Strategic Plan
2017-2021

BUDA PUBLIC LIBRARY
CONNECT WITH THE WORLD
BPL

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Strategic Plan 2017-2021
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Connect!
- with the community
- with the world
- with reading
- with each other

The mission of the Buda Public Library is to improve the quality of life for all residents of the community by providing resources and services that enhance their access to education, enjoyment, and lifelong learning through library materials, services, programs and online access.

Introduction
The Buda Public Library is a beloved and thriving part of the Buda community, so much so that it has been voted the funds for a new 25,000 sq.ft. library building to be completed in the spring of 2018. The new library will encompass an entire wing of the City Hall/Library complex.

People involved with the Buda Library, from the library director and city management to the City Council and Library Commission are intelligent planners. They regularly develop a long range 5 year plan for the library and finished a Youth Program Strategic Plan in June of 2015.

However, in light of the astounding growth of the Buda area and imminent construction of the new library building, they contracted with the Go-To Librarian to work with them to produce this 2017-2021 Strategic Plan.

Survey

In order to ensure that community thoughts and preferences were clearly heard, a survey of Buda area residents concerning library needs and desires was conducted for 6 weeks during the months of May and early June, 2016. The survey was heavily promoted by the Buda Library and the City of Buda through a wide variety of communications channels and organizations. This resulted in feedback from 1,515 individuals, a gratifyingly large percentage of area residents.

The demographics of these adult respondents are consistent and closely aligned with Census profiles of the area. Almost two-thirds, 62%, live within the city limits of Buda, while the other third live in surrounding areas also served by the Buda Library.

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Buda Community Profile

U.S. Census
According to U.S. Census estimates for July 1, 2015, Buda had a population of 13,705. This represents an annual growth rate of 12.8% from 2010 to the present. In 2016, the Texas State Data Center declared Buda the fastest growing city in Texas with a population greater than 10,000 people.

According to 2014 Census estimates of Buda's population:
- 35% were under the age of 19
- 37% were between the ages of 20 and 44
- 17% were between the ages of 45 and 64
- 11% were 65 or older

Ethnically, Buda is quite homogenous with less than 5% identifying themselves as Black or Asian. More than a third (38%) are Hispanic.

Educationally, a third (37%) of those over the age of 25 have 4 year college degrees.

When it comes to housing, the 2014 Census reports virtually all Buda residents live in single family homes (90%) and more than three-quarters (79%) own those homes. However this is unlikely to include the 300 apartment units built in Buda in 2015. An amazing 70% of local houses have been built since 2000, with a huge 18% built in the four years between 2010 and 2014.

Among the 866 total households in Buda in 2010, 80% were family households with children under 18. Only 8% of households were occupied by non-family residents 65 years of age or older.

In 2014, eight in ten Buda children (79% of those under 6 and 82% of those 6-17) lived in households where all their parents were employed. Only 17% of workers living in Buda actually work in Buda; more than half (58%) commute to Austin/Travis County. The average commute time of those employees was 31 minutes per trip.

Median family income in Buda in 2014 was $81,429, and 9% of residents live in poverty.

People are moving to Buda for the "small town feel". They are looking for a community they can call home.

When compared to Hays County, Buda residents are:
- A bit younger (33% v. 24% are under 18)
- Similarly ethnically composed
- More likely to live in and own a single family home (90% v 64%; 79% v 65%)
- Living in newer homes (70% v 44% built since 2000)
- More likely to work outside the home while parenting children under 6 (79% v 63%)
- Sharing a similarly long average commute (31 v 29.5 minutes)
- Enjoying a slightly higher median family income ($81,429 v $76,765) and significantly lower poverty rates (9% v 17%)
- Living in the most expensive city by home values in the I-35 corridor of Hays County

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Survey Highlights

Demographics
- **Survey respondents**

Demographically, the survey participants mirror the adult Buda population fairly closely. Those living in the city limits, as well as commuters, are well represented. Two thirds of respondents live within the Buda city limits. There are no significant differences between Buda city residents and those living in the general area.

- **Library visits**

84% of respondents have a library card and 60% visit the library at least once a month; however commuters and men visit less frequently. Adults 65 and over have the highest frequency of library usage. 60% come into the library to look around and browse, 40% come for something specific.

- **Anticipated demand**

All respondents are eagerly anticipating using the new library more than the current one, both online and in person. This is true even for 45-54 year olds who otherwise indicate their on-site library use has diminished over the last 3 years. A substantial number of write-in comments indicate respondents don't use the current Buda Library because they are "new in town."

Library Comparisons
- **Which library card**

 84% of respondents have a Buda Public Library card or Buda's plus another. The most prevalent other library cards held are from Austin and Kyle.

- **Favorite Elements of BPL**

Location
Friendly employees
Kid friendly/activities

- **Elements of BPL that need improvement**

Size of facility
Selection
Comfort

- **Favorite elements of OTHER LIBRARIES**

 Programs/selection
 Size

Hopes for the New Library
- **A perfect library**

By far, participants describe the perfect library as having a good variety/selection of materials and being *welcoming*.

- **When to visit**

Not surprisingly, in a community where eight in ten children live in households where all parents work, the most popular weekday times to visit the library are late afternoons and evenings. A large percentage of respondents, particularly women with children, prefer Saturday or Sunday hours. There is as much, or more, demand for early Sunday afternoons as any other time slot in the week.

- **Tech at the library**

82% of respondents indicate that they will use their own e-devices at the new library. With regard to library tech, people want to:

- Find something to read/watch/listen to
- Print from websites
- Read e-books
- Learn new tech tools

- **Website/Catalog**

Many respondents want to pay fines and update their library accounts online

Library Materials

A large and varied selection of library materials is one of the most desired benefits of the new library. This especially includes books, e-books, movies, and audiobooks with downloadables becoming more popular. In spite of a large Hispanic population, Spanish materials, with the exception of children's books, are not in demand.

Library Programs

- **Skills**

Though preferences vary widely by gender and age, research, reading, gardening and visual arts are the overall picks.

- **Youth programs**

Among women with children under 18, the most popular programs are art clubs, hobby clubs and STEM programs, though there is healthy demand for many more.

- **Adult programs**

There is significant interest in many library program offerings, varying greatly by demographics, but hobby clubs, book clubs, art classes and health/wellness programs top the list overall.

Conclusions

- **We have high confidence in applying these findings to the plans**

The data is consistent and respondents across the board align closely with Buda city demographics.

- **The current BPL has loyal and loving fans!**

The vast majority of respondents hold library cards and 60% visit the Buda Library monthly or more. Open-ended feedback was very positive, particularly about library staff. Expanding the collection and strategically increasing the number of programs will be key. It will also be critical to train new staff to the standards of current customer-service driven operations.

- **Communication = connection**

A small but very insistent group is asking for more communication from the library. They see the library as a place that can tell them what's new, what's going on in their community, how to find what they want, and how to practice new skills. Those who haven't visited the library yet are often brand new to Buda. Here are several verbatim comments expressing this sentiment:

- *"Please send out more community announcements!"*
- *"Monthly or bi-monthly email summarizing (in easily scannable fashion) or linking to new materials, programs, or updated information."*
- *"Keep the folks in Buda informed about your programs, opportunities, events etc."*

- **Both onsite and online experience are even more important for the new library**

Respondents are very much looking forward to more space, comfier chairs, and a bigger selection of materials of all kinds in the new library. Books, e-books and downloadable movies and audiobooks will be in particular demand. They also want to take advantage of all the technologies available on the website and catalog including paying fines and updating library accounts.

- **Searching vs. browsing**

While technology makes it easy to get items in demand into the hands of searchers - those who know exactly what they want & reserve it ahead of time - it is worth ensuring that library policies leave items on the shelves for the 60% of respondents who come into the library to browse.

- **Expanding hours of operation must be seriously considered**

Weekday evenings and Sunday late afternoons are two of the most preferred times/days for using the new library. Almost 80% of Buda residents with children under 18 work outside of the home and yet three-quarters of survey respondents with children under 13 and half with teens from 13-18 make the effort to visit the library at least monthly.

- **Healthy tension between "quiet" and "interesting" as it relates to "welcoming"**

The atmosphere desired is clearly "welcoming", a factor that is already a favorite aspect of the current library. This speaks strongly to a friendly face at the information/return desk at the front of the library. However, when dealing with patrons of all ages, the new library will have to find the right balance between serenity for quiet reading with more dynamic elements.

- **Technology marches on**

While some respondents will continue to use library computers, the majority will bring their own devices with them. The library may not need many more public computers but all those cell phones, tablets, laptops will require strong wi-fi connections and lots of power outlets.

- **Expand programs to focus on arts, hobbies, books and health and wellness**

These program areas have strong appeal across all age groups, including women with children under 18. Even respondents between the ages of 45 and 64, a group often busy with jobs and grown children, would like to participate in evening book clubs, hobby groups, or wellness classes.

- **Spanish classes, not materials**

There is not a strong demand for Spanish materials, with the exception of children's books. However, classes to learn Spanish were called out open-ended across many age groups.

Library Trends

Although an extended exploration of current library trends is included as an appendix, some particularly applicable elements are:

- Atmosphere matters

  - People like to be in a place that's comfortable, secure, welcoming, and full of natural light

- The library is a great place to connect the community to itself

  - Life-long learners are productive people and they thrive in the collaborative environment of a modern library

  - The library is where people go to find out what's going on in their communities

  - The library is known for being a place where resources are free and open

- Libraries are places that provide, explore, and manage technology

  - They provide a digitally-friendly social environment with lots of electric plugs, computers, wi-fi connections, e-materials, etc., all in a casual and friendly place

  - They give people ways to explore new technologies with maker-spaces, creative programs, games, classes, etc.

  - They offer spaces to retreat from technology and read a book in peace

Goals and Objectives

- **Goal One: The library connects Buda residents to their community**

With all of Buda's recent growth, many new residents are looking to establish ties to their new homes and community:

1.1 Many new residents are not aware of the Buda Library and all it has to offer

1.2 Buda area residents see the library as an important place to connect with their community as well as to the world

- **Goal Two: Expand library services**

Buda area residents enjoy their current library, and are particularly fond of the Buda library staff, but they definitely want more services:

2.1 Provide a larger facility which will accommodate a bigger collection, more seating, meeting, and program space

2.2 Invest in a larger and more varied collection

2.3 Provide an increased number and type of programs

- **Goal Three: Ensure the Buda Library remains a welcoming place for all**

Many Buda area residents are new to the area and, overwhelmingly, they want to be *welcomed* to the library:

3.1 Ensure the library is accessible to all

3.2 Capitalize on the Buda Library staff's excellent reputation for friendly service

3.3 Make the library a destination

3.4 Maintain the beautiful new building

- **Goal Four: Meet the continually evolving technology needs of the Buda community**

Buda area residents will continue to use the library both online and in person and expect the library to provide easy and efficient interfaces as well as introductions to new cutting edge technologies:

4.1 Make the library highly accessible online and in person

4.2 Ensure in-library technology is secure and easy to access

4.3 Position the library as the go-to place for the community to learn about new technology

Strategies

Goal One: The library connects Buda residents to their community

1.1   Raise awareness of the library by:

- Working closely with the city Public Information Officer (PIO) to distribute information about the library to developers, schools, and newcomers to Buda
- In conjunction with the city, develop library materials for a newcomer packet in both physical and electronic formats
- Continue or develop communications in social media, newsletter, weekly column in the local newspaper formats; include information about the community as well as the library
- Invite HOAs to meet at the library
- Host a brown-bag lunch for school officials and librarians twice a year to show off the library's resources and exchange information about collections and programs
- Consider recruiting and deputizing a group of library advocates to represent the library at school literacy events throughout the year

1.2 Connect Buda residents with their community by:

- Offering screens in the library, and across the city, with continual information about city and library services and programs
- Offering programs that will bring neighbors together to participate in fun and interesting activities
- Providing an atmosphere of living room-like, flexible social spaces with lots of easy to find power outlets
- Collecting and digitizing Buda's history

Goal Two: Expand library services

2.1 A significant new building is already in process. Ensure it contains:

- Comfortable seating
- Natural light
- Areas for formal and informal meetings
- Areas for programming for adults, teens, and children
- Enough staff to serve patrons and maintain security in the building during all open hours

2.2 A much expanded collection should be available at the opening of the new building.

- Purchase an Opening Day collection from a large book distributor
- Increase the collection budget and consider regular collection budget increases every other year
- Continue the policy of multiple selectors to ensure a highly varied collection
- Economize by eliminating the Spanish collection, with the exception of children's picture books and popular selections; substitute Spanish language classes available as e-resources

2.3 An expanded list of programs should also be available at the opening of the new building

- Invest in more programming staff to ensure program quality remains high
- Concentrate on particularly popular topics for classes and programs:
  - Technology
  - Health & wellness
  - Book clubs
  - Hobby clubs
  - Art
- Leverage new building space, community outreach, and economies of staff by identifying community hobby and book club leaders and organizations with whom to partner

Goal Three: Ensure the Buda Library remains a welcoming place for all

3.1 Accessibility can be addressed by:

- Making sure the building is fully American Disabilities Act (ADA) accessible
- Considering assistive technology for those who have difficulty walking
- Adding Sunday afternoon hours to assist the 80% of the Buda area population that works outside the home

3.2 Invest in careful new staff selection and training to reinforce the library's current service model and library atmosphere

3.3 Make the library a destination by:

- Highlighting especially attractive portions of the collection
- Using programs as a draw for specific portions of the population, e.g. programs for children, tweens, and teens but also hobby groups for women between 45 and 60 or tech classes aimed at adult men
- Hosting events, such as concerts or newcomer meet-and-greets, in the library lobby
- Contracting with a local coffee shop to deliver fresh coffee and pastries on a regular basis
- Using wall space as a rotating art gallery for local artists and school groups
- Continuing the development of policies that maximize "yes!"
- Develop outside space into a garden respite for patrons to enjoy outside activities and reading

3.4 Keep the new building inviting and welcoming by:

- Creating a daily, monthly, and annual cleaning spreadsheet
- Carefully tracking warranty replacements with a complete review one month prior to warranty end date
- Entering into annual cleaning and maintenance contracts for all major building systems including roof, HVAC, flooring, windows, AV equipment, irrigation, etc.
- Creating a budget spreadsheet for planned replacements at the end of product life, e.g. computers, furniture, AV equipment, carpeting, etc.

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Goal Four: Meet the continually evolving technology needs of the Buda community

4.1 Keep the library collection and programs readily accessible by:

- Continuing to provide an easy, attractive, up-to-date, and secure online catalog and website
- Adding online capabilities for patrons:
  - Fine-paying
  - Library card and account updates
  - Text-messaging communications
- Providing map links to materials in the catalog
- Providing self-check kiosks
- Maintaining a strong website and social media presence
- Upgrading program reservation software

4.2 As 80% of patrons will be bringing their own electronic devices to the library, provide:

- Strong w-fi throughout the building
- Easy access to plugs
- Wireless connections to library printers
- Economize by realizing there will be a finite demand for public computers at the library

4.3 Reinforce the library's role as technology hub for the entire by community by:

- Investing in staff technology training
- Offering tech programs and/or classes
- Equipping the new visual arts/maker space with machines and software of particular interest to patrons
- Equipping class and meeting rooms with state-of-the-art AV
- Increasing e-holdings in the collection

Timing

The completion of the new library building, currently projected for Spring 2018, dictates that most of the strategies and expenses outlined above be put into place by FY 2018.

Naturally there will be a great deal of discussion, curiosity, and enthusiasm as the building nears completion. Buda area residents will expect to visit the new library at least once in the months immediately following its opening. At that time they will expect to see a bright new space, a plethora of new materials, and a host of new or expanded services and programs. If those expectations are not met during that first visit, it will be very difficult to draw them back again.

Accordingly, it will be necessary to fund and train staff and to have a substantial opening day collection in place by the time the building opens. This is a significant expense but it represents an investment that will ensure not only a warm welcome for the new building but that the library will be used efficiently and effectively for years to come.

FY 2017
- Focus on strengthening communications to provide ongoing information about the library throughout the community; involve the Friends
- Update technology to allow (but not require) online fine paying, library card updates, and text-messaging
- Arrange for an opening day collection

- Discuss and resolve any space-naming issues for the new building
- Decide on the format and equipment for the Visual Arts/Maker Space area
- Begin planning for new programs in the new building
- Update policies and procedures to include the new building
- Begin development of a long-term organization growth chart

FY 2018
- Continue community communications
- Hire and train new staff members to Buda Library standards
- Become familiar with and able to train others on new building equipment
- Develop an additional series of programs, with the goal of reaching 350 per year
- Continue to carefully select an excellent collection of items, on a much larger scale
- Move into the new building
- Open Sunday hours
- Update technologies to include people counter with heat mapping, material map location buttons in the catalog, wireless printer access, easier program reservations, screens with visual program communications, etc.
- Finalize policies and procedures to include the new building
- Welcome the community to the new building with a Grand Opening

FY 2019

- Continue community communications
- With the expiration of many of the building's warranties, this is the year to start setting up annual inspection and maintenance contracts for the library's major systems, e.g. roof, HVAC, AV, etc.
- Develop an additional series of programs, with the goal of reaching 500 per year
- Continue careful selection of collection materials
- Assess library technologies, both old and new
- Refresh policies and procedures

FY 2020

- Continue community communications
- Develop an additional series of programs, with the goal of reaching 600 per year
- Continue careful selection of collection materials
- Refresh policies and procedures
- Revisit the long term organization growth chart
- Consider a significant new project at least every other year such as:
  - Reading garden
  - Buda Digital History Archive

FY 2021

- Continue community communications
- Continue to develop library programs
- Continue careful selection of collection materials
- Assess library technologies both old and new
- Refresh policies and procedures

Measures of Success

How will the Buda Library and the citizens of Buda know whether or not the library is successful in achieving its goals?

There are several objective statistical measures the library could employ. These include:

- Growth in the number of library visits, particularly in comparison with the growth of the city of Buda and the area overall
- Growth in circulation of library materials
- A collection turnover rate approaching or in excess of an average of five checkouts per item per year
- Growth in program attendance
- Statistical monitoring of social media

Less objective but no less meaningful assessments can be achieved by:

- An online study conducted in FY 2019, and perhaps every two years thereafter, questioning area residents about
  - Awareness of the library
  - Staff interaction, engagement, and effectiveness
  - Building attractiveness and cleanliness
  - New technologies of interest
- Interacting with social media on a regular basis
- Walking around the library talking with patrons

Library Trends

- **Atmosphere matters**

"Visually pleasing, aesthetic design is an important part of the human experience through colors, font, and design; they all have a marked impact on behavior and emotion. Wayfinding goals of the Library Zone and learning outcomes of literacy instruction all depend on the targeted use of visual aesthetics."

Seth Porter, Georgia Institute of Technology Library; ALA Conference presentation, Orlando, June, 2016

- **ALA Center for the Future of Libraries**

The American Library Association's new Center for the Future of Libraries has identified a set of important trends classified by the STEEPED acronym:

Society
- o Anonymity
- o Collective Impact
- o Fandom
- o Fast, casual
- o Maker movement
- o Privacy shifting

Technology
- o Data everywhere
- o Drones
- o Haptic technology
- o Internet of things
- o Robots
- o Unplugged

Education
- o Badging
- o Connected learning
- o Flipped learning
- o Gamification

Environment
- o Resilience

Politics and Government
Economics
- o Income inequality
- o Sharing economy

Demographics
- o Aging advances
- o Emerging adulthood
- o Digital natives
- o Urbanization

Find the Center for the Future of Libraries at:
http://www.ala.org/transforminglibraries/future/trends
Click on the colored dots for deeper explanations and explorations of individual topics.

Although most of these trends have relevance for some Buda area residents, several are particularly important to a community of families with children in the vicinity of a metropolitan area experiencing explosive growth. These include:

- Connected learning

This concept represents hands-on, life-long learning, often in a collaborative environment.

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Appendix: Library Trends

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- Digital natives

If American digital natives can be considered as those born after 1980, most residents of the Buda area (55%) are born digital. This often translates into heavy reliance on mobile devices, social networking, insistence on digital speed, and multi-tasking between work and entertainment. It has even been said that digital natives process information differently than older groups. This should affect library technology, from basics like bandwidth and electrical plugs, to programs, and online resources and services.

- Drones

This is a concept for the future but it is not impossible to imagine drone book delivery systems, particularly for those who are ill or to augment library hours.

- Fandom

Modern fandom is not just a reverence for particular shows or characters but an active and creative remix of plots, costumes, and situations. This is not only a tool for constructing community and identity through associated library programs, it can support Connected Learning.

- Fast casual

This concept concerns how users encounter spaces. They seek out active, social spaces, with lots of plugs, where they can hang out with their devices. The library's adoption of living room-like social, flexible spaces will encourage local community building.

- Gamification

The act of learning how to play a game, both digital and physical, develops both emerging and traditional forms of literacy as well as reinforcing collaboration and community.

- Haptic technology

Haptic technologies are those that buzz, vibrate, and engage senses other than vision and hearing. They may become invaluable for those with sensory impairments and are likely to become embedded in more and more of the library's equipment.

- Internet of things

As connective technology becomes embedded in everyday objects like refrigerators, thermostats, door locks etc., there will be demand for training, both in how to manipulate the devices and in how to balance associated privacy issues with convenience.

- Maker-spaces

A Maker space offers room and equipment to create things. This can happen individually or communally as patrons share equipment that may not be available or affordable for the individual family. It is part of the healthy tension that libraries face between those who want quiet places and those who prefer a collaborative buzz.

Maker spaces can be configured with an assortment of equipment or be thematic. Popular themes include artistic, cooking, farming, gardening, music, robotics, sewing, STEAMpunk, STEM, etc.

- Privacy shifting

As technology and data gathering become ubiquitous, opting out will become increasingly difficult. Although digital natives may have a different definition of privacy than older people, the library should be a place that both protects patron data and assists patrons with privacy concerns.

- Unplugging

With regard to that tension between quiet space and the buzz of a communal living room, all of us need to unplug occasionally. Rather than label a quiet space as a "reading room", re-brand it as an "unplug zone" or "digital escape space."

- Urbanization

Although Buda residents live near a burgeoning urban area, it is worth noting that they are in Buda to find room for an affordable house with a yard- space in which to raise their families. Even though they may not be interested in living in greater density, they still expect excellent library service.

- **PEW Research Center: Libraries**

How the Public Grades Libraries and Uses Libraries, June 27, 2016
Lee Ranie, director of Internet, Science and Technology Research, PEW Research Center

Presented at the ALA Conference, Orlando, June, 2016
Slides available at:
http://www.pewinternet.org/2016/06/27/how-the-public-grades-libraries-and-uses-libraries/

People:
- Think libraries are important, especially for communities
- Like & trust libraries
- Think libraries level the playing field for those without vast resources
- Believe libraries have rebranded themselves as tech hubs
- Still read books

Libraries as Community Resources:
- Trusted, top of mind institutions for learning
- Advocates for free and open
- Advocates for closing digital divides
- Privacy watchdogs
- Civic specialists

Libraries as Places:
- Embrace the Internet of Things
- Become the "first" place to meet
- Fill in "market holes" or niches
- Test beds- maker masters
- Community information stewards

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Should libraries offer free early literacy programs to help young children prepare for school?

- o 85% Should definitely do

Should libraries coordinate more closely with local schools in providing resources to kids?

- o 85% Should definitely do

Should libraries offer programs to teach everyone, including children and senior citizens, how to use digital tools such as computers, smartphones and apps?

- o 80% Should definitely do

Should libraries offer programs to teach patrons about protecting their privacy?

- o 76% Should definitely do

Should libraries have more comfortable spaces for reading, working, & relaxing at the library?

- o 64% Should definitely do

Further Reading

Libraries and Learning, April 7, 2016
Lee Ranie, director of Internet, Science and Technology Research, PEW Research Center
Read online or download a pdf at:
http://www.pewinternet.org/2016/04/07/libraries-and-learning/

Public Library Engagement in Urban, Suburban, and Rural Communities, July 11, 2014
Kathryn Zickuhr, Research Analyst, PEW Research Center
Read online or download a pdf at:
http://libraries.pewinternet.org/2014/07/11/public-library-engagement-in-urban-suburban-and-rural-communities/

- **The Aspen Institute: Libraries**

Rising to the Challenge: Re-Envisioning Public Libraries, October, 2014
Amy K. Garmer, Director, Aspen Institute Dialogue on Public Libraries
Download a pdf of the report:
http://csreports.aspeninstitute.org/Dialogue-on-Public-Libraries/2014/report

[Our] new world of "information plenty" creates new, essential skills, such as the ability to gain value from information and produce new knowledge. Access to digital networks and digital literacy skills are essential for full participation in modern society. Economic, educational, civic and social opportunities are tied to a whole new set of knowledge and skills that barely existed a generation ago, and people without these skills or access to this information abundance are quickly left behind.

Public libraries can be at the center of these changes: a trusted community resource and an essential platform for learning, creativity and innovation in the community. Public libraries have the DNA needed to thrive in this new information-rich, knowledge-based society.

Providing access and connecting knowledge to the needs of individuals and the community have always been at the center of the mission and purpose of libraries.

What people and communities need to flourish in the knowledge economy:

- **Lifelong access** to an ever-increasing and ever-changing body of knowledge and tools to ensure that their skills remain relevant to the current economy as it continues to evolve
- **The capacity and disposition to learn in small, quick doses** rather than wade through mounds of links and piles of data that provide too much information and too little knowledge
- **The ability to use, understand, and process information in many different** including text, data, audio and video and to evaluate the quality of information from different sources and understand its relevance.
- **Places to gather**, collaborate and contribute to knowledge development
- **Access to conversations among creative** in their areas of interest so that they can innovate and develop or maintain a competitive advantage in the knowledge economy

- **PEW Research Center: Smartphone Usage**

U.S. Smartphone Use in 2015, April 1, 2015
Aaron Smith, Associate Director of Research, PEW Research Center
Read online or download a pdf at:
http://www.pewinternet.org/2015/04/01/us-smartphone-use-in-2015/

In spring 2011, 35% of American adults owned a smartphone
In spring 2015, 64% of American adults owned a smartphone

19% of Americans rely to some degree on a smartphone for accessing online services and information…either because they lack broadband at home or because they have few other options for online access.

Text messaging is the most widely used smartphone feature; **97%** of smartphone users used text messaging during the survey period.