



**AGENDA**  
**WATAUGA LIBRARY BOARD**  
**REGULAR MEETING**  
**CITY HALL COUNCIL CHAMBER, 7105 WHITLEY ROAD**  
**THURSDAY, SEPTEMBER 12, 2019**  
**6:00 PM**

**CALL TO ORDER**

**CITIZEN'S OPEN FORUM** (The Citizens Open Forum section of the agenda is an opportunity for citizens to speak regarding matters that are not posted on that particular meeting's agenda. Individual citizens speaking during the Citizens Open Forum shall not exceed three (3) minutes in their comments; however, the Chair may extend the speaker's allotted time. At the beginning of the Citizens Open Forum section of the meeting, citizens desiring to speak shall stand\* when prompted by the Chair so that they may be recognized and recorded as the individuals who will speak. Only those citizens who stand\* during this time of recognition will be allowed to speak. The Chair shall ask each citizen wishing to speak to come to the podium to speak in turn in an orderly manner. Before providing comments, each speaker must state his or her name and address for the record. If speaking for an organization or group, the speaker should identify the group represented. Because this section of the meeting is for matters not posted on that particular meeting's agenda, members of the Board, Committee, Commission, or Corporation may only provide a statement of factual information in response to the inquiry or recite existing policy in response (e.g., to correct a factual misstatement made by the citizen or provide factual information requested by the citizen). Any deliberation of or decision about the subject of the inquiry shall be limited to a proposal to place the subject on the agenda for a future meeting.)

**REPORTS FROM STAFF**

1. Director's Monthly Reports for June and July 2019.  
**Lana Ewell, Director of Library Services**
2. TexShare Value Report for August 2019  
**Lana Ewell, Director of Library Services**
3. EDGE 2.0 Watauga Public Library June 2019 Assessment  
**Lana Ewell, Director of Library Services**
4. Library Survey 2019 titled "A Dell Notebook for Your Thoughts?"  
**Lana Ewell, Director of Library Services**

**APPROVAL OF MINUTES**

1. Consider action on the Library Board Meeting Minutes for July 11, 2019.

**ACTION ITEMS**

1. Review and discuss the draft of the Watauga Public Library Long Range Plan 2020 - 2025
2. Discuss and consider action to select officers for the Library Advisory Board
  - a) Chair
  - b) Vice-Chair
  - c) Secretary

## ADJOURNMENT

## NOTICE

THIS FACILITY IS WHEELCHAIR ACCESSIBLE AND ACCESSIBLE PARKING SPACES ARE AVAILABLE. REQUESTS FOR ACCOMMODATIONS OR INTERPRETIVE SERVICES MUST BE MADE 48 HOURS PRIOR TO THIS MEETING. PLEASE CONTACT THE CITY SECRETARY'S OFFICE AT (817) 514-5825 OR FAX (817) 514-3625 FOR FURTHER INFORMATION.

I, Andrea Gardner, City Secretary for the City of Watauga, hereby certify that this agenda was posted on the bulletin boards at City Hall, 7105 Whitley Road, Watauga, Texas, on Friday, September 6, 2019 before 6:00 p.m., in accordance with Chapter 551 of the Texas Government Code.



Andrea Gardner, City Secretary





## AGENDA MEMORANDUM

**DATE:** September 4, 2019  
**TO:** Library Board Members  
**FROM:** Lana Ewell, Director of Library Services  
**SUBJECT:** Director's Monthly Reports for June and July 2019.

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**BACKGROUND/INFORMATION:**

Library Director's Report for June and July 2019.

**FINANCIAL IMPLICATIONS:**

NA

**RECOMMENDATION/ACTION DESIRED:**

This item does not require a recommendation as it is a presentation/report.

**ATTACHMENTS/ SUPPORTING DOCUMENTATION:**

1. WPL June 2019 Monthly Report
2. WPL July 2019 Monthly Report

**REVIEWED BY:**

Tara Rogers, Deputy City Secretary  
Andrea Gardner, City Manager  
*Approved as to form for inclusion on Agenda*

Approved - 9/5/2019  
Final Approval - 9/5/2019

# WATAUGA PUBLIC LIBRARY-REPORT SUMMARY

## Monthly Report - June, 2019

| DEPARTMENT TOTALS                     | Current Month | This Month Last Year | Year to Date 2018-19 | Year to Date 2017-18 |
|---------------------------------------|---------------|----------------------|----------------------|----------------------|
| Circulation Total                     | 30,915        | 31,904               | 208,535              | 209,988              |
| Total in Collection                   | N/A           | N/A                  | 121,159              | 117,950              |
| Programs                              | 143           | 125                  | 1,425                | 1,443                |
| Program Attendance                    | 5,512         | 6,630                | 26,862               | 31,304               |
| Cards Issued                          | 267           | 262                  | 1,427                | 1,743                |
| Library Visits                        | 12,904        | 14,838               | 81,069               | 86,959               |
| Notary Service                        | 36            | 23                   | 222                  | 180                  |
| Reference & Directional Transactions  | 1,350         | 2,410                | 13,536               | 15,876               |
| Study Room Usage (hours)              | 562           | 659                  | 4,943                | 5,133                |
| Volunteer Hours                       | 747           | 1072                 | 3522                 | 4455                 |
| Webpage Views                         | 2979          | 2958                 | 18969                | 18809                |
| CIRCULATION SERVICES                  | Current Month | This Month Last Year | Year to Date 2018-19 | Year to Date 2017-18 |
| Adult Books                           | 3,664         | 3,703                | 25,821               | 26,527               |
| Youth Books                           | 17,779        | 17,601               | 106,884              | 104,336              |
| Adult Books on CD                     | 367           | 467                  | 3,092                | 3,927                |
| Youth Books on CD                     | 362           | 308                  | 1,508                | 1,580                |
| Adult DVDs                            | 2,292         | 2,999                | 20,401               | 22,353               |
| Youth DVDs                            | 2,962         | 3,359                | 21,554               | 23,307               |
| Adult Kits                            | 90            | 129                  | 660                  | 783                  |
| Youth Kits                            | 419           | 279                  | 2,002                | 1,491                |
| Music CDs                             | 246           | 329                  | 2,202                | 2,100                |
| Periodicals                           | 103           | 185                  | 1,086                | 1,524                |
| eBooks                                | 293           | 248                  | 2,739                | 2,168                |
| eAudiobooks                           | 222           | 153                  | 1,958                | 1,705                |
| eMagazines                            | 28            | 18                   | 304                  | 251                  |
| MetrOPAC Materials                    | 2,088         | 2,126                | 18,324               | 17,936               |
| <b>TOTAL CIRCULATION</b>              | <b>30,915</b> | <b>31,904</b>        | <b>208,535</b>       | <b>209,988</b>       |
| Renewals                              | 10,420        | 9,408                | 78,084               | 75,629               |
| Requested Items Processed             | 1,728         | 1,913                | 15,626               | 15,239               |
| Interlibrary Loan Requests (TexShare) | 19            | 34                   | 198                  | 233                  |
| Self-Check Out Transactions           | 1,503         | 1,706                | 8,962                | 9,609                |
| Self-Check Out-Items Checked Out      | 6,785         | 8,055                | 41,073               | 44,921               |
| Revenue Collected                     | \$ 2,154.95   | \$ 2,391.51          | \$ 21,847.04         | \$ 20,306.80         |
| ADULT SERVICES                        | Current Month | This Month Last Year | Year to Date 2018-19 | Year to Date 2017-18 |
| Number of Programs                    | 75            | 73                   | 891                  | 924                  |
| Program Attendance                    | 1,227         | 2,791                | 8,752                | 11,515               |
| Volunteer Hours                       | 207           | 94                   | 2,073                | 2,824                |
| Internet Users                        | 1,305         | 1,424                | 9,642                | 11,056               |
| YOUTH SERVICES                        | Current Month | This Month Last Year | Year to Date 2018-19 | Year to Date 2017-18 |
| Number of Programs                    | 68            | 52                   | 534                  | 519                  |
| Program Attendance                    | 4,285         | 3,839                | 18,110               | 19,789               |
| School Visits                         | 0             | 0                    | 64                   | 65                   |
| Volunteer Hours                       | 540           | 978                  | 1,449                | 1,632                |
| Youth Computer Users                  | 1,800         | 1,717                | 10,660               | 8,911                |
| TECHNICAL SERVICES                    | Current Month | This Month Last Year | Year to Date 2018-19 | Year to Date 2017-18 |
| Material Items Received               | 493           | 871                  | 6,219                | 6,471                |
| Materials Added                       | 683           | 868                  | 7,287                | 6,625                |
| Materials Withdrawn                   | 1,055         | 155                  | 4,597                | 3,517                |

**Watauga Public Library C.A.R.E.S.**  
**June 2019**

- **The Library receive the following written comments and requests in June 2019**  
Written comments:

- A. "Why did you move story time." & request for an "in door play ground." Both from the same person.
- B. Request for "Percy Jackson Trivia Night."

- **Civic/ Community Engagement/ Cultivating Community/ Job Skills**

- A. Chronic Disease Management — Texas Health Resources and the Tarrant County Health Department partnered together to offer a series of classes to assist attendees with living well with chronic disease. The final class was held on June 5th.
- B. Mayor's Book Club — We hosted our second Mayor's Book Club with Mayor Miner on Saturday, June 1st. A total of 6 people attended. We are hoping that this book club will appeal to families, and they will read and share the book together.
- C. BISD Reads- Outreach — We had a great time at BISD Reads this year. We had the chance to meet a lot of kids and their families. Kids received free books and prizes, made crafts, and received a free lunch. This is an exciting partnership between the Birdville school district and public libraries in the BISD. We met approximately 400 people and shared information about the WPL.
- D. Star Trek Trivia — We celebrated the 50th anniversary of the final episode of Star Trek with an exciting trivia night. A total of 16 super fans supported their favorite show while working together as teams to answer questions.
- E. Board Game Afternoon — A total of 22 people enjoyed themselves while playing games from the library game cart on Saturday, June 22nd.
- F. Computer Classes with Casey — A new volunteer began teaching computer classes this month focusing on how to use Google to create resumes, email, and other documents. A total of 7 people attended the class. We are excited to have Casey this summer; she will return to teaching high school business classes in the fall.
- G. Author Appearance — One of our favorite authors and presenters Tui Snider stopped by to talk about her new book, *100 Things to Do in Dallas Fort Worth Before You Die*. Tui always provides an entertaining presentation packed with fun facts. A total of 16 people attended.
- H. True Crime Book Club — An eager group of true crime fans came together to discuss the book *The Stranger Beside Me* by Ann Rule. A total of 10 people packed into one of our storage closets to hold the meeting. This cozy group was thrilled to find other like-minded readers to discuss books with.
- I. AARP Disrupt Aging Fair — The ASL had the chance to discuss adult library events and classes at the annual AARP Disrupt Aging Fair. The Fair provided a chance for local organizations to share their upcoming events with the public. She spoke with a total of 110 people.

• **Civic/ Community Engagement/ Cultivating Community/ Job Skills**

J. Mr. Novy's Art Class — Mr. Novy held a collage class for creative adults. A total of 12 people attended.

K. Selma's Art Class — This month the class made acrylic paintings which spelled out Their names in Arabic. A total of 15 people attended this intermediate adult art class.

• **Digital Inclusion/ Economic Development**

A. 25 one-on-one short sessions of staff assistance (2 to 10 minutes of time).

B. 5 impromptu computer classes (when staff spends over 30 minutes to help a patron).

C. 69 instances of PC Help required by Help Desk.

D. One Volunteer lead Computer class with 7 students.

E. One Library Story time outreach to local Watauga business. 30 attended.

• **Early Childhood Literacy/ Family Development & Enrichment**

A. 20 in-house story times were conducted ( 1083 attended).

B. Hermes, Reading Therapy Dog, had 4 in-house sessions (52 attended).

C. Summer Reading Club Sign-Up was at 907.

• **Education/ Lifelong Learning**

A. GED class — Our partnership with the Fort Worth Independent School District is an important asset to the community. All classes are free, and the library provides the space.

May 2019 13 classes with 119 attending.

June 2019 Stats are delayed.

B. BISD/ESL classes — We are delighted to continue the partnership with BISD during the 2018-2019 school year! Below are the last section of the Spring classes and the Summer Class numbers. All classes are free, and the library provides the space.

|                                    |           |             |
|------------------------------------|-----------|-------------|
| BISD ESL basic (M/W/F):            | 3 classes | 21 students |
| BISD ESL intermediate (M/W/F):     | 3 classes | 18 students |
| BISD ESL Citizenship (F):          | 1 class   | 5 students  |
| BISD ESL for Professionals (T/Th): | 2 classes | 12 students |
| BISD ESL Advanced:                 | 2 classes | 24 students |
| BISD ESL Summer classes:           | 7 classes | 81 students |

C. Volunteer ESL Activity:

|                               |            |             |
|-------------------------------|------------|-------------|
| ESL Reading/Writing/Speaking: | 2 classes  | 16 students |
| Ventures attendance:          | 1 class    | 1 student   |
| Laubach attendance:           | 11 classes | 11 students |
| Advanced Reading:             | 0 class    | 0 students  |
| Conversation Club:            | 3 classes  | 38 students |

**WATAUGA PUBLIC LIBRARY-REPORT SUMMARY**  
**Monthly Report - July, 2019**

| <b>DEPARTMENT<br/>TOTALS</b>          | <b>Current<br/>Month</b> | <b>This Month<br/>Last Year</b> | <b>Year to Date<br/>2018-19</b> | <b>Year to Date<br/>2017-18</b> |
|---------------------------------------|--------------------------|---------------------------------|---------------------------------|---------------------------------|
| Circulation Total                     | 31,999                   | 31,690                          | 240,534                         | 241,678                         |
| Total in Collection                   | N/A                      | N/A                             | 120,385                         | 118,798                         |
| Programs                              | 154                      | 123                             | 1,578                           | 1,566                           |
| Program Attendance                    | 6,550                    | 5,675                           | 33,412                          | 36,979                          |
| Cards Issued                          | 222                      | 207                             | 1,649                           | 1,950                           |
| Library Visits                        | 13,078                   | 12,938                          | 94,147                          | 99,897                          |
| Notary Service                        | 30                       | 18                              | 252                             | 198                             |
| Reference & Directional Transactions  | 2,862                    | 2,111                           | 16,398                          | 17,987                          |
| Study Room Usage (hours)              | 564                      | 551                             | 5,507                           | 5,684                           |
| Volunteer Hours                       | 1003                     | 541                             | 4525                            | 4996                            |
| Webpage Views                         | 2810                     | 2718                            | 21779                           | 21527                           |
| <b>CIRCULATION<br/>SERVICES</b>       | <b>Current<br/>Month</b> | <b>This Month<br/>Last Year</b> | <b>Year to Date<br/>2018-19</b> | <b>Year to Date<br/>2017-18</b> |
| Adult Books                           | 4,016                    | 3,728                           | 29,837                          | 30,255                          |
| Youth Books                           | 17,436                   | 16,807                          | 124,320                         | 121,143                         |
| Adult Books on CD                     | 350                      | 537                             | 3,442                           | 4,464                           |
| Youth Books on CD                     | 324                      | 273                             | 1,832                           | 1,853                           |
| Adult DVDs                            | 2,723                    | 3,061                           | 23,124                          | 25,414                          |
| Youth DVDs                            | 3,515                    | 3,433                           | 25,069                          | 26,740                          |
| Adult Kits                            | 74                       | 123                             | 734                             | 906                             |
| Youth Kits                            | 330                      | 296                             | 2,332                           | 1,787                           |
| Music CDs                             | 285                      | 332                             | 2,487                           | 2,432                           |
| Periodicals                           | 108                      | 222                             | 1,194                           | 1,746                           |
| eBooks                                | 268                      | 332                             | 3,007                           | 2,500                           |
| eAudiobooks                           | 268                      | 206                             | 2,226                           | 1,911                           |
| eMagazines                            | 38                       | 17                              | 342                             | 268                             |
| MetrOPAC Materials                    | 2,264                    | 2,323                           | 20,588                          | 20,259                          |
| <b>TOTAL CIRCULATION</b>              | <b>31,999</b>            | <b>31,690</b>                   | <b>240,534</b>                  | <b>241,678</b>                  |
| Renewals                              | 11,784                   | 11,648                          | 89,868                          | 87,277                          |
| Requested Items Processed             | 2,092                    | 1,918                           | 17,718                          | 17,157                          |
| Interlibrary Loan Requests (TexShare) | 23                       | 28                              | 221                             | 261                             |
| Self-Check Out Transactions           | 1,539                    | 1,582                           | 10,501                          | 11,191                          |
| Self-Check Out-Items Checked Out      | 7,121                    | 7,206                           | 48,194                          | 52,127                          |
| Revenue Collected                     | \$ 2,089.58              | \$ 1,964.98                     | \$ 23,936.62                    | \$ 22,271.78                    |
| <b>ADULT<br/>SERVICES</b>             | <b>Current<br/>Month</b> | <b>This Month<br/>Last Year</b> | <b>Year to Date<br/>2018-19</b> | <b>Year to Date<br/>2017-18</b> |
| Number of Programs                    | 79                       | 79                              | 970                             | 1,003                           |
| Program Attendance                    | 834                      | 1,172                           | 9,586                           | 12,687                          |
| Volunteer Hours                       | 258                      | 193                             | 2,331                           | 3,017                           |
| Internet Users                        | 1,390                    | 1,479                           | 11,032                          | 12,535                          |
| <b>YOUTH<br/>SERVICES</b>             | <b>Current<br/>Month</b> | <b>This Month<br/>Last Year</b> | <b>Year to Date<br/>2018-19</b> | <b>Year to Date<br/>2017-18</b> |
| Number of Programs                    | 75                       | 44                              | 608                             | 563                             |
| Program Attendance                    | 5,716                    | 4,503                           | 23,826                          | 24,292                          |
| School Visits                         | 0                        | 0                               | 64                              | 65                              |
| Volunteer Hours                       | 745                      | 348                             | 2,194                           | 1,980                           |
| Youth Computer Users                  | 1,682                    | 1,746                           | 12,342                          | 10,657                          |
| <b>TECHNICAL<br/>SERVICES</b>         | <b>Current<br/>Month</b> | <b>This Month<br/>Last Year</b> | <b>Year to Date<br/>2018-19</b> | <b>Year to Date<br/>2017-18</b> |
| Material Items Received               | 670                      | 580                             | 6,889                           | 7,051                           |
| Materials Added                       | 730                      | 861                             | 8,017                           | 7,486                           |
| Materials Withdrawn                   | 1,504                    | 13                              | 6,101                           | 3,530                           |

## Watauga Public Library C.A.R.E.S.

July 2019

- **The Library receive the following written comments and requests in July 2019**

Written comments:

- A. "Dear Watauga City Council — We need a bigger library — go visit the NRH library to get some ideas. *Leah Chauvin (Watauga Resident)*"
- B. Request for "Craft night Thursdays nights please."

- **Civic/ Community Engagement/ Cultivating Community/ Job Skills**

- A. Bad Art Night — People love bad art night. They enjoy the freedom and fun that come from a no-pressure evening of self-expression. There's always some truly charming and exciting art! A total of 15 people attended.
- B. Harry Potter Trivia — A total of 61 people attended Harry Potter trivia. Trivia nights are popular with adults and families.
- C. Computer Classes with Casey — A new volunteer began teaching computer classes this summer focusing on how to use Google to create resumes, email, and other documents. A total of 19 people attended three classes. We are excited to have Casey this summer; she will return to teaching high school business classes in the fall.
- D. Board Game Afternoon — A total of 6 people played games on a lazy Saturday in July.
- E. Drawing Station — We invited people to peruse some beautiful art books from the library's collection. Then they drew pictures inspired by artwork in the books. People enjoyed sharing their creativity. A total of 16 people participated.
- F. True Crime Book Club — An eager group of true crime fans came together to discuss the book *In Cold Blood* by Truman Capote. A total of 9 people attended. This cozy group was thrilled to find other like-minded readers to discuss books with.
- G. Dental Table — A representative from DentaQuest came to inform parents about free dental services available in the community.

- **Digital Inclusion/ Economic Development**

- A. 42 one-on-one short sessions of staff assistance (2 to 10 minutes of time).
- B. 2 impromptu computer classes (when staff spends over 30 minutes to help a patron).
- C. 2 instances of PC Help required by Help Desk.
- D. Three Volunteer lead Computer class with 19 students.
- E. One Library Story time outreach to local Watauga business. 20 attended.

• **Early Childhood Literacy/ Family Development & Enrichment**

- A. 20 in-house story times were conducted ( 941 attended).
- B. Hermes, Reading Therapy Dog, had 5 in-house sessions (51 attended).
- C. Summer Reading Club had 31 programs in July, with an attendance total of 4,442.

• **Education/ Lifelong Learning**

- A. GED class — Our partnership with the Fort Worth Independent School District is an important asset to the community. All classes are free, and the library provides the space.

June 2019    12 classes with 92 attending. (Delayed reporting last month)  
July 2019       7 classes with 58 attending.

- B. BISD/ESL classes — We are delighted to continue the partnership with BISD during the 2018-2019 school year! Below are the last section of the Spring classes and the Summer Class numbers. All classes are free, and the library provides the space.

|                                    |            |              |
|------------------------------------|------------|--------------|
| BISD ESL basic (M/W/F):            | 0 classes  | 0 students   |
| BISD ESL intermediate (M/W/F):     | 0 classes  | 0 students   |
| BISD ESL Citizenship (F):          | 0 class    | 0 students   |
| BISD ESL for Professionals (T/Th): | 0 classes  | 0 students   |
| BISD ESL Advanced:                 | 0 classes  | 0 students   |
| BISD ESL Summer classes:           | 16 classes | 112 students |

- C. Volunteer ESL Activity:

|                               |            |             |
|-------------------------------|------------|-------------|
| ESL Reading/Writing/Speaking: | 8 classes  | 69 students |
| Ventures attendance:          | 0 class    | 0 student   |
| Laubach attendance:           | 10 classes | 10 students |
| Advanced Reading:             | 0 class    | 0 students  |
| Conversation Club:            | 3 classes  | 38 students |



## AGENDA MEMORANDUM

**DATE:** September 4, 2019  
**TO:** Library Board Members  
**FROM:** Lana Ewell, Director of Library Services  
**SUBJECT:** TexShare Value Report for August 2019

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### **BACKGROUND/INFORMATION:**

TexShare is a consortium of Texas libraries joining together to share print and electronic materials, purchase online resources, and leverage local support and expertise for the benefits of all Texans. This report from the Texas State Library and Archives Commission illustrates the advantages of program participation.

### **FINANCIAL IMPLICATIONS:**

Illustrates the significant fiscal benefits of membership in the TexShare consortium.

### **RECOMMENDATION/ACTION DESIRED:**

This item does not require a recommendation as it is a presentation/report.

### **ATTACHMENTS/ SUPPORTING DOCUMENTATION:**

1. TexShare Value Report August 2019

### **REVIEWED BY:**

Tara Rogers, Deputy City Secretary  
Andrea Gardner, City Manager

Approved - 9/5/2019  
Final Approval - 9/5/2019

*Approved as to form for inclusion on Agenda*



# TexShare Value Report

for

Watauga Public Library

Watauga, TX

Report date: August 2019



## About TexShare

TexShare is a consortium of Texas libraries joining together to share print and electronic materials, purchase online resources, and leverage local support and expertise for the benefit of all Texans.

## TexShare Consortium Members, FY19

|                     | TexShare Members | Card Program | Databases Program |
|---------------------|------------------|--------------|-------------------|
| Academic Libraries  | 140              | 134          | 139               |
| Medical Libraries   | 16               | 12           | 16                |
| Public Libraries    | 515              | 364          | 468               |
| TexShare Affiliates | 7                | 3            | 0                 |
| <b>TOTAL</b>        | <b>678</b>       | <b>513</b>   | <b>623</b>        |

### Your FY19 Program Participation

|                          |      |
|--------------------------|------|
| TexShare Databases       | Yes  |
| TexShare Card Program    | Yes  |
| Navigator ILL Program    | Live |
| TExpress Courier Subsidy | No   |

## TexShare Databases Program

Retail cost of the TexShare Databases for your library if purchased separately

(Sum of 2018 vendor-provided full retail prices without TexShare discount)

**\$108,713**

**FY2020 TexShare Fee\***

**\$1,384**

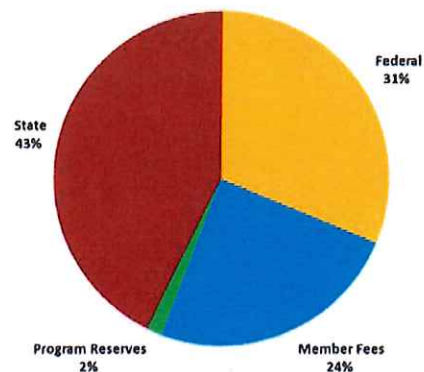
*\*FY2020 invoices will be distributed August 2019*

The TexShare Databases Program allows libraries to provide authoritative and ad-free electronic articles, books, tutorials, and other resources to their patrons 24/7.

The TexShare Databases Core for FY20 provides access over 27,000 journals, over 171,000 ebooks, and over 15 million images, videos, and interactive resources. It includes a total of 70 electronic resources:

- 49 full-text journal and magazine collections
- 5 collections of e-books
- 2 interactive learning resources
- 1 job and career resource
- 2 genealogy and local history collections with maps
- 2 collections of legal forms and information
- 9 collections of indexed bibliographic records and abstracts

TEXSHARE DATABASES PROGRAM FUNDING FY19



## TexShare Card and Courier Programs & Navigator Inter-Library Loan

**TexShare Cards** provide library patrons with the privilege of visiting **513** public, academic, and medical libraries throughout the State of Texas to borrow books and other physical materials not available at their home libraries. In FY2018, over **571,000** items were circulated through the TexShare Card program.

The TexShare Card program complements traditional Inter-Library Loan. The Texas State Library and Archives Commission's **Navigator ILL** program for public libraries supplied over **247,000** books, articles, and other items to Texas library patrons in FY2018.

To further support Inter-Library Loan, TexShare provides subsidies for 5-day, 3-day, or 2-day a week courier service to participating libraries throughout Texas through the **TExpress Courier**, allowing libraries to reduce their postage and shipping fees.

For more information, contact TexShare at: [texshare@tsl.texas.gov](mailto:texshare@tsl.texas.gov) or call 800-252-9386  
Or visit us online at [www.tsl.texas.gov/texshare/](http://www.tsl.texas.gov/texshare/)



## AGENDA MEMORANDUM

**DATE:** September 4, 2019  
**TO:** Library Board Members  
**FROM:** Lana Ewell, Director of Library Services  
**SUBJECT:** EDGE 2.0 Watauga Public Library June 2019 Assessment

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### **BACKGROUND/INFORMATION:**

EDGE 2.0 is a management tool that helps libraries align their technology resources to community priorities. EDGE 2.0 guides libraries to set measurable, strategic goals for digital inclusion and to engage government and community leaders in meaningful discussion about technology needs and plans. The Texas State Library has encouraged public libraries in the state to engage in the assessment program. In June 2019 the Watauga Public Library completed the assessment.

### **FINANCIAL IMPLICATIONS:**

There was no direct fee for the Library to take this assessment. Any costs were covered by the State.

### **RECOMMENDATION/ACTION DESIRED:**

This item does not require a recommendation as it is a presentation/report.

### **ATTACHMENTS/ SUPPORTING DOCUMENTATION:**

1. EDGE 2.0 June 2019
2. EDGE 2.0 Peer Comparison Report June 2019 Assessment
3. EDGE 2.0 Peer Comparison Report Texas for Watauga Public Library June 2019 Assessment

### **REVIEWED BY:**

Tara Rogers, Deputy City Secretary  
Andrea Gardner, City Manager  
*Approved as to form for inclusion on Agenda*

Approved - 9/5/2019  
Final Approval - 9/5/2019



## WATAUGA PUBLIC LIBRARY

### June 2019 Assessment

#### About this report

The following pages provide an overview of your library's most recent Edge Assessment results. As you continue to engage with Edge tools and training, this data will help you strengthen your library's technology offerings and raise your library's profile as a community tech leader.

#### Understanding the results

Your library's below Assessment results are presented in 10 benchmark groupings, which are further organized into three overarching strategic areas: community value, engaging the community and organizational management. The Edge benchmarks represent comprehensive best practices for libraries related to public access technology, based on data from U.S. and Canadian libraries of all sizes.

#### Acting on these results

Edge is designed to help your library set a path for continuous improvement. Points achieved and priorities are unique to each library that takes the Assessment. No matter your results, the below data empowers your team to identify improvement opportunities that are anchored in your library's and your community's strategic goals.

### Assessment Results Summary

|                                                             | YOUR LIBRARY<br>RESULTS | POSSIBLE TOTAL |
|-------------------------------------------------------------|-------------------------|----------------|
| <b>Community Value</b>                                      | <b>213</b>              | <b>454</b>     |
| BENCHMARK 1: DIGITAL SKILLS                                 | 121                     | 328            |
| BENCHMARK 2: ECONOMIC OPPORTUNITY                           | 25                      | 37             |
| BENCHMARK 3: CIVIC ENGAGEMENT                               | 21                      | 25             |
| BENCHMARK 4: EDUCATION                                      | 21                      | 34             |
| BENCHMARK 5: HEALTH                                         | 25                      | 31             |
| <b>Engaging the Community and Decision Makers</b>           | <b>97</b>               | <b>267</b>     |
| BENCHMARK 6: UNDERSTANDING COMMUNITY NEEDS AND OUTCOMES     | 38                      | 159            |
| BENCHMARK 7: LEADERSHIP                                     | 0                       | 28             |
| BENCHMARK 8: RELATIONSHIPS WITH COMMUNITY LEADERS           | 58                      | 80             |
| <b>Organizational Management</b>                            | <b>147</b>              | <b>279</b>     |
| BENCHMARK 9: TECHNOLOGY PLANNING, POLICIES AND AVAILABILITY | 120                     | 181            |
| BENCHMARK 10: STAFF DIGITAL EXPERTISE                       | 28                      | 98             |

|              | YOUR LIBRARY<br>RESULTS | POSSIBLE TOTAL |
|--------------|-------------------------|----------------|
| <b>TOTAL</b> | <b>457</b>              | <b>1,000</b>   |

## Library Bandwidth Range

Greater than 1 Gbps

## Assessment Results Details

|                                                                                                                     | RESPONSES   | YOUR<br>LIBRARY<br>RESULTS | POSSIBLE<br>TOTAL |
|---------------------------------------------------------------------------------------------------------------------|-------------|----------------------------|-------------------|
| <b>Community Value</b>                                                                                              |             | <b>213</b>                 | <b>454</b>        |
| <b>BENCHMARK 1: DIGITAL SKILLS</b>                                                                                  |             | <b>121</b>                 | <b>328</b>        |
| <b>1.1 Classes or instruction on digital skills</b>                                                                 |             | <b>11</b>                  | <b>67</b>         |
| 1.1.1 The library has classes or instruction for:                                                                   |             | 11                         | 67                |
| Basic computer skills                                                                                               | In Progress |                            |                   |
| Office productivity software                                                                                        | No          |                            |                   |
| Using the internet for search                                                                                       | No          |                            |                   |
| Information literacy                                                                                                | No          |                            |                   |
| Online safety, privacy and security                                                                                 | No          |                            |                   |
| Social media                                                                                                        | No          |                            |                   |
| Multimedia production                                                                                               | No          |                            |                   |
| User-owned devices, such as eReaders, iPods, tablets, smartphones                                                   | Yes         |                            |                   |
| Digital skills that are available in languages other than English                                                   | No          |                            |                   |
| Helping people determine whether information is trustworthy                                                         | No          |                            |                   |
| <b>1.2 Individual help for digital services</b>                                                                     |             | <b>49</b>                  | <b>55</b>         |
| 1.2.1 The library offers one-on-one technology support for users on demand at all locations.                        | Yes         | 3                          | 3                 |
| 1.2.2 The library offers one-on-one technology support for users by appointment at all locations.                   | No          | 0                          | 6                 |
| 1.2.3 The library offers one-on-one technology support in at least one location for:                                |             | 12                         | 12                |
| User-owned devices (e.g., eReaders, tablets, smartphones)                                                           | Yes         |                            |                   |
| Digital tools, software, digital services                                                                           | Yes         |                            |                   |
| 1.2.4 The library offers one-on-one technology support:                                                             |             | 34                         | 34                |
| In languages other than English                                                                                     | Yes         |                            |                   |
| To help seniors use digital resources, programs and services                                                        | Yes         |                            |                   |
| To help limited English speakers use digital resources, programs and services                                       | Yes         |                            |                   |
| To help people with cognitive and physical disabilities use digital resources, programs and services                | Yes         |                            |                   |
| <b>1.3 Access to digital tools</b>                                                                                  |             | <b>46</b>                  | <b>141</b>        |
| 1.3.1 Users have the ability to retrieve and store data to portable devices while using computers at all locations. | Yes         | 3                          | 3                 |
| 1.3.2 The library's website makes it possible to access:                                                            |             | 12                         | 18                |
| Downloadable e-books                                                                                                | Yes         |                            |                   |
| Downloadable audiobooks                                                                                             | Yes         |                            |                   |
| Streamable video                                                                                                    | No          |                            |                   |
| Downloadable interactive language learning tools                                                                    | Yes         |                            |                   |

|                                                                                                                                                                           | RESPONSES   | YOUR<br>LIBRARY<br>RESULTS | POSSIBLE<br>TOTAL |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|----------------------------|-------------------|
| 1.3.3 The library makes available:                                                                                                                                        |             | 6                          | 40                |
| Photo editing software                                                                                                                                                    | No          |                            |                   |
| Video/audio recording and editing software                                                                                                                                | No          |                            |                   |
| Videoconferencing equipment                                                                                                                                               | No          |                            |                   |
| 3-D printers                                                                                                                                                              | No          |                            |                   |
| Presentation equipment (e.g., projector, microphone)                                                                                                                      | Yes         |                            |                   |
| Multimedia production equipment (e.g., digital cameras, audio recorders, video cameras)                                                                                   | No          |                            |                   |
| Web development and coding software                                                                                                                                       | No          |                            |                   |
| 1.3.4 The library:                                                                                                                                                        |             | 9                          | 46                |
| Provides a digital archive for local content creators                                                                                                                     | No          |                            |                   |
| Provides users with the tools to scan, digitize or preserve personal items                                                                                                | Yes         |                            |                   |
| Provides wireless-enabled printers available for user-owned devices                                                                                                       | Yes         |                            |                   |
| Loans internet-enabled devices                                                                                                                                            | No          |                            |                   |
| Loans Wi-Fi hotspots                                                                                                                                                      | No          |                            |                   |
| Selects and organizes online resources about available home broadband and wireless services                                                                               | No          |                            |                   |
| Provides real-time reference services through text messaging, Skype, Twitter, chat or other interactive applications                                                      | No          |                            |                   |
| 1.3.5 The library has at least one public terminal with assistive technology that addresses the needs of:                                                                 |             | 6                          | 18                |
| People with visual impairments                                                                                                                                            | No          |                            |                   |
| People with motor and dexterity impairments                                                                                                                               | No          |                            |                   |
| Those needing accommodation of wheelchair or mobility vehicles                                                                                                            | Yes         |                            |                   |
| People who are hearing impaired                                                                                                                                           | No          |                            |                   |
| 1.3.6 The library uses an online validation service to demonstrate compliance with World Wide Web Consortium (WW3) accessibility standards.                               | Yes         | 3                          | 3                 |
| 1.3.7 How often do library users run out of the time allotted to them in a given day to use the internet on the library's computers?                                      | Rarely      | 6                          | 6                 |
| 1.3.8 How often do library users have to wait to borrow internet-enabled devices for use outside the library due to a limited number of available devices?                | Not offered | 0                          | 6                 |
| 1.4 Awareness of digital tools                                                                                                                                            |             | 9                          | 15                |
| 1.4.1 The library has signage about:                                                                                                                                      |             | 3                          | 9                 |
| Digital tools, peripheral equipment and resources                                                                                                                         | Yes         |                            |                   |
| Digital tools, peripheral equipment and resources in the languages spoken in the community                                                                                | No          |                            |                   |
| Digital tools, peripheral equipment and resources in braille                                                                                                              | No          |                            |                   |
| 1.4.2 The library sends announcements (e.g., email, newsletter or social media announcements) to users about available digital tools, peripheral equipment and resources. | Yes         | 6                          | 6                 |
| 1.5 Content creation                                                                                                                                                      |             | 6                          | 49                |
| 1.5.1 Users create the following kinds of content using library digital tools:                                                                                            |             | 6                          | 49                |
| Videos                                                                                                                                                                    | No          |                            |                   |
| Podcasts                                                                                                                                                                  | No          |                            |                   |
| Objects or materials using 3-D printers                                                                                                                                   | No          |                            |                   |
| Blogs                                                                                                                                                                     | No          |                            |                   |
| Reports or written material for school assignments                                                                                                                        | Yes         |                            |                   |
| Web pages                                                                                                                                                                 | No          |                            |                   |
| Software                                                                                                                                                                  | No          |                            |                   |
| <b>BENCHMARK 2: ECONOMIC OPPORTUNITY</b>                                                                                                                                  |             | <b>25</b>                  | <b>37</b>         |
| 2.1 Job skills, workforce development, entrepreneurship                                                                                                                   |             | 25                         | 37                |
| 2.1.1 The library selects and organizes online resources:                                                                                                                 |             | 25                         | 25                |
| For job search, building workforce skills or professional certification                                                                                                   | Yes         |                            |                   |
| For small business development and entrepreneurship                                                                                                                       | Yes         |                            |                   |
| For career testing preparation resources                                                                                                                                  | Yes         |                            |                   |
| That guide users to government websites and government data                                                                                                               | Yes         |                            |                   |

|                                                                                                                                                                                                                                                                                                                                                                                                                           | RESPONSES               | YOUR<br>LIBRARY<br>RESULTS | POSSIBLE<br>TOTAL |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|----------------------------|-------------------|
| 2.1.2 At least quarterly, the library holds classes, either online or at the library facility, on:<br>Job search, building workforce skills, or professional certification<br>Small business development and entrepreneurship                                                                                                                                                                                             | No<br>No                | 0                          | 12                |
| <b>BENCHMARK 3: CIVIC ENGAGEMENT</b>                                                                                                                                                                                                                                                                                                                                                                                      |                         | <b>21</b>                  | <b>25</b>         |
| 3.1 eGov, legal assistance, citizenship                                                                                                                                                                                                                                                                                                                                                                                   |                         | 21                         | 25                |
| 3.1.1 Users take advantage of online library resources that:<br>Guide them to government websites (e.g., eGov)<br>Guide them to online legal research or legal assistance<br>Guide them to information on how to become a citizen                                                                                                                                                                                         | Yes<br>Yes<br>Yes       | 15                         | 15                |
| 3.1.2 At least quarterly, the library holds classes, either online or at the library facility, on how to:<br>Use online government resources<br>Become a citizen                                                                                                                                                                                                                                                          | No<br>Yes               | 6                          | 9                 |
| <b>BENCHMARK 4: EDUCATION</b>                                                                                                                                                                                                                                                                                                                                                                                             |                         | <b>21</b>                  | <b>34</b>         |
| 4.1 Early literacy, homework, lifelong learning                                                                                                                                                                                                                                                                                                                                                                           |                         | 21                         | 34                |
| 4.1.1 The library makes available:<br>A selection of organized online resources related to homework help, research and information literacy<br>A selection of organized online resources about college selection and financial aid for students, parents or guardians<br>Educational testing preparation (e.g., GED, SAT, GRE, GMAT, TOEFL) through the library's website<br>Online exam proctoring services and software | Yes<br>Yes<br>Yes<br>No | 12                         | 18                |
| 4.1.2 The library holds classes, at least on a quarterly basis, on using or navigating online educational content resources.                                                                                                                                                                                                                                                                                              | No                      | 0                          | 6                 |
| 4.1.3 Parents, caregivers and children participate in online early literacy games or read-along programs at the library or using the library's website.                                                                                                                                                                                                                                                                   | Yes                     | 3                          | 3                 |
| 4.1.4 Users take ESL and foreign language classes through online programs or classes held at the library.                                                                                                                                                                                                                                                                                                                 | Yes                     | 6                          | 6                 |
| <b>BENCHMARK 5: HEALTH</b>                                                                                                                                                                                                                                                                                                                                                                                                |                         | <b>25</b>                  | <b>31</b>         |
| 5.1 Health and wellness                                                                                                                                                                                                                                                                                                                                                                                                   |                         | 25                         | 31                |
| 5.1.1 Library users are able to:<br>Consult a selection of organized online resources to learn about medical conditions, procedures and prescriptions, and wellness<br>Consult medical databases through the library website<br>Take classes, at least quarterly, on using online health and wellness resources, including electronic health care                                                                         | Yes<br>Yes<br>No        | 9                          | 15                |
| 5.1.2 The library selects or organizes digital resources to help people:<br>Find out about local doctors or health care providers<br>Learn about options for obtaining health insurance<br>Enroll in health insurance                                                                                                                                                                                                     | Yes<br>Yes<br>Yes       | 15                         | 15                |
| <b>Engaging the Community and Decision Makers</b>                                                                                                                                                                                                                                                                                                                                                                         |                         | <b>97</b>                  | <b>267</b>        |
| <b>BENCHMARK 6: UNDERSTANDING COMMUNITY NEEDS AND OUTCOMES</b>                                                                                                                                                                                                                                                                                                                                                            |                         | <b>38</b>                  | <b>159</b>        |
| 6.1 Community and user engagement                                                                                                                                                                                                                                                                                                                                                                                         |                         | 32                         | 64                |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | RESPONSES                                       | YOUR<br>LIBRARY<br>RESULTS | POSSIBLE<br>TOTAL |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------|----------------------------|-------------------|
| 6.1.1 In order to understand community needs:<br>Questions about community digital needs are included in a library-sponsored needs assessment tool.<br>The library conducts focus groups or forums with community members and users on the community's digital services, programs, tools and resource needs.<br>The library conducts a community needs assessment for technology resources in languages other than English.<br>The library conducts a community needs assessment for technology resources for people with disabilities.<br>A local government assessment tool asks community members about library digital services, programs, tools and resource needs.<br>The library asks community members and library users to test prototypes of digital services, programs, tools and resources.                                                        | Yes<br>In Progress<br><br>No<br>No<br>Yes<br>No | 20                         | 52                |
| 6.1.2 The library updates digital services, programs, tools and resources based on the result of the library's efforts to understand community needs.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Yes                                             | 6                          | 6                 |
| 6.1.3 The library updates digital services, programs, tools and resources based on users' feedback and requests.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Yes                                             | 6                          | 6                 |
| 6.2 Assessment                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                 | 6                          | 95                |
| 6.2.1 Does the library have a program in place to determine the results of the programs and services it provides its users and community?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | No                                              | 0                          | 9                 |
| 6.2.2 Identify whether your library engages in activities to determine the results of the library's programs or resources on patrons':<br>Digital skills<br>Ability to protect their online privacy and security<br>Ability to find a job<br>Level of workforce preparedness<br>Level of health or wellness<br>Educational attainment<br>Ability to pursue artistic or creative activities<br>Ability to create and distribute digital content                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                 | 0                          | 46                |
| 6.2.3 How does the library determine the results of library programs or resources?<br>Project outcome<br>Partnerships with local universities<br>Tools the library has developed                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                 | 0                          | 18                |
| 6.2.4 The library has a program in place to formally assess the outcomes and impacts of the library's programs or resources?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                 | 0                          | 9                 |
| 6.2.5 The library keeps track of the use of the following?<br>Databases<br>Hotspots                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Yes<br>No                                       | 6                          | 12                |
| <b>BENCHMARK 7: LEADERSHIP</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                 | <b>0</b>                   | <b>28</b>         |
| 7.1 Library thought leadership                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                 | 0                          | 28                |
| 7.1.1 Libraries leaders and staff:<br>Make at least one presentation annually at professional gatherings on the library's efforts to help library users improve digital skills, learn about new technologies, understand their personal data or improve information literacy<br>Participate in initiatives, such as those involving state libraries or library consortia, that seek to improve the digital programs libraries offer or digital capabilities of libraries themselves<br>Collaborate on grant and other funding opportunities with a community organization for initiatives to improve digital access, skills and information literacy for community members<br>Consult with community leaders and others on initiatives to improve digital skills, digital programs (e.g., using technology for job search) or network access for the community | No<br>No<br>No<br>No                            | 0                          | 28                |
| <b>BENCHMARK 8: RELATIONSHIPS WITH COMMUNITY LEADERS</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                 | <b>58</b>                  | <b>80</b>         |
| 8.1 Outreach to community leaders and partners                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                 | 58                         | 80                |

|                                                                                                                                                                                                | RESPONSES | YOUR<br>LIBRARY<br>RESULTS | POSSIBLE<br>TOTAL |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|----------------------------|-------------------|
| 8.1.1 In its outreach to community leaders and partners, the library:                                                                                                                          |           | 15                         | 31                |
| Shares training resources and curricula with other libraries or community-based organizations                                                                                                  | Yes       |                            |                   |
| Maintains a list of community organizations to help distribute materials about library digital services, programs, tools and resources                                                         | No        |                            |                   |
| Maintains a list of community organizations that offer digital services and resources to easily refer community members for additional services                                                | Yes       |                            |                   |
| Have a list of local media contacts and updates it at least annually                                                                                                                           | Yes       |                            |                   |
| Conducts outreach to local media at least quarterly through one-on-one meetings, press releases, op-eds or media events at the library                                                         | Yes       |                            |                   |
| Partners with corporate foundations, private foundations, community nonprofit organizations and other institutions to support digital programs                                                 | No        |                            |                   |
| Partners with corporate foundations, private foundations, community nonprofit organizations and other institutions in its outreach on digital services, programs, tools and expertise          | No        |                            |                   |
| 8.1.2 Library leaders or staff do the following things with respect to community outreach:                                                                                                     |           | 37                         | 43                |
| Library leaders attend meetings of local elected governing bodies within their legal service area at least annually.                                                                           | Yes       |                            |                   |
| A library representative makes a presentation at least annually to a community-based organization (e.g., Kiwanis, Chamber of Commerce) on the library's digital services and tools.            | No        |                            |                   |
| At least one library representative sits on the board of a key community-based organization.                                                                                                   | Yes       |                            |                   |
| Library leadership effectively communicates community priorities to library staff.                                                                                                             | Yes       |                            |                   |
| Library leaders communicate the outcomes and impact of the library's digital programs to local government officials.                                                                           | Yes       |                            |                   |
| Library leaders communicate the findings of efforts to understand the results of library's digital services, programs, tools and expertise to partners (e.g., companies, nonprofits, schools). | Yes       |                            |                   |
| 8.1.3 At least one leader from a community-based organization serves on a library committee or governing board.                                                                                | Yes       | 6                          | 6                 |

## Organizational Management

147 279

### BENCHMARK 9: TECHNOLOGY PLANNING, POLICIES AND AVAILABILITY

120 181

|                                                                                                                                                                                        |     |    |    |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|----|----|
| 9.1 Technology planning                                                                                                                                                                |     | 31 | 55 |
| 9.1.1 The library has a technology management plan?                                                                                                                                    | Yes | 3  | 3  |
| 9.1.2 The library's technology plan has accessibility goals.                                                                                                                           | No  | 0  | 6  |
| 9.1.3 The library annually updates its accessibility goals.                                                                                                                            |     | 0  | 6  |
| 9.1.4 The library has:                                                                                                                                                                 |     | 28 | 28 |
| A software and hardware replacement plan with a three to five year refresh cycle                                                                                                       | Yes |    |    |
| A user privacy plan that has practices to ensure security of user data, including clearing online session data from public computers and procedures for handling sensitive information | Yes |    |    |
| Network security practices for timely application of updates and patches                                                                                                               | Yes |    |    |
| Processes for system recovery to ensure continuity of services in the event of catastrophic technology failure                                                                         | Yes |    |    |
| Processes to provide technology services to the community in the event of a disaster or other community emergency                                                                      | Yes |    |    |
| 9.1.5 The library annually updates its BYOD and device lending policies.                                                                                                               | No  | 0  | 6  |
| 9.1.6 The library's technology management plan is available for all staff to consult.                                                                                                  | No  | 0  | 6  |
| 9.2 Digital services and programs planning                                                                                                                                             |     | 12 | 18 |
| 9.2.1 The library's strategic plan includes goals aimed at helping users improve digital skills, understand their personal data or improve information literacy.                       | Yes | 6  | 6  |
| 9.2.2 The library's strategic plan includes goals for library staff to stay up to date with the latest developments in information and communications technology.                      | No  | 0  | 6  |
| 9.2.3 The library has explicit policies for technology product and service partnerships.                                                                                               | Yes | 6  | 6  |
| 9.3 Technology management                                                                                                                                                              |     | 49 | 58 |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | RESPONSES                                                  | YOUR<br>LIBRARY<br>RESULTS | POSSIBLE<br>TOTAL |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------|----------------------------|-------------------|
| 9.3.1 When it comes to managing its internal technology capabilities, the library:<br>Conducts speed tests on public computers to compare actual and advertised bandwidth speed<br>Responds to alerts about connectivity problems in a timely way<br>Monitors in real time connectivity (up/down/ping) at the network level for all locations<br>Allocates bandwidth for library staff functions and public internet access through separate data circuits in some locations<br>Uses session management software<br>Makes available to staff a troubleshooting guide for network devices and peripherals, including call numbers and service provider information<br>Uses a master image deployment and recovery system (e.g., Clonezilla, Ghost) for public computers<br>Has a lockdown software program (e.g., Deepfreeze) installed on public computers<br>Has cold spares available to switch out downed devices with fresh hardware within a business day | Yes<br>Yes<br>Yes<br>Yes<br>Yes<br>No<br>Yes<br>Yes<br>Yes | 28                         | 31                |
| 9.3.2 With respect to the library's network capabilities:<br>The wireless network signal extends to all public areas of the library at all locations.<br>The library has access to personnel with sufficient IT expertise to maintain its network and public technology systems.<br>The library has at least one staff member located onsite with sufficient IT expertise to maintain the library's network and public technology systems.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Yes<br>Yes<br>No                                           | 6                          | 12                |
| 9.4 Digital services and program tracking                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                            | 28                         | 49                |
| 9.4.1 For library web resources, staff:<br>Checks web links at least monthly<br>Reviews library analytics (e.g., number of website and social media visitors, traffic types, popular pages, referrals, retweets) at least quarterly<br>Reviews subscription content (e.g., EBSCO databases, Freegal Music, Learning Express, Lynda.com) usage reports at least quarterly                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | No<br>Yes<br>Yes                                           | 12                         | 15                |
| 9.4.2 With respect to metrics for library digital resources, staff records metrics of:<br>Hours public devices are in use by users<br>Number of attendees in digital classes<br>Wait times for public devices<br>Number of requests for one-on-one technology help<br>Number of Wi-Fi sessions initiated by users                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | No<br>Yes<br>No<br>Yes<br>No                               | 15                         | 34                |
| <b>BENCHMARK 10: STAFF DIGITAL EXPERTISE</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                            | <b>28</b>                  | <b>98</b>         |
| 10.1 Staff digital knowledge                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                            | 12                         | 61                |
| 10.1.1 Public service staff job descriptions contain digital competencies and responsibilities.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Yes                                                        | 6                          | 6                 |
| 10.1.2 The annual evaluation of public service staff performance includes digital services, programs, tools and competency goals.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | No                                                         | 0                          | 6                 |
| 10.1.3 How many public service staff are able to answer basic questions about the library's technology and digital resources:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Most                                                       | 3                          | 3                 |
| 10.1.4 How many public service staff are able to answer intermediate questions about the library's technology and digital resources:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | About Half                                                 | 3                          | 6                 |
| 10.1.5 How many public service staff are able to answer advanced questions about the library's technology and digital resources:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Few                                                        | 0                          | 9                 |
| 10.1.6 To enhance the staff's levels of digital capabilities, the library:<br>Participates in or facilitates formal or informal mentorship programs related to digital skills or access<br>Offers a collection of current technology devices and loans them to staff for professional development<br>Provides training at least annually to help serve users with limited accessibilities (e.g., physical disabilities, cognition challenges, seniors)<br>Provides training at least annually on how to protect the online privacy and security of library users                                                                                                                                                                                                                                                                                                                                                                                               | No<br>No<br>No<br>No                                       | 0                          | 25                |
| 10.1.7 The library evaluates staff's preparedness to serve digital needs of library users.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | No                                                         | 0                          | 6                 |
| 10.2 Staff thought leadership and participation                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                            | 15                         | 37                |
| 10.2.1 Library staff:<br>Receives recognition for participating in knowledge-sharing forums on libraries' digital programs and services<br>Participates in the design, evaluation and implementation of digital services, programs and tools<br>Participates in internal initiatives to improve the community's digital skills and access<br>Participates externally with partners, community organizations or professional associations<br>Participates in emerging technology and digital applications initiatives in the community (e.g., new eGovernment portals, community technology centers, technology programs)                                                                                                                                                                                                                                                                                                                                       | No<br>Yes<br>No<br>Yes<br>No                               | 15                         | 37                |

|       | RESPONSES | YOUR<br>LIBRARY<br>RESULTS | POSSIBLE<br>TOTAL |
|-------|-----------|----------------------------|-------------------|
| TOTAL |           | 457                        | 1,000             |



# Peer Comparison Report

## WATAUGA PUBLIC LIBRARY

June 2019 Assessment

The below data provides a look at how your recent Assessment results compare to other libraries across North America within your Edge Peer Group (defined by service population size and number of service outlets). The results below reflect the preliminary statistically representative Edge Assessment baseline values set by the 2018 Edge Representative Sample. Use the above filters to adjust the scope of your comparison. Click [here](#) to learn more about how these values have been determined (/faq).

|                                              | YOUR LIBRARY<br>RESULTS | PEER GROUP<br>AVERAGE | POSSIBLE TOTAL |
|----------------------------------------------|-------------------------|-----------------------|----------------|
| Community Value                              | ▼ 213                   | 221                   | 454            |
| BENCHMARK 1: DIGITAL SKILLS                  | ▼ 121                   | 156                   | 328            |
| 1.1 Classes or instruction on digital skills | ▼ 11                    | 32                    | 67             |
| 1.2 Individual help for digital services     | ▲ 49                    | 36                    | 55             |
| 1.3 Access to digital tools                  | ▼ 46                    | 62                    | 141            |
| 1.4 Awareness of digital tools               | ▲ 9                     | 7                     | 15             |
| 1.5 Content creation                         | ▼ 6                     | 20                    | 49             |
| BENCHMARK 2: ECONOMIC OPPORTUNITY            | ▲ 25                    | 20                    | 37             |

|                                                                    | YOUR LIBRARY<br>RESULTS | PEER GROUP<br>AVERAGE | POSSIBLE TOTAL |
|--------------------------------------------------------------------|-------------------------|-----------------------|----------------|
| 2.1 Job skills, workforce development, entrepreneurship            | ▲ 25                    | 20                    | 37             |
| <b>BENCHMARK 3: CIVIC ENGAGEMENT</b>                               | ▲ 21                    | 11                    | 25             |
| 3.1 eGov, legal assistance, citizenship                            | ▲ 21                    | 11                    | 25             |
| <b>BENCHMARK 4: EDUCATION</b>                                      | ▲ 21                    | 20                    | 34             |
| 4.1 Early literacy, homework, lifelong learning                    | ▲ 21                    | 20                    | 34             |
| <b>BENCHMARK 5: HEALTH</b>                                         | ▲ 25                    | 13                    | 31             |
| 5.1 Health and wellness                                            | ▲ 25                    | 13                    | 31             |
| <b>Engaging the Community and Decision Makers</b>                  | ▼ 97                    | 122                   | 267            |
| <b>BENCHMARK 6: UNDERSTANDING COMMUNITY NEEDS AND OUTCOMES</b>     | ▼ 38                    | 46                    | 159            |
| 6.1 Community and user engagement                                  | ▲ 32                    | 23                    | 64             |
| 6.2 Assessment                                                     | ▼ 6                     | 23                    | 95             |
| <b>BENCHMARK 7: LEADERSHIP</b>                                     | ▼ 0                     | 19                    | 28             |
| 7.1 Library thought leadership                                     | ▼ 0                     | 19                    | 28             |
| <b>BENCHMARK 8: RELATIONSHIPS WITH COMMUNITY LEADERS</b>           | ▲ 58                    | 57                    | 80             |
| 8.1 Outreach to community leaders and partners                     | ▲ 58                    | 57                    | 80             |
| <b>Organizational Management</b>                                   | ▼ 147                   | 167                   | 279            |
| <b>BENCHMARK 9: TECHNOLOGY PLANNING, POLICIES AND AVAILABILITY</b> | ▲ 120                   | 119                   | 181            |
| 9.1 Technology planning                                            | ▼ 31                    | 33                    | 55             |

|                                                 | YOUR LIBRARY<br>RESULTS | PEER GROUP<br>AVERAGE | POSSIBLE TOTAL |
|-------------------------------------------------|-------------------------|-----------------------|----------------|
| 9.2 Digital services and programs planning      | ▲ 12                    | 10                    | 18             |
| 9.3 Technology management*                      | ▲ 49                    | 42                    | 58             |
| 9.4 Digital services and program tracking       | ▼ 28                    | 33                    | 49             |
| <b>BENCHMARK 10: STAFF DIGITAL EXPERTISE</b>    | <b>▼ 28</b>             | <b>48</b>             | <b>98</b>      |
| 10.1 Staff digital knowledge                    | ▼ 12                    | 26                    | 61             |
| 10.2 Staff thought leadership and participation | ▼ 15                    | 22                    | 37             |
| <b>TOTAL</b>                                    | <b>▼ 457</b>            | <b>511</b>            | <b>1,000</b>   |

\* The score for your library bandwidth (/library-profile) response is included in Benchmark 9.



# Peer Comparison Report

## WATAUGA PUBLIC LIBRARY

June 2019 Assessment

The below data offers a snapshot of how your Edge Assessment results compare to other Edge libraries, filtered by custom groupings. *Please note: the custom-filtered report requires data from at least five libraries to generate results. Custom comparison results do not reflect statistically representative user data.*

COMPARED BY: Texas

|                                              | YOUR LIBRARY<br>RESULTS | TEXAS<br>AVERAGE RESULTS | POSSIBLE TOTAL |
|----------------------------------------------|-------------------------|--------------------------|----------------|
| Community Value                              | ▲ 213                   | 212                      | 454            |
| BENCHMARK 1: DIGITAL SKILLS                  | ▼ 121                   | 152                      | 328            |
| 1.1 Classes or instruction on digital skills | ▼ 11                    | 31                       | 67             |
| 1.2 Individual help for digital services     | ▲ 49                    | 39                       | 55             |
| 1.3 Access to digital tools                  | ▼ 46                    | 57                       | 141            |
| 1.4 Awareness of digital tools               | ▲ 9                     | 7                        | 15             |
| 1.5 Content creation                         | ▼ 6                     | 18                       | 49             |

|                                                                | YOUR LIBRARY<br>RESULTS | TEXAS<br>AVERAGE RESULTS | POSSIBLE TOTAL |
|----------------------------------------------------------------|-------------------------|--------------------------|----------------|
| <b>BENCHMARK 2: ECONOMIC OPPORTUNITY</b>                       | <b>▲ 25</b>             | <b>18</b>                | <b>37</b>      |
| 2.1 Job skills, workforce development, entrepreneurship        | ▲ 25                    | 18                       | 37             |
| <b>BENCHMARK 3: CIVIC ENGAGEMENT</b>                           | <b>▲ 21</b>             | <b>12</b>                | <b>25</b>      |
| 3.1 eGov, legal assistance, citizenship                        | ▲ 21                    | 12                       | 25             |
| <b>BENCHMARK 4: EDUCATION</b>                                  | <b>▲ 21</b>             | <b>19</b>                | <b>34</b>      |
| 4.1 Early literacy, homework, lifelong learning                | ▲ 21                    | 19                       | 34             |
| <b>BENCHMARK 5: HEALTH</b>                                     | <b>▲ 25</b>             | <b>12</b>                | <b>31</b>      |
| 5.1 Health and wellness                                        | ▲ 25                    | 12                       | 31             |
| <b>Engaging the Community and Decision Makers</b>              | <b>▼ 97</b>             | <b>105</b>               | <b>267</b>     |
| <b>BENCHMARK 6: UNDERSTANDING COMMUNITY NEEDS AND OUTCOMES</b> | <b>▼ 38</b>             | <b>40</b>                | <b>159</b>     |
| 6.1 Community and user engagement                              | ▲ 32                    | 18                       | 64             |
| 6.2 Assessment                                                 | ▼ 6                     | 22                       | 95             |
| <b>BENCHMARK 7: LEADERSHIP</b>                                 | <b>▼ 0</b>              | <b>15</b>                | <b>28</b>      |
| 7.1 Library thought leadership                                 | ▼ 0                     | 15                       | 28             |
| <b>BENCHMARK 8: RELATIONSHIPS WITH COMMUNITY LEADERS</b>       | <b>▲ 58</b>             | <b>50</b>                | <b>80</b>      |
| 8.1 Outreach to community leaders and partners                 | ▲ 58                    | 50                       | 80             |
| <b>Organizational Management</b>                               | <b>▼ 147</b>            | <b>150</b>               | <b>279</b>     |

|                                                                    | YOUR LIBRARY<br>RESULTS | TEXAS<br>AVERAGE RESULTS | POSSIBLE TOTAL |
|--------------------------------------------------------------------|-------------------------|--------------------------|----------------|
| <b>BENCHMARK 9: TECHNOLOGY PLANNING, POLICIES AND AVAILABILITY</b> | <b>▲ 120</b>            | <b>108</b>               | <b>181</b>     |
| 9.1 Technology planning                                            | ▼ 31                    | 33                       | 55             |
| 9.2 Digital services and programs planning                         | ▲ 12                    | 9                        | 18             |
| 9.3 Technology management*                                         | ▲ 49                    | 35                       | 58             |
| 9.4 Digital services and program tracking                          | ▼ 28                    | 31                       | 49             |
| <b>BENCHMARK 10: STAFF DIGITAL EXPERTISE</b>                       | <b>▼ 28</b>             | <b>42</b>                | <b>98</b>      |
| 10.1 Staff digital knowledge                                       | ▼ 12                    | 24                       | 61             |
| 10.2 Staff thought leadership and participation                    | ▼ 15                    | 18                       | 37             |
| <b>TOTAL</b>                                                       | <b>▼ 457</b>            | <b>467</b>               | <b>1,000</b>   |

\* The score for your library bandwidth (/library-profile) response is included in Benchmark 9.



## AGENDA MEMORANDUM

**DATE:** September 4, 2019  
**TO:** Library Board Members  
**FROM:** Lana Ewell, Director of Library Services  
**SUBJECT:** Library Survey 2019 titled "A Dell Notebook for Your Thoughts?"

---

### **BACKGROUND/INFORMATION:**

In FY 2018/2019 the Watauga City Council approved a Library "Needs Assessment" study. The study is to be presented to the City Council before the end of the fiscal year. As part of the "Needs Assessment" the Library is conducting a survey. The survey will run till October 1, 2019.

### **FINANCIAL IMPLICATIONS:**

NA

### **RECOMMENDATION/ACTION DESIRED:**

This item does not require a recommendation as it is a presentation/report of data collected to date.

### **ATTACHMENTS/ SUPPORTING DOCUMENTATION:**

1. 2019 Library Survey as of August 30 pages 1 - 26

### **REVIEWED BY:**

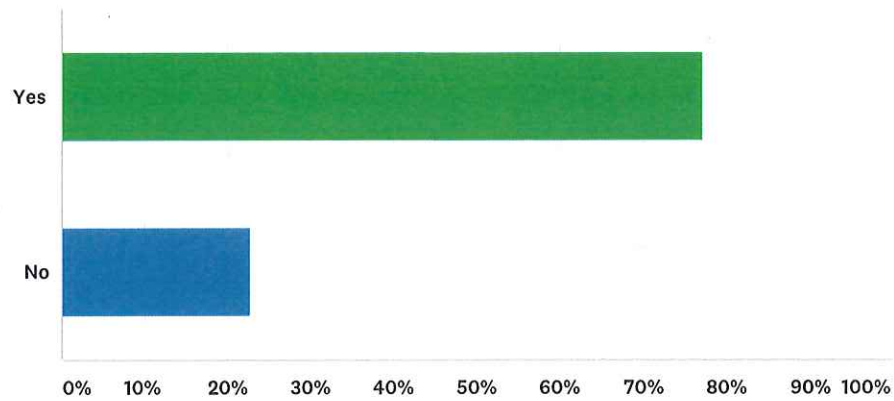
Tara Rogers, Deputy City Secretary  
Andrea Gardner, City Manager

Approved - 9/5/2019  
Final Approval - 9/5/2019

*Approved as to form for inclusion on Agenda*

## Q1 Do you have a Library card?

Answered: 406 Skipped: 0



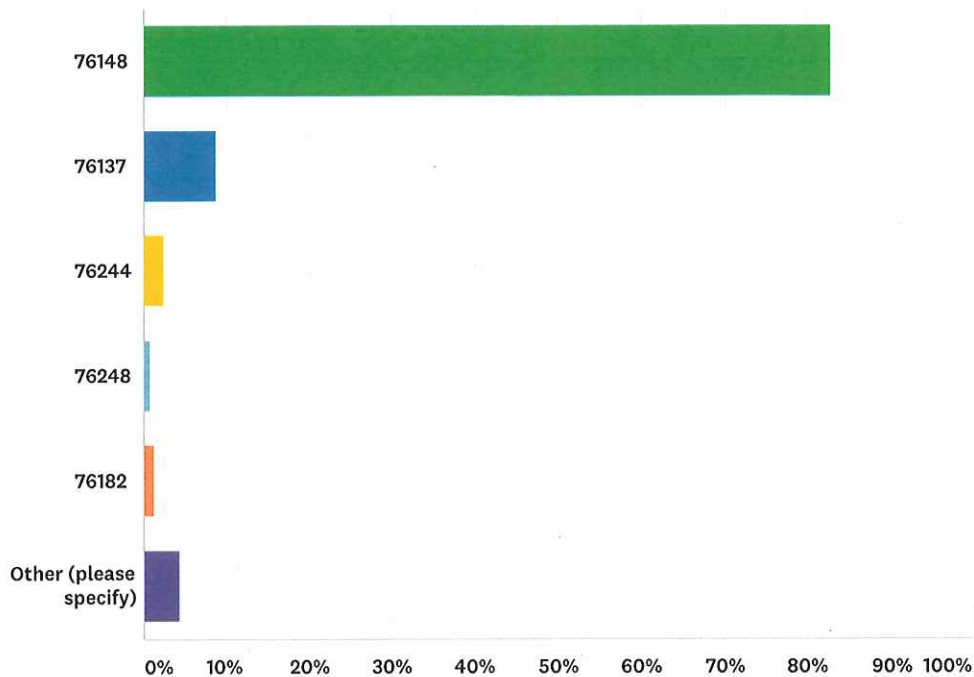
### ANSWER CHOICES

### RESPONSES

|       |        |     |
|-------|--------|-----|
| Yes   | 77.09% | 313 |
| No    | 22.91% | 93  |
| TOTAL |        | 406 |

## Q2 What is your zip code?

Answered: 406 Skipped: 0



| ANSWER CHOICES         | RESPONSES |     |
|------------------------|-----------|-----|
| 76148                  | 82.76%    | 336 |
| 76137                  | 8.87%     | 36  |
| 76244                  | 2.46%     | 10  |
| 76248                  | 0.74%     | 3   |
| 76182                  | 1.23%     | 5   |
| Other (please specify) | 4.43%     | 18  |
| Total Respondents: 406 |           |     |

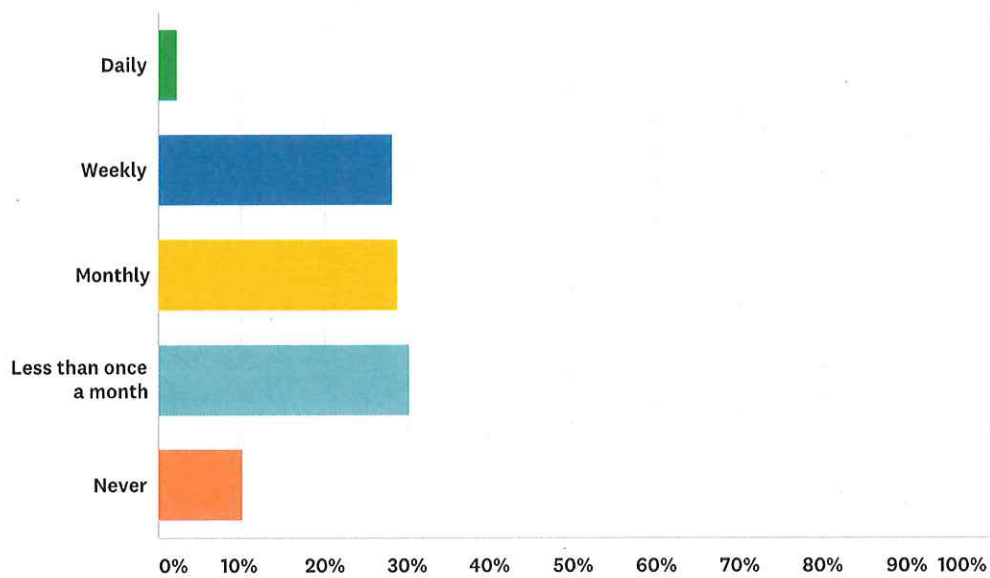
| # | OTHER (PLEASE SPECIFY) | DATE               |
|---|------------------------|--------------------|
| 1 | 76180                  | 8/20/2019 3:10 PM  |
| 2 | 76131                  | 7/28/2019 10:11 AM |
| 3 | 76244                  | 7/26/2019 4:14 PM  |
| 4 | 76054                  | 7/26/2019 2:36 PM  |
| 5 | 76111                  | 7/26/2019 6:14 AM  |
| 6 | 76135                  | 7/24/2019 6:08 PM  |
| 7 | 76131                  | 7/24/2019 5:14 PM  |
| 8 | 76148                  | 7/24/2019 6:26 AM  |
| 9 | 76244                  | 6/27/2019 3:41 PM  |

## A Dell Notebook for Your Thoughts?

|    |       |                    |
|----|-------|--------------------|
| 10 | 76177 | 6/27/2019 2:46 PM  |
| 11 | 76131 | 6/25/2019 1:41 AM  |
| 12 | 76022 | 6/24/2019 1:14 PM  |
| 13 | 76244 | 6/24/2019 9:18 AM  |
| 14 | N/A   | 6/16/2019 4:17 AM  |
| 15 | 76118 | 6/15/2019 8:39 AM  |
| 16 | 76131 | 6/14/2019 8:30 PM  |
| 17 | 76244 | 6/14/2019 4:56 AM  |
| 18 | 77777 | 6/13/2019 12:14 PM |

### Q3 On average, how often do you or a family member visit the Library?

Answered: 406 Skipped: 0

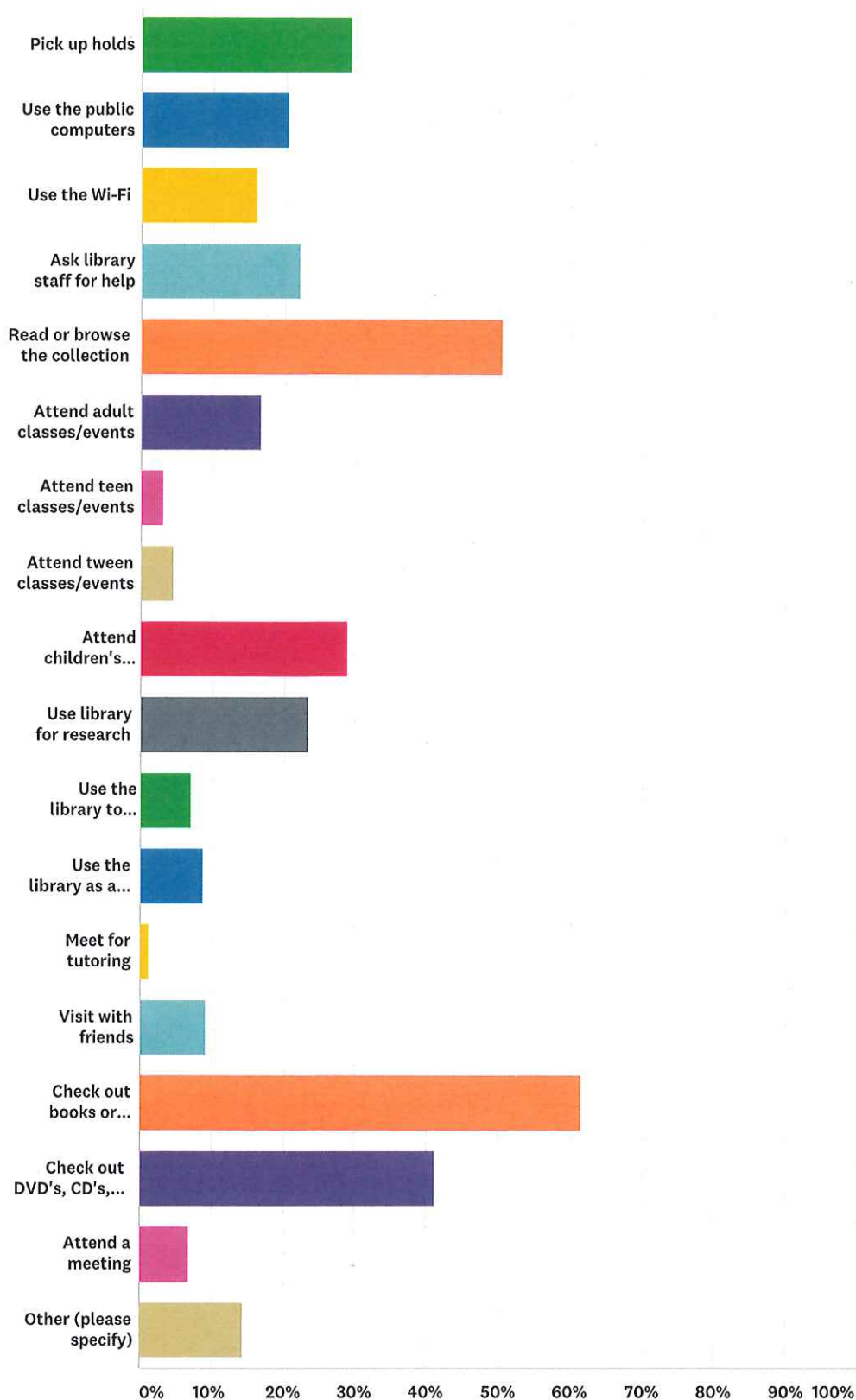


| ANSWER CHOICES         | RESPONSES |     |
|------------------------|-----------|-----|
| Daily                  | 2.22%     | 9   |
| Weekly                 | 28.33%    | 115 |
| Monthly                | 28.82%    | 117 |
| Less than once a month | 30.30%    | 123 |
| Never                  | 10.34%    | 42  |
| TOTAL                  |           | 406 |

**Q4 What do you typically do when you visit a public library? Please mark all that apply.**

Answered: 406   Skipped: 0

## A Dell Notebook for Your Thoughts?



### ANSWER CHOICES

Pick up holds

### RESPONSES

29.31%

119

## A Dell Notebook for Your Thoughts?

|                                              |        |     |
|----------------------------------------------|--------|-----|
| Use the public computers                     | 20.44% | 83  |
| Use the Wi-Fi                                | 16.01% | 65  |
| Ask library staff for help                   | 22.17% | 90  |
| Read or browse the collection                | 50.49% | 205 |
| Attend adult classes/events                  | 16.75% | 68  |
| Attend teen classes/events                   | 3.20%  | 13  |
| Attend tween classes/events                  | 4.68%  | 19  |
| Attend children's classes/events             | 28.82% | 117 |
| Use library for research                     | 23.40% | 95  |
| Use the library to complete homework         | 7.14%  | 29  |
| Use the library as a professional work space | 8.87%  | 36  |
| Meet for tutoring                            | 1.23%  | 5   |
| Visit with friends                           | 9.11%  | 37  |
| Check out books or magazines                 | 61.58% | 250 |
| Check out DVD's, CD's, audiobooks            | 41.13% | 167 |
| Attend a meeting                             | 6.90%  | 28  |
| Other (please specify)                       | 14.53% | 59  |
| Total Respondents: 406                       |        |     |

| #  | OTHER (PLEASE SPECIFY)                                                                                                                                                                                          | DATE               |
|----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|
| 1  | volunteer                                                                                                                                                                                                       | 8/13/2019 9:51 AM  |
| 2  | To attend special events held at the library.                                                                                                                                                                   | 8/8/2019 7:29 AM   |
| 3  | Use notary, printer, scanner & faxes                                                                                                                                                                            | 8/5/2019 12:27 PM  |
| 4  | Kids use computers for the games and play quietly and read                                                                                                                                                      | 8/5/2019 3:09 AM   |
| 5  | Use the private study room                                                                                                                                                                                      | 7/26/2019 2:36 PM  |
| 6  | Study                                                                                                                                                                                                           | 7/26/2019 6:14 AM  |
| 7  | Sit in a quiet spot to read. It's just nice to get out of the home now and then.                                                                                                                                | 7/26/2019 5:24 AM  |
| 8  | Story time                                                                                                                                                                                                      | 7/24/2019 5:14 PM  |
| 9  | Print homework                                                                                                                                                                                                  | 7/24/2019 4:25 PM  |
| 10 | Mother goose story time                                                                                                                                                                                         | 7/24/2019 10:21 AM |
| 11 | Pick up holds                                                                                                                                                                                                   | 7/24/2019 6:26 AM  |
| 12 | Storytime                                                                                                                                                                                                       | 7/23/2019 3:47 PM  |
| 13 | Fun things for my toddler grandkids                                                                                                                                                                             | 7/11/2019 3:56 PM  |
| 14 | Attend the events they offer                                                                                                                                                                                    | 7/10/2019 7:10 AM  |
| 15 | Check and donate to the seed library, check and donate to the greeting card library, obtain information about local events, politics, community activities. Soak up the goodness of the library into my soul <3 | 7/2/2019 5:44 AM   |
| 16 | Volunteer to teach ESL                                                                                                                                                                                          | 6/27/2019 3:41 PM  |
| 17 | Fax documents                                                                                                                                                                                                   | 6/24/2019 1:14 PM  |

## A Dell Notebook for Your Thoughts?

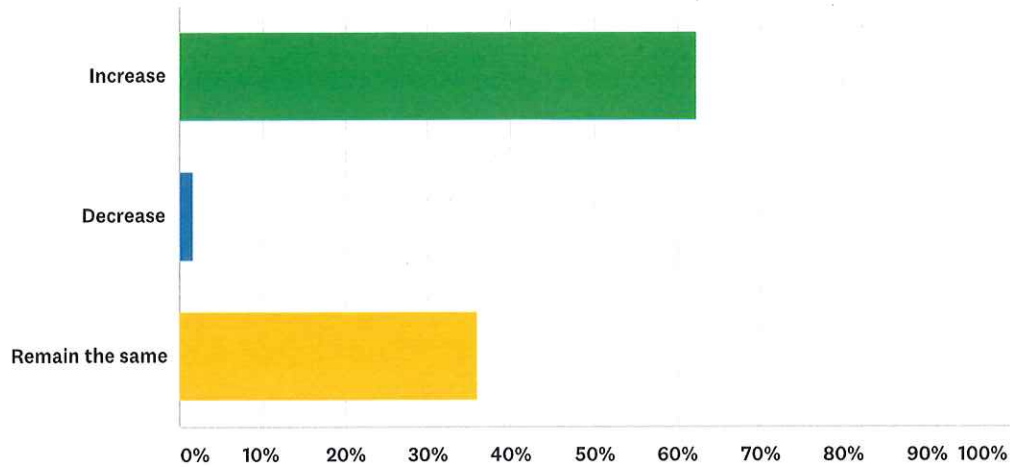
|    |                                                                                                                                                                                                                     |                    |
|----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|
| 18 | I primarily use the Summerglen Library as it is closer to me                                                                                                                                                        | 6/24/2019 12:00 PM |
| 19 | Voted                                                                                                                                                                                                               | 6/18/2019 9:20 AM  |
| 20 | Use fax service                                                                                                                                                                                                     | 6/17/2019 10:20 PM |
| 21 | Let my children read and play                                                                                                                                                                                       | 6/17/2019 7:49 PM  |
| 22 | Check out books                                                                                                                                                                                                     | 6/17/2019 2:14 PM  |
| 23 | I dont have a card yet.                                                                                                                                                                                             | 6/17/2019 1:09 PM  |
| 24 | We just got our card last week. I want to start going more. Getting books for the kids. They even saw movies they wanted to rent. Want to be able to go and spend some out of the house time with them this summer. | 6/17/2019 11:30 AM |
| 25 | Holiday events or events in general                                                                                                                                                                                 | 6/17/2019 10:53 AM |
| 26 | print documents                                                                                                                                                                                                     | 6/17/2019 10:26 AM |
| 27 | Read                                                                                                                                                                                                                | 6/16/2019 5:29 PM  |
| 28 | Printing                                                                                                                                                                                                            | 6/16/2019 1:54 PM  |
| 29 | Nothing                                                                                                                                                                                                             | 6/16/2019 8:16 AM  |
| 30 | My children love going there & looking and checking out books.                                                                                                                                                      | 6/16/2019 7:09 AM  |
| 31 | Check out books.                                                                                                                                                                                                    | 6/16/2019 6:58 AM  |
| 32 | N/A                                                                                                                                                                                                                 | 6/16/2019 4:17 AM  |
| 33 | Never go                                                                                                                                                                                                            | 6/16/2019 2:55 AM  |
| 34 | Sign up for events such as the summer reading program.                                                                                                                                                              | 6/15/2019 5:49 PM  |
| 35 | I have not gone to the library to register but plan I'm doing so in the near future                                                                                                                                 | 6/15/2019 5:49 PM  |
| 36 | Interested in possibly studying at the library and researching at the library                                                                                                                                       | 6/15/2019 5:01 PM  |
| 37 | I have never been to the library.                                                                                                                                                                                   | 6/15/2019 11:51 AM |
| 38 | We stopped attempting to use the library after we were told we needed references from neighbors to get a card, lived here since 2003.                                                                               | 6/15/2019 9:05 AM  |
| 39 | Use the children's play area when weather is bad.                                                                                                                                                                   | 6/15/2019 7:34 AM  |
| 40 | Volunteer                                                                                                                                                                                                           | 6/15/2019 6:34 AM  |
| 41 | Make copies; Summer Reading for prizes; kid's summer programs and special events; puzzles; Read to Hermes the Reading Dog; etc...                                                                                   | 6/15/2019 6:18 AM  |
| 42 | Print items from the computers                                                                                                                                                                                      | 6/15/2019 4:43 AM  |
| 43 | I would use it a lot more, but honestly can't because I have a late fee I can't pay.                                                                                                                                | 6/14/2019 9:43 PM  |
| 44 | Audio (cd) books and occasionally actual paper books.                                                                                                                                                               | 6/14/2019 8:30 PM  |
| 45 | Clubs                                                                                                                                                                                                               | 6/14/2019 6:13 PM  |
| 46 | Family fun activities/ shows                                                                                                                                                                                        | 6/14/2019 6:04 PM  |
| 47 | Donate books                                                                                                                                                                                                        | 6/14/2019 4:47 PM  |
| 48 | "Clearance" books section                                                                                                                                                                                           | 6/14/2019 12:41 PM |
| 49 | Tax forms once a year                                                                                                                                                                                               | 6/14/2019 8:31 AM  |
| 50 | The library has great educational events!                                                                                                                                                                           | 6/13/2019 1:32 PM  |
| 51 | Christmas show                                                                                                                                                                                                      | 6/13/2019 12:49 PM |
| 52 | I chat about how crazy the city council drama is on Facebook. And how funny it is that the council members who say they don't want drama create most of drama. It's cray cray all day day. Best soap ever!          | 6/13/2019 12:14 PM |
| 53 | My kid to play in play area                                                                                                                                                                                         | 6/13/2019 2:44 AM  |
| 54 | Faxes                                                                                                                                                                                                               | 6/12/2019 4:36 PM  |

### A Dell Notebook for Your Thoughts?

|    |                                                                                                                                                                                                                                                                 |                    |
|----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|
| 55 | I just moved to Watauga in December. I have not had a chance to go to the library yet but I actively went to the local one before I moved. I would do college research, check out books, DVDs and audiobooks. Libraries are important staples in the community. | 6/12/2019 10:18 AM |
| 56 | I am very lucky to be able to have my school art show here!                                                                                                                                                                                                     | 6/12/2019 8:59 AM  |
| 57 | Havent got to visit library yet.                                                                                                                                                                                                                                | 6/12/2019 8:14 AM  |
| 58 | Notary Services                                                                                                                                                                                                                                                 | 6/12/2019 8:12 AM  |
| 59 | Attend events                                                                                                                                                                                                                                                   | 6/12/2019 6:17 AM  |

## Q5 Over the next five years, do you expect your use of the Watauga Public Library to increase, decrease, or remain the same?

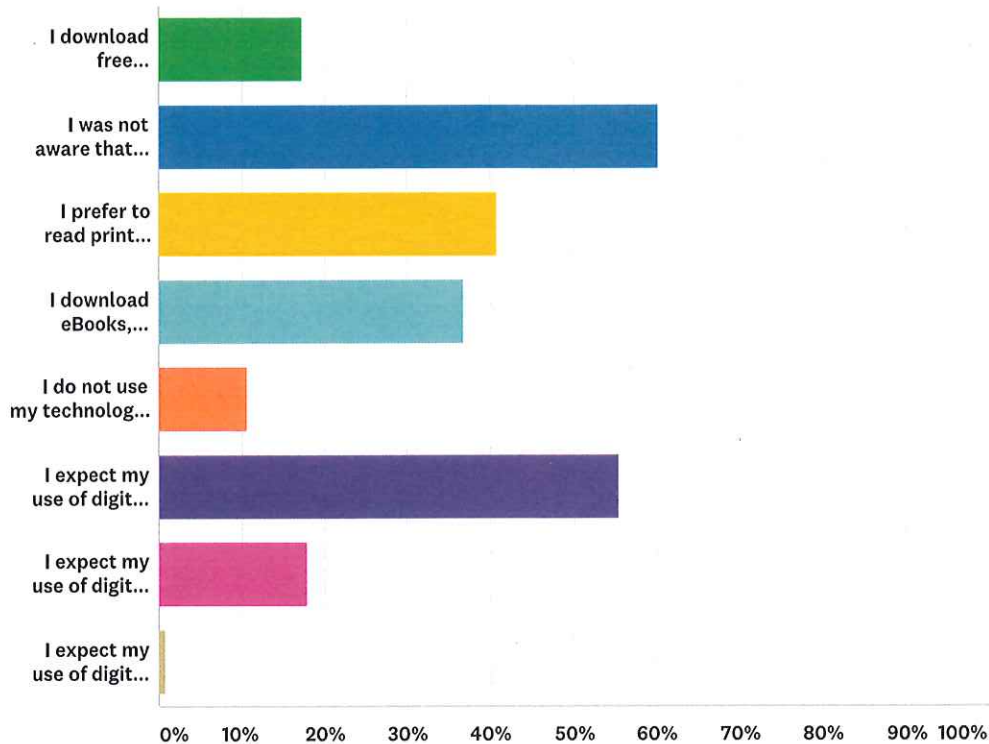
Answered: 406 Skipped: 0



| ANSWER CHOICES  | RESPONSES |     |
|-----------------|-----------|-----|
| Increase        | 62.32%    | 253 |
| Decrease        | 1.72%     | 7   |
| Remain the same | 35.96%    | 146 |
| TOTAL           |           | 406 |

**Q6 If you use technology in your everyday life, such as a smartphone, tablet, e-reader, or computer, then please select all the following statements that apply:**

Answered: 384 Skipped: 22



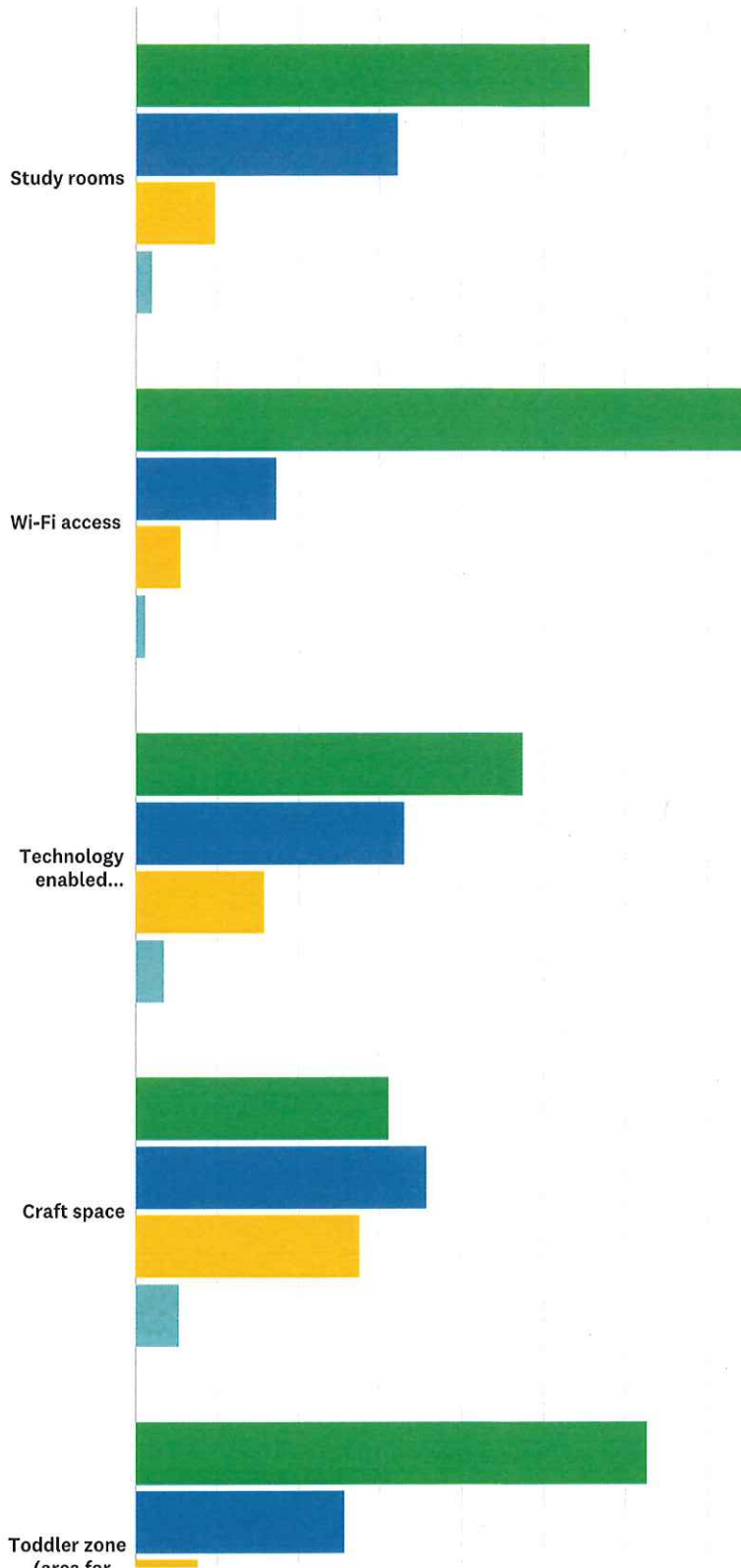
**ANSWER CHOICES**

**RESPONSES**

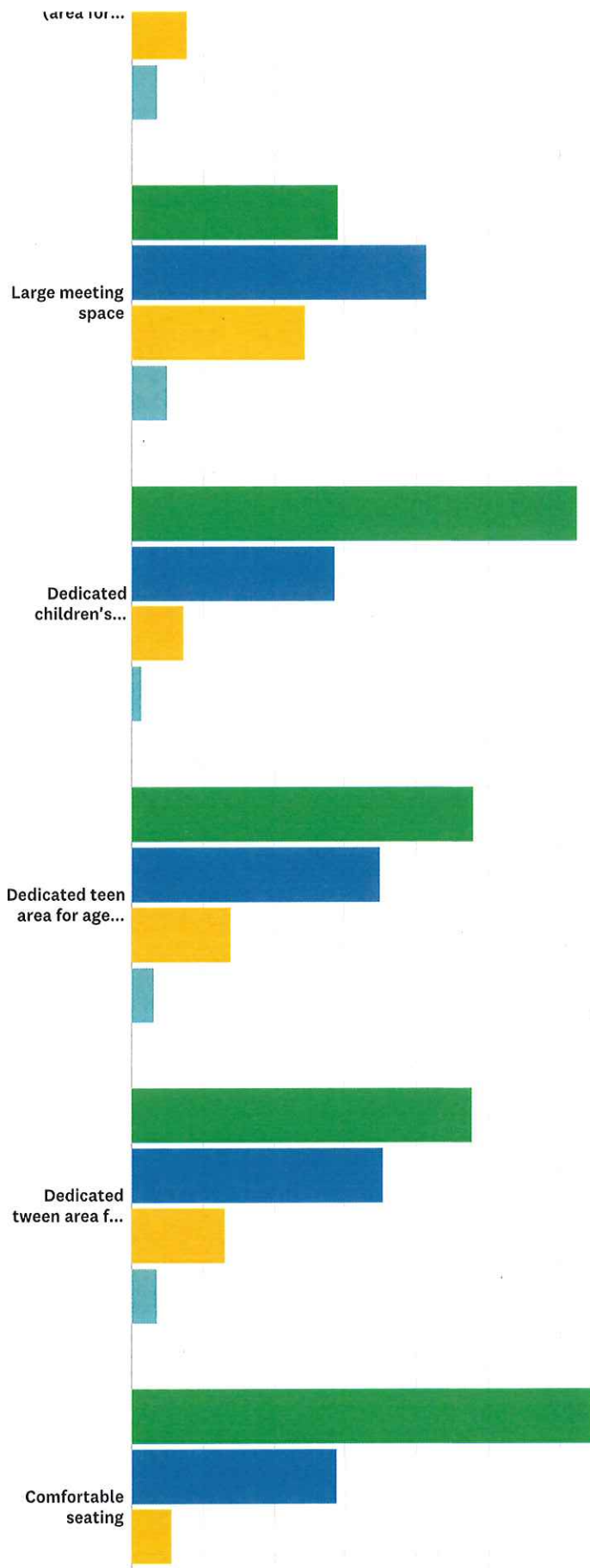
|                                                                                                              |        |     |
|--------------------------------------------------------------------------------------------------------------|--------|-----|
| I download free eBooks/eAudiobooks from the Watauga Public Library to my device                              | 17.45% | 67  |
| I was not aware that Watauga Public Library offers free downloadable eBooks, eAudiobooks, and eMagazines     | 60.16% | 231 |
| I prefer to read print books/magazines                                                                       | 40.89% | 157 |
| I download eBooks, eAudiobooks, and/or eMagazines from an online vendor (Amazon, Barnes & Noble, and iTunes) | 36.72% | 141 |
| I do not use my technology for reading                                                                       | 10.68% | 41  |
| I expect my use of digital downloaded content to increase over the next 5 years                              | 55.47% | 213 |
| I expect my use of digital downloaded content to stay the same over the next 5 years                         | 17.97% | 69  |
| I expect my use of digital downloaded content to decrease over the next 5 years                              | 0.78%  | 3   |
| Total Respondents: 384                                                                                       |        |     |

Q7 How important do you feel it is that public libraries provide the following amenities? Each line requires a response.

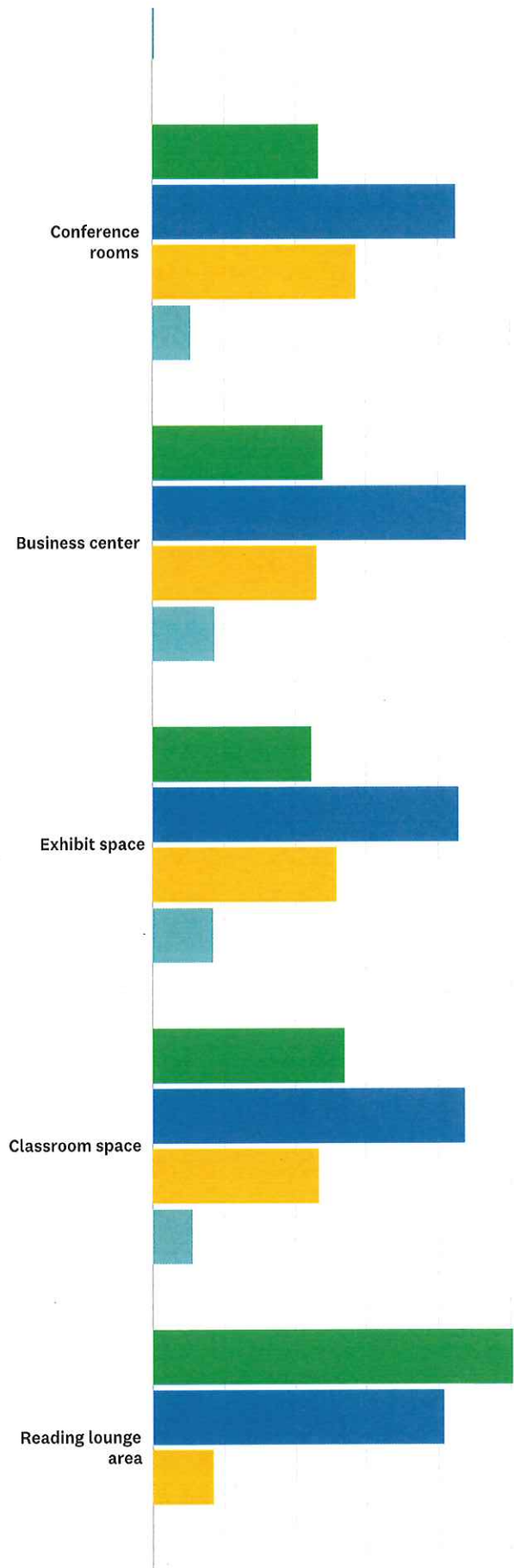
Answered: 384 Skipped: 22



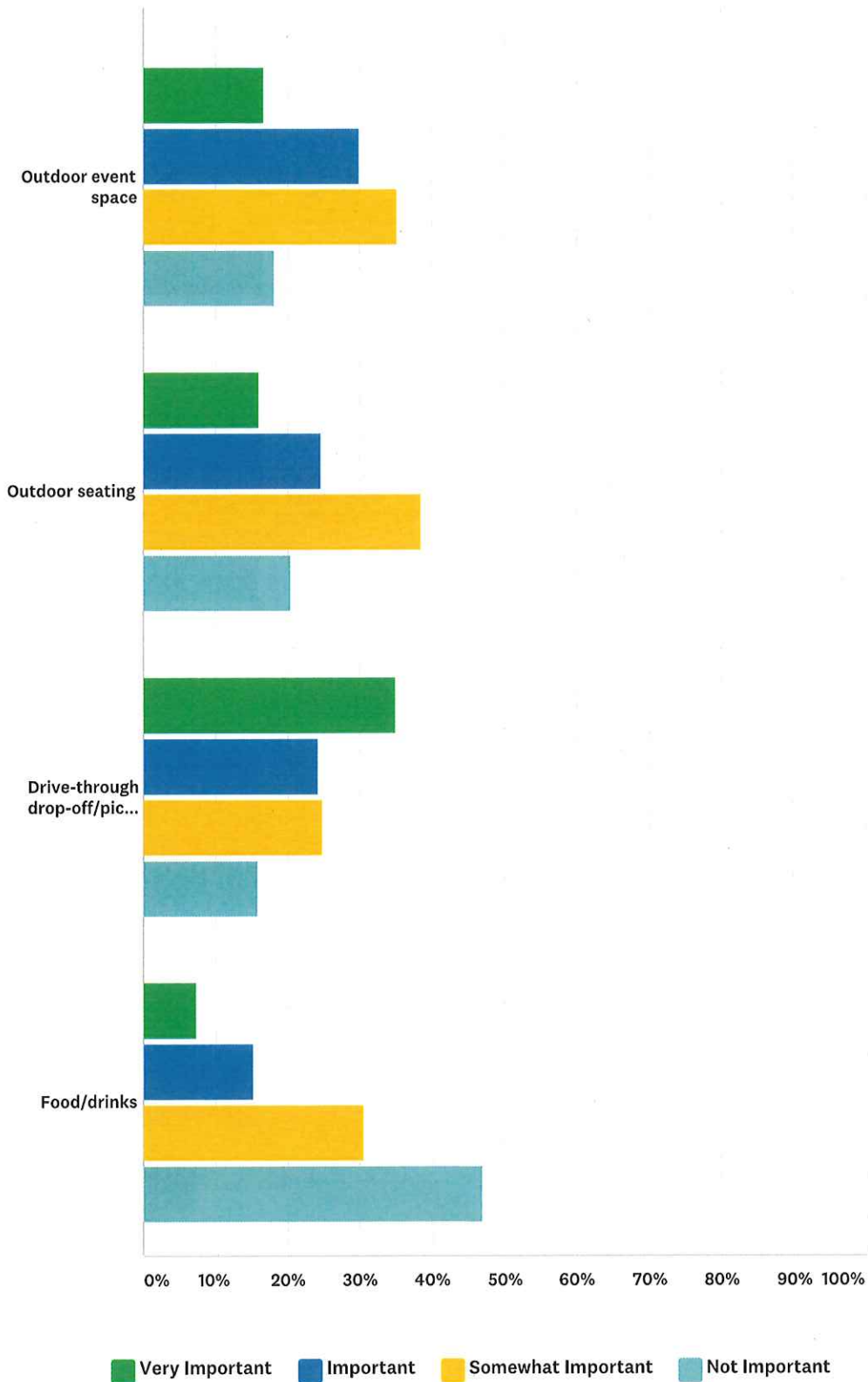
## A Dell Notebook for Your Thoughts?



## A Dell Notebook for Your Thoughts?



## A Dell Notebook for Your Thoughts?



|             | VERY IMPORTANT | IMPORTANT     | SOMEWHAT IMPORTANT | NOT IMPORTANT | TOTAL |
|-------------|----------------|---------------|--------------------|---------------|-------|
| Study rooms | 55.73%<br>214  | 32.29%<br>124 | 9.90%<br>38        | 2.08%<br>8    | 384   |

### A Dell Notebook for Your Thoughts?

|                                                                  |               |               |               |               |     |
|------------------------------------------------------------------|---------------|---------------|---------------|---------------|-----|
| Wi-Fi access                                                     | 75.52%<br>290 | 17.45%<br>67  | 5.73%<br>22   | 1.30%<br>5    | 384 |
| Technology enabled furniture (places to charge personal devices) | 47.40%<br>182 | 33.07%<br>127 | 15.89%<br>61  | 3.65%<br>14   | 384 |
| Craft space                                                      | 31.25%<br>120 | 35.68%<br>137 | 27.60%<br>106 | 5.47%<br>21   | 384 |
| Toddler zone (area for pre-school children to explore/play)      | 62.76%<br>241 | 25.78%<br>99  | 7.81%<br>30   | 3.65%<br>14   | 384 |
| Large meeting space                                              | 29.17%<br>112 | 41.41%<br>159 | 24.48%<br>94  | 4.95%<br>19   | 384 |
| Dedicated children's class/event space                           | 62.50%<br>240 | 28.65%<br>110 | 7.29%<br>28   | 1.56%<br>6    | 384 |
| Dedicated teen area for ages 13 - 18                             | 47.92%<br>184 | 34.90%<br>134 | 14.06%<br>54  | 3.13%<br>12   | 384 |
| Dedicated tween area for ages 9-12                               | 47.66%<br>183 | 35.42%<br>136 | 13.28%<br>51  | 3.65%<br>14   | 384 |
| Comfortable seating                                              | 64.84%<br>249 | 28.91%<br>111 | 5.73%<br>22   | 0.52%<br>2    | 384 |
| Conference rooms                                                 | 23.44%<br>90  | 42.45%<br>163 | 28.65%<br>110 | 5.47%<br>21   | 384 |
| Business center                                                  | 23.96%<br>92  | 44.01%<br>169 | 23.18%<br>89  | 8.85%<br>34   | 384 |
| Exhibit space                                                    | 22.40%<br>86  | 42.97%<br>165 | 26.04%<br>100 | 8.59%<br>33   | 384 |
| Classroom space                                                  | 27.08%<br>104 | 43.75%<br>168 | 23.44%<br>90  | 5.73%<br>22   | 384 |
| Reading lounge area                                              | 50.52%<br>194 | 40.89%<br>157 | 8.59%<br>33   | 0.00%<br>0    | 384 |
| Outdoor event space                                              | 16.67%<br>64  | 29.95%<br>115 | 35.16%<br>135 | 18.23%<br>70  | 384 |
| Outdoor seating                                                  | 16.15%<br>62  | 24.74%<br>95  | 38.54%<br>148 | 20.57%<br>79  | 384 |
| Drive-through drop-off/pick-up                                   | 34.90%<br>134 | 24.22%<br>93  | 25.00%<br>96  | 15.89%<br>61  | 384 |
| Food/drinks                                                      | 7.29%<br>28   | 15.36%<br>59  | 30.47%<br>117 | 46.88%<br>180 | 384 |

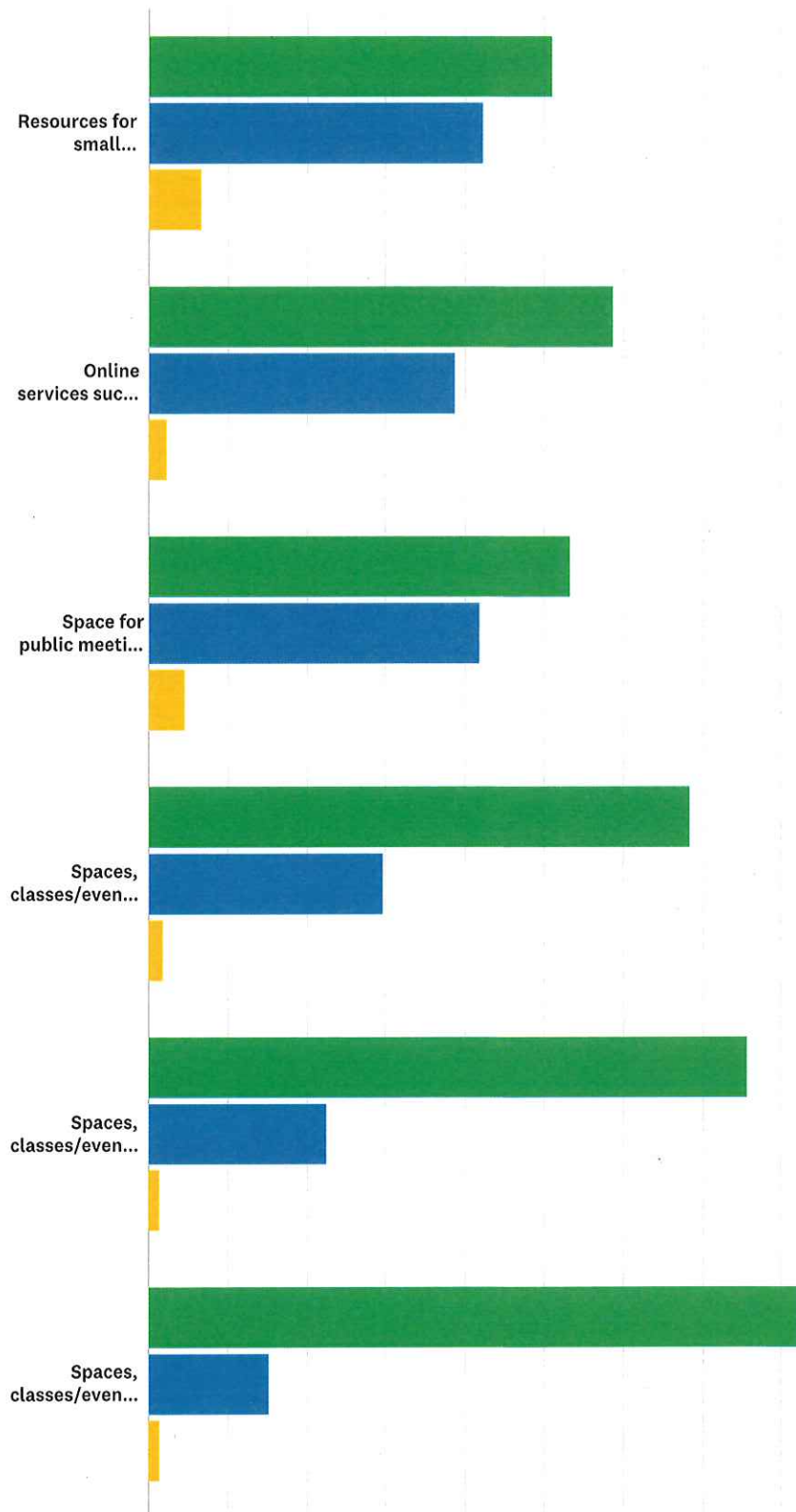
| # | OTHER (PLEASE LIST ANY OTHER FEATURES YOU WOULD LIKE TO SEE THAT ARE NOT LISTED ABOVE)                                                                          | DATE              |
|---|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|
| 1 | The library needs to offer activities and services to children other than home schooled children. Interesting activities are often offered during school hours. | 8/27/2019 4:21 PM |
| 2 | Smart devices and other technology for kids to use for learning exploration/STEM activities.                                                                    | 8/23/2019 5:21 PM |
| 3 | Quieter place for residents who would enjoy reading without all the noise from little children playing, crying, etc.                                            | 8/14/2019 4:45 AM |
| 4 | Coffee, tea and vending machines                                                                                                                                | 8/6/2019 5:50 AM  |
| 5 | 1. LARGER LIBRARY 2. Adult computer room 3. Rooms for classes which are too loud currently 4. Possibly a room for kid who play loud games on computer           | 8/5/2019 12:50 PM |
| 6 | I can't think of anything                                                                                                                                       | 7/26/2019 2:41 PM |
| 7 | Maker space                                                                                                                                                     | 7/24/2019 6:14 PM |

## A Dell Notebook for Your Thoughts?

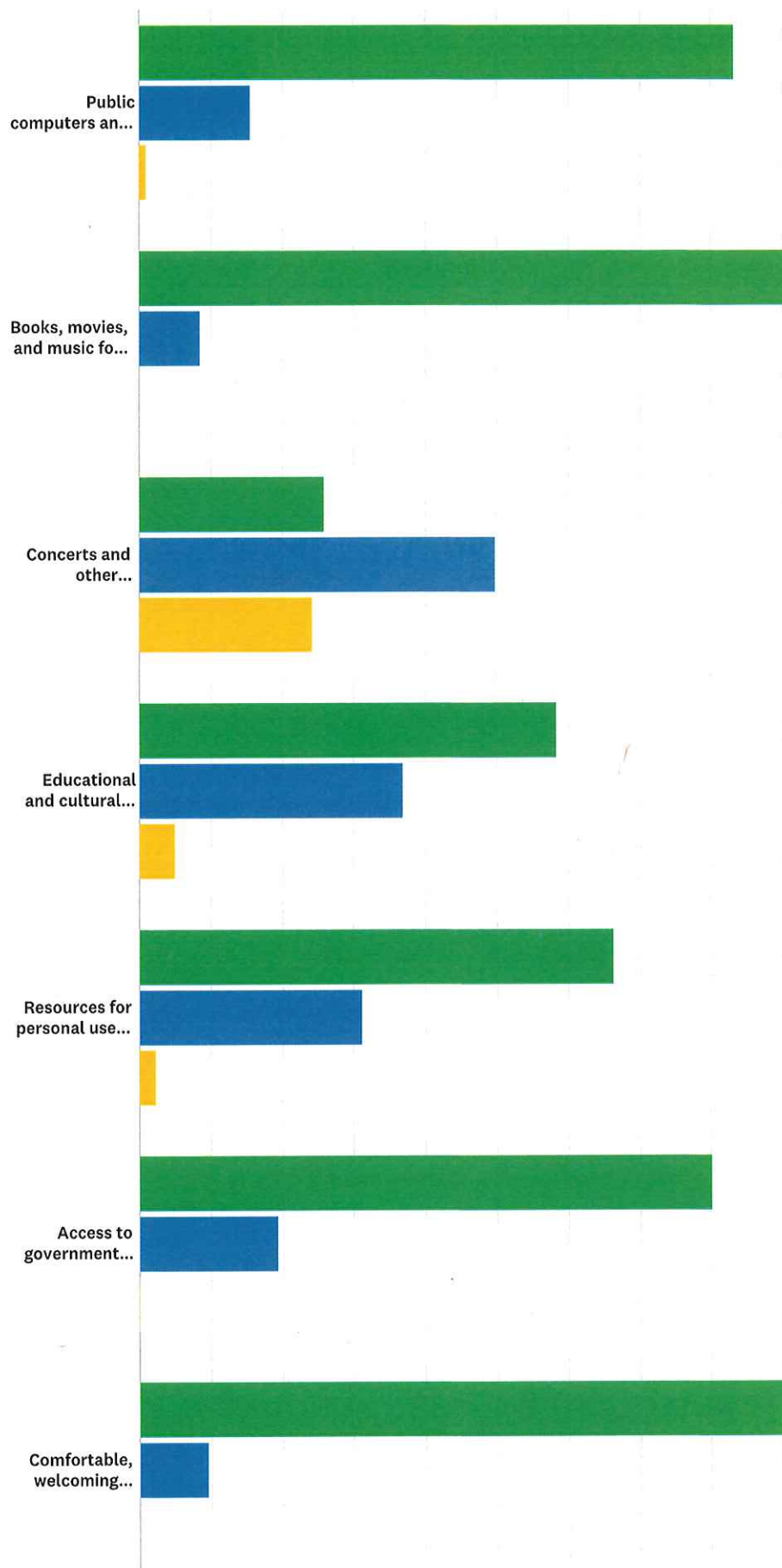
|    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                    |
|----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|
| 8  | I would love to see drive-thru drop-off option at the Watauga Library!                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 7/17/2019 12:10 PM |
| 9  | I have no idea what WiFi is. Go check out the NRH Library to get ideas.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 7/9/2019 11:55 AM  |
| 10 | 3D printer and more outdoor seating in the front and back.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 7/4/2019 1:29 PM   |
| 11 | Community garden in the outdoor space would be phenomenal. Vegetable library? lol                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | 7/2/2019 5:52 AM   |
| 12 | Work space with things like 3 d printer, Quilting sewing machine, things that can be shared.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 7/1/2019 12:08 PM  |
| 13 | Makerspot would be cool                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 6/29/2019 9:59 AM  |
| 14 | Love the idea of a drive-through drop-off/pick up. At least for the drop-off part!!                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 6/28/2019 10:53 AM |
| 15 | I'd like to be able to schedule meetings here on a regular basis for education purposes.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 6/24/2019 1:18 PM  |
| 16 | Homeschool resources                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 6/24/2019 8:49 AM  |
| 17 | I would think vending machines, water and coffee would be appropriate.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 6/18/2019 7:02 AM  |
| 18 | Ability for cardholders to checkout portable Wifi also called "Pocket Wifi" similar to what is offered by Keller Library (Keller TX) to its patrons. They have 50 units that are available.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 6/17/2019 7:57 PM  |
| 19 | Board games, either to play there or check out. Keller library has some cute date night ideas that couple can check it from the library ☐                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 6/17/2019 3:48 PM  |
| 20 | A TV/Viewing room with projector screen and sound system setup that is also soundproofed.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 6/17/2019 9:28 AM  |
| 21 | Book bag to buy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 6/16/2019 10:09 AM |
| 22 | N/A                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 6/16/2019 4:22 AM  |
| 23 | This is for the children to learn I use to love the lilibraries but never have time when I retire you will no me                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 6/15/2019 2:26 PM  |
| 24 | Although I don't use the library often anymore, when my children were younger we used it at time everyday. Good programs for children, books, a cool and welcoming space to read, free WIFI and computers ( back when we could not afford any) were awesome. Space for community meetings is also a must leading to community bonding                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 6/15/2019 10:54 AM |
| 25 | The seed bank initiative is very important                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 6/15/2019 10:48 AM |
| 26 | Larger selection of large print books!                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 6/15/2019 9:41 AM  |
| 27 | none                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 6/14/2019 9:53 PM  |
| 28 | Books written by MEN. And maybe even books written by men FOR men. It seems like 80% of of the new stuff is authored by women. I rarely see men in the library and almost never those over 40. Also Books that are politically neutral and not always with a left leaning "message". This is a untapped membership. Finally, This is the only library I have ever supported or even used that requires renewing membership every year. If one becomes accustomed to getting emails when material is due and the yearly membership "runs out" then you end up with a fine. I don't mind the actual money as the public library is the best value on the face of the earth in my opinion and I have and will gladly donate and or support any way I can. As a retired military man I dislike being late or violating anything. Of course this is probably a personal failing as much as anything. Overall the library is GREAT. I have been in there a hundred times and never dealt with a single person who was not cheerful, knowledgeable and glad to help. That includes the boss. I also appreciate the wonderful and always clean rest room. I would use downloadable AUDIO books if they were more user friendly. I would also attend any classes that show how to download them...Especially if I could download them on my PC and then transfer it to a chip or other medium because I usually listen in the garage or bedroom. | 6/14/2019 8:45 PM  |
| 29 | Esp drive thru drop off I really like how Hurst liabrary is set up Comfy areas to read n diff areas for diff ages N also you can print your own items n i like that concept                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 6/14/2019 8:18 PM  |
| 30 | Would love a tea/coffee shop                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 6/12/2019 7:46 PM  |
| 31 | Book locker for pickups outside of library hours                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 6/12/2019 12:14 PM |
| 32 | Tech lab and computer classrooms. Auditorium (movie-theater style where seats in the back are higher than up in front), genealogy resource room.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 6/12/2019 8:52 AM  |
| 33 | Internet and business resources for those down on their luck who do not have access in their homes should be prioritized.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | 6/12/2019 8:42 AM  |

Q8 How important do you feel it is that public libraries provide the following services? Each line requires a response.

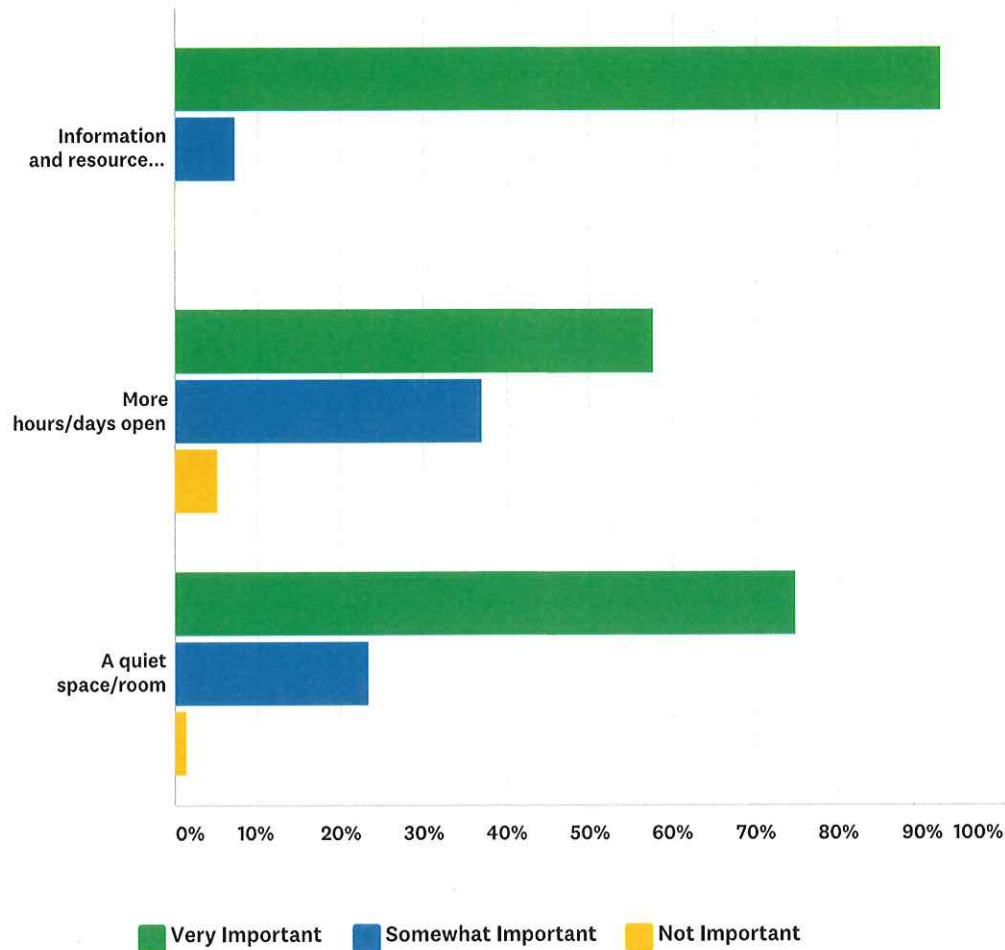
Answered: 384 Skipped: 22



## A Dell Notebook for Your Thoughts?



## A Dell Notebook for Your Thoughts?



|                                                                 | VERY IMPORTANT | SOMEWHAT IMPORTANT | NOT IMPORTANT | TOTAL |
|-----------------------------------------------------------------|----------------|--------------------|---------------|-------|
| Resources for small businesses and entrepreneurs                | 51.04%<br>196  | 42.19%<br>162      | 6.77%<br>26   | 384   |
| Online services such as magazine articles and books to download | 58.85%<br>226  | 38.80%<br>149      | 2.34%<br>9    | 384   |
| Space for public meetings and community events                  | 53.39%<br>205  | 41.93%<br>161      | 4.69%<br>18   | 384   |
| Spaces, classes/events, and materials for adults                | 68.49%<br>263  | 29.69%<br>114      | 1.82%<br>7    | 384   |
| Spaces, classes/events, and materials for teens                 | 75.78%<br>291  | 22.66%<br>87       | 1.56%<br>6    | 384   |
| Spaces, classes/events, and materials for children              | 83.07%<br>319  | 15.36%<br>59       | 1.56%<br>6    | 384   |
| Public computers and internet access                            | 83.33%<br>320  | 15.63%<br>60       | 1.04%<br>4    | 384   |
| Books, movies, and music for people to borrow                   | 91.41%<br>351  | 8.59%<br>33        | 0.00%<br>0    | 384   |
| Concerts and other performances                                 | 26.04%<br>100  | 49.74%<br>191      | 24.22%<br>93  | 384   |
| Educational and cultural exhibits                               | 58.33%<br>224  | 36.72%<br>141      | 4.95%<br>19   | 384   |

## A Dell Notebook for Your Thoughts?

|                                                                     |               |               |             |     |
|---------------------------------------------------------------------|---------------|---------------|-------------|-----|
| Resources for personal use, such as health or financial information | 66.41%<br>255 | 31.25%<br>120 | 2.34%<br>9  | 384 |
| Access to government forms and information                          | 80.21%<br>308 | 19.53%<br>75  | 0.26%<br>1  | 384 |
| Comfortable, welcoming spaces for reading and research              | 90.36%<br>347 | 9.64%<br>37   | 0.00%<br>0  | 384 |
| Information and resources for students and others doing research    | 92.45%<br>355 | 7.29%<br>28   | 0.26%<br>1  | 384 |
| More hours/days open                                                | 57.81%<br>222 | 36.98%<br>142 | 5.21%<br>20 | 384 |
| A quiet space/room                                                  | 75.00%<br>288 | 23.44%<br>90  | 1.56%<br>6  | 384 |

| #  | OTHER (PLEASE LIST ANY SERVICES YOU WOULD LIKE TO SEE THAT ARE NOT LISTED ABOVE)                                                                                                                                                                                               | DATE               |
|----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|
| 1  | The noise level in the library is the main reason I don't stay long when I visit. Screaming kids, loud voices, people on cell phones, etc are all extremely annoying and nothing is done about it by the staff.                                                                | 8/27/2019 4:21 PM  |
| 2  | more e-books, cake pan checkout, library card on phone                                                                                                                                                                                                                         | 8/13/2019 9:55 AM  |
| 3  | N/A                                                                                                                                                                                                                                                                            | 8/6/2019 5:50 AM   |
| 4  | 1. LARGER LIBRARY, it's too small, too loud, too many classes out on the floor that are too loud.<br>2. No phone use inside the Library - designated phone area 3. No food or drinks at the computers                                                                          | 8/5/2019 12:50 PM  |
| 5  | I can't think of any                                                                                                                                                                                                                                                           | 7/26/2019 2:41 PM  |
| 6  | Longer hours on Sat would be great for people with 9 - 5 work weeks.                                                                                                                                                                                                           | 7/23/2019 3:57 PM  |
| 7  | Some sort of Maker's Space would be amazing.                                                                                                                                                                                                                                   | 7/17/2019 12:10 PM |
| 8  | I'm a huge movie fan. I would love to see more movies being shown at the library for anyone to attend. I know its been tried before without success but if you keep it up and continue to do it I think it would catch on. If you did it the same day each month. Maybe!?!?!?  | 7/13/2019 6:16 AM  |
| 9  | I hope you will expand the evening hours and be open longer on Saturdays and open Sundays. This is one of the few local libraries that has no Sunday hours. Even 4 hours would be greatly appreciated.                                                                         | 7/6/2019 8:59 AM   |
| 10 | Bean bag chairs                                                                                                                                                                                                                                                                | 7/4/2019 1:29 PM   |
| 11 | Some signs or something to give an awareness to newcomers of what a library is and the common guidelines of how to behave in a library.. should be a quiet space                                                                                                               | 7/1/2019 3:31 PM   |
| 12 | Not sure if you are trying to find out which should be priorities. I would ask questions differently, if so.                                                                                                                                                                   | 6/29/2019 9:59 AM  |
| 13 | We have a marvelous library in Watauga, but additional services are needed, but we need the funding to implement. Our library is alive!                                                                                                                                        | 6/18/2019 3:27 PM  |
| 14 | A library can't be everything to everyone.                                                                                                                                                                                                                                     | 6/17/2019 1:22 PM  |
| 15 | Rocking.chairs                                                                                                                                                                                                                                                                 | 6/16/2019 10:09 AM |
| 16 | N/A                                                                                                                                                                                                                                                                            | 6/16/2019 4:22 AM  |
| 17 | I listed some of this above.                                                                                                                                                                                                                                                   | 6/15/2019 10:54 AM |
| 18 | I recently tried to work on my laptop there and if there are private rooms I couldn't find them. I am very easily distracted by nature so I was unable to focus there at a table with everyone around and ESL classes going on there too. Private rooms are definitely needed. | 6/14/2019 9:53 PM  |
| 19 | See previous comments.                                                                                                                                                                                                                                                         | 6/14/2019 8:45 PM  |
| 20 | If the space is available and can be rented out, then let companies do so. It could be another source of funding.                                                                                                                                                              | 6/12/2019 10:30 AM |

## A Dell Notebook for Your Thoughts?

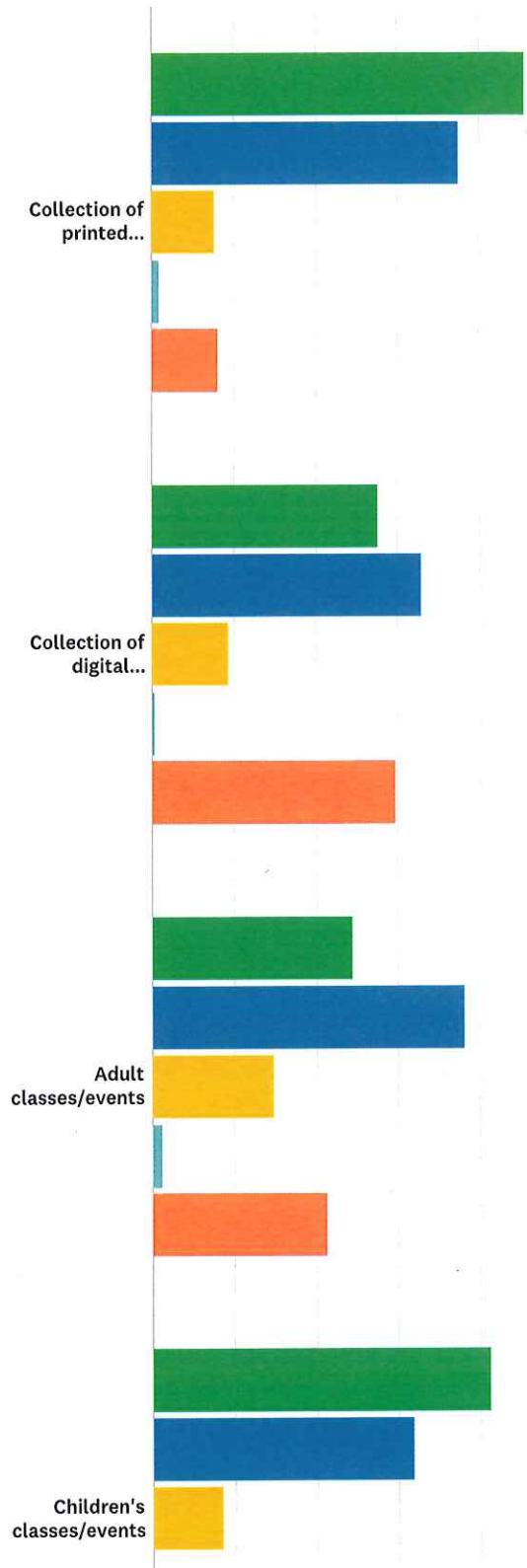
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|    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                   |
|----|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|
| 21 | <p>My old library had frequent cooking demonstrations given by chefs and nutritionists -- But you'd need a little kitchen facility in a large conference room to do something like this. On June 18, they're going to show patrons how to make challah bread where patrons get to knead their own bread and bring it home to bake. Last year, I went to cookie decorating and pasta making. All fun! Guest speakers come to the library often for everything from Medicare advice to landscape architecture to travel talks to reconnecting with outdoors to career presentations, beginners yoga and meditation. The programs offered are always packed with patrons from the entire Chicago area (they don't limit it to just Skokie patrons).</p> | 6/12/2019 8:52 AM |
|----|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|

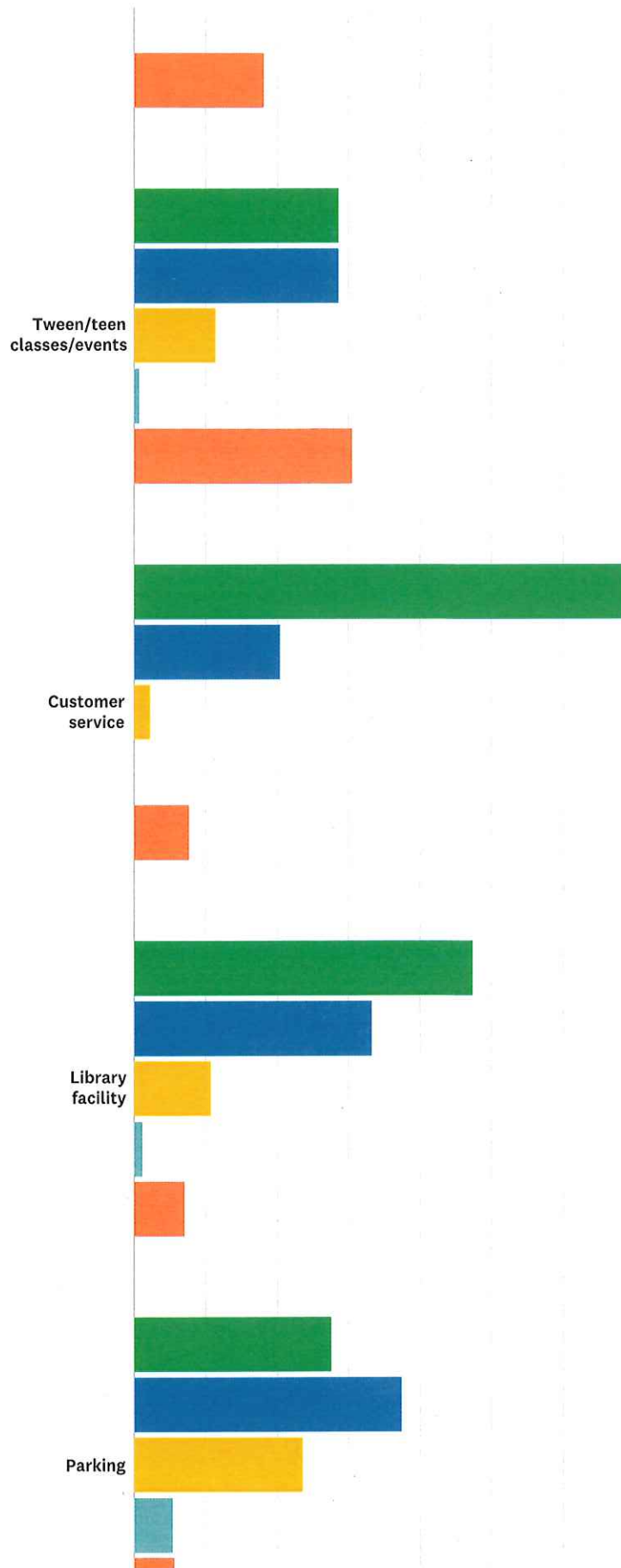
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## Q9 How would you rate the library's current services? Each line requires a response.

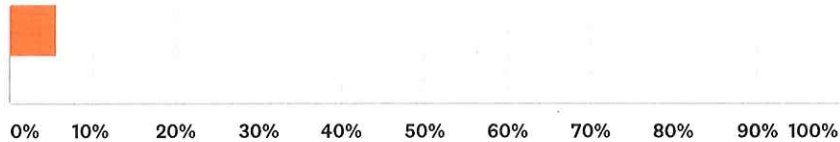
Answered: 384 Skipped: 22



## A Dell Notebook for Your Thoughts?



## A Dell Notebook for Your Thoughts?



■ Excellent   
 ■ Good   
 ■ Average   
 ■ Poor   
 ■ N/A

|                                 | EXCELLENT     | GOOD          | AVERAGE      | POOR        | N/A           | TOTAL |
|---------------------------------|---------------|---------------|--------------|-------------|---------------|-------|
| Collection of printed materials | 45.57%<br>175 | 37.50%<br>144 | 7.81%<br>30  | 1.04%<br>4  | 8.07%<br>31   | 384   |
| Collection of digital materials | 27.60%<br>106 | 32.81%<br>126 | 9.38%<br>36  | 0.52%<br>2  | 29.69%<br>114 | 384   |
| Adult classes/events            | 24.48%<br>94  | 38.02%<br>146 | 14.84%<br>57 | 1.30%<br>5  | 21.35%<br>82  | 384   |
| Children's classes/events       | 41.15%<br>158 | 31.77%<br>122 | 8.59%<br>33  | 0.26%<br>1  | 18.23%<br>70  | 384   |
| Tween/teen classes/events       | 28.65%<br>110 | 28.65%<br>110 | 11.46%<br>44 | 0.78%<br>3  | 30.47%<br>117 | 384   |
| Customer service                | 69.01%<br>265 | 20.57%<br>79  | 2.34%<br>9   | 0.26%<br>1  | 7.81%<br>30   | 384   |
| Library facility                | 47.40%<br>182 | 33.33%<br>128 | 10.94%<br>42 | 1.30%<br>5  | 7.03%<br>27   | 384   |
| Parking                         | 27.60%<br>106 | 37.50%<br>144 | 23.70%<br>91 | 5.47%<br>21 | 5.73%<br>22   | 384   |

| #  | OTHER (PLEASE SPECIFY)                                                                                                                                                                                                                           | DATE               |
|----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|
| 1  | I would like to see a bigger library and parking!                                                                                                                                                                                                | 8/14/2019 4:45 AM  |
| 2  | staff is excellent, very helpful, best programs of all area libraries.                                                                                                                                                                           | 8/13/2019 9:55 AM  |
| 3  | N/A                                                                                                                                                                                                                                              | 8/6/2019 5:50 AM   |
| 4  | 1. Classes (ESL) are frequent through out the year & use a lot of the parking spaces 2. The need private rooms because they are too loud, some people work @ the library & can't concentrate, read or enjoy the Library due to the loud classes. | 8/5/2019 12:50 PM  |
| 5  | Cramped parking. Small toddler area with little activities                                                                                                                                                                                       | 7/29/2019 10:03 AM |
| 6  | Would love to see a Spanish as a second language class offered more often.                                                                                                                                                                       | 7/29/2019 4:31 AM  |
| 7  | I have not been to the watauga library                                                                                                                                                                                                           | 7/26/2019 2:41 PM  |
| 8  | I don't like the fact that the library is not accessible during the wild west watauga fest.                                                                                                                                                      | 7/25/2019 10:14 AM |
| 9  | More space for Mother goose                                                                                                                                                                                                                      | 7/24/2019 10:24 AM |
| 10 | Everything would be rated excellent if there was just MORE space. It feels pretty cramped at times.                                                                                                                                              | 7/24/2019 6:09 AM  |
| 11 | People at the front desk are amazing and nice!!!                                                                                                                                                                                                 | 7/9/2019 11:59 AM  |
| 12 | The library needs a performance space in order to comfortably host larger events with a raised stage area.                                                                                                                                       | 7/6/2019 8:59 AM   |
| 13 | I love the librarians                                                                                                                                                                                                                            | 6/29/2019 9:59 AM  |
| 14 | I have not visited the library yet, I will visit next week with my son.                                                                                                                                                                          | 6/18/2019 9:02 PM  |
| 15 | We are new to the library but from what I have experienced of it I am beyond impressed and it makes me even more excited to go with my kids.                                                                                                     | 6/17/2019 11:35 AM |
| 16 | N/A                                                                                                                                                                                                                                              | 6/16/2019 4:22 AM  |

## A Dell Notebook for Your Thoughts?

|    |                                                                                                                                                                                                                                                                                                |                    |
|----|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|
| 17 | I can not accurately comment as I do not go to the library                                                                                                                                                                                                                                     | 6/16/2019 3:03 AM  |
| 18 | Sometimes parking is a problem. I love all the staff. They are very welcoming and helpful.                                                                                                                                                                                                     | 6/15/2019 2:09 PM  |
| 19 | The Watauga Staff always goes above and beyond - Awesome people                                                                                                                                                                                                                                | 6/15/2019 6:00 AM  |
| 20 | Parking is great, but sadly very crowded sometimes because of the courthouse being in the same parkinglot and people at court take all the spots.                                                                                                                                              | 6/14/2019 9:53 PM  |
| 21 | See previous comments.                                                                                                                                                                                                                                                                         | 6/14/2019 8:45 PM  |
| 22 | A larger library so more programs and resources might be provided.                                                                                                                                                                                                                             | 6/12/2019 11:54 AM |
| 23 | Sewing machines available to patrons (my old library had this and it's quite convenient). They also have an adult technology room for 3D printing, copy/fax machines, laptops, devices, gadgets, photo shop, and so much more. I believe there's also a huge flatbed scanner in there as well. | 6/12/2019 8:52 AM  |
| 24 | Library staff is excellent, and very good at their jobs. I enjoy speaking with them all and the exception professionalism they all exhibit daily.                                                                                                                                              | 6/12/2019 6:40 AM  |
| 25 | I really love the Watauga library. There are so many free activities and educational opportunities for me and my family. The staff is all wonderful too! In my mind it's the benchmark to which I compare other libraries.                                                                     | 6/12/2019 6:31 AM  |



## AGENDA MEMORANDUM

**DATE:** September 5, 2019  
**TO:** Library Board Members  
**FROM:** Terri Johnson  
**SUBJECT:** Consider action on the Library Board Meeting Minutes for July 11, 2019.

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**BACKGROUND/INFORMATION:**

The Regular Meeting Minutes drafts from July 11, 2019 are attached for approval.

**FINANCIAL IMPLICATIONS:**

**RECOMMENDATION/ACTION DESIRED:**

City staff respectfully recommends the Board approve the draft minutes as presented.

**ATTACHMENTS/ SUPPORTING DOCUMENTATION:**

1. LIBMIN07112019

**REVIEWED BY:**

Andrea Gardner, City Manager

Final Approval - 9/6/2019

*Approved as to form for inclusion on Agenda*

**MINUTES  
WATAUGA LIBRARY BOARD  
REGULAR MEETING  
CITY HALL COUNCIL CHAMBERS  
7105 WHITLEY ROAD  
THURSDAY, JULY 11, 2019  
6:00 P.M.**

**Members present:**

|                   |                           |
|-------------------|---------------------------|
| Kip Woodruff      | Chairperson               |
| Henrietta Egenti  | Vice-Chairperson (absent) |
| Carol Z. Coy      | Secretary (absent)        |
| Brian Beaudry     | Member                    |
| Lindsey Neal      | Member                    |
| Sharon Subjeck    | Member                    |
| David Villafuerte | Member                    |

and

|               |                        |
|---------------|------------------------|
| Kim Irving    | Council Liaison        |
| Lana Ewell    | Library Director       |
| Tara Rogers   | Deputy City Secretary  |
| Terri Johnson | Interim City Secretary |

**CALL TO ORDER**

Chairperson Woodruff called the meeting to order at 6:05 p.m.

**CITIZEN'S OPEN FORUM**

None

**REPORTS FROM STAFF**

1. Library Director's Report.

Library Director Lana Ewell gave her report to the Board.

**APPROVAL OF MINUTES**

1. Consideration of Library Board Meeting Minutes for March 21, 2019 and May 9, 2019

Brian Beaudry made the motion to approve the minutes of the March 21, 2019 Library Board Meeting.

The motion was seconded by Sharon Subjeck and passed unanimously with a vote of 5-0.

Lindsey Neal made the motion to approve the minutes of the May 9, 2019 Library Board Meeting.

The motion was seconded by David Villafuerte and passed unanimously with a vote of 5-0.

## **UNFINISHED BUSINESS**

1. Discussion and possible action on the issue of overdue Watauga library materials fines.

Library Director Ewell presented the proposal to the Board to eliminate overdue fines for Watauga Library materials in the future.

Pros and cons of the proposal were discussed at length by the Board members.

Upon a motion by Lindsey Neal and seconded by Sharon Subjeck, the Board voted unanimously 5-0 to recommend to the City Council that overdue fines for Watauga Library materials be eliminated in the future.

## **NEW BUSINESS**

## **ADJOURNMENT**

With no further business to discuss, Chairperson Woodruff adjourned the meeting at 6:55 p.m.

APPROVED:        this \_\_\_\_ day of \_\_\_\_\_, 2019.

SIGNED:            this \_\_\_\_ day of \_\_\_\_\_, 2019.

APPROVED:

\_\_\_\_\_  
Kip Woodruff, Chairperson

ATTEST:

\_\_\_\_\_  
Carol Coy, Secretary



## AGENDA MEMORANDUM

**DATE:** September 4, 2019

**TO:** Library Board Members

**FROM:** Lana Ewell, Director of Library Services

**SUBJECT:** Review and discuss the draft of the Watauga Public Library Long Range Plan 2020 - 2025

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### **BACKGROUND/INFORMATION:**

The current Long Range Plan for the Watauga Public Library ends in 2019. The Texas State Library requires that each member library have a strategic plan/long range plan on file with the state.

This is an opportunity for the Library Board to review the draft in its current state, and make suggestions. It will be brought back at the November, 14, 2019 Library Board Meeting for further review, and will then include information gathered from the "Library Needs Assessment" and the completed 2019 Library Survey.

### **FINANCIAL IMPLICATIONS:**

NA

### **RECOMMENDATION/ACTION DESIRED:**

No action is required at this time.

### **ATTACHMENTS/ SUPPORTING DOCUMENTATION:**

1. DRAFT Watauga Public Library Long Range Plan 2020 - 2025

### **REVIEWED BY:**

Tara Rogers, Deputy City Secretary  
Andrea Gardner, City Manager

Approved - 9/5/2019  
Final Approval - 9/5/2019

*Approved as to form for inclusion on Agenda*

## DRAFT

# Watauga Public Library Long Range Plan 2020 - 2025

## Introduction

A Long Range Plan is required by the Texas State Library for each Public Library in the state. It is designed to set forth goals and objectives for the library's future growth, and service.

## Mission Statement

The Watauga Public Library enriches the lives of the community by providing free educational experiences. We celebrate ideas, promote creativity, connect people, enrich lives, and respond to the ever changing needs of our community.

## Vision

The Watauga Public Library shares a vision with the nation's founders that liberty and learning are inseparable and that a democratic people must have free, open, and equal access to information.

## Values

### Open Access:

The Library values free, open, unrestricted access to its collections and services. We are committed to connecting our patrons to the ideas, information and materials they wish to explore in a friendly, nonjudgmental manner. We strive to offer materials, programs and services that represent the needs of our diverse population.

### Customer Focus:

The Library values all patrons and is responsive to their service needs. The customer's opinion and input is welcomed in all initiatives and undertakings. We consider the impact on the customer in all decisions.

### Excellence:

The Library values excellence, individually and collectively. We offer quality service to all customers by displaying a positive attitude, valuing the diversity of people and perspectives, and expecting integrity and competence in our personal and professional actions. We strive to earn the trust and confidence of all customers.

### Growth and Innovation:

The Library values continuous learning and innovation in the pursuit of excellence. We respond to present situations and anticipate future needs.

### Good Stewardship:

The Library values responsible stewardship of all the resources with which we have been entrusted. We are accountable for ensuring the proper use of public funds. We take seriously our responsibility to maximize the efficiency of staff time and talent making the

## DRAFT

best use of all our resources in the delivery of quality library service.

### About the Watauga Public Library

The Watauga Public Library (WPL) began service to the public in October of 1983. The Library was located in a 676 square foot room in the Municipal Complex. It opened with a collection of 1,826 books. During the seven years that the Library was housed in the Municipal Complex, it was able to circulate only 30% of its growing collection due to a shortage of shelving space. The remaining 70% of the collection was kept in storage.

On September 24, 1990, the Library moved to its current facility, located north of the Municipal Complex. Expansion of the library was completed in 2007. This brings the library to a total of 20,413 square feet. There are two large and four small study rooms and a meeting room to provide quiet areas for study or meetings. A feature of the library is a woodland mural painted by nationally known local muralist and children's book illustrator Liz Bonham.

According to the 2018 Public Library Data from the Texas State Library the library houses 105,245 physical items, and has access to 15,120 electronic books. For the fiscal year ending September 2018, the Library's door count showed a total of 119,262 visits, and total circulation of 292,683 items were checked out to users. During this same fiscal year, 1,844 programs were offered to youth and adults, with a total program attendance of 42,018 persons. Library programs include pre-walker, toddler and pre-school story times, after-school programs, book discussions and lectures, educational classes and a variety of musical and entertainment programs. The Library's Summer Reading Club is one of the more successful programs in this area. In addition to standard reference, readers' advisory, and research assistance, the Library provides a Homework Help Center, language literacy tutoring, computer training, and notary public and fax transmission services. The Library also provides a separate Spanish language collection for both children and adults. There is a Virtual Library at the Senior Center. It is our hope to reach underserved areas of the community. The Library is open to the public six days a week, for a total of 44 hours.

The Watauga Public Library participates in the MetroPAC Consortium, which provides users access to over two million items, sharing an integrated library catalog with six other area libraries, including Fort Worth Library. The Library also has reciprocal agreements with five other Northeast Tarrant County libraries. The consortium and reciprocal agreements allow our users to take advantage of collections and programs in most Tarrant County libraries free of charge. WPL also participates in the TexShare program.

### About Watauga

Watauga occupies a 4.2 square mile (10.8 km<sup>2</sup>) area in the northwest quadrant of the Dallas/Fort Worth Metroplex. Legend has it that the name "Watauga" is Cherokee, meaning "land of many springs". Historians say the Cherokee and other Native Americans lived for a time in the area. The outlaw Sam Bass is supposed to have buried treasure in Big Fossil Creek. The area supposedly contains Comanche burial grounds and a rumored lost Spanish gold mine.

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The first permanent residents arrived from Tennessee in 1843. After the Civil War the settlement grew and developed as a loosely organized area of large farms and ranches. It developed into an established community in the early 1880s thanks to the extension of tracks of the Texas and Pacific Railway. Watauga had a population of sixty-five in the middle 1930s. It had an identical population ten years later. It emerged from a period of decline during the post-World War II years in part due to the development of defense plants in the area. The town of Watauga was incorporated in 1958.

The following data is based on the United States Census Bureau American Fact Finder 2018 Population Annual Estimates & 2013-2017 American Community Survey 5-year Estimates for Watauga, Texas. The estimated population of Watauga is now 24,555.

The median age of a Watauga citizen is 33.6 years old. The breakdown of Citizens ages are:

- Under the age of 18 years - 28.2%
- 15 to 19 years - 9.2 %
- 25 to 34 years - 15.1%
- 35 to 44 years - 13.7%
- 45 to 54 years - 14.0%
- 55 to 64 years - 7.1%
- 60 to 64 years - 4.0%
- 65 to 74 years - 5.5%
- 75 to 84 years - 2.5%
- 85 to over - 0.7%

The basic ethnic breakdown of the City of Watauga according to the Census data is:

- White\* - 78.6%
- Asian - 8.2%
- Black - 4.2 %
- Two or more races - 3.2%
- Native American and Alaskan Native - 1.1%
- Native Hawaiian and other Pacific Islander - 0.1%
- Some other race - 4.6%

\*The Hispanic population is combined with the "White" statistics. When broken out of this group it is:

- 19.6% Total of the population.
- 15.6% is listed as Mexican;
- 0.3% Puerto Rican;
- 0.4% Cuban;
- 3.4% as other Hispanic or Latino

The total number of households within the City is 8,125 according to the 2013 – 2017 American Community 5-Year Estimates.

## DRAFT

- Total housing units - 8,125
- Occupied housing units - 7,948
- Vacant housing units - 177
- Homeowner vacancy rate - 0.9
- Rental vacancy rate - 1.9

The Median Household Income is \$68,293. Employment status:

- Population 16 years and over - 18,508
- In labor force - 13,367
- Civilian labor force - 13,355
- Employed - 12,651
- Unemployed - 704
- Armed Forces - 12
- Not in labor forces - 5,141

Commuting to Work:

- Workers 16 years and over - 12,198
- Car, truck, or van – drove alone - 10,457
- Car, truck, or van - carpooled - 1,117
- Public transportation (excluding taxicab) - 101
- Walked - 35
- Other means - 82
- Worked at home - 406
- Mean travel time to work (minutes) - 27.8

Individuals below the poverty level in Watauga are at 9.6% of the population. The Texas state poverty rate (as of September 2018) was 14.7%.

- Total population 5 years and over (English speakers) :
- Age 5 to 17 years estimated at 5,004 22.5%
- Age 18 to 64 years estimated at 15,402 68.0%
- Age 65 years and over estimated at 2,114 9.5%
- Total population 5 years and over (Speak a language other than English at home) :
- Age 5 to 17 years estimated at 925 21.0%
- Age 18 to 64 years estimated at 3,091 70.0%
- Age 65 years and over estimated at 398 9.0%
- Total population 5 years and over (Speak Spanish at home):
- Age 5 to 17 years estimated at 588 22.9%
- Age 18 to 64 years estimated at 1,716 66.7%
- Age 65 years and over estimated at 269 10.5%

## DRAFT

Educational attainment results within the population 25 years or older show the following:

- Less than 9th grade - 5.1%
- 9th to 12th grade, no diploma - 6.2%
- High School graduate or GED - 30.9%
- Some college, no degree - 30.6%
- Associate degree - 8.7%
- Bachelor's degree - 12.9%
- Graduate or Professional degree - 5.6%

The Birdville and Keller Independent School Districts provide elementary and secondary education services within the City. There are four campuses located within the City. **All four are Title 1 schools.** Six elementary schools, four middle schools and four high schools serve Watauga citizens throughout the county.

There are also numerous Colleges, Universities, and training institutes within the region.

- Remington College- Fort Worth (6.1 miles)
- Tarrant County College District- Fort Worth (8.7 miles)
- Texas Wesleyan University- Fort Worth (8.8 miles)
- Westwood College Of Technology- Euless (9.4 miles)
- University Of North Texas-Health Science Center At Fort Worth (10.0 miles)
- JPS Institute For Health Career Development (11.5 miles)
- Texas Christian University- Fort Worth (11.8 miles)
- The University Of Texas- Arlington (12.1 miles)
- DeVry University- Irving (15.0 miles)
- Court Reporting Institute- Wheeler Institute Of Texas at Dallas (21.7 miles)
- University Of Texas Southwestern Medical Center At Dallas (24.4 miles)
- Dallas County Community College District (26.6 miles)
- University Of North Texas- Denton (25.7 miles)
- Texas Woman's University- Denton (26.7 miles)

## **Library Needs Assessment** (Highlight in BLUE)

In FY 2018/2019 the Watauga City Council approved a Library "Needs Assessment" study. The study is to be presented to the City Council before the end of the fiscal year. As part of the "Library Needs Assessment" the Library is conducting a Library Survey. The survey will run till October 1, 2019. Data is being collected at this time.

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## EDGE 2.0

Edge is a management tool that helps libraries align their technology resources to community priorities. Edge guides libraries to set measurable, strategic goals for digital inclusion and to engage government and community leaders in meaningful discussion about technology needs and plans. The Texas State Library has encouraged public libraries in the state to engage in the assessment program. In June 2019 the Watauga Public Library completed the assessment.

## Strategic Priorities/Goals and Objectives for 2020-2025

(The following "Strategic Priorities/Goals and Objectives" for 2020-2025 will be impacted by the data from the Library Needs Assessment & EDGE 2.0.)

### Strategic Priority 1:

Watauga Public Library will be the community gathering place. (2014/2019)

#### Initiatives

- Facilitate community-based programs and events that promote community awareness, cultural interaction, and stimulate community dialogue.
- Programming and services will be inclusive and broad and support everyone in our community, all ages and all cultural and ethnic groups.
- Provide programming that supports the highest level of community involvement with a focus on cultural enrichment and public education programs.
- Expand and create a greater social context around public programming like the One Book/One Community reading event.

#### Actions

- Increase library card holders and users.
- Provide reference assistance to job seekers on local employment options; resume development, and placement consideration.
- Assist parents with information about family development series, social service programs and other community service providers.
- Provide patrons with health or legal related research and assistance with finding related providers and service.
- Provide compelling, entertaining, and educational programs based on the wants and needs of adult patrons.
- Expand all ages of children's and youth programming including:
  - \* More formalized liaisons with schools
  - \* Reading incentive programs
  - \* Special interest clubs

## DRAFT

- \* Youth/Teen book clubs
- \* Assist with programs for troubled youth

### Measurements

- Patrons will experience inviting, comfortable spaces that facilitate lifelong learning and civic engagement.
- Patrons and staff report that the library is a welcoming, comfortable, and safe place.
- Patrons find opportunities to engage in civic and community life at the library or via the library.
- The number of library card holders will increase 2% per year in the next five years, with a goal of 85% of the residents having and using a library card.
- Increase attendance and use by 20% of ongoing services and programming.

### Strategic Priority 2:

Watauga Public Library will provide exceptional customer service to everyone. (2014/2019)

### Initiatives

- Raise the overall quality of existing customer service.
- Patrons learn about library services from a well-informed staff that are proactive in promoting appropriate library resources.
- Provide effective communication that encourages staff participation and help foster a positive work culture.

### Actions

- Increase library card holders and users.
- Make library services easy and convenient to use.
- Patrons find and obtain the library resources they want in the shortest possible time.
- Provide effective and responsive service to the minority groups in the community.
- Staff is given opportunities, time away from work and funding to improve skills and knowledge in all areas of library service.
- Provide a place for everyone to get things done more economically and with greater assistance and services.
- Place an emphasis on relatively low-cost, but highly visible enhancement, including directional signage, more comfortable furniture, carpet replacement, new paint, wall detailing, and shelving.
- Promote the use of the suggestion box for patrons and staff.
- Request additional full-time Youth Librarian, and two permanent-part-time Library Assistant's to cover increased usage.
- Request a part-time Literacy Program Assistant to help maintain and grow the adult ESL program.

### Measurements

- Staffing is adequate to provide exceptional customer service.
- Patrons of all ages report their library experience is exceptional.
- Patrons report that signage and staff assistance make the library and its resources easy to use.

## DRAFT

- The minority groups in the community reports that the library serves their needs in outreach and in materials.
- The Library Director and all managers are evaluated for efforts to promote and expand communication.
- The number of library card holders will increase 2% per year in the next five years, with minority groups included in the stated goal of 85% of the residents having and using a library card.
- Self-Check machines provide 60% of all circulation.
- Wait lists for books are reduced by 20%.

### Strategic Priority 3:

Watauga Public Library will continuously expand and improve public technology needs. Incorporate new and emerging technologies into virtual library services, and make them available anywhere, anytime. (2014/2019)

#### Initiatives

- Continue to increase public access computing resources.
- Significantly expand and increase web presence.
- The Library gathers feedback from the community about its public technology needs.
- Establish the library as a local center of technological advancement.

#### Actions

- Encourage use of Self-Service options for borrowers to provide relief to human resource demands. This includes Self-Check equipment, online registration, fines payment, email notification, and improved searching abilities.
- Enhance support for mobile users in accessing the catalog, website, and collections.
- Conduct technology gatherings to discuss and promote progressive awareness of technological change in the community, highlighting new systems installed in the library.
- Community technology-related questions included in a local government and/or library survey.
- The library conducts community-representative focus groups on the community's technology needs.
- The Library conducts a community-needs assessment for technology resources in languages other than English.
- Provide computer use training classes and web primer to patrons with onsite tutors using volunteer instructors.
- The library conducts surveys to gather feedback about library technology.

#### Measurements

- All library websites are easy to navigate and get positive responses from users.
- Technology is stable and upgraded regularly; city financial support is given for improving technology for staff and the public.
- Wi-Fi usage goes up by 25%.
- Onsite Homework Help Center attendance and research database usage goes up by 25%.
- Self-Check machines provide 60% of all circulation.

## Strategic Priority 4:

Watauga Public Library will proactively seek, expand and maintain collaborations.  
(2014/2019)

### Initiatives

- Work beyond the walls of the library, engaging individuals from other programs and service providers from both similar and dissimilar organizations.

### Actions

- Working in collaboration with the local educational system, share information about the volunteer-staffed after school tutoring assistance program, and online tutoring resources available.
- Promote cultural awareness events that highlight customs, holiday celebrations, food and dress from the world community.
- Increase senior services outreach.
- Form partnerships with institutions and organizations that contribute to the library and community resources.
- Continue contributions to help the needy in the community.
- Collaborate with and support the minority groups in the community, providing job resources, early literacy, English language skills, and citizenship resources.
- Pursue public-private partnerships.
- Align library goals and objectives with Watauga City goals and objectives.

### Measurements

- Projects with positive outcomes are a result of collaborations; these are reported to the community in reports, press releases and on the Internet.
- Public-Private partnerships demonstrate added value to both the library, and the private entity.
- Partnerships and collaborations increase quality and scope.
- Library goals and city goals are aligned in strategic plans.

## Strategic Priority 5:

Watauga Public Library will increase awareness of the Library's resources and services.  
(2014/2019)

### Initiatives

- Market programs and services in every medium, including print, television, Internet, and the Library's bulletin board.

### Actions

- Increase information and ease of use of the library's website.
- Promote the Teen Advisory Board.
- Collaborate with the Friends of the Library.
- Increase and expand visibility and awareness of the Friends of the Library.
- Promote and advertise Wi-Fi in the Library.

## DRAFT

- Better utilize work of mouth for programs and services - particularly virtual sharing of information in blogs, Facebook, etc.
- Promote and advertise:
  - \* Live Homework Help
  - \* Research Databases

### Measurements

- All library websites are easy to navigate and get positive responses from users.
- Importance and value to the community is articulated by community members.
- Patrons report a greater awareness of our services and programs.
- Wi Fi usage goes up by 25%
- Live Homework Help and research database usage goes up by 25%.

### Strategic Priority 6:

Watauga Public Library will train, encourage, reward, and celebrate a knowledgeable and dedicated staff, generous volunteers and vital support organizations. (2014/2019)

### Initiatives

- Create and maintain an atmosphere that recognizes, rewards, and empowers all staff.
- Establish library leadership meetings that address management/library philosophy and feedback.

### Actions

- Improve internal communications and operational policies.
- Staff attends professional conferences, all-day staff training, and individual needs for professional development are encouraged and financially supported whenever possible.
- Focus on improving staff work spaces to make their work easier to accomplish, resulting in increased moral and dedication to service.
- Utilize skilled volunteers who can help the library to grow its services without incurring increased burdens on library staff.

### Measurements

- The library retains staff, volunteers, and members of our support organizations.
- Staff reports their work spaces give them the work area and tools to complete their tasks and assignments.
- Patrons report library staff provide knowledgeable and excellent customer service.
- Recruitment for all types of positions receives plentiful applicants.
- Volunteers increase in both quantity and types of activities they pursue for the library.
- Use celebrations and activities to recognize, encourage, and reward employee, volunteers, and support organizations.

### Strategic Priority 7:

Watauga Public Library will provide the materials and resources the community needs and wants. (2014/2019)

### Initiatives

## DRAFT

- Increase and expand materials in all formats - from magazines to audio books to digital access and offer a significantly broader collection in size and variety.
- Provide special attention to expanded quality of youth and teen collections.

### Actions

- Update collections with emphasis on acquisition of high demand materials and replacement of older and deteriorating materials.
- Provide clear signage to help patrons locate materials that they may now assume the library doesn't own. Invest in more "series" books for kids, including more copies of popular series and more frequent replacement of damaged editions.
- Provide information and referrals on local and state questions.

### Measurements

- Collection increases in number and scope measured by analysis of quantity and use.
- Patrons report they can easily find materials or are assisted when help is needed.
- Wait lists decrease by 20% or more.
- Scarce financial resources for materials are utilized in the most effective manner.

Approved by the Watauga Public Library Board  
Watauga, Texas  
July 17, 2014