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Austin Public Library Strategic Plan

**Library Commission Meeting
August 25, 2025**

Building Our Strategic Plan

2022 - 2023

A Year of Collaborative Planning

- Over **6,500 Austinites** contributed to shaping the vision
- Guided by a dedicated **Steering Committee**, including:
 - Chief Administrative Officer
 - Assistant Director of Public Services
 - Community Engagement Librarian
 - IDEAL Program Manager
 - Business Process Consultant Sr

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Workgroup Engagement

- **5 workgroups** aligned with the strategic goals
- **86 staff members** from across the department participated
- Members were selected for their diverse roles, perspectives, & expertise

Strategic Planning Process



2024



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IMPLEMENTATION

Rolling Out the Strategy

2024 - 2025

Engaging Staff Across the System

- Conducted a “Road Show”, visiting over 40 work groups in just 3 months

Partnering with the University of Texas

- Collaborating on a Data Dictionary and Reporting Tool to support data-informed decision-making

Coordinating with the City & Office of Operational Excellence

- Aligning metrics with the City’s Strategic Direction 2028
- Prioritizing metrics and data collection
- Tweaking our systems to collect meaningful data

Ongoing Communication & Training

- Presenting at Staff Development Days, Management Team Meetings, Branch Meetings, Library Orientation, and other key internal events
- Providing on-demand training for use of new tools
- Creating and communicating new procedures



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Technology Design & Buildout **2024 - 2025**

Background

- New Strategic Plan
- Consistency of Tracking and Reporting
- Consistency of Process

Server and Infrastructure

- Library – All New Server Hardware, Software and Platforms
 - Security and Privacy take the lead
 - New Tools, Methods, and Processes
 - Built from the ground up (New Stacks)

Standardization of data and methods

- Database decisions
- Methods and Tools



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Database & Applications

2024 - 2025

A Phased Approach

- Prioritize buildout
- 50+ metrics for the Strategic Plan alone
- Proof of Concept as we build

Phase I

- Library Highlights Report – Library Commission
- Completing Phase I Now

Phase II – Remaining Strategic Plan Metrics

- Strategic Plan Metrics
- Capture ...through presentation
- Long Term Vision – Make sense Actions

Phase III – Misc Metrics, New Mediums and Presentations

- Non- Strategic Plan metrics
- Audience Access Expansion
- New Presentation Methods

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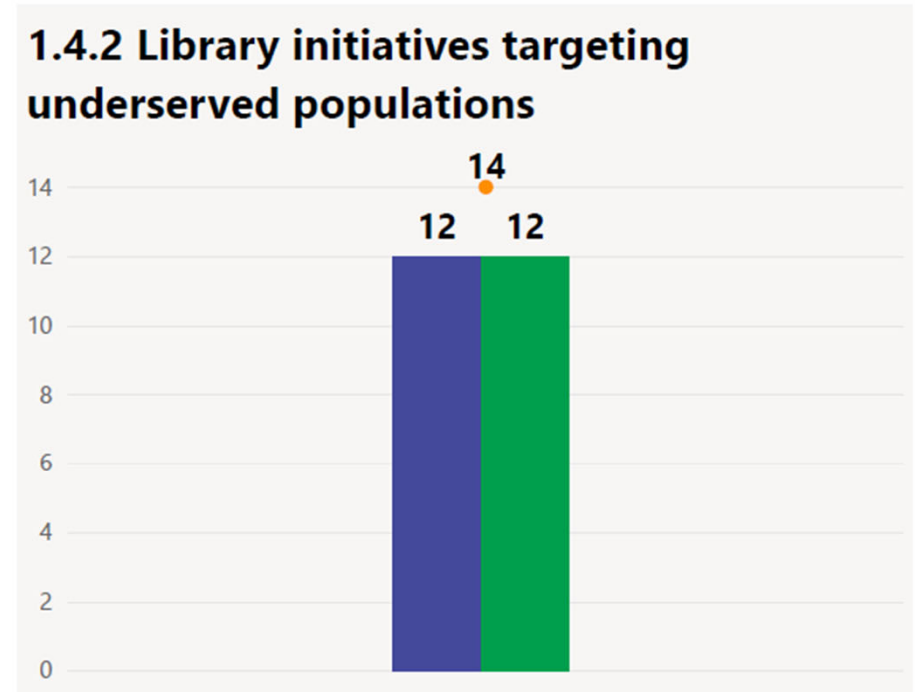
STRATEGIC GOALS

Goal 1: Provide Community-Centric Programs and Services

- Include staff feedback in designing programs and services
- Making sure that resources are allocated equitably
- Use data to better understand how libraries are used
- Offer programs that represent Austin's diversity



Strategic Goal 1: Provide Community-Centric Programs and Events



Orange CY24 | Blue CY25 Q1 | Green CY25 Q2

Goal 2: Design and Develop Spaces for Community Connections

- Make the library a hub for the creative community
- Foster win-win opportunities for joint/shared spaces with partners
- Increase people space
- Design branches for resiliency and sustainability



2.4.1
Track the percent of branches with sustainable and green features

2.3.2
Monitor the rate of library space expansion throughout the CY



Facility Name	Total Sq Ft	People Space	Library Spaces		Sustainability Features			
			Total*	Recently Added	Solar Panels	Enviromentally sounds HVAC	EV Stations	Green Features
New Central Library	200,000	165,105	47	n/a	O	O	O	Butterfly garden, rain water collecton system, daylight illumination, connection to hiking trails
Carver Branch	15,000	12,033	14	n/a	O	X	X	96% of the existing structural elements were reused
Cepeda Branch	8,110	6,574	5	n/a	O	x	X	TRAIL CONNECTING TO NEIGHBORHOOD
Hampton Branch at Oak Hill	8,580	7,154	4	n/a	X	O	O	
Howson Branch	6,284	5,316	6	n/a	O	O	O	Rain water harvesting system, native plant garden
Little Walnut Creek Branch	11,000	9,845	4	n/a	X	x	X	
Manchaca Road Branch	14,500	1,674	8	n/a	O	o	X	HVAC only one unit , the rest is being upgraded
Millwood Branch	8,266	7,157	6	n/a	O	x	O	
North Village Branch	11,000	8,888	10	n/a	O	x	X	rain water harvesting system, nativ plants, vegetation on walls
Old Quarry Branch	8,300	6,874	6	n/a	X	X	X	HVAC to be updated
Pleasant Hill Branch	8,851	7,176	4	n/a	X	O	X	

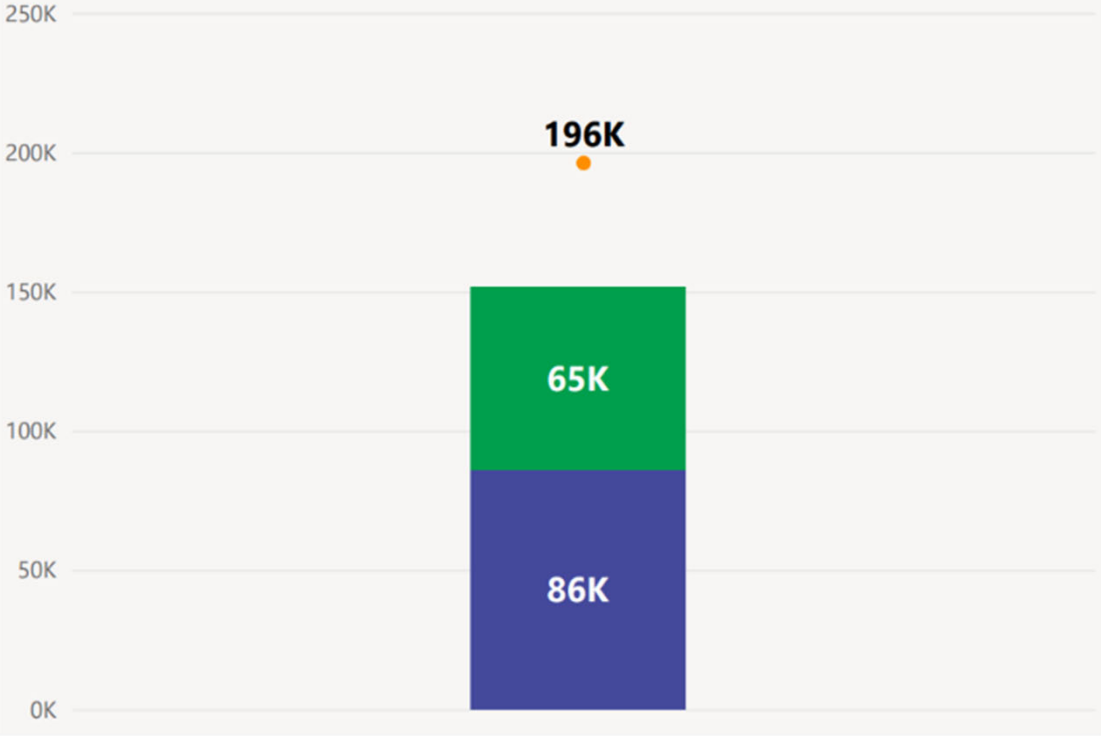
Goal 3: Foster Stakeholder Relationships

- Engage strategic partners in co-creating programs and opportunities
- Increase partnerships with the Library Foundation and Austin History Center Association

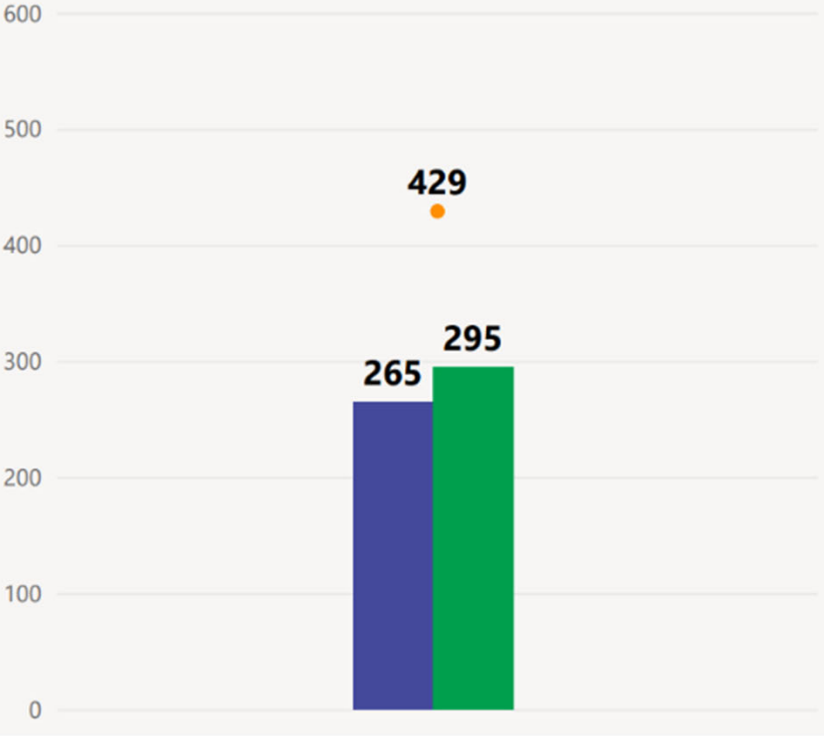


Strategic Goal 3: Foster Stakeholder Relationships

3.3.2 Participants in library programs and events



3.3.3 Active volunteers



Orange CY24 | Blue CY25 Q1 | Green CY25 Q2

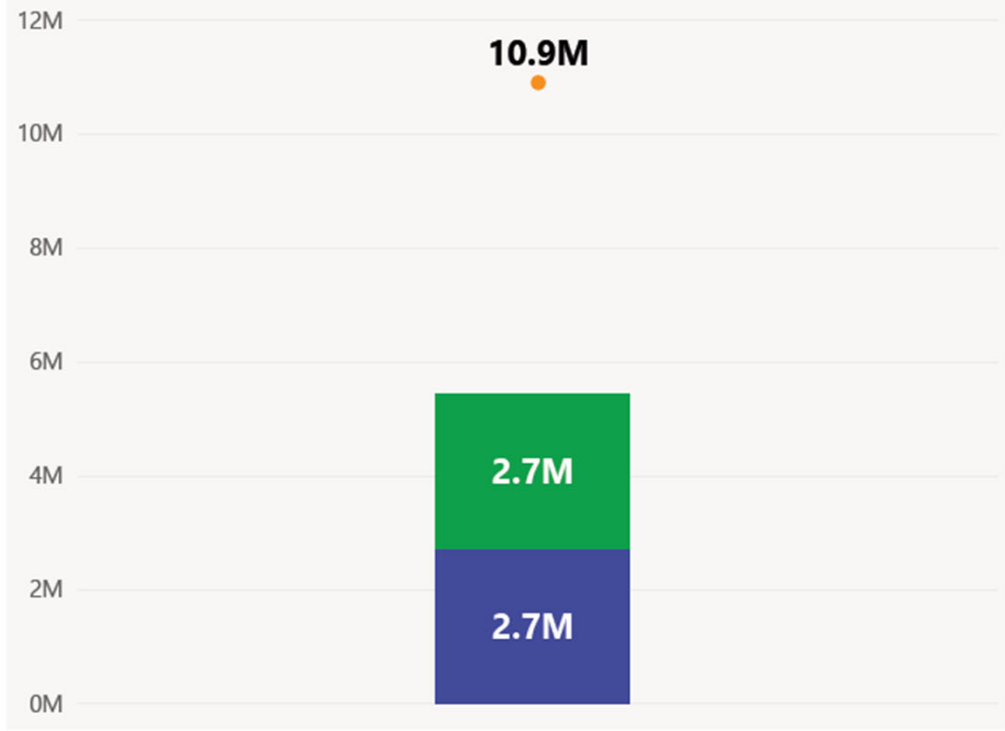
Goal 4: Expand Library Access

- Raise awareness of library services
- Reduce barriers to technology, increase support for customers technical needs
- Use data to evaluate ways for customer to better use library materials and services



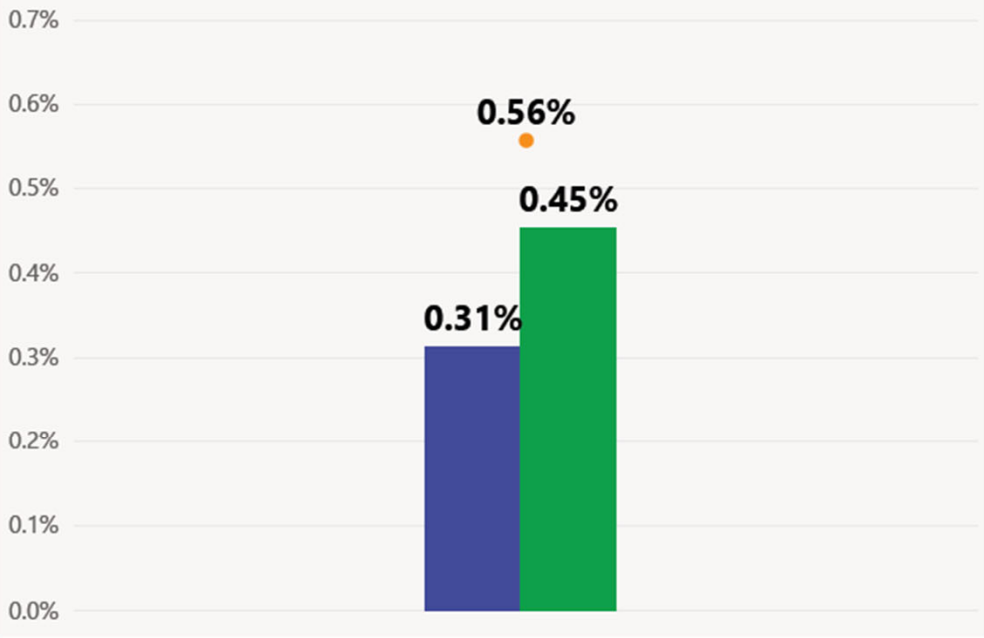
Strategic Goal 4: Expand Library Access

4.1.1 Library visits, circulation, new library card registrations and program attendance



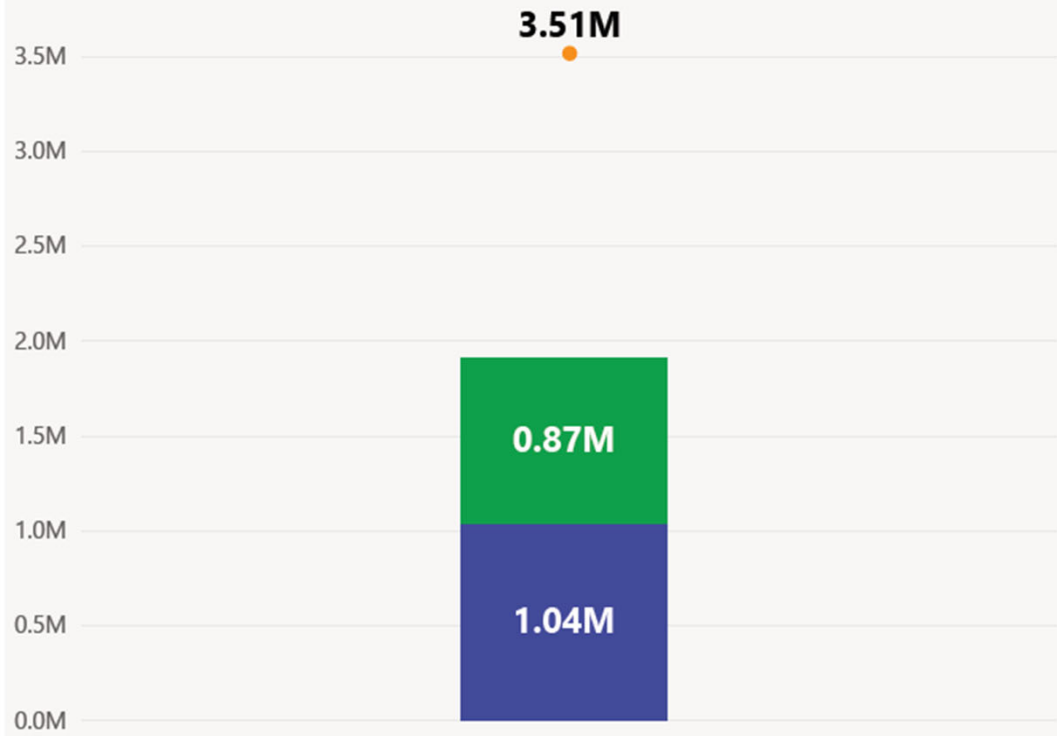
Orange CY24 | Blue CY25 Q1 | Green CY25 Q2

4.2.2 Percent of participants in library programs attending technical programs or workshops

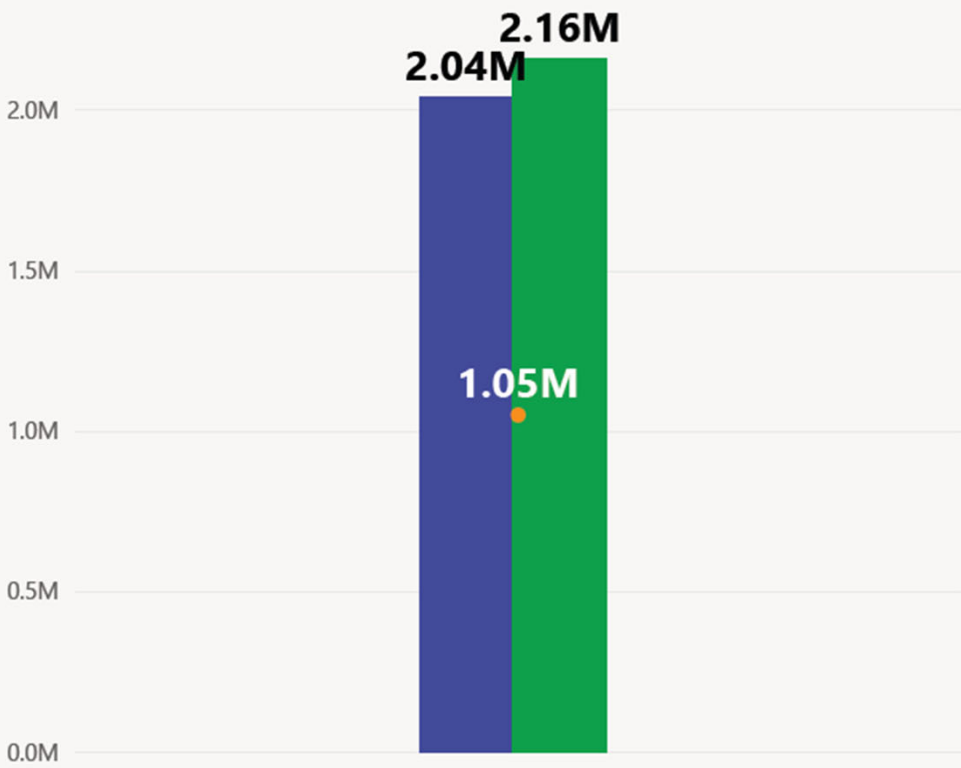


Strategic Goal 4: Expand Library Access

4.3.1 Expenditures for digital services and circulating technology devices



4.6.1 Digital resources available



Orange CY24 | Blue CY25 Q1 | Green CY25 Q2

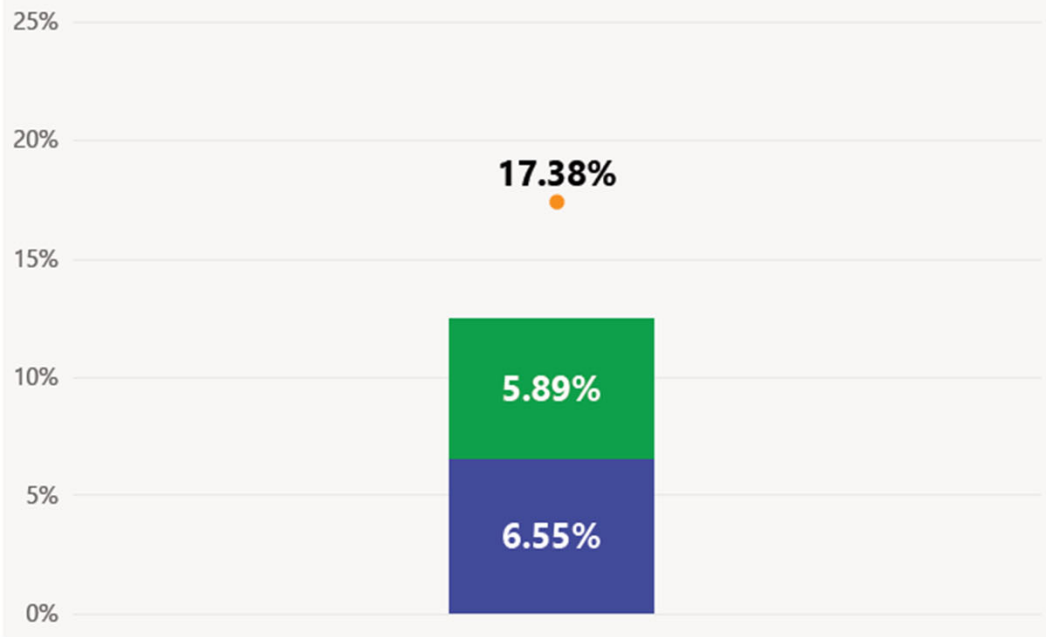
Goal 5: Engage Staff

- Strengthen internal communications and information sharing
- Support employee growth and goals
- Refine recruitment & hiring processes
- Leverage staff's innovative ideas for improvement of the Library overall



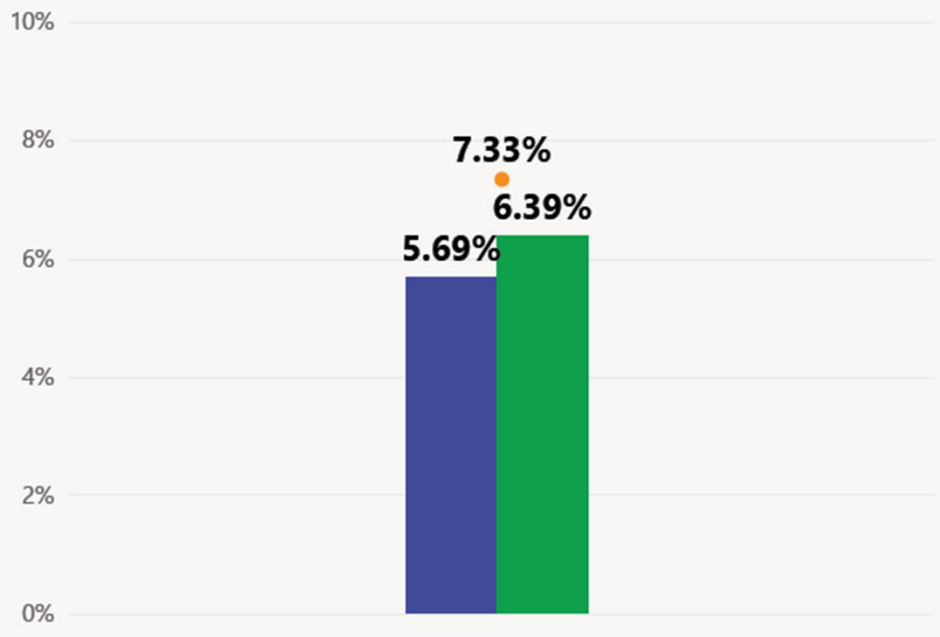
Strategic Goal 5: Engage Staff

5.3.2 Percentage of staff who have successfully completed diversity, equity, and inclusion training



Orange CY24 | Blue CY25 Q1 | Green CY25 Q2

5.4.1 Vacancy rates to provide insight into retention, staffing efficiency, and recruitment effectiveness



2025 & beyond!

What's next?

Improvements & Future Plans

- Capturing and analyzing qualitative data
- Telling APL's story
- Creating benchmarks for metrics
- Data availability (for staff and public)
- Continue partnering on projects with UT for platform enhancement



And...

Preparing for another century of data analysis and library growth!!!

Thank You!

Katherine Cantrell, Interim Chief Administrative Officer

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Joe Faulk, Library Information Systems Manager

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The logo for the Austin Public Library, featuring the text "AUSTIN PUBLIC LIBRARY" in white, stacked vertically, inside a solid blue square.

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