



AGENDA
WATAUGA LIBRARY BOARD
REGULAR MEETING
CITY HALL COUNCIL CHAMBER, 7105 WHITLEY ROAD
THURSDAY, JULY 12, 2018
6:00 PM

CALL TO ORDER

CITIZEN'S OPEN FORUM Individuals requesting to speak during Citizen's Open Forum will be required to complete a "REQUEST TO SPEAK FORM" and present it to the Secretary of the Library Board prior to commencement of the meeting. Speakers are limited to three minutes. The purpose of this item is to allow citizens an opportunity to address the Library Board on issues that are not the subject of a public hearing. Items which require a public hearing will allow citizens or visitors to speak at the time that item is introduced on the agenda. No deliberation or comments will be made with regard to citizen comments and no formal action can be taken by the Library Board on items that are not posted on the agenda.

REPORTS FROM STAFF

- 1) Director's Report and update on upcoming events
 - a. WPL Scavenger Hunt Program
 - b. Library Summer 2018 Programs
 - c. Youth Summer 2018 Reading Program
 - d. Ongoing Summer 2018 Library Survey
 - e. Data from ongoing Summer 2018 Library Survey so far
 - f. 2015 2016 Library Survey
 - g. 2015 2016 Library Survey Results

APPROVAL OF MINUTES

- 1) Approval of Regular Meeting Minutes for May 10, 2018

NEW BUSINESS

- 1) Discussion on proposed draft of Watauga Public Long Range Plan 2020 to 2025

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, Zolaina R. Parker, City Secretary for the City of Watauga, do hereby certify that this agenda was posted on the bulletin boards at City Hall, 7105 Whitley Road, Watauga, Texas, on July 9, 2018, before 6:00 p.m., in accordance with Chapter 551 of the Texas Government Code.


Zolaina R. Parker, City Secretary, TRMC





AGENDA MEMORANDUM

DATE: July 3, 2018
TO: Library Board Members
FROM:
SUBJECT: WPL Scavenger Hunt Program

BACKGROUND/INFORMATION:

FINANCIAL IMPLICATIONS:

RECOMMENDATION/ACTION DESIRED:

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

1. WPL Scavenger Hunt Program
2. Example of WPL Scavenger Hunt Program Signs

REVIEWED BY:

Zolaina Parker, City Secretary, TRMC



Name: _____

Phone Number: _____

Summer Reading Scavenger Hunt

June 4th - July 20th, 2018

Visit as many locations as possible, look for the “Libraries Rock” poster, and write down the name of the instrument shown in that location.

You must visit the businesses in person to find the poster. Businesses will not give out the information over the phone.

Fill out this form as completely as you can, and drop it off at the Watauga Public Library Reference Desk, 7109 Whitley Road, by 6:00pm on July 20th.

Forms with the most correct entries will be entered into a drawing for \$100 from the Friends of the Watauga Library. Many other prizes will be awarded.

Center for Home Education _____

Berry Best BBQ _____

Campfire Grill Texas Kitchen _____

Full Circle Riding Academy _____

Betty Jane's Boutique _____

Watauga Community Center _____

Capp Smith Park _____

EECU _____

Kim's Kloset _____

Half Price Books _____

Jersey Mike's _____

Watauga Public Library _____

Healthy Hippie _____

Watauga Animal Hospital _____

Davis Floral Designs _____

My Credit Union _____

Starbucks _____

Rufe Snow Farmer's Market _____

Box 'N Mail _____

Café Sicilia _____

Creative Soul _____

The Chicken Place _____

McDonald's _____

Pioneer Outdoor Power _____

Watauga Animal Services _____

Libraries Rock!



sitar

Watauga Public Library

7109 Whitley Road

(817) 514-5865



Grand Prize

\$100

From the Friends of the
Watauga Public Library.

Many other prizes available!



For more information about the
Libraries Rock Summer Reading

Scavenger Hunt,

please call the

Watauga Public Library
at 817-514-5865.





AGENDA MEMORANDUM

DATE: July 3, 2018
TO: Library Board Members
FROM:
SUBJECT: Library Summer 2018 Programs

BACKGROUND/INFORMATION:

FINANCIAL IMPLICATIONS:

RECOMMENDATION/ACTION DESIRED:

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

1. 1. Library Summer 2018 Programs

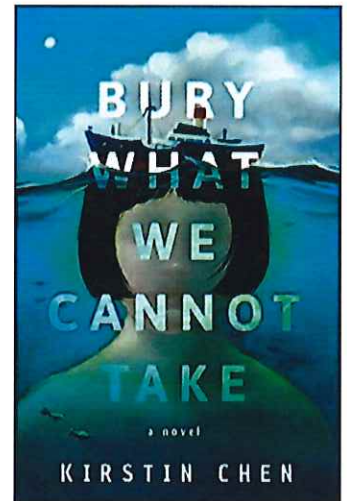
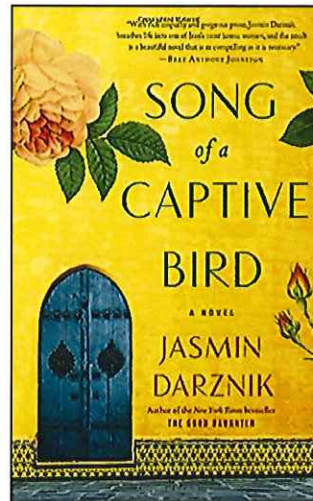
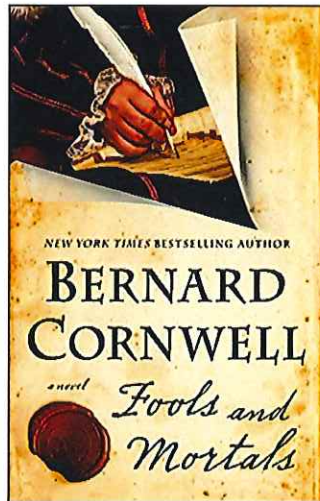
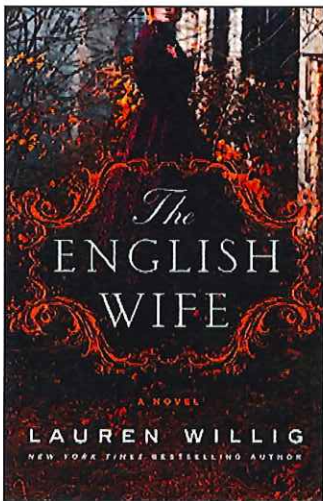
REVIEWED BY:

Zolaina Parker, City Secretary, TRMC

Time Traveler's Book Club

10:00am to 12:00pm

a discussion group for lovers of historical fiction



Friday, May 4th

English Wife by Lauren Willig

Friday, June 1st

Fools and Mortals by Bernard Cornwell

Friday, July 6th

Song of a Captive Bird by Jasmin Darznik

Friday, August 3rd

Bury What We Cannot Take by Kirsten Chen

Titles may be borrowed from the library or purchased from a bookstore.

You may want to reserve a copy in the online library catalog or call the library at 817-514-5865 and have your library card handy to reserve a copy.



Watauga Public Library

7109 Whitley Road

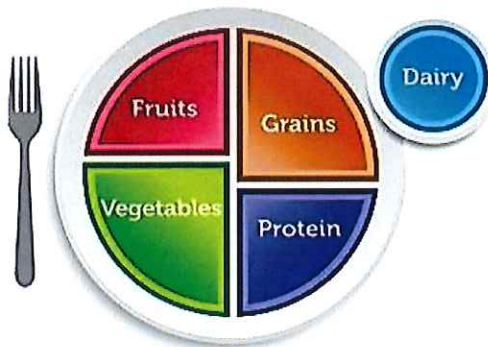
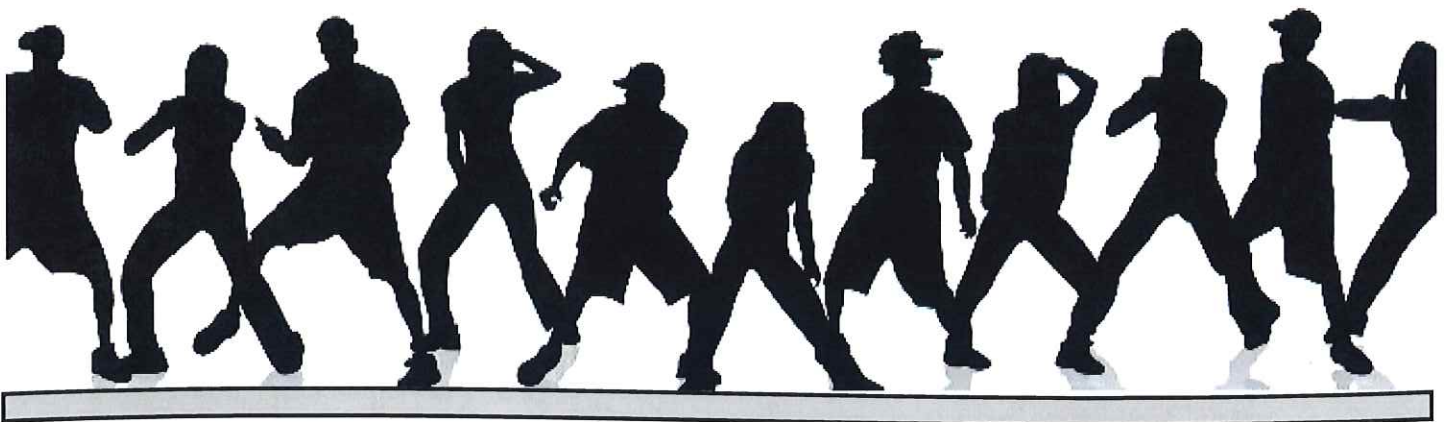
(817) 514-5865

2018

Community Fitness Chat

Thursday, July 5th

12:30pm to 1:30pm



Learn about fitness and nutrition with official Camp Gladiator trainer Hasani Morrow as he motivates you to eat better and exercise.

Hasani will provide an informative presentation and answer all your questions about getting fit.

Everyone is welcome! Free.



Watauga Public Library

7109 Whitley Road

(817) 514-5865

Interested in getting in shape? The Watauga Community Center has a wide variety of classes. Check it out!

<http://www.cowtx.org/1033/Fitness-Programs>

2018

BAD ART NIGHT

Thursday, July 5th

6:00pm to 7:30pm



Join us for an evening of craft, inspiration, and atrocity as we gather to make some truly dreadful art.

We'll provide the supplies, just make sure you leave your talent and good taste at home.

For adults and teens. Families with children are also welcome to attend.



Watauga Public Library

7109 Whitley Road

(817) 514-5865

2018

Heartfulness

Meditation

from 1:00 pm to 2:00 pm on select Saturdays

May 5th

July 7th

May 12th

July 14th

June 2nd

July 28th

June 16th

August 11th

June 23rd

August 18th

June 30th

August 25th



Learn how to combat stress and relax in this hectic world. The Heartfulness meditation technique will teach you how to integrate meditation into daily life.
Call 817-514-5865 for more information or come in and join the group.

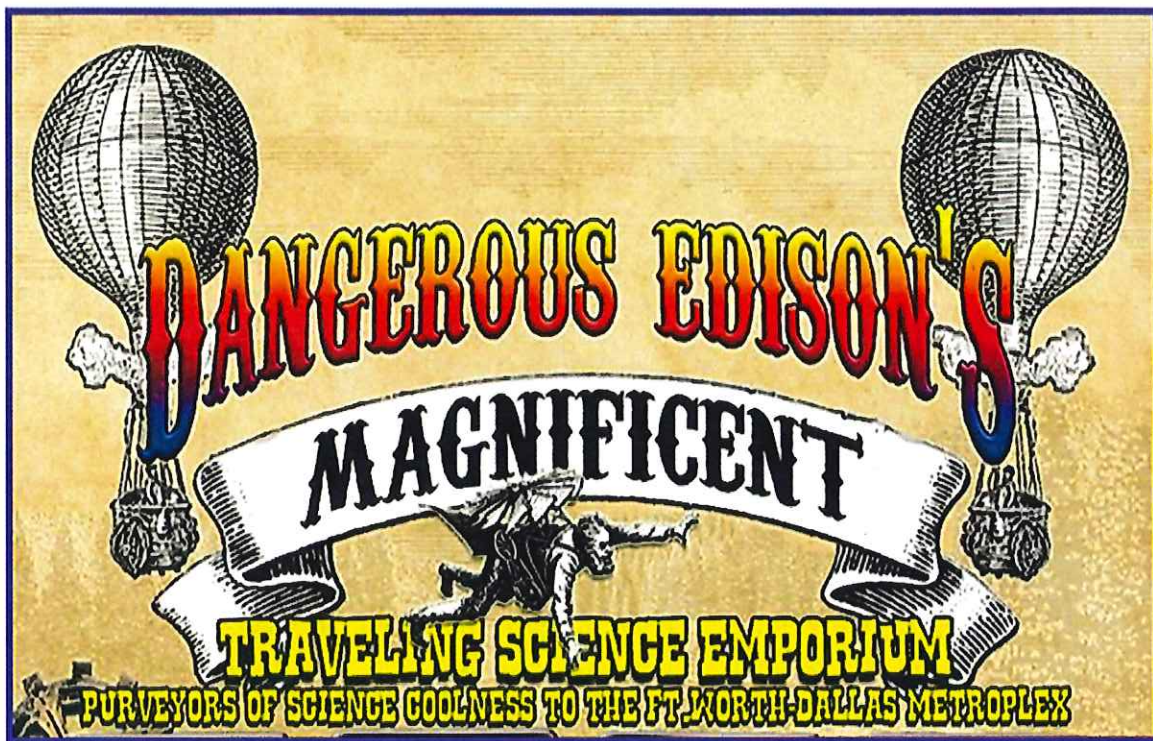


Watauga Public Library

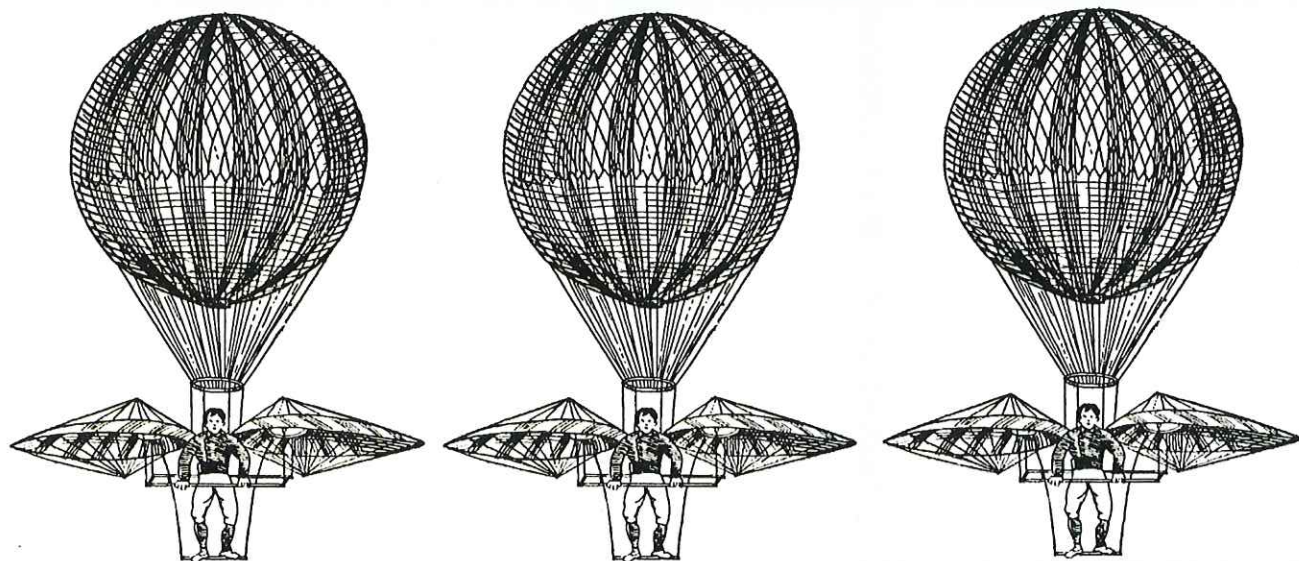
7109 Whitley Road

(817) 514-5865

Tuesday, July 10th 3:00 p.m.



Watauga Public Library



Understanding World War I

Saturday, July 14th
1:00pm to 2:30pm



Credit: PhotoQuest/Getty Images

What motivated each country to join in this global conflict? What were the goals of world leaders as they contemplated joining the fighting? Come find out with local amateur historian Harry Schlitz.

Celebrate the 100th anniversary of the end of World War I.

Everyone welcome. Free!



Watauga Public Library

7109 Whitley Road

(817) 514-5865



BIG VEHICLE DAY

Wednesday, July 18, 10:00am-12:00pm
at Watauga Public Library



Come and check out
these **BIG** vehicles:



Fire Truck
Ambulance
Police Car
Police Motorcycle
BISD School Bus
TCU Frog Truck
Tow Truck
Cabela's Boat
Cat Front End Loader Dim
Cat Motor Grader
Dan Dipert Motor Coach
International Dump Truck
Hydraulic Trailer
Perot Museum Tech Truck
Sweeper
TRWD Watershed Education Trailer
14 Wheeler
Motor Coach
Motor Home
Helicopter
Kona Ice



Engineering Night

Thursday, July 19

5:30-7:30 p.m.

Interactive activities: blocks and
Lego building centers, and hands
on engineering experiences

Robotics Demonstration by KCAL
(Keller Center for
Advanced Learning)



Fall Vegetable Gardening

Thursday, July 19th
6:30pm to 7:30pm



Featuring the
expertise of
Master Gardener
Sue Newhouse



Learn all about what it takes
to grow fall veggies in north Texas!

For all levels of expertise- from beginner to expert!

Be sure to plant in summer to have veggies for fall. Gardening in Texas is different from other parts of the country. Come get tips and tricks to help improve your yield. Sue will give a presentation followed by a question-and-answer session. Everyone welcome! Free.



Watauga Public Library
7109 Whitley Road
Watauga, TX 76148
(817) 514-5865



STAR WARS

Summer Reading Celebration



Saturday, July 21st

12:00pm to 2:30pm

A day of fun for Star Wars fans of all ages!

- ◆ Games and crafts
- ◆ Character appearances and photo ops
- ◆ Prizes
- ◆ Special appearance by



**Please bring non-perishable items for a
food drive benefiting the Community
Enrichment Center***

Costumes are highly encouraged!



Watauga Public Library
7109 Whitley Road
(817) 514-5865

Flutissimo! Flute Choir

Thursday, July 26th

6:30pm to 7:30pm



Enjoy the gorgeous music of Flutissimo! Flute Choir brought to you by the City of Watauga and ArtsNet.

All ages are welcome. Free!



Watauga Public Library

7109 Whitley Road

(817) 514-5865



Art Class for Adults

Thursday, August 2nd
6:00pm to 7:30pm

Acrylic painting

Unleash your creativity with local artist Steve Novy as he guides you through an acrylic painting project.

For adults ages 18 and up.

Call 817-514-5865 to reserve your spot, or stop by the reference desk.

Space is limited. Free!



Watauga Public Library

7109 Whitley Road

(817) 514-5865

BATMAN DAY

SUMMER READING CELEBRATION

Saturday, August 4th
noon to 2:30pm

**Costumes
Encouraged!**

Activities and crafts!
**A day of fun for Batman
fans of all ages!**

SPECIAL GUESTS-

- ♦ **Batman**
- ♦ **and his friends**



**Call 817-514-5865 for more
information.**

WATAUGA
TEXAS

Watauga Public Library
7109 Whitley Road
Watauga, TX 76148
(817) 514-5865



ENGLISH AS A SECOND LANGUAGE

Proporcionado por el Distrito Escolar Independiente de Birdville

**El registro para los estudiantes nuevos es el
Lunes, 20 de Agosto a las 12:15pm**

Las clases son todos los
Lunes, Miercoles, y Viernes
de 12:15pm a 3:15pm
(principiantes y nivel medio)

o

Martes y Jueves
de 12:15pm a 3:15pm
(nivel avanzado)

Clases ESL Gratis

- Para estudiantes mayores de 18 años
- Para todos los niveles de ESL
- Los libros son gratuitos
- En la Biblioteca Pública de Watauga
- No proporcionamos guardería



Watauga Public Library
7109 Whitley Road
(817) 514-5865



ENGLISH AS A SECOND LANGUAGE

Provided by the Birdville Independent School District

New student registration on
Monday, August 20th at 12:15pm

Your classes will be on
Mondays, Wednesdays, and Fridays
from 12:15pm to 3:15pm
(beginner and middle levels)
or
Tuesdays and Thursdays
from 12:15pm to 3:15pm
(advanced level)

Free ESL classes

- For ages 18 and up
- For all levels of ESL student
- Books provided free
- At the Watauga Library
- No childcare available



Watauga Public Library
7109 Whitley Road
(817) 514-5865



AGENDA MEMORANDUM

DATE: July 3, 2018
TO: Library Board Members
FROM:
SUBJECT: Youth Summer 2018 Reading Program

BACKGROUND/INFORMATION:

FINANCIAL IMPLICATIONS:

RECOMMENDATION/ACTION DESIRED:

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

1. 2018 SRC Brochure - Copy

REVIEWED BY:

Zolaina Parker, City Secretary, TRMC



Summer Reading Club Registration

The Summer Reading Club is co-sponsored by the Texas State Library and Archives Commission. It is free and open to Watauga residents and non-residents from 2 to 12 years of age. You may register at the Watauga Public Library beginning Monday, June 4, 2018.

Children must be registered in the Summer Reading Club to participate in weekly programs. All programs are free.

Reading Requirements

All material read to a child or by a child from June 4 - July 21, 2018 will be counted toward the reading goal of 25 or 50 hours.

Reading Logs

No prizes will be awarded after Saturday, July 21 at 4:00 p.m.

Prizes

A fun prize will be awarded for every 5 hours of reading. Prizes are subject to change due to availability.

Reading Milestones

25 Hours: Texas Reading Club Certificate

50 Hours: A new library book will be placed in the library in honor of your summer reading achievement.



For more information,
please contact:
Watauga Public Library
7109 Whitley Road
Watauga, Texas 76148
Youth Desk: 817-514-5866
Website: www.wataugatx.org

Watauga Public Library Summer Reading Club



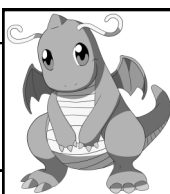
READ ON!

**MONDAY, JUNE 4 THROUGH
SATURDAY, JULY 21, 2018**

Terrific Tuesdays

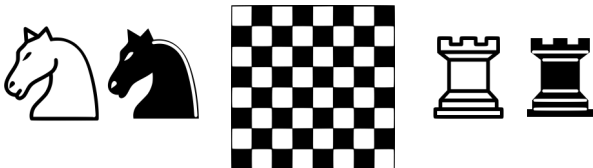
Tuesday, June 12	3:00 p.m.
Trout Fishing in America	
Tuesday, June 19	3:00 p.m.
Mondo Drummers	
Tuesday, June 26	3:00 p.m.
Snake Encounters	
Tuesday, July 3	3:00 p.m.
Wild Things Zoofari	
Tuesday, July 10	3:00 p.m.
Dangerous Edison	
Tuesday, July 17	3:00 p.m.
James Wand, Secret Agent Magic Show	

Pokémon League
Mondays 6:00-7:50 p.m.



Youth Chess Club

Ages 5-18
All skill levels welcome!
Wednesdays 4:30-6:00 p.m.
Watauga Public Library



Wonderful Wednesdays

Wednesday, June 13	3:00 p.m.
Safety Day with Cell Phone Sally & the Watauga Fire Department	
Wednesday, June 20	1:30-4:00 p.m.
Super Hero Day	
Day of the Villain 2:00 & 3:00 p.m. By Chris Espinoza	
Space in these two shows is limited, so we will hand out tickets 30 minutes before each program begins. Make sure to arrive early!	
Super Hero Crafts	1:30-4:00 p.m.

Wednesday, June 27	All Day
Dinosaur Day	
Dinosaur Valley State Park	10:30 a.m.
Jenn Menge, Park Interpreter	3:00 p.m.
Two hour-long programs will be offered at 10:30 a.m. and 3:00 p.m.	
Space in the Dinosaur Dig is limited, so we will hand out tickets 30 minutes before each program begins. Make sure to arrive early!	

Dino Games	11:00-1:00 p.m.
	4:00-5:00 p.m.
Dino Crafts and Tales	All Day

Wednesday, July 11	3:00 p.m.
Puppeteer, Sandy Shrout	

Wednesday, July 18	10:00-Noon
BIG VEHICLE DAY!	

Kona Ice will be here so you can buy
snow cones on this special day!
Parking is available at Harvest Church.



Tremendous Thursdays

Crafts and Evening Programs

Thursday, June 14	3:00 p.m.
Craft: #1 Dad Crowns	
Thursday, June 21	3:00 p.m.
Craft: Super Hero Mask	
Thursday, June 28	3:00 p.m.
Craft: Patriotic Puzzles	
Thursday, July 5	3:00 p.m.
Craft: Color Your Own Placemats	
Thursday, July 12	3:00 p.m.
Craft: All About Me robots	
Thursday, July 19	3:00 p.m.
Craft: Rock Star Guitar Scratch Ornaments	

Pre-Teen Book Club	
Ages 10 – 12	With Taylor Frentz
Thursdays from 2:00 - 3:00 p.m.	
Registration is required for each book discussion. Limit of 15 people per book.	

June 14	<i>A Wrinkle in Time</i> by Madeleine L'Engle
June 28	<i>As Brave As You</i> by Jason Reynolds
July 12	<i>Holes</i> by Louis Sachar
July 26	<i>The Land of Forgotten Girls</i> by Erin Entrada Kelly

TSSI Science Afternoons	
Ages 8 - 12	With Meenal Cascella
Thursdays from 4:00 to 5:00 p.m.	
Hosted by TSSI (Tarrant Student Science Initiative) Groups limited to 15 each. Registration required.	
June 14	Lava Lamps!
June 28	Super Stretchy Slime!
July 12	Make it Rain!
July 26	Homemade Hand-warmers!

Engineering Night	
Thursday, July 19	5:30–7:30 p.m.
Robotics Demonstration by KCAL (Keller Center for Advanced Learning).	
No registration required.	

Fabulous Friday Camps

Registration Required

10:00 - 11:30 a.m.	Ages 8 -10
Friday, June 15	Ballet Camp
Trinity Valley School of Ballet with Kathleen Steiner	
Friday, June 22	Martial Arts Camp
Kim Tang Soo Do Martial Arts with Master Garwood	
Friday, June 29	Cheer Camp
With Puma Cheer	
Friday, July 6	Anime Drawing Camp
With Taylor Amie	
Friday, July 13	Excellence with Etiquette
With Christie Pate Herron, Certified Etiquette Consultant	

Art Class with Mr. Novy

Registration Required

Friday, June 15	4:00 to 5:30 p.m.
Clay Sculptures	5 to 7 years old
Friday, June 22	4:00 to 5:30 p.m.
Painting with Acrylics	8 to 10 years old
Friday, June 29	4:00 to 5:30 p.m.
Painting with Watercolors	11 to 12 years old
Friday, July 6	4:00 to 5:30 p.m.
Clay Sculpture	8 to 10 years old
Friday, July 13	4:00 to 5:30 p.m.
Clay Sculpture	11 to 12 years old

STAR WARS DAY
Saturday, July 21
12:00–2:30 p.m.



AGENDA MEMORANDUM

DATE: July 3, 2018
TO: Library Board Members
FROM:
SUBJECT: Ongoing Summer 2018 Library Survey

BACKGROUND/INFORMATION:

FINANCIAL IMPLICATIONS:

RECOMMENDATION/ACTION DESIRED:

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

1. 3. Ongoing Summer 2018 Library Survey

REVIEWED BY:

Zolaina Parker, City Secretary, TRMC



Library Use and Satisfaction

Watauga Public Library Survey

Please take a moment to answer this anonymous survey about your Library. All questions are optional.

Thank you for participating in our survey. Your feedback is important to us!



Library Use and Satisfaction

Section 1

Please check one answer for the following:

1. Do you have a Library card?

- ☐ Yes
☐ No

2. On average, how often do you visit the Library?

- ☐ Daily
☐ Weekly
☐ Monthly
☐ Less than once a month
☐ Never

3. How would you rate each of the following Library services?

	Excellent	Good	Fair	Poor	N/A
Customer Service	☐	☐	☐	☐	☐
Selection of books, DVDs, music, magazines, newspapers, etc.	☐	☐	☐	☐	☐
Events, classes, storytime, etc.	☐	☐	☐	☐	☐
Online services (website, catalog, downloadable materials, research databases, etc.)	☐	☐	☐	☐	☐
ILL (Inter-library loan), borrowing materials from outside of the MetroPAC Library System	☐	☐	☐	☐	☐
Computers and printer	☐	☐	☐	☐	☐
Internet access	☐	☐	☐	☐	☐
WiFi access	☐	☐	☐	☐	☐
Facilities	☐	☐	☐	☐	☐
Hours of operation	☐	☐	☐	☐	☐
Available meeting or study space	☐	☐	☐	☐	☐

4. How important are each of the following Library services to you?

	Very Important	Important	Somewhat Important	Not Important	N/A
Research assistance from librarians	☐	☐	☐	☐	☐
Adult Classes (genealogy, bridge, fiscal planning, etc.)	☐	☐	☐	☐	☐
Children's Classes (storytime, Family Place Workshops, camps, etc.)	☐	☐	☐	☐	☐
Computers and printer	☐	☐	☐	☐	☐
Help using computers, printer, etc.	☐	☐	☐	☐	☐
Study rooms/reading areas	☐	☐	☐	☐	☐
Community meeting rooms	☐	☐	☐	☐	☐
Internet access	☐	☐	☐	☐	☐
WiFi access	☐	☐	☐	☐	☐
Online services (website, catalog, databases, etc.)	☐	☐	☐	☐	☐
Photocopier/Scanner	☐	☐	☐	☐	☐

5. Please rate how important these Library materials are to you.

	Very Important	Important	Somewhat Important	Not Important	N/A
Borrowing materials (books, DVDs, musics, magazines, etc.)	☐	☐	☐	☐	☐
ILL (interlibrary loan) borrowing items from outside the MetroPAC Library System	☐	☐	☐	☐	☐
Newspapers and magazines	☐	☐	☐	☐	☐
Downloadable items; eBooks, eAudiobooks, and eMagazines	☐	☐	☐	☐	☐

6. How do you typically find out about Library services, classes and events? Please check all that apply.

- ☐ Library Newsletter (printed copy taken from inside the Library)
- ☐ Library Email Newsletter
- ☐ Library Website
- ☐ Social Media (Facebook or Twitter)
- ☐ Signs or Flyers in the Library
- ☐ Library Staff
- ☐ Word of mouth
- ☐ Don't Know/Not Applicable
- ☐ Other (please specify)



Library Use and Satisfaction

Section 2

We value your opinions. Please answer the following questions:

7. When visiting the Library, do you typically shop, dine or frequent other Watauga businesses?

- ☐ Often
- ☐ Sometimes
- ☐ Never

8. What do you value most about the Library?

9. How could the Library or its services be improved, if at all?

10. How does the Library benefit you or the community?

11. What kind of services would you like your Library to provide?

12. What is your zip code?



AGENDA MEMORANDUM

DATE: July 3, 2018
TO: Library Board Members
FROM:
SUBJECT: Data from ongoing Summer 2018 Library Survey so far

BACKGROUND/INFORMATION:

FINANCIAL IMPLICATIONS:

RECOMMENDATION/ACTION DESIRED:

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

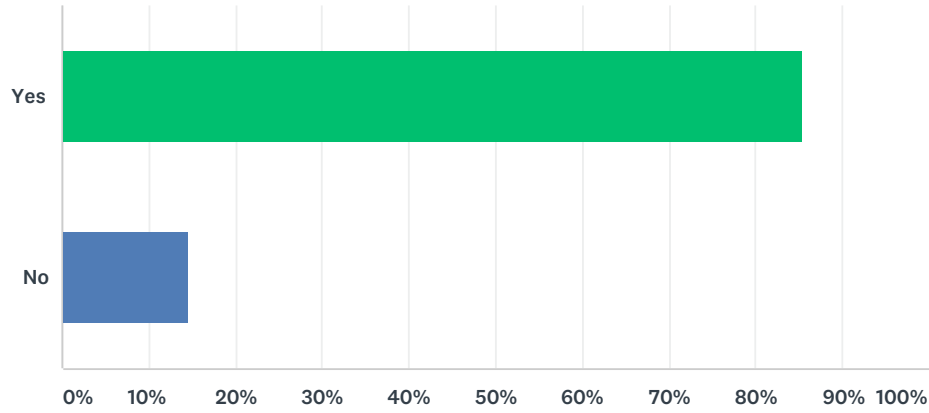
1. 4. Data from ongoing Summer 2018 Library Survey so far
2. Ongoing Library Survey 2018 Responses via Zip Code

REVIEWED BY:

Zolaina Parker, City Secretary, TRMC

Q1 Do you have a Library card?

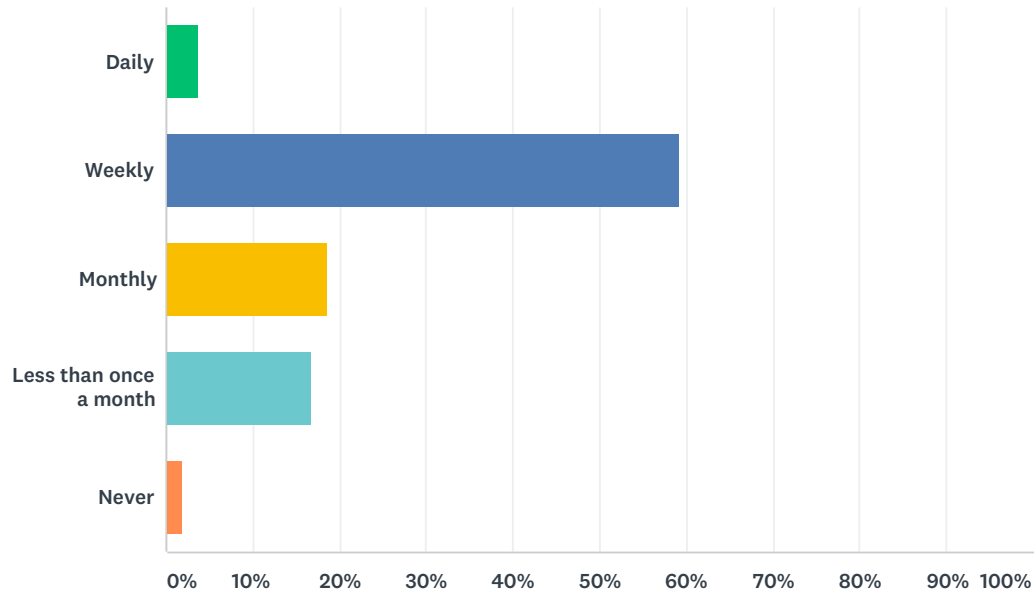
Answered: 55 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	85.45%	47
No	14.55%	8
TOTAL		55

Q2 On average, how often do you visit the Library?

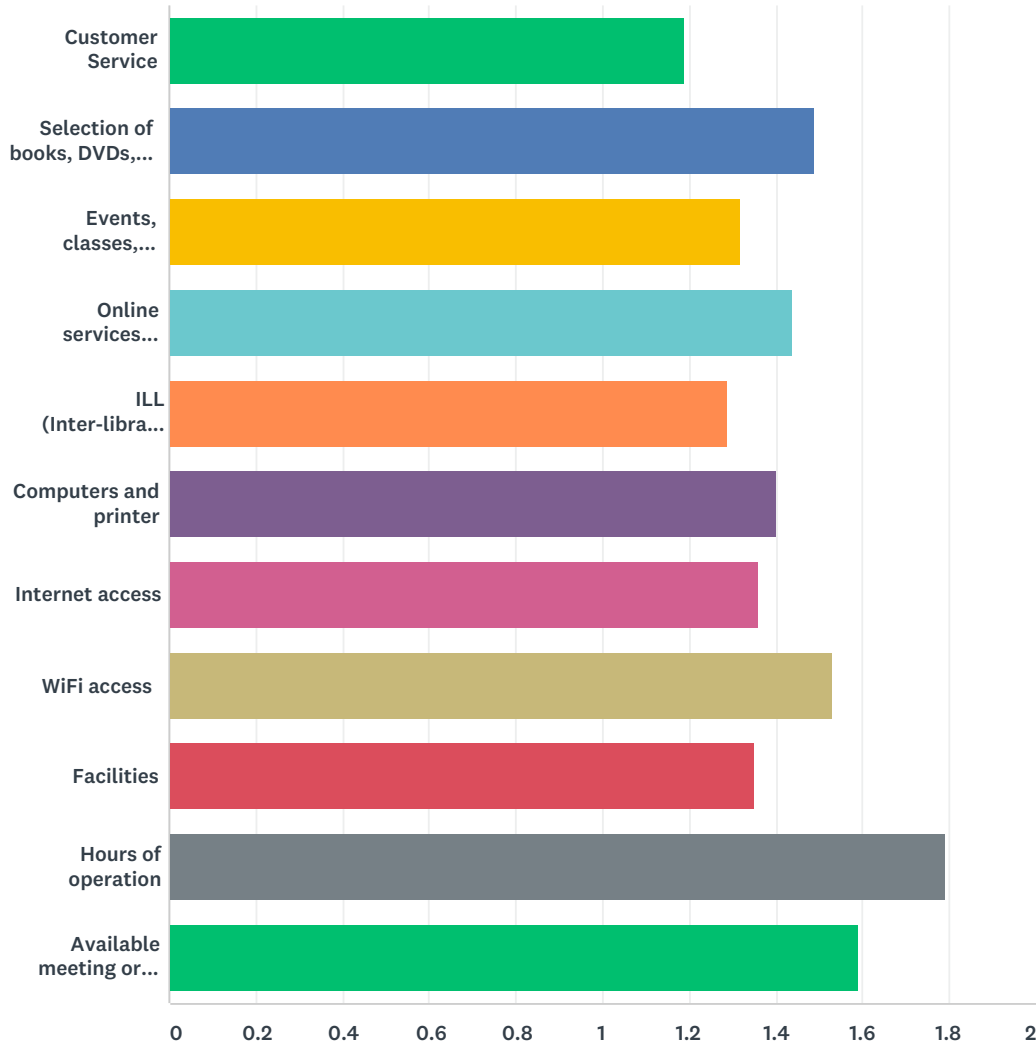
Answered: 54 Skipped: 1



ANSWER CHOICES	RESPONSES	
Daily	3.70%	2
Weekly	59.26%	32
Monthly	18.52%	10
Less than once a month	16.67%	9
Never	1.85%	1
TOTAL		54

Q3 How would you rate each of the following Library services?

Answered: 55 Skipped: 0



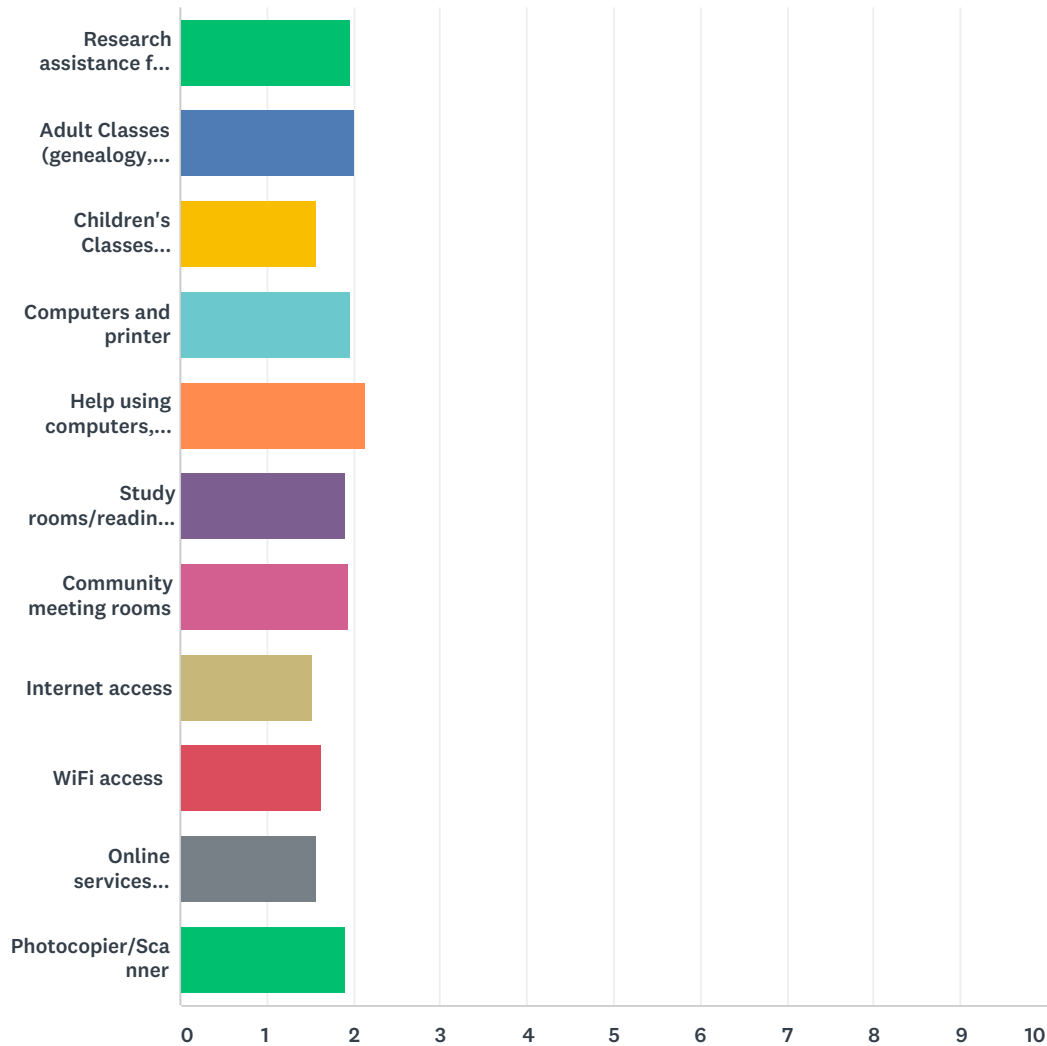
	EXCELLENT	GOOD	FAIR	POOR	N/A	TOTAL	WEIGHTED AVERAGE
Customer Service	86.54% 45	7.69% 4	5.77% 3	0.00% 0	0.00% 0	52	1.19
Selection of books, DVDs, music, magazines, newspapers, etc.	50.91% 28	32.73% 18	5.45% 3	0.00% 0	10.91% 6	55	1.49
Events, classes, storytime, etc.	58.49% 31	22.64% 12	1.89% 1	0.00% 0	16.98% 9	53	1.32
Online services (website, catalog, downloadable materials, research databases, etc.)	46.30% 25	31.48% 17	1.85% 1	0.00% 0	20.37% 11	54	1.44
ILL (Inter-library loan), borrowing materials from outside of the MetrOPAC Library System	41.51% 22	16.98% 9	0.00% 0	0.00% 0	41.51% 22	53	1.29
Computers and printer	43.40% 23	18.87% 10	3.77% 2	0.00% 0	33.96% 18	53	1.40

Library Use and Satisfaction

Internet access	47.17% 25	16.98% 9	3.77% 2	0.00% 0	32.08% 17	53	1.36
WiFi access	37.04% 20	24.07% 13	5.56% 3	0.00% 0	33.33% 18	54	1.53
Facilities	70.91% 39	20.00% 11	7.27% 4	0.00% 0	1.82% 1	55	1.35
Hours of operation	35.19% 19	46.30% 25	14.81% 8	0.00% 0	3.70% 2	54	1.79
Available meeting or study space	33.33% 18	35.19% 19	3.70% 2	0.00% 0	27.78% 15	54	1.59

Q4 How important are each of the following Library services to you?

Answered: 55 Skipped: 0



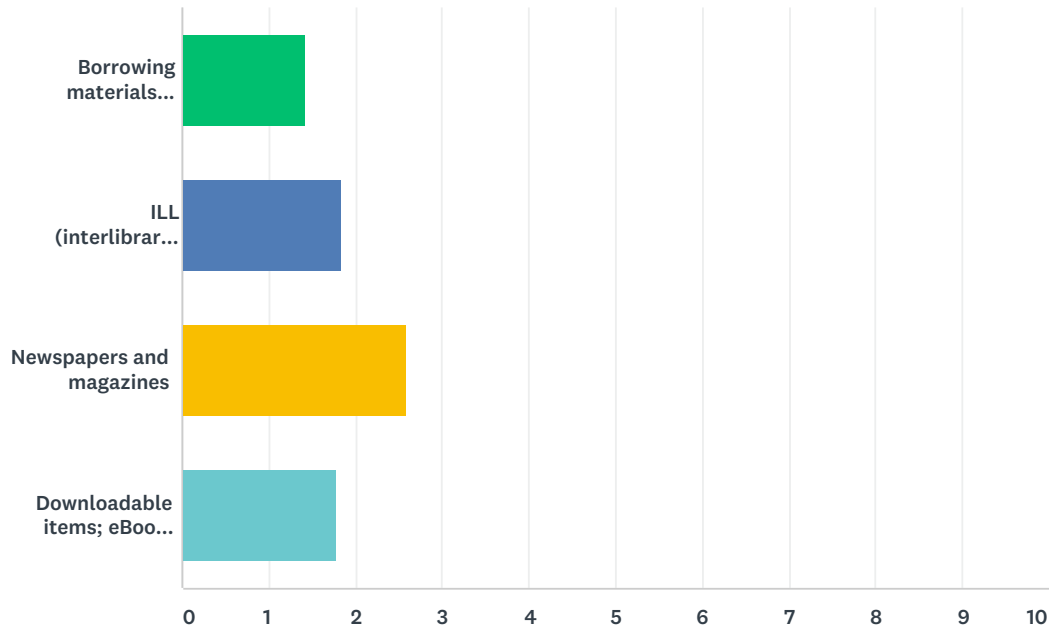
	VERY IMPORTANT	IMPORTANT	SOMEWHAT IMPORTANT	NOT IMPORTANT	N/A	TOTAL	WEIGHTED AVERAGE
Research assistance from librarians	30.19% 16	39.62% 21	11.32% 6	7.55% 4	11.32% 6	53	1.96
Adult Classes (genealogy, bridge, fiscal planning, etc.)	33.96% 18	30.19% 16	15.09% 8	9.43% 5	11.32% 6	53	2.00
Children's Classes (storytime, Family Place Workshops, camps, etc.)	46.15% 24	17.31% 9	9.62% 5	1.92% 1	25.00% 13	52	1.56
Computers and printer	33.33% 18	25.93% 14	18.52% 10	5.56% 3	16.67% 9	54	1.96
Help using computers, printer, etc.	21.15% 11	36.54% 19	13.46% 7	9.62% 5	19.23% 10	52	2.14
Study rooms/reading areas	32.08% 17	30.19% 16	16.98% 9	3.77% 2	16.98% 9	53	1.91

Library Use and Satisfaction

Community meeting rooms	24.53% 13	39.62% 21	13.21% 7	3.77% 2	18.87% 10	53	1.95
Internet access	49.06% 26	26.42% 14	5.66% 3	1.89% 1	16.98% 9	53	1.52
WiFi access	51.85% 28	20.37% 11	14.81% 8	1.85% 1	11.11% 6	54	1.63
Online services (website, catalog, databases, etc.)	55.56% 30	20.37% 11	12.96% 7	1.85% 1	9.26% 5	54	1.57
Photocopier/Scanner	35.85% 19	30.19% 16	9.43% 5	9.43% 5	15.09% 8	53	1.91

Q5 Please rate how important these Library materials are to you.

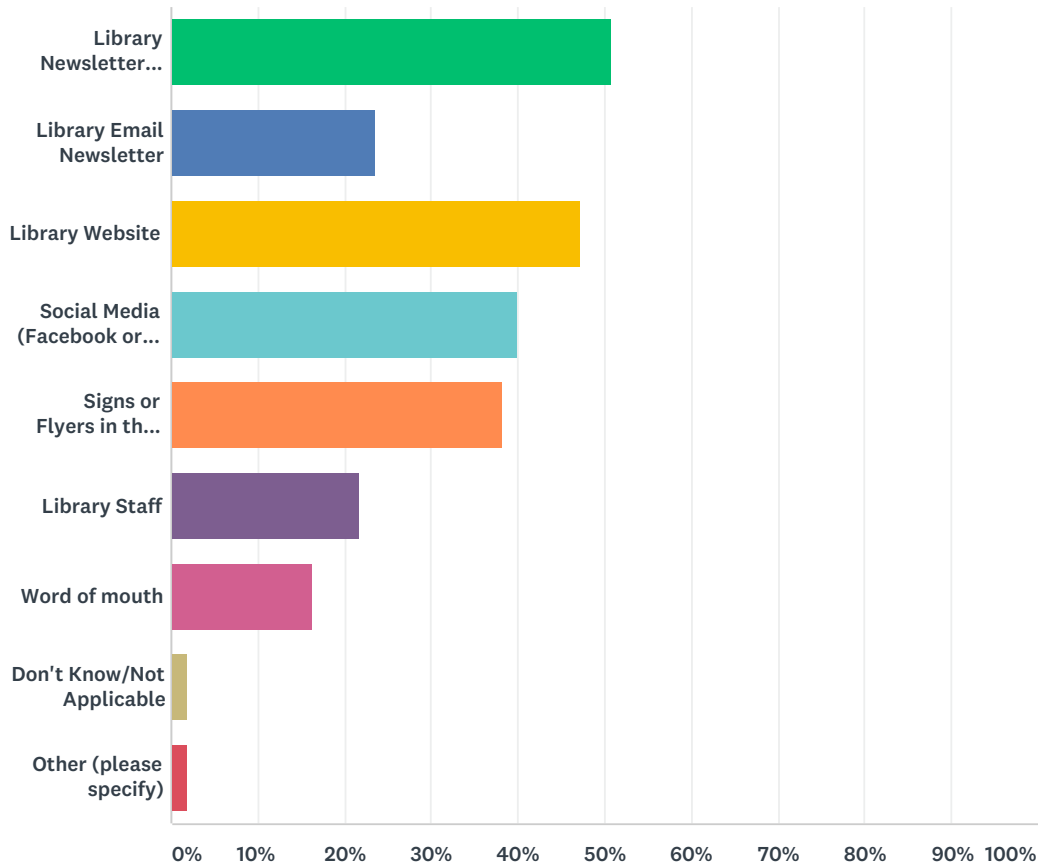
Answered: 55 Skipped: 0



	VERY IMPORTANT	IMPORTANT	SOMEWHAT IMPORTANT	NOT IMPORTANT	N/A	TOTAL	WEIGHTED AVERAGE
Borrowing materials (books, DVDs, musics, magazines, etc.)	69.09% 38	20.00% 11	5.45% 3	3.64% 2	1.82% 1	55	1.43
ILL (interlibrary loan) borrowing items from outside the MetrOPAC Library System	41.51% 22	26.42% 14	9.43% 5	9.43% 5	13.21% 7	53	1.85
Newspapers and magazines	15.09% 8	32.08% 17	20.75% 11	24.53% 13	7.55% 4	53	2.59
Downloadable items; eBooks, eAudiobooks, and eMagazines	44.44% 24	24.07% 13	12.96% 7	5.56% 3	12.96% 7	54	1.77

Q6 How do you typically find out about Library services, classes and events? Please check all that apply.

Answered: 55 Skipped: 0

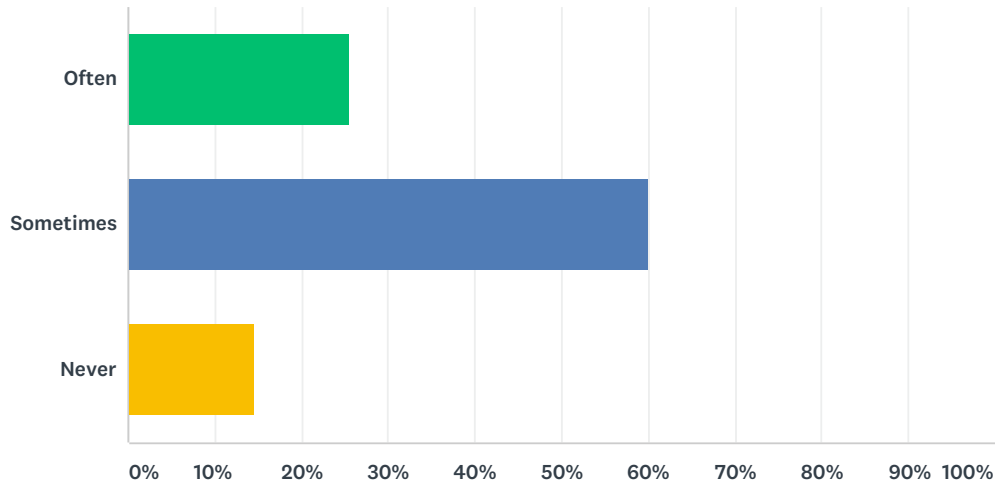


ANSWER CHOICES		RESPONSES	
Library Newsletter (printed copy taken from inside the Library)		50.91%	28
Library Email Newsletter		23.64%	13
Library Website		47.27%	26
Social Media (Facebook or Twitter)		40.00%	22
Signs or Flyers in the Library		38.18%	21
Library Staff		21.82%	12
Word of mouth		16.36%	9
Don't Know/Not Applicable		1.82%	1
Other (please specify)		1.82%	1
Total Respondents: 55			

#	OTHER (PLEASE SPECIFY)	DATE
1	Schools	6/19/2018 6:08 PM

Q7 When visiting the Library, do you typically shop, dine or frequent other Watauga businesses?

Answered: 55 Skipped: 0



ANSWER CHOICES	RESPONSES	
Often	25.45%	14
Sometimes	60.00%	33
Never	14.55%	8
TOTAL		55

Q8 What do you value most about the Library?

Answered: 48 Skipped: 7

#	RESPONSES	DATE
1	Community	7/2/2018 11:24 PM
2	children's events	7/2/2018 9:48 PM
3	It's close and accessible	7/2/2018 12:38 PM
4	Storytime	7/1/2018 9:45 PM
5	audio books and children's books	7/1/2018 3:02 PM
6	the availability of the books	6/29/2018 9:15 PM
7	The service	6/29/2018 2:27 PM
8	Children's events	6/28/2018 10:22 PM
9	The kids area and activities!	6/28/2018 8:47 PM
10	Requesting materials online	6/28/2018 8:05 PM
11	Children's activities	6/28/2018 7:19 PM
12	The Children's program/children's book selection. I drive from the other side of town for the programs!	6/28/2018 1:26 PM
13	The inter-library loan of materials is the resource I use most often.	6/28/2018 1:23 PM
14	Availability of books and services	6/28/2018 12:54 PM
15	the ability to reserve items from the MetroPAC system	6/28/2018 12:31 PM
16	the children's programs	6/28/2018 11:06 AM
17	many printed itemsto check out	6/28/2018 4:29 AM
18	Huge children's selection and engaging children's activities	6/24/2018 10:45 PM
19	Children's programs and materials	6/24/2018 9:41 PM
20	Audio Books, Wonderful staff, The unique free education and entertainment. Clean Restrooms. And probably most of all getting emails showing when the items are due and the ability to access my account on line. bbd and	6/23/2018 11:22 PM
21	Friendly,Courteous and Knowledgeable Staff	6/21/2018 4:17 PM
22	books on hold	6/21/2018 1:42 PM
23	Interesting classes and groups	6/20/2018 9:52 PM
24	Staff	6/19/2018 7:18 PM
25	The people here is the best	6/19/2018 6:18 PM
26	English for professional	6/19/2018 6:15 PM
27	The different programs that they offer	6/19/2018 6:12 PM
28	The classes for adults	6/19/2018 6:10 PM
29	Excellent adult ed classes, story time for kids	6/19/2018 6:06 PM
30	Personnel	6/19/2018 5:57 PM
31	The Library staff & Activities for the kids	6/19/2018 5:53 PM
32	Free quiet space for reading	6/18/2018 6:31 PM
33	The adult GED classes	6/18/2018 6:29 PM

Library Use and Satisfaction

34	cold air / GED class	6/18/2018 6:28 PM
35	Research material, classes and study rooms.	6/18/2018 6:26 PM
36	The ability to reserve my books online.	6/18/2018 6:18 PM
37	The use of the library for classes. Books on tape and movies.	6/18/2018 6:14 PM
38	The versatility.It offers so much for everyone in the community.	6/18/2018 10:18 AM
39	helpful staff	6/17/2018 3:45 PM
40	the friendliness and helpfulness of the circulation staff	6/15/2018 6:06 PM
41	The closeness to my house and the friendly staff	6/15/2018 4:30 PM
42	Friendly staff	6/15/2018 3:30 PM
43	High speed internet/computers	6/15/2018 3:27 PM
44	Help from the library staff	6/15/2018 12:28 PM
45	Inter Library loan	6/15/2018 6:38 AM
46	Books! And story time	6/14/2018 5:20 PM
47	Open to everyone	6/14/2018 2:52 PM
48	Classes and events	6/14/2018 2:11 PM

Q9 How could the Library or its services be improved, if at all?

Answered: 35 Skipped: 20

#	RESPONSES	DATE
1	Hmm. I can't think of anything. 😊	7/2/2018 11:24 PM
2	Opening on Sunday?	7/2/2018 9:48 PM
3	I know this isn't in the cards anytime soon, but the City of Watauga needs a bigger library. We have grown as a city and I can tell the library is bursting at the seams trying to add to its curriculum and keeping up with all it offers.	7/2/2018 12:38 PM
4	n/a	6/29/2018 9:15 PM
5	Like it	6/29/2018 2:27 PM
6	On the childrens events have an appropriate age range listed	6/28/2018 10:22 PM
7	More kids events other than summer time!	6/28/2018 8:47 PM
8	I would love to have full access to all materials on the ILL, although I don't live in Watauga.	6/28/2018 8:05 PM
9	I believe the adult books could use a bigger selection	6/28/2018 7:19 PM
10	It would be nice if the library could be open on Sundays.	6/28/2018 1:23 PM
11	We have an excellent library and staff	6/28/2018 12:54 PM
12	I think it's time to expand again. But the staff is awesome and does a fantastic job with the small amount of space.	6/28/2018 12:31 PM
13	I am a teacher and I wish there were more teacher professional books and audiobooks available	6/24/2018 10:45 PM
14	Working computer in the children's area to look up items in the catalog	6/24/2018 9:41 PM
15	MORE AUDIO BOOKS TARGETED TOWARD OLD, STRAIGHT, WHITE, RETIRED MILITARY FELLAS. I have loved the Watagua library for years and never had a bad experience. I am 60, retired military, and fairly conservative. OK, mabe more than fairly. I understand I am not the 1# target demo but so many Audio books are written by women and are (treading on thin ice here), For women. Or Fantasies/Scifi. I see lots of left wing non fiction and opinion books. Not many the other way. I got my first library card in Cleveland in 64 so I am accustomed to a library being very quiet. I am not saying your library is any louder than anyone elses but kids yelling and running are much more accepted these days. I hope libraries don't turn into child care centers. Education Centers with computers and printers, of course. Child care? Not so much. Public libraries are the best deal in America. And yours has great folks who know and do their jobs and make patrons feel welcome. But PLEASE remember, There are lots members of the community who are NOT liberal and they see the center as a lot further right than most academia/libraries. I have no problem with teaching english as a second language and helping folks become employable. And if NOTHING changes it is still WONDERFUL. You asked HOW I would improve it. But as a old USAF MSgt who has written many inspections up, The is NOTHING wrong with the Watagua Library and I hope they get some great funding so they can buy more AUDIO BOOKS! And since I am a night owl I would love to see you open later more days. da	6/23/2018 11:22 PM
16	Increased hours	6/19/2018 7:18 PM
17	For me, has the best service.	6/19/2018 6:18 PM
18	Helping been part of the community	6/19/2018 6:15 PM
19	Keep the good service like right now	6/19/2018 6:12 PM
20	more funds	6/19/2018 6:06 PM
21	I think everything is great	6/19/2018 5:53 PM
22	N/A	6/18/2018 6:31 PM
23	N/A	6/18/2018 6:28 PM

Library Use and Satisfaction

24	N/A	6/18/2018 6:26 PM
25	I wish it would be open earlier since my kids wake up so early.	6/18/2018 6:18 PM
26	They do a great job!	6/18/2018 6:14 PM
27	I don't see any specific problems. Just keeping up with technology.	6/18/2018 10:18 AM
28	more books on CD	6/15/2018 6:06 PM
29	Don't know	6/15/2018 4:30 PM
30	Fine as is	6/15/2018 3:30 PM
31	Consider 1 Mac computer or lab for one library	6/15/2018 3:27 PM
32	Longer and more frequent library hours- need to hire more staff	6/15/2018 12:28 PM
33	Longer hours	6/15/2018 6:38 AM
34	Na	6/14/2018 5:20 PM
35	I haven't been recently so not sure	6/14/2018 2:52 PM

Q10 How does the Library benefit you or the community?

Answered: 45 Skipped: 10

#	RESPONSES	DATE
1	It is a free open place to the community	7/2/2018 11:24 PM
2	Sharing of knowledge, place to learn something new	7/2/2018 9:48 PM
3	By being available and offering interesting subject matter.	7/2/2018 12:38 PM
4	Lots of awesome kid programs	7/1/2018 9:45 PM
5	I see lots of programs for kids, but I am not in that demographic	7/1/2018 3:02 PM
6	While I don't use the children's programs, I think they are fantastic.	6/29/2018 9:15 PM
7	Knowledge you can receive there	6/29/2018 2:27 PM
8	Fun and free place to visit	6/28/2018 10:22 PM
9	Help kids to play with other community kids!	6/28/2018 8:47 PM
10	My family and I love having the ability to read books without purchase, my children love playing with other children in the play area, and we all love the classes and storytimes provided by the library.	6/28/2018 8:05 PM
11	Enriches my children's life with reading, learning, and fun.	6/28/2018 7:19 PM
12	I love the programs available to all different age groups, especially those getting teens involved with younger kids	6/28/2018 1:26 PM
13	Allows me to access materials for free that I would otherwise have to pay for.	6/28/2018 1:23 PM
14	Provides free access to books, DVDs, etc	6/28/2018 12:54 PM
15	There are so many activities for all kids of people. The teen and children's areas are wonderful. The staff are so outgoing and accommodating. Great for seniors too!	6/28/2018 12:31 PM
16	helps to foster a love of reading and learning	6/28/2018 11:06 AM
17	It's a wonderful resource. My mother takes my son to storytime frequently and I try to also in the summertime. I also love the downloadable audiobooks. I choose the watauga library over surrounding libraries!	6/24/2018 10:45 PM
18	Keeeps my kids reading, so much selection!	6/24/2018 9:41 PM
19	This is a wonderful small town public library with staff that always seem to be having a good day. I think the public library is the best deal in the Country. Free entertainment and edication of your choice in real time. I am fortunate enough to have several computers and printers, etc and a den and no need for many of the services but it is clear those services are going where they need to be going. Let me put it like this. With the tax home rates in Tarrant county going through the roof, I would not vote for a bond or tax increase for ANYTHING. Except the public library. I think they are underfunded. They do so damn much that cannot be quantified in a scorebook. But you would have to be pretty narrow minded not to see the obvious benefit to children of all ages. Even old Air Force guys. nprof country so help the	6/23/2018 11:22 PM
20	close to my house and the park	6/21/2018 1:42 PM
21	Reading is so important at all ages!	6/20/2018 9:52 PM
22	Opportunities to experience things we wouldn't otherwise have access to (events) and materials we wouldn't have access to	6/19/2018 7:18 PM
23	We have access to the books. Event is excellent for children and adults.	6/19/2018 6:18 PM
24	Networking	6/19/2018 6:15 PM
25	Helping all kind of necessities	6/19/2018 6:12 PM

Library Use and Satisfaction

26	Improve my English.	6/19/2018 6:10 PM
27	education	6/19/2018 6:06 PM
28	By giving all the information we need	6/19/2018 5:57 PM
29	Activities for my child, use of the movie DVDs to watch	6/19/2018 5:53 PM
30	The library is very important to me because of the GED classes.	6/18/2018 6:29 PM
31	N/A	6/18/2018 6:28 PM
32	Invaluable material and community growth	6/18/2018 6:26 PM
33	I love that as an adult , I am growing! Love the GED Class!	6/18/2018 6:18 PM
34	Allows me to come to GED classes and check out books	6/18/2018 6:14 PM
35	the library offers free educational and entertainment opportunities for everyone. And a pleasant place to meet other 'Wataugans'.	6/18/2018 10:18 AM
36	classes close to home	6/17/2018 3:45 PM
37	provides resources, children's services, books, books	6/15/2018 6:06 PM
38	It has such a wide range of activities for everyone in the community. Interesting programming for young and old alike.	6/15/2018 4:30 PM
39	Many useful programs	6/15/2018 3:30 PM
40	Jobs/education	6/15/2018 3:27 PM
41	knowledge in this day and age is the most important thing to have-what better place to find than in the library	6/15/2018 12:28 PM
42	Good resource for school projects and research	6/15/2018 6:38 AM
43	Free family activities	6/14/2018 5:20 PM
44	Activities bring people together	6/14/2018 2:52 PM
45	Classes are fun and get kids excited about the library	6/14/2018 2:11 PM

Q11 What kind of services would you like your Library to provide?

Answered: 28 Skipped: 27

#	RESPONSES	DATE
1	Offer more genealogy courses, seminars, etc.	7/2/2018 12:38 PM
2	Doing a great job	7/1/2018 3:02 PM
3	n/a	6/29/2018 9:15 PM
4	Keep up the kids programs	6/28/2018 10:22 PM
5	I am happy overall!	6/28/2018 8:47 PM
6	A makerspace would be amazing.	6/28/2018 8:05 PM
7	I cannot think of anything at the moment that you are not already doing other than being open on Sundays.	6/28/2018 1:23 PM
8	Keep up the good work!	6/28/2018 12:31 PM
9	Audio books for young readers	6/24/2018 9:41 PM
10	Longer hours would be nice. More audio books with MEN...Regular old straight white men. Even men who may have voted for Trump.	6/23/2018 11:22 PM
11	All services are provided that should be as a library.	6/21/2018 4:17 PM
12	Pioneer Woman magazine	6/21/2018 1:42 PM
13	More variety of classes	6/20/2018 9:52 PM
14	More science activities - hands on robotics, circuits, chemistry	6/19/2018 7:18 PM
15	ESL classes afternoon	6/19/2018 6:18 PM
16	Computer lessons. Language classes for children.	6/19/2018 6:10 PM
17	advanced esl classes	6/19/2018 6:06 PM
18	I don't know if they have this service but maybe access to microfilms for old newspapers to look stuff up on.	6/19/2018 5:53 PM
19	N/A	6/18/2018 6:28 PM
20	eResources and audio books	6/18/2018 6:26 PM
21	Couponing classes	6/18/2018 6:18 PM
22	I am already impressed with all the services it provides.	6/18/2018 10:18 AM
23	More adult art classes	6/17/2018 3:45 PM
24	More magazines	6/15/2018 3:30 PM
25	Mac integration	6/15/2018 3:27 PM
26	Longer hours- open 12 hours a day- all week long.	6/15/2018 12:28 PM
27	Notery,	6/15/2018 6:38 AM
28	Events on the weekend or evenings for toddlers. I have a 2 year old grandson that I would like to be able to take him.	6/14/2018 2:52 PM

Q12 What is your zip code?

Answered: 49 Skipped: 6

#	RESPONSES	DATE
1	76148	7/2/2018 11:24 PM
2	76248	7/2/2018 9:48 PM
3	76148	7/2/2018 12:38 PM
4	76148	7/1/2018 9:45 PM
5	76182	7/1/2018 3:02 PM
6	76148	6/29/2018 9:39 PM
7	76137	6/29/2018 9:15 PM
8	76182	6/29/2018 2:27 PM
9	76148	6/28/2018 10:22 PM
10	76137	6/28/2018 8:47 PM
11	76182	6/28/2018 8:05 PM
12	76244	6/28/2018 7:19 PM
13	76148	6/28/2018 1:57 PM
14	76087	6/28/2018 1:26 PM
15	76137	6/28/2018 1:23 PM
16	76148	6/28/2018 12:54 PM
17	76148	6/28/2018 12:53 PM
18	76148	6/28/2018 12:31 PM
19	76244	6/28/2018 11:06 AM
20	76137	6/28/2018 4:29 AM
21	76137	6/24/2018 10:45 PM
22	76244	6/24/2018 9:41 PM
23	76131	6/23/2018 11:22 PM
24	76148 WATAUGA	6/21/2018 4:17 PM
25	76137	6/21/2018 1:42 PM
26	76137	6/20/2018 9:52 PM
27	76148	6/19/2018 7:18 PM
28	76148	6/19/2018 6:18 PM
29	76021	6/19/2018 6:15 PM
30	76244	6/19/2018 6:12 PM
31	76134	6/19/2018 6:10 PM
32	76103	6/19/2018 5:57 PM
33	76148	6/19/2018 5:53 PM
34	76148	6/18/2018 6:29 PM
35	76148	6/18/2018 6:28 PM

Library Use and Satisfaction

36	76137	6/18/2018 6:26 PM
37	76148	6/18/2018 6:18 PM
38	76248	6/18/2018 6:14 PM
39	76148	6/18/2018 10:18 AM
40	76148	6/17/2018 3:45 PM
41	76148	6/15/2018 6:06 PM
42	76148	6/15/2018 4:30 PM
43	76148	6/15/2018 3:30 PM
44	76137	6/15/2018 3:27 PM
45	76148	6/15/2018 12:28 PM
46	76148	6/15/2018 6:38 AM
47	76137	6/14/2018 5:20 PM
48	76148	6/14/2018 2:52 PM
49	76244	6/14/2018 2:11 PM

Delete

Respond

Quick Steps

Move

From: Trina Nosenzo
To: Lana Ewell
Cc:
Subject: FW: Library Survey - More info regarding Zip Codes



Message



Responses as of 07-03-18.pdf (120 KB)

Lana,

Results from 49 respondents to question 12 "What is your zip code?"

City	Zip Code	# of Responses
Bedford	76021	1
Fort Worth	76103	1
Fort Worth	76134	1
Fort Worth	76137	10
Fort Worth "Keller"	76244	5
Keller	76248	2
North Richland Hills	76182	3
Saginaw	76131	1
Watauga	76148	24
Weatherford	76087	1

Thank You,
Trina

Trina M. Nosenzo
Administrative Asst



AGENDA MEMORANDUM

DATE: July 3, 2018
TO: Library Board Members
FROM:
SUBJECT: 2015 2016 Library Survey

BACKGROUND/INFORMATION:

FINANCIAL IMPLICATIONS:

RECOMMENDATION/ACTION DESIRED:

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

1. 5. 2015 2016 Library Survey

REVIEWED BY:

Zolaina Parker, City Secretary, TRMC



Library Use and Satisfaction

Watauga Public Library Survey

Please take a moment to answer this anonymous survey about your Library. All questions are optional.

Thank you for participating in our survey. Your feedback is important to us!



Library Use and Satisfaction

Section 1

Please check one answer for the following:

1. Do you have a Library card?

☐ Yes

☐ No

2. On average, how often do you visit the Library?

☐ Daily

☐ Weekly

☐ Monthly

☐ Less than once a month

☐ Never

3. How would you rate each of the following Library services?

	Excellent	Good	Fair	Poor	N/A
Customer Service	☐	☐	☐	☐	☐
Selection of books, DVDs, music, magazines, newspapers, etc.	☐	☐	☐	☐	☐
Programs (Classes, storytime, etc.)	☐	☐	☐	☐	☐
Online service (website, catalog, research databases, etc.)	☐	☐	☐	☐	☐
ILL (Inter-library loan), borrowing materials from outside of the MetroPAC Library System	☐	☐	☐	☐	☐
Computers and printer	☐	☐	☐	☐	☐
Internet access	☐	☐	☐	☐	☐
WiFi access	☐	☐	☐	☐	☐
Facilities	☐	☐	☐	☐	☐
Hours of operation	☐	☐	☐	☐	☐
Available meeting or study space	☐	☐	☐	☐	☐

4. How important are each of the following Library services to you?

	Very Important	Important	Somewhat Important	Not Important	N/A
Reference (research assistance from librarians)	☐	☐	☐	☐	☐
Adult Programs (genealogy, quilting, performers, etc.)	☐	☐	☐	☐	☐
Children's Programs (storytime, crafts, performers, etc.)	☐	☐	☐	☐	☐
Computers and printer	☐	☐	☐	☐	☐
Help using computers, printer, etc.	☐	☐	☐	☐	☐
Study rooms/reading areas	☐	☐	☐	☐	☐
Community meeting rooms	☐	☐	☐	☐	☐
Internet access	☐	☐	☐	☐	☐
WiFi access	☐	☐	☐	☐	☐
Online services (website, catalog, databases, etc.)	☐	☐	☐	☐	☐
Photocopier/Scanner	☐	☐	☐	☐	☐

5. Please rate how important these Library materials are to you.

	Very Important	Important	Somewhat Important	Not Important	N/A
Borrowing materials (books, DVDs, musics, magazines, etc.)	☐	☐	☐	☐	☐
ILL (interlibrary loan) borrowing items from outside the MetroPAC Library System	☐	☐	☐	☐	☐
Newspapers and magazines	☐	☐	☐	☐	☐
Downloadable items; eBooks, eAudiobooks, and eMagazines	☐	☐	☐	☐	☐

6. How do you typically find out about Library services and programs? Please check all that apply.

- ☐ Library Newsletter (printed copy taken from inside the Library)
- ☐ Library Email Newsletter
- ☐ Library Website
- ☐ Social Media (Facebook or Twitter)
- ☐ Signs or Flyers in the Library
- ☐ Library Staff
- ☐ Word of mouth
- ☐ Don't Know/Not Applicable
- ☐ Other (please specify)



Library Use and Satisfaction

Section 2

We value your opinions. Please answer the following questions:

7. What do you value most about the Library?

8. How could the Library or its services be improved, if at all?

9. How does the Library benefit you or the community?



AGENDA MEMORANDUM

DATE: July 3, 2018
TO: Library Board Members
FROM:
SUBJECT: 2015 2016 Library Survey Results

BACKGROUND/INFORMATION:

FINANCIAL IMPLICATIONS:

RECOMMENDATION/ACTION DESIRED:

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

1. 6. 2015 2016 Library Survey Results

REVIEWED BY:

Zolaina Parker, City Secretary, TRMC
Zolaina Parker, City Secretary, TRMC

How important are each of the following Library services to you?

Answer Options	Very Important	Important	Somewhat Important	Not Important	N/A	Rating Average	Response Count
Reference (research assistance from librarians)	36	36	15	16	5	2.11	108
Adult Programs (genealogy, quilting, performers, etc.)	33	33	21	12	9	2.12	108
Children's Programs (storytime, crafts, performers, etc.)	43	25	15	9	15	1.89	107
Computers and printer	35	29	10	17	16	2.10	107
Help using computers, printer, etc.	30	23	18	19	16	2.29	106
Study rooms/reading areas	23	42	17	17	8	2.28	107
Community meeting rooms	23	42	18	14	11	2.24	108
Internet access	46	23	10	14	14	1.91	107
WiFi access	44	28	9	12	14	1.88	107
Online services (website, catalog, databases, etc.)	58	30	5	6	7	1.59	106
Photocopier/Scanner	33	34	16	15	9	2.13	107
<i>answered question</i>							109
<i>skipped question</i>							1

Please rate how important these Library materials are to you.

Answer Options	Very Important	Important	Somewhat Important	Not Important	N/A	Rating Average	Response Count
Borrowing materials (books, DVDs, musics, magazines, etc.)	77	15	10	2	4	1.39	108
ILL (interlibrary loan) borrowing items from outside the MetrOPAC Library System	53	25	17	6	7	1.76	108
Newspapers and magazines	20	29	33	14	9	2.43	105
Downloadable items; eBooks, eAudiobooks, and eMagazines	42	25	21	10	9	1.99	107
<i>answered question</i>							108
<i>skipped question</i>							2

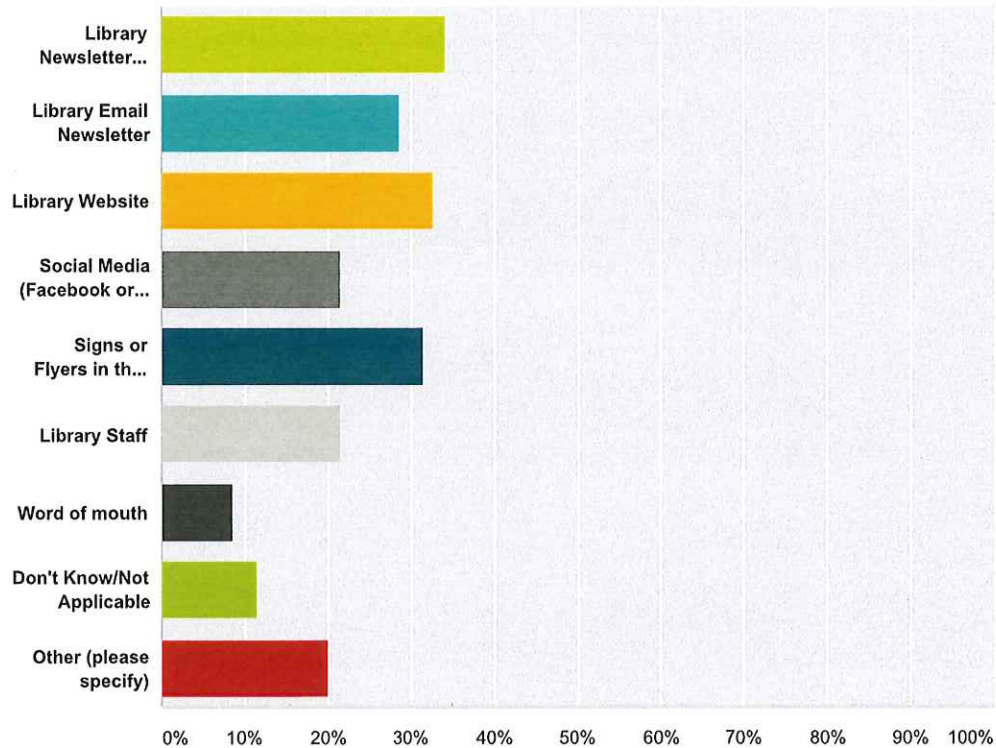
How do you typically find out about Library services and programs? Please check all that apply.

Answer Options	Response Percent	Response Count
Library Newsletter (printed copy taken from inside the Library)	44.4%	48
Library Email Newsletter	23.1%	25
Library Website	36.1%	39
Social Media (Facebook or Twitter)	22.2%	24
Signs or Flyers in the Library	35.2%	38
Library Staff	28.7%	31
Word of mouth	9.3%	10
Don't Know/Not Applicable	8.3%	9
Other (please specify)	16.7%	18
<i>answered question</i>		108
<i>skipped question</i>		2

Library Use and Satisfaction

Q6 How do you typically find out about Library services and programs? Please check all that apply.

Answered: 70 Skipped: 2



Answer Choices	Responses	
Library Newsletter (printed copy taken from inside the Library)	34.29%	24
Library Email Newsletter	28.57%	20
Library Website	32.86%	23
Social Media (Facebook or Twitter)	21.43%	15
Signs or Flyers in the Library	31.43%	22
Library Staff	21.43%	15
Word of mouth	8.57%	6
Don't Know/Not Applicable	11.43%	8
Other (please specify)	20.00%	14
Total Respondents: 70		

#	Other (please specify)	Date
1	Water bill	12/14/2015 9:52 PM
2	Watauga newsletter that comes with utility bill	12/14/2015 9:11 PM

Library Use and Satisfaction

3	Water bill insert	12/14/2015 8:53 PM
4	City of Watauga Newsletter included in Water Bill	12/14/2015 7:23 PM
5	Water bill insert	12/14/2015 6:13 PM
6	City of Watauga newsletter with my utility bill	12/14/2015 4:28 PM
7	City monthly newsletter	12/14/2015 4:27 PM
8	newsletter in water bill	12/14/2015 4:11 PM
9	Bulletin that comes in water bill.	12/14/2015 3:32 PM
10	newsletters in water bill	12/14/2015 3:32 PM
11	Flyer that comes with my water bill from the City of Watauga	12/14/2015 3:28 PM
12	Water bill	12/14/2015 3:28 PM
13	Watauga newsletter	12/14/2015 3:28 PM
14	Watauga City Newsletter	12/12/2015 1:57 PM

Library Use and Satisfaction

Q7 What do you value most about the Library?

Answered: 88 Skipped: 22

#	Responses	Date
1	the computers	2/4/2016 1:39 PM
2	Computers and books	2/4/2016 1:36 PM
3	Selection & quality of media (disks scratched, book condition)	2/4/2016 1:30 PM
4	La atencion a las personas, la internet. Especialmente dos bibliotecarias son muy amables una es rubia & de pelo corto y la otra persona pelo castano y corto son excelentes.	2/4/2016 1:26 PM
5	knowledge	2/4/2016 1:04 PM
6	The Library is Excellent. We love it.	2/4/2016 1:01 PM
7	Tremendously Excellent Environment	2/4/2016 12:57 PM
8	The Staff	2/4/2016 12:53 PM
9	Everything! It's close & the hours. Staff are amazing!	2/4/2016 12:50 PM
10	The friendly and helpful atmosphere.	2/1/2016 11:30 AM
11	The free resources it provides (books, movies, music, etc)	1/24/2016 2:20 PM
12	So many programs for everyone in the family. everyone on staff is helpful and nice	1/22/2016 9:42 AM
13	The service.	1/20/2016 2:01 PM
14	User Friendly	1/13/2016 4:06 PM
15	Safe convenient environment	1/13/2016 12:54 PM
16	The free sharing between libraries.	1/12/2016 8:50 PM
17	the book availability and convience	1/11/2016 11:09 PM
18	staff helpfulness and book/movie selection	1/11/2016 9:25 PM
19	Availability of material. Books, DVDs, materials	1/9/2016 7:46 PM
20	books	1/7/2016 6:40 PM
21	Service	1/7/2016 6:09 PM
22	Dana is very kind to our residents.	1/5/2016 3:46 PM
23	family events and kids leagues.	1/5/2016 2:37 PM
24	Your children's program and children's librarians	1/1/2016 8:33 AM
25	picture books, adult books, DVDs, online catalog	1/1/2016 7:51 AM
26	Storytime	12/31/2015 5:26 PM
27	The resources - so much too discover	12/23/2015 10:01 AM
28	it's user friendly	12/21/2015 6:49 PM
29	open to the public, free, people, books, dvds	12/20/2015 12:28 AM
30	Computer /printouts from email/fax services	12/18/2015 9:16 AM
31	audiobooks	12/17/2015 1:28 AM
32	Borrowing books	12/16/2015 10:13 AM
33	availability of books and hours	12/16/2015 8:18 AM
34	childrens books and educational videos	12/15/2015 8:11 PM

Library Use and Satisfaction

35	Availability to those that need it. Research/job hunting/leisure	12/15/2015 4:55 PM
36	Professional set up and appearance, and friendly helpful staff	12/15/2015 3:17 PM
37	Being able to find the latest new books.	12/15/2015 2:27 PM
38	n/a	12/15/2015 1:29 PM
39	borrowing books and ebooks.	12/15/2015 10:45 AM
40	Outstanding Customer Service	12/15/2015 9:41 AM
41	Youth Department	12/15/2015 9:22 AM
42	It's service to the citizens of Watauga	12/15/2015 8:57 AM
43	Checking out items	12/14/2015 10:21 PM
44	Convince	12/14/2015 9:54 PM
45	Its close and people there are so friendly and helpful!!	12/14/2015 9:20 PM
46	It connects our community through programs and services.	12/14/2015 9:13 PM
47	service	12/14/2015 9:07 PM
48	The books	12/14/2015 8:54 PM
49	The staff	12/14/2015 8:21 PM
50	Quality and knowledgeable staff	12/14/2015 7:24 PM
51	The books	12/14/2015 7:12 PM
52	that is there	12/14/2015 6:14 PM
53	guess it's good for people who need it	12/14/2015 6:06 PM
54	The friendly helpful atmosphere	12/14/2015 5:53 PM
55	The ability to check out books and read them at my leisure.	12/14/2015 5:16 PM
56	knowledgeable and courteous staff	12/14/2015 5:14 PM
57	location	12/14/2015 4:51 PM
58	Location	12/14/2015 4:29 PM
59	Kids activities	12/14/2015 4:27 PM
60	The help I get when i do go there. Very helpful people.	12/14/2015 4:24 PM
61	it is nice and clean and the people are nice	12/14/2015 4:12 PM
62	Reference Books	12/14/2015 4:04 PM
63	The variety of available books and it's great staff	12/14/2015 3:59 PM
64	Quiet place to read/learn and meeting for knitting group	12/14/2015 3:59 PM
65	The help in the children's department, they are always available to help with my kids books and needs.	12/14/2015 3:47 PM
66	The family atmosphere	12/14/2015 3:39 PM
67	access to multiple libraries from one via inter-loan	12/14/2015 3:35 PM
68	The online language lessons	12/14/2015 3:33 PM
69	Option is there to use the library should I need it.	12/14/2015 3:32 PM
70	It's close by and open when I need it to be.	12/14/2015 3:30 PM
71	Na	12/14/2015 3:29 PM
72	books and ebooks	12/14/2015 3:28 PM
73	Friendly & helpful staff	12/14/2015 2:08 PM
74	Access to all materials in Fort Worth Library system.	12/12/2015 1:58 PM
75	Able to Reserve Large print books	12/11/2015 9:49 AM

Library Use and Satisfaction

76	the wide selection of new items and old	12/3/2015 11:42 AM
77	good selection of books for me and my family	11/30/2015 10:08 PM
78	Books and audio books	11/30/2015 8:12 PM
79	Friendly and helpful staff	11/27/2015 2:58 PM
80	Downloading ebooks and magazines.	11/27/2015 12:01 PM
81	Books, typically non-fiction, certainly moral, ethical and worthwhile.	11/21/2015 4:44 PM
82	Atmosphere	11/20/2015 3:46 PM
83	library book loan	11/19/2015 7:39 PM
84	Place for my kids to choose books to read	11/19/2015 3:11 PM
85	Hard working & pleasant staff	11/17/2015 2:48 PM
86	Accessability and friendliness	11/2/2015 11:32 AM
87	childrens department, to help me have kids who love book	10/31/2015 2:07 PM
88	nice staff	10/30/2015 5:46 PM

Library Use and Satisfaction

Q8 How could the Library or its services be improved, if at all?

Answered: 78 Skipped: 32

#	Responses	Date
1	services are excellent. Personnel is friendly and very helpful.	2/4/2016 1:39 PM
2	Make the library open for longer	2/4/2016 1:36 PM
3	N/A	2/4/2016 1:26 PM
4	!Blue Ray Discs!	2/4/2016 1:04 PM
5	To what height you can rise	2/4/2016 12:57 PM
6	Special needs services	2/4/2016 12:53 PM
7	Would love to have a coffee bar.	2/4/2016 12:50 PM
8	Open more hours.	2/1/2016 11:30 AM
9	Better hours	1/24/2016 2:20 PM
10	None	1/22/2016 9:42 AM
11	No, nothing should improve.	1/20/2016 2:01 PM
12	More space and improved collections is always a goal	1/13/2016 4:06 PM
13	More music selection	1/13/2016 12:54 PM
14	No charge for interlibrary loan.	1/12/2016 8:50 PM
15	go back to the old web page this one bites	1/11/2016 11:09 PM
16	n/a	1/11/2016 9:25 PM
17	Keep up the good work.	1/9/2016 7:46 PM
18	more books	1/7/2016 6:40 PM
19	More organized selection by genre and age group, more books available at this library compared to others when i look up a book it more than likely isnt at watauga	1/7/2016 6:09 PM
20	No improvement is needed.	1/5/2016 3:46 PM
21	update the appearance.	1/5/2016 2:37 PM
22	a drive-thru drop-off for returning materials	1/1/2016 7:51 AM
23	The library computer catalog is extremely slow.	12/31/2015 5:26 PM
24	More hours/better hours	12/23/2015 11:25 AM
25	Longer hoirs	12/23/2015 10:01 AM
26	I think we need more space, went to the nutcracker show and it was too crowded. I think more space and maybe a small stage area would be great additions. Also a larger toddler children's area.	12/21/2015 6:49 PM
27	More senior adult education	12/16/2015 7:47 PM
28	more books, ebooks	12/16/2015 8:18 AM
29	website easier to use	12/15/2015 8:11 PM
30	Uncertain	12/15/2015 4:55 PM
31	I have no suggestions- it is a very nice library !!	12/15/2015 2:27 PM
32	n/a	12/15/2015 1:29 PM

Library Use and Satisfaction

33	Watauga has a small selection, and borrowing ebooks from surrounding communities (like NRH, which has a much better selection) is not allowed. I cannot even get a NRH library card anymore because I don't live there. In 1987, when I first moved to Watauga, at least they would let me use the NRH library and have a card there, but that is no longer allowed. Wouldn't be so annoying if the Watauga book selection was better.	12/15/2015 10:45 AM
34	Expand facility	12/15/2015 9:41 AM
35	More space	12/15/2015 9:22 AM
36	Cut your cost's and make non citizens pay for their own services.	12/15/2015 8:57 AM
37	More Saturday hours	12/14/2015 10:21 PM
38	Na	12/14/2015 9:54 PM
39	Public showing of more classic movies.	12/14/2015 9:20 PM
40	Expanded hours	12/14/2015 9:13 PM
41	no suggestions	12/14/2015 9:07 PM
42	Na	12/14/2015 8:54 PM
43	Not a thing	12/14/2015 8:21 PM
44	It's hard to improve on Perfect	12/14/2015 7:24 PM
45	None	12/14/2015 7:12 PM
46	not sure	12/14/2015 6:14 PM
47	none	12/14/2015 6:06 PM
48	More adult activities for couples with no children	12/14/2015 5:53 PM
49	Better weekend hours would be nice. I find I'm often either trying to go too early on Sat morning or too late in the afternoon.	12/14/2015 5:16 PM
50	more aggressive marketing to the community about services and events. have more events.	12/14/2015 5:14 PM
51	none	12/14/2015 4:51 PM
52	More communication on what is available	12/14/2015 4:29 PM
53	N/a	12/14/2015 4:27 PM
54	Don't think it could get any better.	12/14/2015 4:24 PM
55	More hours	12/14/2015 4:04 PM
56	Been coming for nearly 20 years, always great job being done	12/14/2015 3:59 PM
57	Program teaching kids how to use all the library features	12/14/2015 3:59 PM
58	Communication to the public what library can do.	12/14/2015 3:43 PM
59	spread out x-mas activities more so they aren't all at once	12/14/2015 3:35 PM
60	It's fine the way it is	12/14/2015 3:33 PM
61	n/a	12/14/2015 3:32 PM
62	Better e-Reader system	12/14/2015 3:30 PM
63	Na	12/14/2015 3:29 PM
64	none	12/14/2015 3:28 PM
65	Have a drive-thru window for item pickup.	12/14/2015 3:28 PM
66	More money for online services	12/14/2015 2:08 PM
67	Being open more hours would provide wider access, especially on Saturday & Sunday.	12/12/2015 1:58 PM
68	New Book section poor display for elderly people	12/11/2015 9:49 AM
69	Just keep up the good work already doing	12/3/2015 11:42 AM
70	open longer hours	11/30/2015 8:12 PM

Library Use and Satisfaction

71	More current materials in the nonfiction section	11/27/2015 2:58 PM
72	Streaming media, as in movies.	11/27/2015 12:01 PM
73	Don't follow cultural pressure to challenge boundaries of good taste. If my children can find garbage on your shelves, I will no longer trust them to be there.	11/21/2015 4:44 PM
74	expand library catalog, not able to find some authors and books	11/19/2015 7:39 PM
75	The prizes for kids from the summer reading club were not very motivating	11/19/2015 3:11 PM
76	More space, staff and funds for material	11/17/2015 2:48 PM
77	they do great at finding new things like the games	10/31/2015 2:07 PM
78	more selection of books and movies	10/30/2015 5:46 PM

Library Use and Satisfaction

Q9 How does the Library benefit you or the community?

Answered: 81 Skipped: 29

#	Responses	Date
1	I just relocated to Watauga and didn't have a computer at home. So I'm happy to come and use computer here at the Library.	2/4/2016 1:39 PM
2	It benefits me because I can get books at the library	2/4/2016 1:36 PM
3	place for the kid to play & read esp in poor weather	2/4/2016 1:30 PM
4	Free Books, Movies	2/4/2016 1:04 PM
5	Great help here. The customer service of all the employees is excellent.	2/4/2016 1:01 PM
6	No words to define the services, co-operative staff library has. It was an excellent experience here.	2/4/2016 12:57 PM
7	Brings people together	2/4/2016 12:53 PM
8	Classes to learn something new & they're free.	2/4/2016 12:50 PM
9	By giving a place for everyone to get information.	2/1/2016 11:30 AM
10	It welcomes everyone and has something to meet everyone's needs (books, music, movies, puzzles, newspapers, magazines, events)	1/24/2016 2:20 PM
11	being open and available. I love the library.	1/22/2016 9:42 AM
12	It helps me have a place I can go when I need to think.	1/20/2016 2:01 PM
13	It is a great representative of our city.	1/13/2016 4:06 PM
14	Provides resources and stuff	1/13/2016 12:54 PM
15	It is a source of local learning and escape, growth and solitude.	1/12/2016 8:50 PM
16	the more people read the more informed they become	1/11/2016 11:09 PM
17	helps my child have an interest in books	1/11/2016 9:25 PM
18	Availability of books, art and so many other resources.	1/9/2016 7:46 PM
19	it can enrich the community in every way	1/7/2016 6:40 PM
20	Programs activities and books meeting spaces its good	1/7/2016 6:09 PM
21	Gives our residents an opportunity to enjoy the music and the plays that are offered.	1/5/2016 3:46 PM
22	Fun safe place for kids to study and attend events	1/5/2016 2:37 PM
23	I drive past two other libraries just to visit yours for the kids program. You have the best story time and other activities in the area by far	1/1/2016 8:33 AM
24	Resources for me & my classroom in the ISD! Literacy for children & families; activities for families; programming for retirees & special interests	1/1/2016 7:51 AM
25	Teaching my children to love books. I love this library and the staff!	12/31/2015 5:26 PM
26	Opportunities for toddler to explore a world beyond our sphere.	12/23/2015 10:01 AM
27	my kids love to read and the staff is always helpful to them	12/21/2015 6:49 PM
28	free, programs, story time	12/20/2015 12:28 AM
29	Can't afford to buy books and movies	12/16/2015 10:13 AM
30	its an asset for learning, reading and keeping learning alive	12/16/2015 8:18 AM
31	it helps my son with study material and research, and helps me with teaching spanish to my pre k class	12/15/2015 8:11 PM
32	Hopefully it benefits those without access to these materials elsewhere	12/15/2015 4:55 PM

Library Use and Satisfaction

33	Helpful to all ages .	12/15/2015 2:27 PM
34	n/a	12/15/2015 1:29 PM
35	I don't use it much because trying to find the book that I want or navigating the crazy process of borrowing an ebook just got to be too much of a pain.	12/15/2015 10:45 AM
36	I am able to find books for my children easily.	12/15/2015 9:41 AM
37	Early literacy	12/15/2015 9:22 AM
38	It keeps the kids off the streets. I don't think the citizens of Eatauga should be paying for Library services for the residents of other city's, especially a city as big as Fort Worth.	12/15/2015 8:57 AM
39	Haaving all media available. For research. Fax service	12/14/2015 10:21 PM
40	Copier , childrens area	12/14/2015 9:54 PM
41	I love the adult programs that are available. Going gives me the oppurtunity to meet people from the Watauga area.	12/14/2015 9:20 PM
42	Homework Help	12/14/2015 9:13 PM
43	positive meeting place	12/14/2015 9:07 PM
44	Keeps my grandkids reading	12/14/2015 8:54 PM
45	Totally	12/14/2015 8:21 PM
46	Available when I need Library services	12/14/2015 7:24 PM
47	It's a vital part because of the students	12/14/2015 7:12 PM
48	for information for people	12/14/2015 6:14 PM
49	helps out those that do not have access to computers or books	12/14/2015 6:06 PM
50	Brings the community together	12/14/2015 5:53 PM
51	The library is a huge resource for the community. As the digital divide increases between the haves and have nots, a library provides a place to help bridge that gap. On a personal level, I don't always need to buy every book I read. I like that I can check out books and find new authors I may not want to pay \$11 for.	12/14/2015 5:16 PM
52	provides people of all types, access to information that is priceless for all ages. this is a critical and sometimes only positive interaction residents have with their city.	12/14/2015 5:14 PM
53	information	12/14/2015 4:51 PM
54	Hopefully it's good for children rather than getting into trouble?	12/14/2015 4:29 PM
55	My child loves reading so it helps me a lot. There services are great to,, like a fax machine and stuff like that.	12/14/2015 4:24 PM
56	Community learning center	12/14/2015 4:04 PM
57	It has served me for reading material, my kids spent a lot of time, especially for school work there and now I am able to share the joy of reading with my grandchildren with regular visits. Thank you	12/14/2015 3:59 PM
58	Social meet ups, access to books and activities for kids.	12/14/2015 3:59 PM
59	We are a TV free home so our kids love to check out 10 books each and spend time learning and reading.	12/14/2015 3:47 PM
60	My granddaughter has grown up at the library. It has instilled in her the love of reading as well as the arts.	12/14/2015 3:39 PM
61	gives us access to material we enjoy without purchase	12/14/2015 3:35 PM
62	Valuable resources	12/14/2015 3:33 PM
63	n/a	12/14/2015 3:32 PM
64	Provides needed services.	12/14/2015 3:30 PM
65	Valuable resource for those who need it	12/14/2015 3:29 PM
66	books	12/14/2015 3:28 PM
67	Important to provide informational access to all in the community	12/14/2015 2:08 PM
68	good location and space available for extra activities	12/11/2015 9:49 AM
69	Many opportunities for materials and programs, as well as many cultural events	12/3/2015 11:42 AM

Library Use and Satisfaction

70	Provides large selection of reading choices, computer access, assist with computer questions.	11/30/2015 10:08 PM
71	by providing a meeting place and getting to know the area	11/30/2015 8:12 PM
72	Friendly and safe place for people to go	11/27/2015 2:58 PM
73	Fast, easy and no cost way to obtain recreation and research material.	11/27/2015 12:01 PM
74	Worthwhile materials. I can find current, popular junk in any bookstore.	11/21/2015 4:44 PM
75	Providing free knowledge!! Knowledge is power.	11/20/2015 3:46 PM
76	keeps me and my family reading , otherwise would be limited in ability to purchase books	11/19/2015 7:39 PM
77	Place for kids to choose wide variety of books to read	11/19/2015 3:11 PM
78	People listen and help	11/17/2015 2:48 PM
79	Gives me resources and programs	11/2/2015 11:32 AM
80	give children and adults acces to more than they could afford on their own	10/31/2015 2:07 PM
81	lots of family activities	10/30/2015 5:46 PM



AGENDA MEMORANDUM

DATE: July 8, 2018
TO: Library Board Members
FROM: Zolaina Parker, City Secretary, TRMC
SUBJECT: Approval of Regular Meeting Minutes for May 10, 2018

BACKGROUND/INFORMATION:

This item includes the Regular Meeting Minutes from May 10, 2018.

FINANCIAL IMPLICATIONS:

N/A

RECOMMENDATION/ACTION DESIRED:

Approve Minutes Draft as presented.

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

1. Minutes Draft

REVIEWED BY:

Zolaina Parker, City Secretary, TRMC

Final Approval - 07/09/2018

**MINUTES
WATAUGA LIBRARY BOARD
REGULAR MEETING
THURSDAY, MAY 10, 2018
7105 WHITLEY ROAD, WATAUGA, TEXAS 76148
6:00 PM**

CALL TO ORDER

The Library Board convened the Regular Meeting at 6:04 p.m., with the following members present:

Kip Woodruff, Chairperson
Henrietta Egenti, Vice-Chairperson
Carol Coy, Secretary
Sharon Subjeck, Member
David Villafuerte, Member

and

Lana Ewell, Library Director

with

Member Lori Cable, absent with notice.

CITIZEN'S OPEN FORUM

None

REPORTS FROM STAFF

1. Director's Report and update on upcoming events

Lana Ewell, Library Director, provided info on upcoming April Report and events.

APPROVAL OF MINUTES

1. Minutes of Regular Meeting of March 8, 2018

Secretary Coy made a motion to approve the Regular Meeting Minutes of March 8, 2018, as amended. Vice-Chairperson Egenti seconded the motion, which passed unanimously.

UNFINISHED BUSINESS

1. Discussion and possible action on proposed revision of the Watauga Public Library's Material Selection Policy.

Member Subjeck made a motion to approve the revision of the Watauga Public Library's Material Selection Policy. Vice-Chairperson Egenti seconded the motion, which passed unanimously.

ADJOURNMENT

There being no further business, Chairperson Woodruff adjourned the meeting at 6:28 p.m.

APPROVED: this ____ day of _____, ____
SIGNED: this ____ day of _____, ____

APPROVED:

Kip Woodruff, Chairperson

ATTEST:

Carol Coy, Secretary

NOTE: Original Audio and Video Recording of this meeting is preserved and maintained by the City Secretary's Office



AGENDA MEMORANDUM

DATE: July 3, 2018

TO: Library Board Members

FROM: Lana Ewell, Director of Library Services

SUBJECT: Discussion on proposed draft of Watauga Public Long Range Plan 2020 to 2025

BACKGROUND/INFORMATION:

Attached you will find a proposed draft of the Watauga Public Long Range Plan 2020 to 2025 and the current 2014-2019 Plan.

FINANCIAL IMPLICATIONS:

N/A

RECOMMENDATION/ACTION DESIRED:

Review draft and provide feedback/direction.

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

1. Draft Watauga Public Library Long Range Plan 2020 to 2025
2. Watauga Public Library Long Range Plan 2014-2019

REVIEWED BY:

Zolaina Parker, City Secretary, TRMC

Final Approval - 07/09/2018

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Watauga Public Library Long Range Plan 2020 - 2025

Introduction

This long range plan required by the Texas State Library, sets forth goals and objectives for the library's future growth, and service.

Mission Statement

The Watauga Public Library enriches the live 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 best use of all our resources in the delivery of quality library service.

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About the Watauga Public Library

The Watauga Public Library 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.

At the present time the library houses over 99,000 items. For the fiscal year ending September 2013, the Library's door count showed a total of 122,614 visits, and 385,070 items were checked out to users. During this same fiscal year, 1,002 programs were offered to youth and adults, with a program attendance of 23,548 persons. Library programs include toddler and pre-school story times, after-school programs, book discussions and lectures, 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.

About Watauga

Watauga occupies a 4.1 square mile 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.

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.

Based on the United States Census Bureau American Fact Finder 2008-2012 American

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Community Survey, and the North Texas Council of Government updates, the estimated population of Watauga is now 24,044.

The median age of a Watauga citizen is 33.5 years old. The breakdown of Citizens ages are:

- 25 to 34 years - 14.4%
- 35 to 44 years - 13.8%
- 45 to 54 years - 13.5%
- Under the age of 25 years - 37.5%
- 55 to 64 years - 10.3%
- 65 and up - 10.4%

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

- White* - 74%
- Asian - 3.9%
- Black - 11.8%
- Two or more races - 2.2%
- Native American and Alaskan Native - 0.5%
- Native Hawaiian and other Pacific Islander - 0.1%
- Some other race - 7.5%

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

- 37.6% of the population.
- 33% is listed as Mexican;
- 0.5% Puerto Rican;
- 0.2% Cuban;
- 3.9% as other Hispanic or Latino

The total number of households within the City is 7,872. Family households were estimated at 6,171, of which 3,245 had children less than 18 years of age. Nonfamily household's numbered 1,701.

- Total housing units - 8,251
- Occupied housing units - 7,872
- Vacant housing units - 379

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

- Less than 9th grade - 3.5%
- 9th to 12th grade, no diploma - 10.4%
- High School graduate or GED - 30.9%
- Some college, no degree - 32.2%

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- Associate degree - 8.1%
- Bachelor's degree - 11.6%
- Graduate or Professional degree - 3.2%

The Birdville and Keller Independent School Districts provide elementary and secondary education services within the City. There are four campuses located within the City. 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)
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- 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)

Watauga's pro-business environment and its membership in numerous regional and state economic development organizations, provide the assistance needed in bringing business and industry to the area. The City has a bustling business environment of over 300 small, medium and large firms providing a diverse group of goods and services to its citizens.

Strategic Priority 1:

Watauga Public Library will be the community gathering place.

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.

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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
 - * 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.

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.

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- 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.
- 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.

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.

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- 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.

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:

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Watauga Public Library will increase awareness of the Library's resources and services.

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.
- Better utilize word 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.

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.

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- 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.

Initiatives

- 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

Watauga Public Library Long Range Plan 2014 - 2019

Introduction

This long range plan required by the Texas State Library, sets forth goals and objectives for the library's future growth, and service.

Mission Statement

The Watauga Public Library is committed to enriching the community through full access to informational, educational, cultural, recreational, and lifelong learning materials in a variety of formats. The Library anticipates and responds to the library needs of the community and offers a variety of programs and services in a professional, efficient, caring, and friendly manner.

Vision

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

People of all ages and ethnic groups will:

- Have access to educational, cultural, and recreational resources to enhance their employment outlook, lifelong learning, and personal growth opportunities;
- Have reading, viewing, and listening materials and programs that stimulate their thinking and enhance their knowledge of the world;
- Discover the joy of reading and develop a love of learning;
- Enjoy access to cutting edge technology and electronic information resources and develop technological, information seeking, and information evaluation skills needed in an increasingly complex world;
- Think of the Watauga Public Library as a focal point of community life that connects and unites the people of the entire region.

The Watauga Public Library enriches the community by sparking a love of learning in its youth and nourishing that love in its adult citizens.

About the Watauga Public Library

The Watauga Public Library 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.

At the present time the library houses over 99,000 items. For the fiscal year ending September 2013, the Library's door count showed a total of 122,614 visits, and 385,070 items were checked out to users. During this same fiscal year, 1,002 programs were offered to youth and adults, with a program attendance of 23,548 persons. Library programs

include toddler and pre-school story times, after-school programs, book discussions and lectures, 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.

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Based on the United States Census Bureau American Fact Finder 2008-2012 American Community Survey, and the North Texas Council of Government updates, the estimated population of Watauga is now 24,044.

The median age of a Watauga citizen is 33.5 years old. The breakdown of Citizens ages are:

- | | |
|-----------------------------|---------|
| • 25 to 34 years | - 14.4% |
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- | | |
|--|---------|
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- | | |
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| • Occupied housing units | - 7,872 |
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- | | |
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Strategic Priority 1:

Watauga Public Library will be the community gathering place.

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 services.
- 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
 - 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.

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 enhancements, 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.
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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.
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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.

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.
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- 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.
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- 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.

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.

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.
- Better utilize word 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.

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 morale 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.

Initiatives

- 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 07/17/2014