \$2.50 to \$10.18 ROI
- 2017 Texas Study: \$4.64 returned for every \$1.00



Master Plan Recommendations

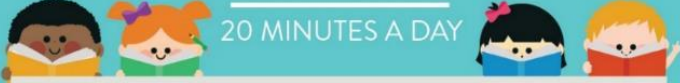
Looking Forward: Access

- Expand the hours of service at all facilities
- Standardize the hours every Library is open



READ

20 MINUTES A DAY



STUDENT A
reads at home

20
min/day

STUDENT B
reads at home

5
min/day

STUDENT C
reads at home

1
min/day

THEY WILL HEAR

1,800,000

282,000

8,000

WORDS PER YEAR

THEY WILL HAVE READ FOR

851

212

42

HOURS BY 6TH GRADE

AND ON STANDARDIZED TESTS,
THEY WILL LIKELY SCORE BETTER THAN

90%

50%

10%

OF THEIR PEERS

Source: <http://readdbq.org/2014/11/19/read-20-minutes-day/>

Looking Forward: Services

To enhance quality of life through:

- Workforce training
- Small business support
- Lifelong learning for all ages educational resources



Looking Forward: Services

Build on relationships with business-centric entities throughout the County to continually improve:

- Job skills
- Entrepreneurship
- Adult literacy



Looking Forward: Staffing

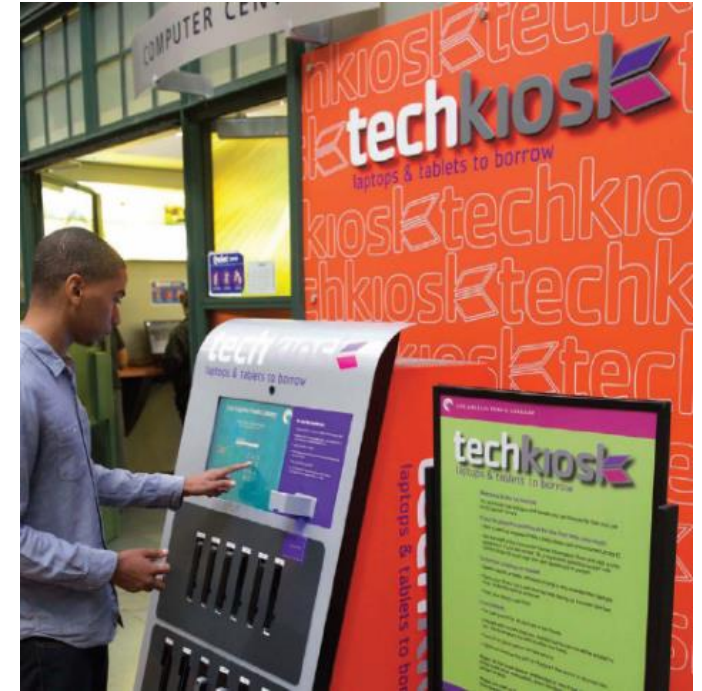
Move toward the goal of meeting minimum Florida Public Library Standards for Access & Staffing

- Retain talented & knowledgeable employee base
- Additional para-professional staff to support the professional Librarians currently on staff & additional hours open



Looking Forward: Technology

- Provide established, state-of-the-market technologies that improve the customer experience
- Support staff workflow efficiencies
- Implement RFID to enhance inventory control & self-check out functions
- Install current audio-visual technology in all Meeting & Study Rooms
- Provide mobile technologies for borrowing & in-Library use – laptop computers, tablets & mobile power packs



Looking Forward: Facilities Plan

- Complete & open the East County Branch Library
- Modernize the Central & Branch Libraries to include improvements to Teen Areas, Meeting Rooms, staff work areas & Makerspaces
- Construct all future & replacement Manatee Branches from 5,000 to 35,000 square feet on easily accessible sites
- Install one or more modular kiosks to provide 24/7 service in underserved areas of Manatee County – Myakka City, Parrish, Washington Park, and Pride Park
- Establish a Workforce Development Center at the Central Library with space for mentoring & classes for individuals & businesses



Input for the final Master Plan

- We invite your feedback from the presentation.
- The presentation is available on our webpage for review and comments.
- Public input can be submitted at www.mymanatee.org/library
- All feedback will be reviewed and incorporated into the final Master Plan by NSD, Library Administration, and Godfrey's Associates to be presented to the Commissioners upon completion.

