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Tuesday, March 8, 2022

Burleson Public Library

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Call to Order - **6:00 P.M.**

1. Elect a Chair to serve for the year 2022.
2. Approve the minutes from the November 16, 2021, Library Board meeting.
3. Hold a discussion and receive a report regarding library statistics for FY2022. (*Staff Presenter: Sara Miller, Deputy Director-Library*)
4. Hold a discussion and receive a report regarding programs and events for FY2022. (*Staff Presenter: Sara Miller, Deputy Director-Library*)
5. Hold a discussion and receive a report regarding progress on the work plan tasks from the Burleson Public Library's Strategic Plan. (*Staff Presenter: Sara Miller, Deputy Director-Library*)
6. Hold a discussion and receive a report regarding progress on the Burleson Public Library master plan and facility study. (*Staff Presenter: Sara Miller, Deputy Director-Library*)
7. Board Requests for Future Agenda Items or Reports

Adjourn

Staff Contact

DeAnna Phillips, Marketing & Communications Director  
817-426-9622  
dphillips@burlesontx.com

**CERTIFICATE**

I hereby certify that the above agenda was posted on this **the 4th of March 2022, by 5:00 p.m.**, on the official bulletin board at the Burleson City Hall, 141 W. Renfro, Burleson, Texas.

*Amanda Campos*

Amanda Campos  
City Secretary



**ACCESSIBILITY STATEMENT**

The facility is wheelchair accessible. The entry ramp is located in the front of the building. Accessible parking spaces are also available in that area. Sign interpretative services for meetings must be made 48-hours in advance of the meeting. Call the A.D.A. Coordinator at 817-426-9600, or TDD 1-800-735-2989.

**Library Board****2.****TO:** Burleson Public Library Advisory Board**FROM:** Sara Miller, Deputy Director - Library**DATE:** 03/08/2022**SUBJECT:** Approve the minutes from the November 16, 2021, Library Board meeting.

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**Board Action Requested:****Background Information:****Board/Citizen Input:**

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**Attachments**

Draft Minutes

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**Staff Contact:**

Sara Miller  
Deputy Director-Library  
Community Services  
smiller@burlesontx.com  
817-426-9203

BURLESON PUBLIC LIBRARY ADVISORY BOARD  
November 16, 2021  
DRAFT MINUTES

Call to Order – 6 p.m.

Roll Call

Board Members Present

Constance Barnes  
Ethan Barker  
Claire Coggin  
Joan Coubarous

Board Members Absent

Michael Campbell  
Amanda Cognasi  
Daniel McClain

Staff in Attendance:

Sara Miller, Deputy Director-Library  
Amanda Cadenhead, Community Outreach Librarian  
Paula Skundberg, Recording Secretary

**1. Citizen Appearances**

Joan Coubarous commented on the library staff visit and presentation to the Mariposa Senior Living complex. Staff's presentation was very informative and well received.

**2. Approve minutes from the June 29, 2021 Library Board meeting.**

Motion was made by Ethan Barker and seconded by Claire Coggin.

Motion Passed 4 - 0. Absent Michael Campbell, Daniel McClain, Amanda Cognasi

**3. Hold a discussion and receive a report regarding the library statistics for FY2021. (Staff Presenter: Sara Miller, Deputy Director-Library)**

Staff gave a presentation and report on the library statistics for FY2021; a discussion followed. Staff responded to board members' comments and questions.

Key discussion points:

- Program attendance. 407 programs offered; 12,618 total attendees (in person/online); 3 year attendance comparison FY21- 6,064 (this number is steadily growing), FY20 – 10,917 (was not a full year) and FY19 – 25,859.
- Collection. 66,559 physical items; 43,032 digital items; turnover rate 3.91
- Circulation. 278,208 total items circulated

- Library users key categories (largest user groups): Occasionals 51%, Digitarians 12%, Bedtime Stories 9%, Page Turners 8%, New Cardholders 8%, Rising Stars 4%
- Market Penetration. 27% Burleson households have an active library card user; last year was 21%
- MetroShare Consortium update. Aug. 23, 2021 launch date, 437,684 items in shared collection, 112,257 combined checkouts as of Nov. 1.
- Library digital resources

**4. Hold a discussion and receive a report regarding progress on the Burleson Public Library's Strategic Plan. (Staff Presenter: Sara Miller, Deputy Director-Library)**

Staff gave a report and update on the library Strategic Plan. A discussion followed. Staff responded to board members' comments and questions.

Key discussion points:

- Measuring Success. Market Penetration goal increase number of active library card users in Burleson households to 28% (27% FY21). New Cardholder Retention goal maintain 46% (min) remain active after one year. Net Promoter Score goal maintain 85% (min) likely to recommend library to others.
- Work Plan Task (review goals and recap FY21 activities). Promote digital resources to new, current and prospective users. Expand homebound outreach program. Hold library card signup events in underserved areas. Create pop-up Story Times and STEAM programs. Offer library materials at outreach programs. Offer education coursework (offer Skillshare digital content). Library facility study is progressing. Seeking professional consultant to determine next steps on serving community for next 20 years. Review work plan tasks not yet started.
- Net Promoter Score and patron feedback
- Work Plan Tasks not yet started: Proposed librarian position would be Technology Librarian, Ticketed Arts Performances – these would be registered events
- Library master plan and facility study consultants will have experience specific to public libraries
- New web based software allows staff more flexibility at offsite events

**5. Consider and approve Library Advisory Board meeting dates for 2022. (Staff Presenter: Sara Miller, Deputy Director-Library)**

Staff presented for board's consideration and approval the proposed 2022 board meeting dates: Tuesday, February 22; Tuesday, May 24; Tuesday, August 23 and Tuesday, November 15, 2022.

Key discussion points:

- Recommend change February 22 to March 8
- Meetings shall be called for board action as needed

Motion was made by Ethan Barker and seconded by Joan Coubarous and Claire Coggin to approve the 2022 board meeting dates as presented with changes.

Motion passed 4-0. Absent Michael Campbell, Daniel McClain, Amanda Cognasi

**6. Board Requests for Future Agenda Items or Reports**

- Strategic Plan update

**Adjourn**

There being no further business, Constance Barnes adjourned the meeting.

Time –6:35 p.m.

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Paula Skundberg, Recording Secretary

**Library Board****3.****TO:** Burleson Public Library Advisory Board**FROM:** Sara Miller, Deputy Director - Library**DATE:** 03/08/2022**SUBJECT:** Hold a discussion and receive a report regarding library statistics for FY2022. (*Staff Presenter: Sara Miller, Deputy Director-Library*)

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**Board Action Requested:****Background Information:****Board/Citizen Input:**

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**Attachments**

Department Memo  
Presentation

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**Staff Contact:**

Sara Miller, Deputy Director-Library  
Community Services  
smiller@burlesontx.com  
817-426-9203



Library

**CITY OF BURLESON**  
**Burleson Public Library**  
**Advisory Board**

City Hall  
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**DEPARTMENT MEMO**

**DEPARTMENT:** Community Services  
**FROM:** Sara Miller, Deputy Director-Library  
**MEETING:** March 8, 2022

**SUBJECT:**

Hold a discussion and receive a report regarding library statistics for FY2022.

**SUMMARY:**

Staff will present FY2022 library statistics from October 2021 to February 2022.

**OPTIONS:**

**RECOMMENDATION:**

**FISCAL IMPACT:**

**STAFF CONTACT:**

Name: Sara Miller  
Department: Community Services  
Email: [smiller@burlesontx.com](mailto:smiller@burlesontx.com)  
Phone: 817-426-9203



FY 2022 Statistics

Library Advisory Board

March 8, 2022



# Collection

- 59,928 physical items
- 36,614 digital items
- Turnover Rate (annual circulations per item):  
3.23



# Library of Things

- Wi-Fi hotspots
- Graphing calculators
- Crochet/knitting kits
- Jigsaw puzzle mats
- Date night kits



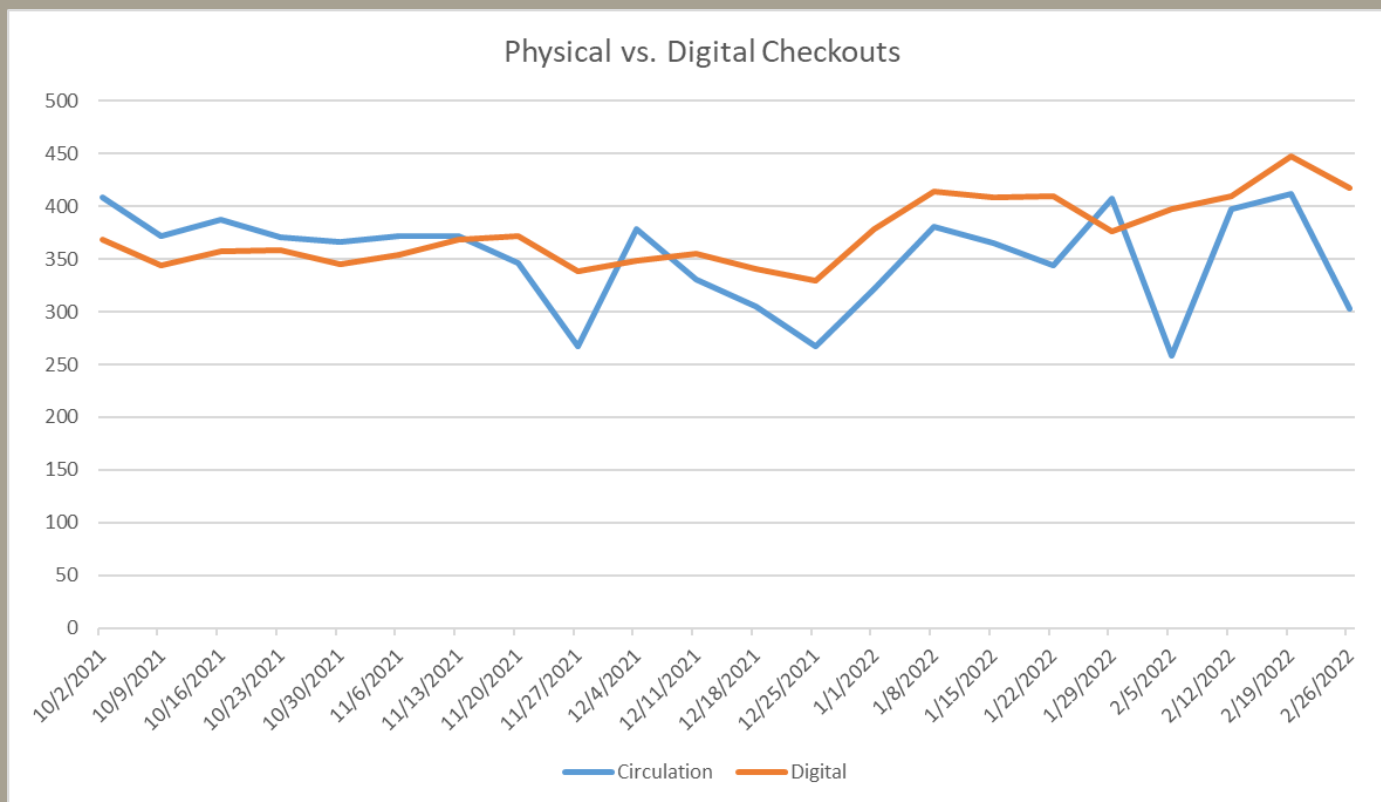
# Circulation



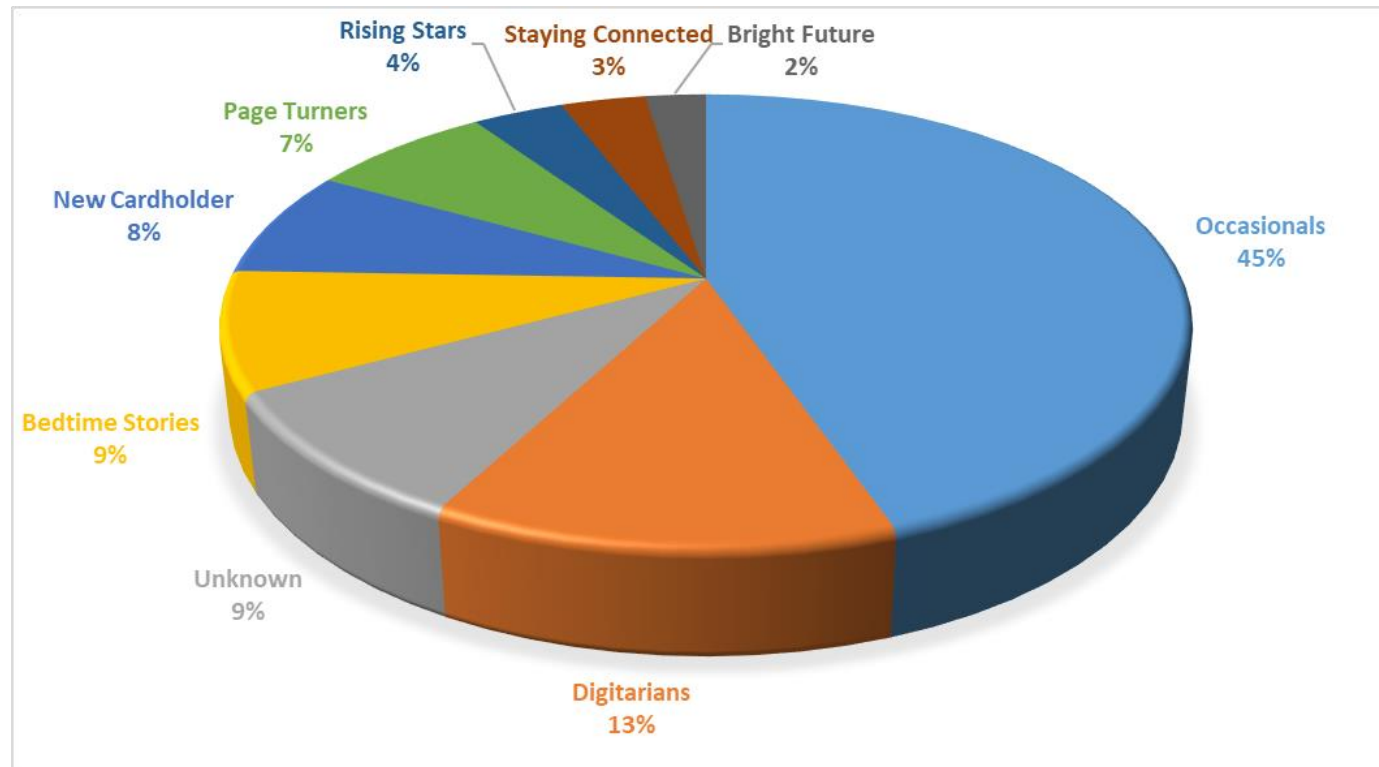
The library circulated 89,872 items to cardholders over the last 5 months.



21,255 (24%) of those items were in digital formats



Customers  
checking  
out  
physical vs.  
digital



# Library Customers

# Library Customer Groups

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Occasionals (45%): Borrow adult print materials quarterly

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Digitarians (13%): Borrow digital library materials

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Bedtime Stories (9%): Borrow children's materials & attend children's activities

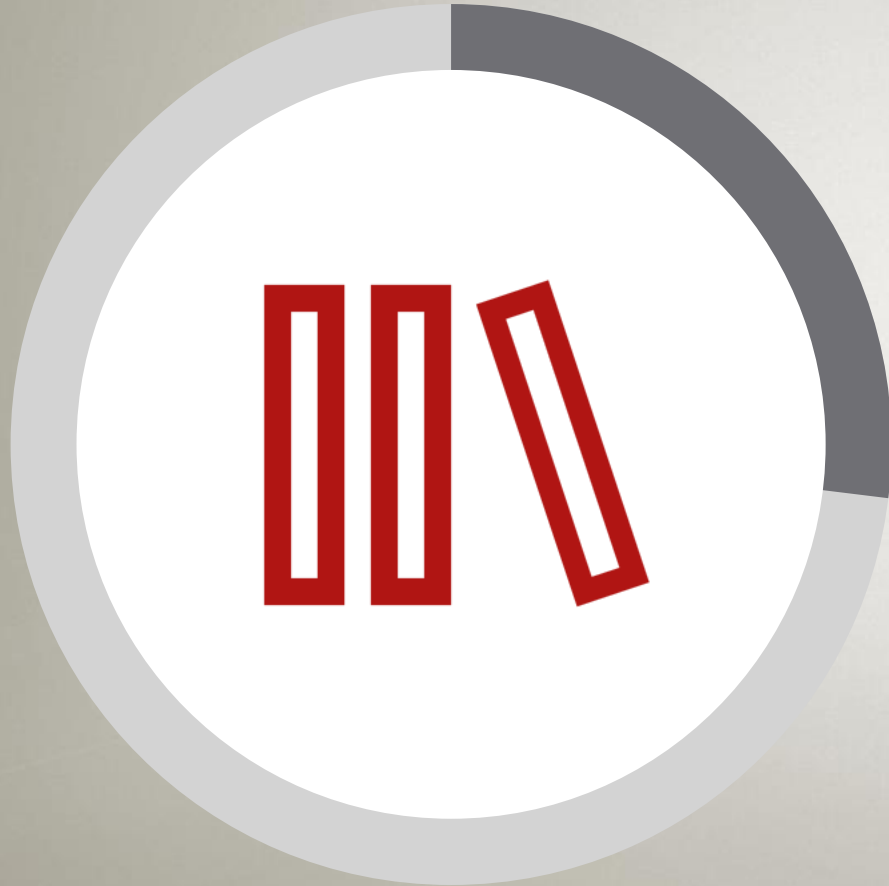
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New Cardholders (8%): First 3 months

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Page Turners (7%): Borrow adult print materials regularly

# Market Penetration



25% of all Burleson households have an active library card user.

There are currently 10,416 active cardholders.



# MetroShare Libraries

From October 2021 to Feb 2022:

342,740 checkouts

9,236,187 views of the online catalog

Benbrook, Burleson, Forest Hill,  
Haltom City, Keller, Richland Hills,  
Watauga

Haslet Public Library will join in  
August 2022





Questions?



**Library Board****4.****TO:** Burleson Public Library Advisory Board**FROM:** Sara Miller, Deputy Director - Library**DATE:** 03/08/2022**SUBJECT:** Hold a discussion and receive a report regarding programs and events for FY2022. (*Staff Presenter: Sara Miller, Deputy Director-Library*)

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**Board Action Requested:****Background Information:****Board/Citizen Input:**

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**Attachments**Department Memo  
Presentation

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**Staff Contact:**Sara Miller, Deputy Director-Library  
Community Services  
smiller@burlesontx.com  
817-426-9203



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**DEPARTMENT MEMO**

**DEPARTMENT:** Community Services  
**FROM:** Sara Miller, Deputy Director-Library  
**MEETING:** March 8, 2022

**SUBJECT:**

Hold a discussion and receive a report regarding programs and events for FY2022.

**SUMMARY:**

Staff will present FY2022 programming highlights from October 2021 to February 2022.

**OPTIONS:**

**RECOMMENDATION:**

**FISCAL IMPACT:**

**STAFF CONTACT:**

Name: Sara Miller  
Department: Community Services  
Email: [smiller@burlesontx.com](mailto:smiller@burlesontx.com)  
Phone: 817-426-9203

THE CITY OF  
**BURLESON**  
TEXAS  
**Library**



Programs & Events  
Library Advisory Board  
March 8, 2022





# Programs and Events

October 2021 to February 2022:

226 different programs for children, teens and adults.

6,874 people attended a library program



# Community Events

- National Night Out
- Founders Day
- Friday Night Food Trucks
- Boo Bash
- Veterans Day Tribute
- CityFest







# Ongoing Programs

- Storytime
- Robotics lab
- Teen Craft Day
- English as a Second Language
- Book Clubs
- Parent/Child Play & Learn
- Young Builders Club
- Simple Cooking for Teens
- Teen Movie Day
- Kindness Club
- Beyblade Club
- Basic Hand Sewing





# Outreach

- Senior Center Fridays
- Commuter cheering at Alsbury Villas Apartment Complex
- Fall Family Festival: Academy at Nola Dunn
- Storytime @ Dwell





# Special Events

- Solar System Walk
- Trick or Treat @ the Library
- Painting with Paula
- Christmas @ the Library
- Polar Express Pajama Party
- Noon Year's Eve
- Early Literacy Storytime Series
- Great Giveback
- Harry Potter Valentine's Party
- Black History Month Stories & STEM
- Adult Spelling Bee



# Upcoming Events

- March 26 @ 10am: Craft Supply Swap
- April 4 @ 5pm: National Library Week Proclamation, City Council Meeting
- April 9 @ 1pm: Library Birthday Party

Questions?



**Library Board****5.****TO:** Burleson Public Library Advisory Board**FROM:** Sara Miller, Deputy Director - Library**DATE:** 03/08/2022**SUBJECT:** Hold a discussion and receive a report regarding progress on the work plan tasks from the Burleson Public Library's Strategic Plan. (*Staff Presenter: Sara Miller, Deputy Director-Library*)

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**Board Action Requested:****Background Information:****Board/Citizen Input:**

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**Attachments**Department Memo  
Presentation

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**Staff Contact:**Sara Miller, Deputy Director-Library  
Community Services  
smiller@burlesontx.com  
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**DEPARTMENT MEMO**

**DEPARTMENT:** Community Services  
**FROM:** Sara Miller, Deputy Director-Library  
**MEETING:** March 8, 2022

**SUBJECT:**

Hold a discussion and receive a report regarding progress on the work plan tasks from the Burleson Public Library's Strategic Plan.

**SUMMARY:**

Staff will discuss progress on specific work plan tasks and goals included in the library's strategic plan.

**OPTIONS:**

**RECOMMENDATION:**

**FISCAL IMPACT:**

**STAFF CONTACT:**

Name: Sara Miller  
Department: Community Services  
Email: [smiller@burlesontx.com](mailto:smiller@burlesontx.com)  
Phone: 817-426-9203





# Burleson Public Library

LIBRARY STRATEGIC  
PLAN UPDATE

LIBRARY ADVISORY  
BOARD

MARCH 3, 2022



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## The City of Burleson is:

Focused on building a dynamic future, while preserving our rich history.

Dedicated to establishing a great place to live, learn, work and play.

Committed to being a sustainable community for all, through every stage of life.

The Library plays a vital role in this mission by blending **PEOPLE, PLACES and EXPERIENCES** to create a sense of belonging, representing the essence of community.



# Measuring Success



Market Penetration calculates a library's reach throughout the community and indicates how much of the service area is engaged with the library.

Goal: 28% of households

Current: 25% of households



# Measuring Success

New Cardholder Retention is the percentage of new cardholders who remain active library users more than a year after signing up.

Goal: 46% of new cardholders

Current: 56% of new cardholders

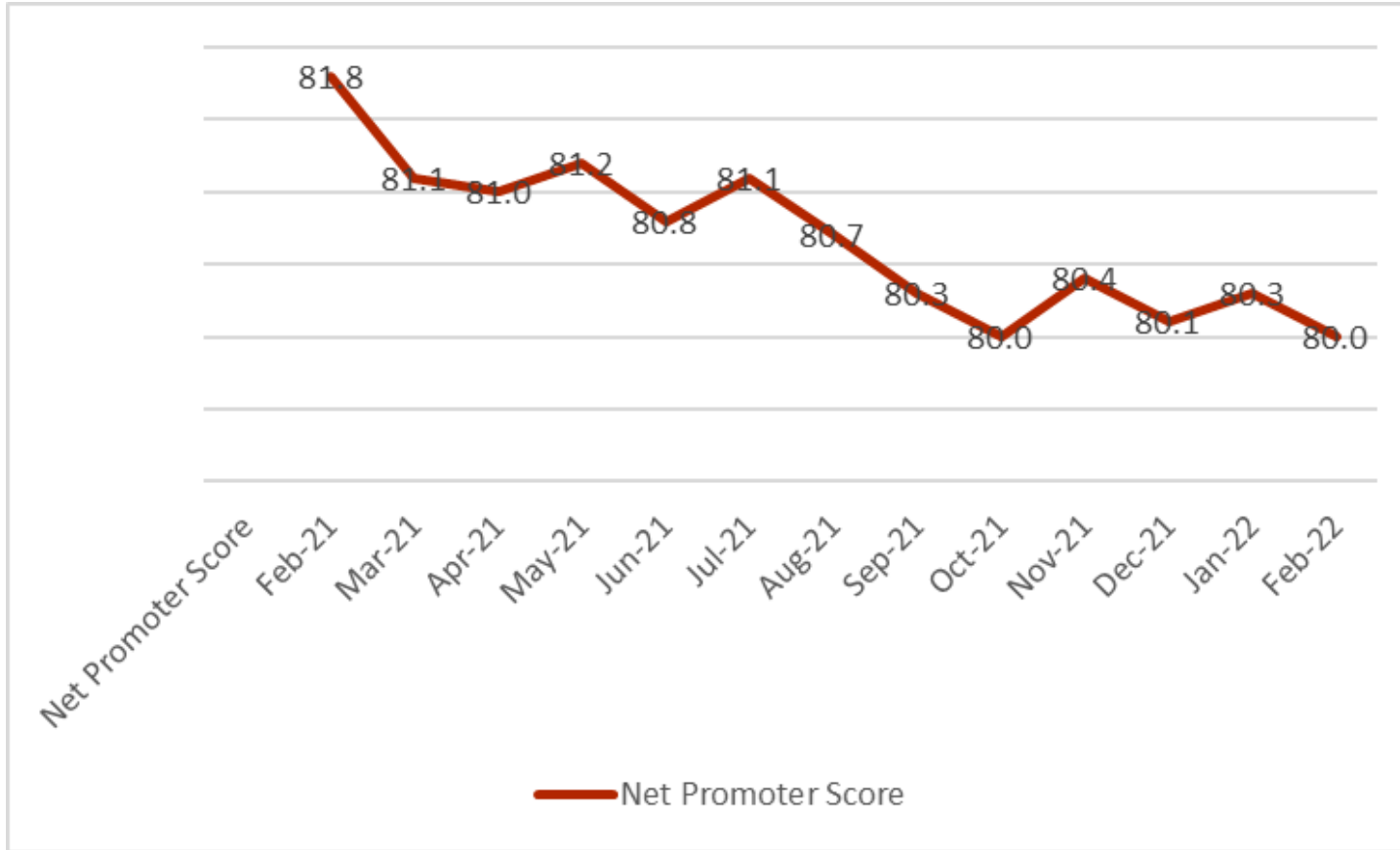


# Measuring Success

The Net Promoter Score is a single question scale of customer loyalty, sent as a survey on a weekly basis to a random sample of recently active customers. This value will range from zero (no promoters) to 100 (all promoters).

Goal: 85%

Current: 80%



# Work Plan Task: Promoting digital resources heavily to new, current and prospective users

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Social media campaign

Direct email campaign to new users, inactives and occasionals

Targeted promotions in online catalog

News items on website

Shelf talkers in non-fiction

Commuter outreach to promote downloadable audio

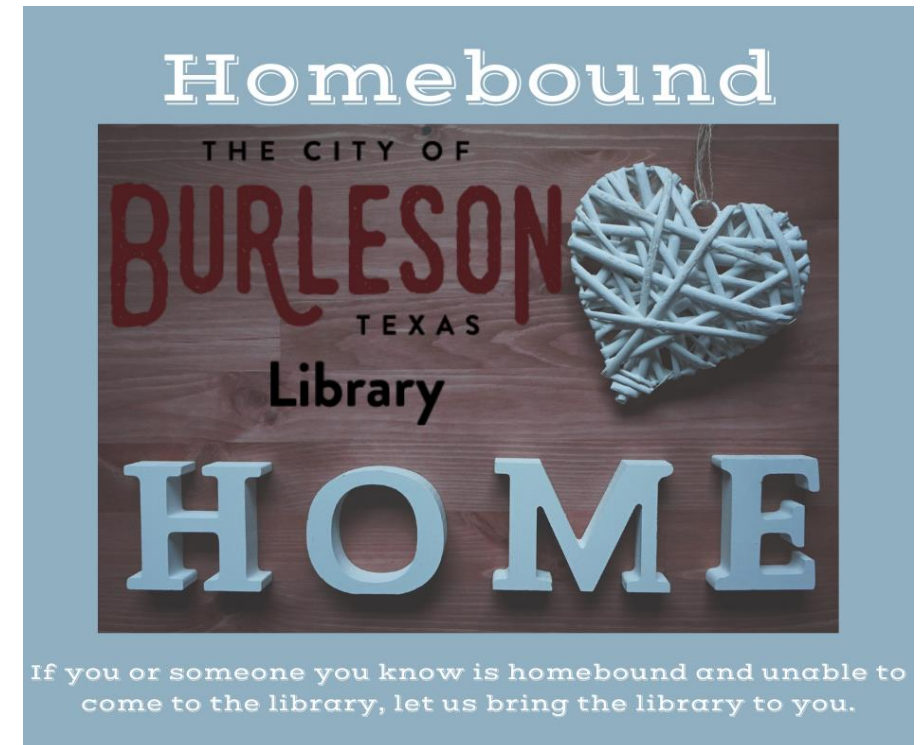
Monthly email to digitalarians



# Work Plan Task: Expanding homebound outreach program

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Featured in City's weekly newsletter  
November 19.



# Work Plan Task: Holding library card signup events in underserved areas

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Weekly outreach at senior center

Postcard campaign to new residents

**Get your Library Card or eCARD online!**



Scan the QR Code  
to get started



THE CITY OF  
**BURLESON**  
TEXAS  
Library  
**(817) 426-9209**





Work Plan Task: Creating pop-up Story Times and STEAM programs outside the library

Monthly STEAM programs at Center for Autism Spectrum Disorders

Scavenger hunt at Oak Valley Park North

Story Times @ Dwell





Work Plan Task:  
Offering library  
materials available  
for checkout during  
outreach programs

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CITYFEST





Work Plan Task:  
Creating  
neighborhood social  
gatherings that  
appeal to  
commuters

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COMMUTER CHEERING ON THE  
MONDAY AFTER THANKSGIVING



Work Plan Task: Engaging the services of a professional consultant to complete a comprehensive analysis of the Library, its current facilities, and service delivery methods to determine the best solution to move forward and serve the community for the next 20 years

IN PROGRESS



# Work Plan Tasks Not Yet Started

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- TRAINING USERS ON MOBILE READING APPLICATIONS AND PROMOTING DIGITAL COLLECTIONS DURING OUTREACH PROGRAMS
- ADDING TICKETED ARTS PERFORMANCES TO LIBRARY PROGRAMS
- ADDING A FULL-TIME LIBRARIAN TO THE PROFESSIONAL STAFF

Questions/comments?



**Library Board****6.****TO:** Burleson Public Library Advisory Board**FROM:** Sara Miller, Deputy Director - Library**DATE:** 03/08/2022**SUBJECT:** Hold a discussion and receive a report regarding progress on the Burleson Public Library master plan and facility study. (*Staff Presenter: Sara Miller, Deputy Director-Library*)

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**Board Action Requested:****Background Information:****Board/Citizen Input:**

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**Attachments**

Department Memo  
Presentation

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**Staff Contact:**

Sara Miller, Deputy Director-Library  
Community Services  
smiller@burlesontx.com  
817-426-9203



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**DEPARTMENT MEMO**

**DEPARTMENT:** Community Services  
**FROM:** Sara Miller, Deputy Director-Library  
**MEETING:** March 8, 2022

**SUBJECT:**

Hold a discussion and receive a report regarding progress on the Burleson Public Library master plan and facility study.

**SUMMARY:**

In December 2021, the City of Burleson contracted with 720 Design to complete the first year of a library master plan and facility study. The purpose of the study is to develop a needs assessment for building space programming including benchmarking, stakeholder interviews, community input through focus groups and surveys, and discovery tours of other library facilities. The master plan and facility study will help the City of Burleson determine the needs for the future of the Burleson Public Library.

**OPTIONS:**

**RECOMMENDATION:**

**FISCAL IMPACT:**

**STAFF CONTACT:**

Name: Sara Miller  
Department: Community Services  
Email: [smiller@burlesontx.com](mailto:smiller@burlesontx.com)  
Phone: 817-426-9203



# Library Master Plan and Facility Study: Update

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LIBRARY ADVISORY BOARD

MARCH 3, 2022

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## **December 2021: The City of Burleson contracted with 720 Design for a library master plan and facility study.**

720 design Inc. is a boutique planning, architecture and interior design firm devoted to the development of modern library spaces where communities can gather to learn, play, dream, and explore.

Recent projects:

Benbrook Public Library, Facility Master Plan

Cleburne Public Library, Facility Master Plan

Cedar Park Public Library, Strategic Facility Master Plan

Frisco Public Library, Master Plan and Schematic Design for New Main Library



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# Gathering data

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LIBRARY STAFF HAS BEEN WORKING WITH 720 DESIGN TO  
GATHER STATISTICS, REPORTS AND ARCHITECTURAL PLANS

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# Staff Input

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LIBRARY STAFF MET WITH 720 DESIGN TO  
SET GOALS AND VISION FOR THE PROJECT

# Library Discovery Tours

720 Design took library staff on a tour of four north Texas libraries.

- Euless
- Flower Mound
- Lewisville
- John and Judy Gay (McKinney)



# Next: Community Focus Groups

Three community focus groups:

6:30 p.m. Tuesday, May 3

10 a.m. Saturday, May 21

2 p.m. Saturday, May 21

Meetings will include the history of the Burleson Public Library, future and trends for library services and example images of potential library services for interactive voting by participants.

Meetings will be a hybrid style and offer both in-person and virtual participation.

Questions/comments?

