



# Austin Public Library Strategic and Administrative Services Division (ASAS)

Data and Strategic Planning  
Sales and Event Services  
Mentor/Tutor Program  
Passport Services  
I.D.E.A.L.

Austin Public Library | October 27, 2025

# Data & Strategic Planning

Katherine Cantrell, Interim Chief Administrative Officer



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# Data Management & System Improvement



**Reports**

**State  
Accreditation**

**Annual state  
and national  
surveys**

**Training**

**Track &  
Display**

**Strategic  
Plan data**

**City of Austin  
KPIs**

**City of Austin  
Strategic  
Plan**

A diagram showing the APL Strategic Plan. On the left, a green rounded square contains the text 'APL Strategic Plan'. A green curved line with five blue circular nodes extends from the right side of this square towards five blue goal boxes on the right. Each goal box consists of a blue diamond-shaped icon with a white number (01-05) and a blue rounded rectangular box containing the goal's text.

# APL Strategic Plan

01

Goal 1  
Provide Community-Centric Programs  
and Services

02

Goal 2  
Design and Develop Spaces for  
Community Connections

03

Goal 3  
Foster Stakeholder Relationships

04

Goal 4  
Expand Library Access

05

Goal 5  
Engage Staff

# Sales & Events Services

Josh Wilkinson, Special Events Manager



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# Events Services Overview



- Manage external rentals and co-sponsored events to generate revenue.



- Support Library priorities: community programs, space development, and stakeholder engagement.



- Generate \$350,000+ annually in revenue to fund Library initiatives.



- Ensure accessibility with a 50% discount for non-profits, educational institutions, and government agencies.

# Spaces



## SPECIAL EVENT CENTER

(UP TO 450 GUESTS)

## ROOF GARDEN & INDOOR LIVING ROOM

(UP TO 250 GUESTS)

## ART GALLERY

(UP TO 175 GUESTS)

## DEMONSTRATION AREA

(UP TO 80 GUESTS)

## OUTDOOR AMPHITHEATER

(UP TO 25 GUESTS OR ADD ON SPACE)

# Operations

## Customer Service:

- Event planning
- Contracting & invoicing

## Vendor & Facilities Management

- A/V
- Catering
- Security
- Custodial

## Co-Sponsored Events

Fee waivers for events aligning with Library & City priorities

# Results & Alignment



## Economic & Community Contributions

200+

events annually,  
generating \$350,000+  
in revenue

15,000 - 22,000

visitors per year, many  
discovering Library  
services for the first  
time

## Aligning with Library's Mission & Vision

### Equity & Inclusion:

Providing accessible  
spaces for all  
community members.

### Education & Engagement:

Hosting diverse events  
that introduce attendees  
to Library resources.

### Sustainability:

Revenue reinvested to  
enhance Library  
programs and spaces.

# Mentor/Tutor Program

Odera Anyasinti, Administrator



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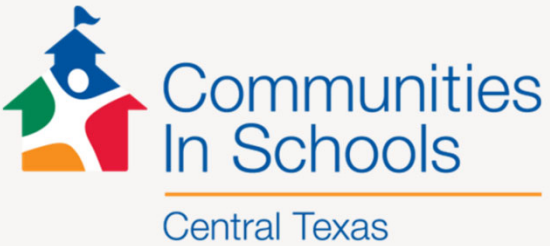
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# CITY OF AUSTIN MENTOR/TUTOR PROGRAM

The City of Austin Mentor and Tutor Program allows City employees to volunteer in mentoring and tutoring roles with any of seven programs approved by the Austin Independent School District (AISD), for up to two hours per week during the workday with supervisor approval.



# Community Partners



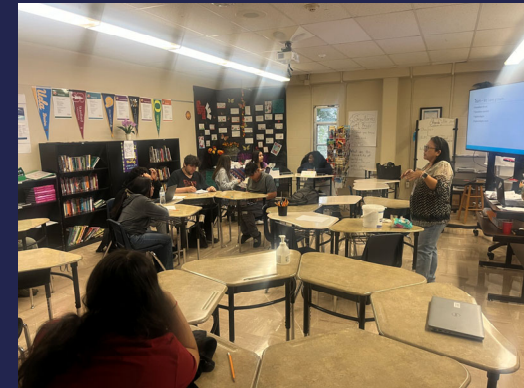
VICTORY Tutorial Program



# Expanding COA/AISD Collaboration



- **College Application Workshop**  
Partners with AISD and I.D.E.A.L. to host an annual workshop supporting nearly 200 seniors with college applications, FAFSA completion, and scholarship opportunities.
- **AISD Summer Teacher Externship**  
Collaborates with HRD and AISD to place teachers in City departments, offering hands-on experiences that connect classroom learning to real-world municipal careers.
- **AVID Career Speaker Series**  
Engages City employees as classroom speakers across AISD, highlighting diverse career paths and inspiring students to consider public service and civic leadership.

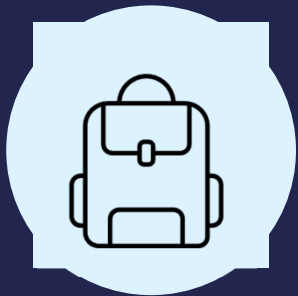


# Citywide School Supply Drive

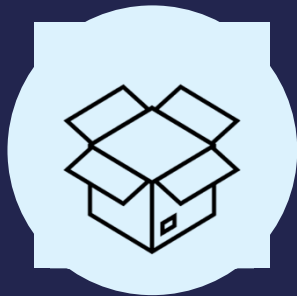


The Volunteer Program leads the Citywide School Supply Drive, bringing together employees and partners to equip Austin students with the essentials they need for a successful school year.

## 2025 Donation Totals



**691**  
Backpacks



**209**  
Boxes of  
school supplies



At least **19**  
COA departments



# Passport Services

Nancie Mathis, Passport Services Supervisor



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# Passport Services Overview



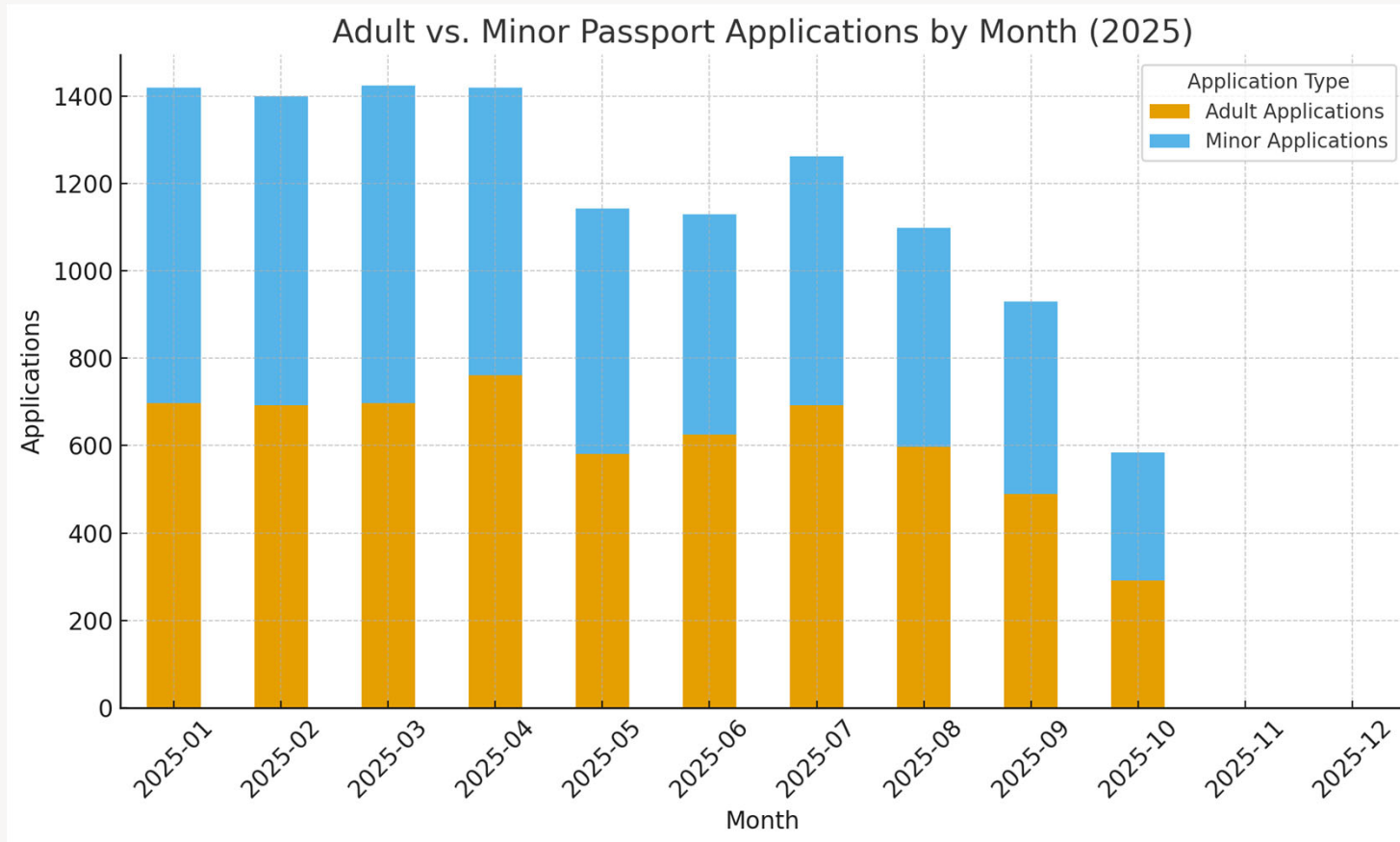
## Four Locations in the Austin Metro Area

- Central Library
- Ruiz Branch
- Spicewood Springs Branch
- Yarborough Branch

## Supporting a Wide Regional Community

- Accept Over 14,700 Applications
- Certified by the State Department

# Serving Families Across Generations



# Operations



**Multiple Library Locations for Easy Access**

**Evening and weekend appointments**

**Family-friendly service to accommodate parents and kids**

**Support for bilingual customers and special cases**

**Streamlined, community-focused experience in a welcoming environment**

**Integration with Library Services**

**Enhancing civic engagement and community trust**

**Providing reliable government services in an accessible, inclusive space**

# Results and Alignment



**\$620,000+ annual revenue supports APL's operations.**

**Self-sufficient program reducing reliance on tax dollars.**

**Serving thousands of families and individuals annually.**

**Direct alignment with APL's Strategic Plan**

- Equitable access across Austin
- Data-informed decision-making
- Increased community engagement
- Strong interagency partnerships
- Staff development and innovation

# Inclusion, Diversity, Equity, & Access in Libraries (IDEAL)

Carmaleta McKinnis-Williams, IDEAL Program Manager  
Katrina Townsend, Library Branch Assistant Manager



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## Austin Public Library IDEAL Goal

**Lift APL voices to co-create impactful policies, practices, programs, and services that embodies “Library for All”, rooted in humanity.**

# IDEAL Focus Areas

Policies

Programs &  
Services

Collection  
Development

Hiring &  
Retention

# IDEAL Efforts

Digital Inclusion

Library Fine  
Free

Free Student  
Library Cards

Enhanced  
Library Cards

IDEAL Action  
Plans

World Language  
Access

Menstrual  
Equity

Disability  
Advisory  
Council

# Austin Public Library “Library for All”



## NORMALIZE



- ★ Director leadership
- ★ Build an anti-racist, multi-cultural, cross-generational workplace
- ★ Learning our history
- ★ Listening sessions
- ★ Leadership development

## OPERATIONALIZE



- ★ IDEAL team
- ★ Inclusive world language access efforts
- ★ Foster intentional brave spaces
- ★ Equity Managers Network
- ★ Institutional partnerships

## HUMANIZE



- ★ Monthly EDI Team Lunch and Learn
- ★ IDEAL Library Employee Orientation
- ★ Austin Public Library University (APLU) IDEAL Course
- ★ IDEAL Action Plans for branches
- ★ IDEAL Surveys
- ★ Community Healing Circles/ACC, City of Austin, Assoc. American Colleges & Universities- Truth Community Healing Transformation Institute, etc.

# IDEAL Disability Advisory Council

AUSTIN  
PUBLIC  
LIBRARY

## Disability Needs in Texas and Travis County



Travis County: Population 1,226,698 (2021)

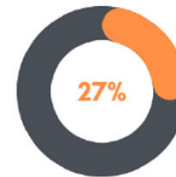
**20,054**  
Visual Impairment

**26,031**  
Hearing Impairment

**45,968**  
Ambulatory  
Impairment

A MODEL OF EQUITY, INCLUSION, ACCESS, AND DIVERSITY. ●●●●●

### Texans With Disabilities 3.5 Million People



Disabled Texans with  
a Hearing Difficulty



Disabled Texans with  
a Vision Difficulty



Disabled Texans with  
Cognitive Difficulties



Disabled Texans with  
an Ambulatory  
Difficulty

# APL IDEAL Current Endeavors

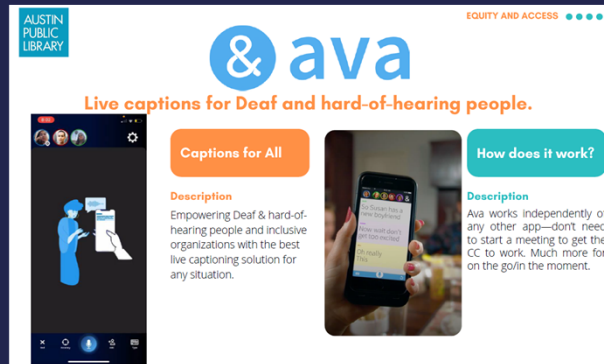


## KULTURE CITY



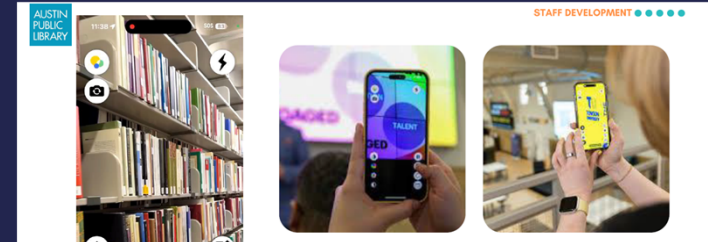
- ★ Sensory Support for Neurodivergent community
- ★ Sensory bags are designed to provide items for children and adults
- ★ Kulture City Provides (5) bags to each location that contains fidget tools, sensory dampening headphones, a communication card to describe feelings.
- ★ Light reducing glasses, etc

## AVA



- ★ Empowering Deaf & Hearing-Impaired community with the best live captioning solution for any situation.
- ★ Ava works independent of any other app.
- ★ Does not need a meeting to get close caption to work
- ★ Much more for on the go and in the moment

## ReBokeh



- ★ Empowers visually impaired community to use library
- ★ ReBokeh makes use of the camera on an iOS device and enables adjustments to contrast, brighten colors, etc.
- ★ Can be used with iPhone and iPads



# Thank you!

Katherine Cantrell  
Josh Wilkinson  
Odera Anyasinti  
Nancie Mathis  
Carmaleta McKinnis-Williams, Katrina Townsend