



AGENDA
WATAUGA LIBRARY BOARD
REGULAR MEETING
CITY HALL COUNCIL CHAMBER, 7105 WHITLEY ROAD
THURSDAY, JANUARY 10, 2019
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. Library Director's Report
Lana Ewell, Director of Library Services

APPROVAL OF MINUTES

1. Approval of Regular Meeting Minutes for September 13, 2018

NEW BUSINESS

1. Discussion of 2018 Library Survey results
2. Discussion of Overdue Fines issue
3. Discussion on Long Range Plan Report

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 January 7, 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: December 22, 2018
TO: Library Board Members
FROM: Lana Ewell, Director of Library Services
SUBJECT: Library Director's Report

BACKGROUND/INFORMATION:

Summary of the Library activities during October and November 2018. Also a list of some upcoming events in January and February 2019.

FINANCIAL IMPLICATIONS:

NA.

RECOMMENDATION/ACTION DESIRED:

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

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

1. 1. Library Report October 2018
2. 1. Library CARES October 2018
3. 2. Library CARES November 2018
4. 2. Library Report November 2018
5. Upcoming Library Events 2019

REVIEWED BY:

Zolaina Parker, City Secretary, TRMC

New -

WATAUGA PUBLIC LIBRARY-REPORT SUMMARY
Monthly Report - October, 2018

DEPARTMENT TOTALS	Current Month	This Month Last Year	Year to Date 2018-19	Year to Date 2017-18
Circulation Total	24,563	23,865	24,563	23,865
Total in Collection	N/A	N/A	118,735	115,284
Programs	183	143	183	143
Program Attendance	2,809	3,044	2,809	3,044
Cards Issued	160	126	160	126
Library Visits	10,125	9,692	10,125	9,692
Notary Service	32	21	32	21
Reference & Directional Transactions	1,898	1,817	1,898	1,817
Study Room Usage (hours)	523	774	523	774
Volunteer Hours	392	524	392	524
Webpage Views	1998	1991	1998	1991
CIRCULATION SERVICES	Current Month	This Month Last Year	Year to Date 2018-19	Year to Date 2017-18
Adult Books	3,018	3,044	3,018	3,044
Youth Books	12,677	11,625	12,677	11,625
Adult Books on CD	359	461	359	461
Youth Books on CD	150	185	150	185
Adult DVDs	2,379	2,561	2,379	2,561
Youth DVDs	2,447	2,700	2,447	2,700
Adult Kits	93	90	93	90
Youth Kits	239	129	239	129
Music CDs	230	223	230	223
Periodicals	150	222	150	222
eBooks	306	223	306	223
eAudiobooks	234	199	234	199
eMagazines	41	18	41	18
MetrOPAC Materials	2,240	2,185	2,240	2,185
TOTAL CIRCULATION	24,563	23,865	24,563	23,865
Renewals	9,415	8,956	9,415	8,956
Requested Items Processed	1,938	1,763	1,938	1,763
Interlibrary Loan Requests (TexShare)	24	26	24	26
Self-Check Out Transactions	1,059	1,043	1,059	1,043
Self-Check Out-Items Checked Out	5,102	5,002	5,102	5,002
Revenue Collected	\$ 1,956.51	\$ 2,214.83	\$ 1,956.51	\$ 2,214.83
ADULT SERVICES	Current Month	This Month Last Year	Year to Date 2018-19	Year to Date 2017-18
Number of Programs	120	76	120	76
Program Attendance	1,182	1,451	1,182	1,451
Volunteer Hours	256	442	256	442
Internet Users	1,204	1,365	1,204	1,365
YOUTH SERVICES	Current Month	This Month Last Year	Year to Date 2018-19	Year to Date 2017-18
Number of Programs	63	67	63	67
Program Attendance	1,627	1,593	1,627	1,593
School Visits	3	1	3	1
Volunteer Hours	136	82	136	82
Youth Computer Users	1,138	906	1,138	906
TECHNICAL SERVICES	Current Month	This Month Last Year	Year to Date 2018-19	Year to Date 2017-18
Material Items Received	792	532	792	532
Materials Added	526	703	526	703
Materials Withdrawn	260	254	260	254

• **The Library receive the following written comments and requests in October 2018**

Written comments:

- A. "I would like to see more books on the topic of Leadership. Thanks!"
- B. "More color stations for kids to craft."

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

- A. Community Fitness Chat—Camp Gladiator trainer Hasani Morrow led a small group in the basics of exercising for good health.
- B. Nutrition Class—Jayne Bell, a nutritional health coach from Natural Grocers provided a presentation called How Your Body Really Works. We are excited to offer health and wellness programs at the library.
- C. Plant Exchange— On Saturday October 6th the library hosted a plant exchange for the fall gardening season.
- D. Death and Jane Austen— Dr. Cheryl Kinney, a recognized Dallas gynecologist and member of the Jane Austen Society of North America, provided an excellent presentation about healthcare in the late 18th and early 19th century in England.
- E. Bad Art Night— This has become a library tradition. Adults enjoy coming together, being creative, and expressing themselves.
- F. AARP Ride Sharing Apps— Staff members with the AARP provided two presentations for seniors about ride-sharing apps. The goal was to provide a way for seniors to have 24-hour access to transportation and to help them overcome the intimidation factor inherent in ridesharing services.
- G. Franken crafts — In honor of the 200th anniversary of the publication of Mary Shelley's Frankenstein, the library hosted a craft night for all ages. We had coloring and scratch masks for kids and magnets for adults and teens.
- H. Frankenstein Book Club — In honor of the 200th anniversary of the publication of Mary Shelley's Frankenstein, the library held a book club to discuss the world-famous novel.
- I. Panda Express Fundraiser — The Friends of the Library held a fundraiser at Panda Express on Tuesday, October 23rd and raised approximately \$266.
- J. The Adult Services Librarian attended the monthly Sertoma meeting.

• **Digital Inclusion/ Economic Development**

- A. 28 one-on-one short sessions of staff assistance (2 to 10 minutes of time).
- B. 3 impromptu computer classes (when staff spends over 30 minutes to help a patron).
- C. 0 volunteer run computer classes.
- D. 93 instances of PC Help required by Help Desk.
- E. One Library Story time outreach to local Watauga business. 49 attended.

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

- A. 20 in-house story times were conducted (859 attended) in October.
- B. A double series of Family Place Workshops were held on the Fridays in October. 8 sessions with a total of 148 attending.
- C. Hermes, Reading Therapy Dog, had 5 in-house sessions (47 attended).

• **Education/ Lifelong Learning**

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

12 classes, 144 students, 451.75 hours.

- B. BISD/ESL classes — We are delighted to continue the partnership with BISD during the 2018-2019 school year!

BISD ESL basic (M/W/F): 257 (12 classes)
BISD ESL intermediate (M/W/F): 106 (12 classes)
BISD ESL Citizenship (F): 57 (3 classes)
BISD ESL for Professionals (T/Th): 43 (8 classes)
BISD ESL Advanced: 166 (8 classes)

- C. Volunteer ESL Activity:

ESL Reading/Writing/Speaking: 70 (4 classes)
Ventures attendance: 31 (10 classes)
Laubach attendance: 10 (10 classes)
Advanced Reading: 0 (0 classes)
Conversation Club: 58 (4 classes)

• **The Library receive the following written comments and requests in November 2018**

Written comments:

A. "More Irene Hannon."

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

A. Veteran's Day Lecture — Local amateur historian Harry Schlitz provided another presentation for history buffs. This presentation was in honor of the 100th anniversary of the end of World War I. Harry addressed the effects of the end of World War I on everyday people and the ruling classes and how the overthrow of well-established European dynasties changed the world.

B. Author Appearance — We were thrilled to host Marjorie Herrera Lewis. Her new book, *When the Men Were Gone*, published by HarperCollins Publishers tells the story of Tylene Wilson a woman who surprises everyone as she breaks with tradition to become the first female high school football coach in Texas. Not only was her book a highly enjoyable read, she also gave a fascinating presentation.

C. Civil War Medicine — During the Civil War over 10 million medical cases and 750,000 deaths would transform not only how the country went about its business but also how the military would care for soldiers. There was a shortage of qualified doctors, and amputations were the life-saving procedures performed three out of every four surgeries. Cynthia Loveless Harriman, Executive Director of the Texas Civil War Museum, provided a fascinating journey into the history of Civil War medical practices.

D. Food Drive — The library's annual Thanksgiving food drive sponsored by the Friends of the Library and benefitting the Community Enrichment Center was held during the month of November. By the end of the drive we collected to about 12 large boxes full of food!

E. SculptureWorks — David Wiegand the owner of SculptureWorks, installed a large collection of bronze sculptures in the library beginning this month and continuing through December. Patrons of all ages have enjoyed viewing these sculptures created by professional artists.

F. Kelly Hancock's Office — A representative from Texas State Senator Kelly Hancock's office held office hours at the library to hear the concerns of constituents. Unfortunately, they only gave me the date a couple of days before the office hours. No one attended.

• **Digital Inclusion/ Economic Development**

- A. 19 one-on-one short sessions of staff assistance (2 to 10 minutes of time).
- B. 3 impromptu computer classes (when staff spends over 30 minutes to help a patron).
- C. 0 volunteer run computer classes.
- D. 69 instances of PC Help required by Help Desk.
- E. One Library Story time outreach to local Watauga business. 25 attended.

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

- A. 16 in-house story times were conducted (628 attended) in November.
- B. One double series of the Family Place Workshops was held on the Friday, November 2, 2018 with 28 attending.
- C. Hermes, Reading Therapy Dog, had 4 in-house sessions (37 attended).
- D. Homework Help held 4 sessions with a total of 23 students attending.
- E. Two school visits had a total of 104 students attending.

• **Education/ Lifelong Learning**

- A. GED class — Our partnership with the Fort Worth Independent School District is an important asset to the community. All classes are free, and the library provides the space. The teacher has been delayed in reporting the statistics. Therefore, the numbers for November will be reported next month.
- B. BISD/ESL classes — We are delighted to continue the partnership with BISD during the 2018-2019 school year!

BISD ESL basic (M/W/F): 169 students (9 classes)
BISD ESL intermediate (M/W/F): 68 students (9 classes)
BISD ESL Citizenship (F): 36 students (3 classes)
BISD ESL for Professionals (T/Th): 61 students (7 classes)
BISD ESL Advanced: 128 students (7 classes)

- C. Volunteer ESL Activity:

ESL Reading/Writing/Speaking: 44 students (3 classes)
Ventures attendance: 28 students (8 classes)
Laubach attendance: 9 students (9 classes)
Advanced Reading: 0 (0 classes)
Conversation Club: 71 students (4 classes)

WATAUGA PUBLIC LIBRARY-REPORT SUMMARY
Monthly Report - November, 2018

DEPARTMENT TOTALS	Current Month	This Month Last Year	Year to Date 2018-19	Year to Date 2017-18
Circulation Total	21,133	21,317	45,696	45,182
Total in Collection	N/A	N/A	119,347	115,951
Programs	133	114	316	257
Program Attendance	1,996	2,262	4,805	5,306
Cards Issued	108	214	268	340
Library Visits	7,684	8,384	17,809	18,076
Notary Service	15	12	47	33
Reference & Directional Transactions	1,364	1,401	3,262	3,218
Study Room Usage (hours)	400	479	923	1,253
Volunteer Hours	330	457	722	981
Webpage Views	1606	1726	3604	3717
CIRCULATION SERVICES	Current Month	This Month Last Year	Year to Date 2018-19	Year to Date 2017-18
Adult Books	2,585	2,721	5,603	5,765
Youth Books	10,378	10,556	23,055	22,181
Adult Books on CD	382	445	741	906
Youth Books on CD	147	155	297	340
Adult DVDs	2,412	2,224	4,791	4,785
Youth DVDs	2,275	2,471	4,722	5,171
Adult Kits	79	74	172	164
Youth Kits	185	147	424	276
Music CDs	257	202	487	425
Periodicals	84	168	234	390
eBooks	264	183	570	406
eAudiobooks	182	144	416	343
eMagazines	31	34	72	52
MetrOPAC Materials	1,872	1,793	4,112	3,978
TOTAL CIRCULATION	21,133	21,317	45,696	45,182
Renewals	8,243	7,521	17,658	16,477
Requested Items Processed	1,487	1,551	3,425	3,314
Interlibrary Loan Requests (TexShare)	21	26	45	52
Self-Check Out Transactions	834	952	1,893	1,995
Self-Check Out-Items Checked Out	4,106	4,454	9,208	9,456
Revenue Collected	\$ 2,104.06	\$ 1,846.68	\$ 4,060.57	\$ 4,061.51
ADULT SERVICES	Current Month	This Month Last Year	Year to Date 2018-19	Year to Date 2017-18
Number of Programs	84	67	204	143
Program Attendance	758	1,143	1,940	2,594
Volunteer Hours	247	336	503	778
Internet Users	897	1,110	2,101	2,475
YOUTH SERVICES	Current Month	This Month Last Year	Year to Date 2018-19	Year to Date 2017-18
Number of Programs	49	47	112	114
Program Attendance	1,238	1,119	2,865	2,712
School Visits	2	0	5	1
Volunteer Hours	83	121	219	203
Youth Computer Users	1,041	854	2,179	1,760
TECHNICAL SERVICES	Current Month	This Month Last Year	Year to Date 2018-19	Year to Date 2017-18
Material Items Received	666	1,280	1,458	1,812
Materials Added	804	1,005	1,330	1,708
Materials Withdrawn	192	338	452	592

Keto Diet 101

at the Library

Thursday, January 10th

6:30pm to 7:30pm



What is the Keto Diet?

Learn all about the keto diet. Why is it so popular? What are the potential benefits and potential side effects? What are the best food choices? Join Nutritional Health Coach Jayne Bell from Natural Grocers and get educated!



Jayne Bell, B.S.
Certified Integrative Health
Coach Institute of Integrative
Nutrition



History Discussion Group

Friday, January 11th

4:30pm-5:30pm

Are you a history lover? If so, join us for a new discussion group.

Before the meeting read a book or article or watch a movie/documentary about the month's chosen topic. Local amateur historian Harry Schlitz will then lead the group in a discussion. Come to the meeting ready to learn and share your own discoveries with fellow attendees.



Genealogy Meetup

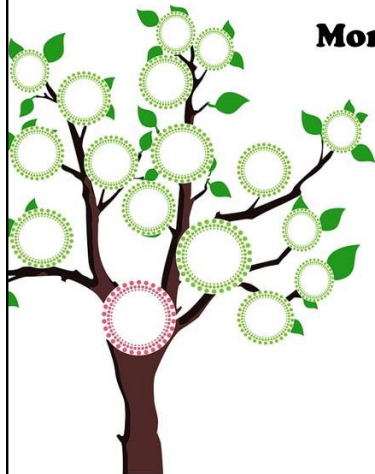
Monday , January 14 & 28

6:30pm – 7:45pm

Who should join us:

- Beginners
- People with questions
- The curious
- Those who want to share what they've learned about their own families

Everyone is welcome!



Watauga Public Library

TEEN RANDOM FANDOM

January 15, 2019
4:00PM- 5:30PM

Join us the second Tuesday of each month as we explore different fandoms from music to your favorite shows. You get to vote for the next fandom each month!





MOTHER GOOSE

storytime

Come enjoy stories and songs with
your baby at the
Watauga Public Library.
Every Friday at 11:00 am
starting January 18, 2019

Ages: Pre-Walkers



Board Game Afternoon

Saturday, January 19th

12:00pm to 3:00pm

Catan, Ticket to Ride, Carcassonne, Sushi Go, 7 Wonders, Coup, Monopoly, Battleship, Connect Four, and much more!

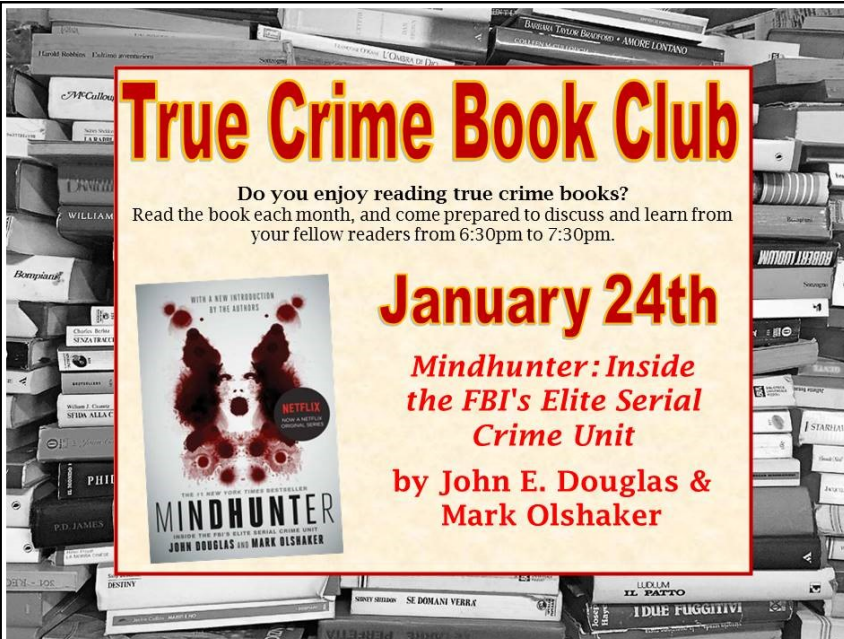


Watauga Public Library

TEEN ANIME CLUB

January 19, 2019
12:30PM - 2:00PM

The first Saturday of each month.



True Crime Book Club

Do you enjoy reading true crime books?
Read the book each month, and come prepared to discuss and learn from
your fellow readers from 6:30pm to 7:30pm.

January 24th

*Mindhunter: Inside
the FBI's Elite Serial
Crime Unit*
by John E. Douglas &
Mark Olshaker

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Still Life Drawing
Thursday, January 24th
6:00pm to 7:30pm

- Space is extremely limited.
- Please RSVP to 817-514-5865.
- Free. All supplies provided.
- This class is an intermediate level.
- For adults age 18 and up.



Learn How to Solve the Rubik's Cube!

Date: Saturday, January 26, 2019

Time: 1:00pm – 3:00pm

Place: Watauga Public Library

Cost: FREE!

Ages: 10-18 years old



Practice Rubik's Cubes are available for students during the workshop
 (Bring your own Cube if you have one. Registration Required, 817-514-5866)

Sponsored By:  **State Farm**

Watauga Public Library

TEEN GAMES

January 28, 2019
5:30PM- 7:00PM

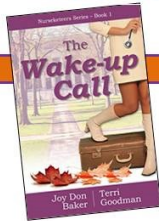
Test your friendships the last Monday of the month as you and your friends enjoy a variety of games.



Author Appearance

Thursday, January 31st

6:30pm to 7:30pm




Meet authors Joy Don Baker and Terri Goodman when they talk about their new book *The Wake-up Call*. The book features the story of nursing student Frannie Braun who can't seem to get her act together during her freshman year of college in 1970s Dallas. You'll enjoy reading about Frannie's coming-of-age journey as she learns life lessons and makes lifelong friends.

Co-authors Baker and Goodman will discuss their book, the writing process, and what it takes to publish a book.

Chronic Disease Management

Wednesdays from 9:30am - noon

For those dealing with chronic conditions like diabetes, asthma, high-blood pressure, chronic pain, and more. This class offers valuable tools to assist with self-management. Also includes tips for talking to your doctor. Spouses and relatives are welcome too.

JANUARY 30
FEBRUARY 6
FEBRUARY 13
FEBRUARY 20
FEBRUARY 27
MARCH 6

Please RSVP to 817-514-5865. Spouses and relatives are welcome too.

Mayor's Book Club

Thursday, February 7th
 6:30pm to 7:30pm

Join Mayor Pro Tem David Griffin at the Watauga Public Library for our first-ever Mayor's Book Club featuring *Wonder* by R.J. Palacio. *Wonder* is the story of a boy with craniofacial difference and his struggles to find acceptance in school. The sensitive issue of bullying is handled in a way that is educational and entertaining for middle-grade readers through adults. Read the book and join us for a spirited discussion.

CHOOSE KIND

Heartfulness Meditation

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

February 2nd
February 9th
February 23rd

Genealogy Meetup

Monday , February 11 & 25
6:30pm – 7:45pm

Who should join us:

- Beginners
- People with questions
- The curious
- Those who want to share what they've learned about their own families

Everyone is welcome!



AGENDA MEMORANDUM

DATE: January 7, 2019
TO: Library Board Members
FROM: Zolaina Parker, City Secretary, TRMC
SUBJECT: Approval of Regular Meeting Minutes for September 13, 2018

BACKGROUND/INFORMATION:

The Regular Meeting Minutes draft from September 13, 2018, are attached for review.

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 - 01/07/2019

**MINUTES
WATAUGA LIBRARY BOARD
REGULAR MEETING
CITY HALL COUNCIL CHAMBERS
7105 WHITLEY ROAD
THURSDAY, SEPTEMBER 13, 2018
6:00 P.M.**

Members present:

Kip Woodruff	Chairperson
Henrietta Egenti	Vice-Chairperson
Carol Coy	Secretary
Sharon Subject	Member
Brian Beaudry	Member

with

David Villafuerte, Member, and Lori Cable, Member, absent with notice.

and

Lana Ewell	Library Director
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CALL TO ORDER

Secretary Coy called the meeting to order at 6:13 p.m.

CITIZEN'S OPEN FORUM

None

REPORTS FROM STAFF

1. Director's Report

Lana Ewell, Library Director provided an update on upcoming events.

APPROVAL OF MINUTES

1. Minutes of Regular Meeting of July 12, 2018

Member Coy made a motion to approve the Minutes of the July 12, 2018 Regular Meeting as amended. Vice-Chair Egenti seconded the motion. The motion carried unanimously.

NEW BUSINESS

1. 1. Discussion and action on selection of officers

a) Chairperson

Member Egenti nominated Member Woodruff as Chairperson.

b) Vice-Chairperson

Member Coy nominated Member Egenti as Vice-Chairperson.

c) Secretary

Member Beaudry nominated Member Coy as Secretary.

2. Discussion and action on recommended changes to the "Patron Behavior Policy"

Vice-Chair Egenti made a motion to accept changes and send to City Attorney for review. Secretary Coy seconded, with all members approving unanimously.

ADJOURNMENT

With no further business to discuss, Chairperson Woodruff adjourned the meeting at 6:41 p.m.

APPROVED: this ____ day of _____, 2018.

SIGNED: this ____ day of _____, 2018.

APPROVED:

Kip Woodruff, Chairperson

ATTEST:

Carol Coy, Secretary



AGENDA MEMORANDUM

DATE: December 22, 2018
TO: Library Board Members
FROM: Zolaina Parker, City Secretary, TRMC
SUBJECT: Discussion of 2018 Library Survey results

BACKGROUND/INFORMATION:

An overview of the 2018 Library Survey results.

FINANCIAL IMPLICATIONS:

NA.

RECOMMENDATION/ACTION DESIRED:

NA.

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

1. 2018 Library Survey Results

REVIEWED BY:



2018 Library Survey

The 2018 Library Survey ran from June 14 through October 1, 2018.

Past Surveys

- 1986 Fall Public Library Survey
- 1995 Spring Public Library Survey
- 1998 Spring Public Library Survey
- 2008 Public Library Survey
- 2011 Public Library Survey (online & paper)
- 2014 Impact Survey for Library (technology focus– online only)
- 2015/16 Library Survey using Survey Monkey
- 2018 Summer Public Library Survey (online & paper)

2018 Library Survey

Q1. Do you have a Library card?

ANSWER CHOICES	RESPONSES
Yes	91.67% (220)
No	8.33% (20)

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

ANSWER CHOICES	RESPONSES
Daily	4.58%
Weekly	60.42%
Monthly	23.33%
Less than once a month	0.42%

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

ANSWER CHOICES	RESPONSES
<u>Often</u>	<u>32.90%</u>
<u>Sometimes</u>	<u>58.01%</u>
<u>Never</u>	<u>9.09%</u>

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

CATEGORIES	EXCELLENT	GOOD	FAIR	POOR	N/A
Customer Service	86.78%	11.01%	1.76%	0%	0.44%
Selection of books, DVDs, etc.	56.17%	33.62%	5.53%	0%	4.68%
Events, classes, etc.	65.52%	20.69%	1.72%	0%	12.07%
Online services	50.64%	26.38%	3.40%	0.85%	18.72%
Inter-library Loan	55.60%	12.93%	1.72%	0%	29.74%
Computers & printer	45.06%	19.31%	2.15%	0%	33.48%
Internet access	47.62%	16.45%	2.60%	0%	33.33%
WiFi access	44.16%	20.35%	3.90%	0.43%	31.17%
Facilities	69.79%	24.68%	2.98%	0%	2.55%
Hours of operation	45.11%	42.13%	10.21%	1.28%	1.28%
Available meeting or study space	41.03%	27.78%	4.27%	0%	26.92%

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

SERVICES	VERY IMPORTANT	IMPORTANT	SOMEWHAT IMPORTANT	NOT IMPORTANT	N/A
Research Assistance	39.32%	32.48%	11.54%	5.56%	11.11%
Adult Classes *	29.66%	31.36%	16.53%	8.47%	13.98%
Children's Classes **	58.90%	14.83%	6.36%	3.39%	16.53%
Computers & printer	38.56%	26.27%	11.86%	8.47%	14.83%
Help using computers	32.62%	26.18%	14.16%	12.45%	14.59%
Study rooms/reading areas	37.55%	27.85%	14.77%	6.75%	13.08%
Community meeting rooms	29.66%	31.78%	14.41%	8.90%	15.25%
Internet access	52.36%	22.75%	6.01%	5.15%	13.73%
WiFi access	50.85%	23.50%	8.12%	4.27%	13.25%
Online services	61.97%	23.93%	5.13%	1.28%	7.69%
Copier/Scanner	37.93%	33.19%	7.76%	9.05%	12.07%

* Genealogy, Bridge, Fiscal Planning, Health related groups & workshops

** Storytime, Family Place Workshops, Educational camps, etc.

Q8. What do you value most about the Library ?

RESPONSES

Available newspaper access

Friendly / helpful staff and lots of books options / play areas for kids

Materials available for children in my household

The selection of childrens literature

Variety of materials and ways to borrow from the library

Art classes. Books!

Free resources, books for education and entertainment

Quantity of CD books to check out

ILL

Ancestry Web Site access

That I can watch movies and read books without having to purchase them

Location and staff

Center of community activities

Large print books & British DVDs

The staff are the best

Their passion about helping the community. The people that work here are incredible.

Books, and being able to use the computers.

Online ebooks and eaudio

That I was able to write my dissertation in the study rooms

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

RESPONSES

The Library needs to be much larger

Open more hours

More hours, more staff, better funding

More activities for kids between 5—13

Bigger library

Additional space - outdoor signage of events!

A window to pick up books (like Keller) It's tough to pick up a book, etc. with 3 kids

More adult programs

Extend hours

More space for fun stuff

The city could provide more funding to expand the Library because programs are always at capacity or more than. Could possibly apply to matching grants. WPL services 3+ school districts because of its central location.

Increased weekend hours and evening hours

I know this isn't in the cards anytime, 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.

I think it's time to expand again. But the staff is awesome and does a fantastic job with the small amount of space.

Longer and more frequent library hours—need to hire more staff

Q10. How does the Library benefit you or the Community ?

RESPONSES

Makes a city appealing to visit

Benefits the community by offering a place for people to meet and learn

Too many ways to fit in this box. Its materials, events, services, staff benefit this community by educating & giving a common location to meet each other. It gives us a shared culture & sense of true community. The library deserves every cent of funding it gets & should receive double really. Thank you for all you provide.

I homeschool and have 5 kids, and the library is a very valuable resource for us.

The only facility that binds community.

People that wouldn't otherwise know each other have a place to gather.

Allows myself and the community to have access to books, magazines, DVDs, online loans, audio books, newspapers, programs for young and old. Homework Help, and so much more.

It's a huge help in my children's literacy—we visit frequently and it allows my children access to a wide variety of books without spending lots of money.

A wide variety of classes and activities are offered which enrich, educate, and bring individuals of all kinds together.

My daughter has attended Story Time 3.5 years. Early literacy and educational training is vital. Books have expanded her world and prepared her for reading—which prepares her for life. WPL Staff does this the BEST. They are story tellers which engages my child to join the literacy process in a fun inviting way. Thank You! Meeting moms/kids invites us all to do this process together in an informal manner.

It helps us all stay informed about different activities within the community. It's also a place the community can get together to get to know one another.



AGENDA MEMORANDUM

DATE: December 22, 2018
TO: Library Board Members
FROM: Zolaina Parker, City Secretary, TRMC
SUBJECT: Discussion of Overdue Fines issue

BACKGROUND/INFORMATION:

Discussion of trends in Overdue fines in public libraries.

FINANCIAL IMPLICATIONS:

NA at this time.

RECOMMENDATION/ACTION DESIRED:

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

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

1. Overdue Fines Discussion

REVIEWED BY:

Zolaina Parker, City Secretary, TRMC

Final Approval - 01/07/2019

Overdue Fines

Overdue Fines

Earlier this year at a MetrOPAC Library Meeting the hot topic of discussion was “ending overdue fines.” This is an area of policy being reexamined in the Library world.

To clarify the difference between a fine and a fee:

Fines are punitive charges for overdue material

Fees are for library services and products such as copying, printing, material replacement costs, etc.

Fines were originally enacted to prompt folks to behave in a responsible manner and return late material. It is important that fines do not create a barrier to access to users, especially the economically challenged and youth.

Some area public libraries that have recently eliminated library fines are Haltom City, Plano, Benbrook, and Burleson Public libraries. The Fort Worth Library is considering changes also.

For more information check out these links:

<http://publiclibrariesonline.org/2015/11/the-end-of-overdue-fines/>

<https://americanlibrariesmagazine.org/2018/06/01/library-fines-overdue-discussion/>

Benbrook Public Library Web Page Announcement Eliminating Overdue Fines

The screenshot shows a web browser window with multiple tabs open. The active tab is the Benbrook Library Blog. The page title is "Benbrook Public Library Web Page Announcement Eliminating Overdue Fines". The main content area features three blog posts:

- It's a Bird! It's a Plane! It's...A New Collection at the Library!**
by Cullen : June 16, 2018
BPL has long had a collection of graphic novels (aka sequential art, aka long comic books) for kids, but when it came to graphic novels for adults, our copy of Watchmen for years stood alone in a forest of its wordy novel fellows. It was quite tragic, as some truly great stories are told in [...]
Tags: Adult graphic novels, Graphic Novels, Library Collections, Texas Book Festival
- Waive Goodbye to Fines**
by Cullen : June 9, 2018
As of this past Monday, Benbrook Public Library has officially done away with overdue fines. They're gone. Wa(j)ve goodbye. "Surely you lie," I made you say in order to set me up for a dated pop culture reference. It ain't no lie, baby. Bye bye bye. Through the duration of our summer pilot program period, [...]
Tags: Fines, Library fines, Library policies, NSYNC
- You've Got a Ticket to Read**
by Cullen : June 2, 2018
The following should be read/sung to the tune of "Ticket to Ride" by the Beatles: My friends, we've got a new game And it starts today, yeah I'm so bold to proclaim That you'll want to play We call it Ticket to Read We call it Ticket to Read We call it Ticket [...]
Tags: Board games, Books, Games, Silliness, Summer, summer reading, Ticket to Read, Ticket to Ride

On the right side of the page, there is a "Subscribe to the Benbrook Library Blog" section with a form to enter an email address and a "Subscribe" button. Below this, it says "Join 480 other subscribers". At the bottom of the page, there is a "Follow" button.

Burleson Public Library Web Page Announcement Eliminating Overdue Fines

Watauga Employee Resources x Amazon.com: Books x Library policies x Burleson, TX - Official Website x haltom_city_texas_fee_schedule x Haltom City, Texas | Official Website x

https://www.burlesontx.com/Faq.aspx?TID=20.

Create an Account - Increase your productivity, customize your experience, and engage in information you care about. Sign In

GOVERNMENT COMMUNITY SERVICES I WANT TO... Search Burleson



You Are Here: Home > FAQs

Library

[Show All Answers](#)

1. Does the library rent out meeting space?
2. How do I get a library card?
3. Does the library offer ebooks?
4. Do I need a library card to use the computers?
5. Does the library offer free wifi?
6. Can I print from my laptop?
7. Does the library offer computer classes?
8. Does the library offer free GED classes?
9. **How much are late fees? What about lost items?**
Late fees are not charged for Burleson Library materials. If an item is lost, the charge is the cover price of the item plus a \$5 processing fee.
10. How do I request materials from Fort Worth libraries?
11. What is a TexShare card? Can I get one?

Search

Library

Categories

- All Categories
- Animal Services
- Aquatics
- Building Permits and Inspections
- City Council
- City Secretary
- Code Compliance
- Communications
- Development Services
- Economic Development
- Electricity

Search Windows

10:33 AM 10/17/2018

HaltomCity Public Library Web Page Announcement Eliminating Overdue Fines

Watauga Employee Resources x Amazon.com: Books x Library policies x Burleson, TX - Official Website x haltom_city_texas_fee_schedule x Haltom City, Texas | Official Website x

https://www.haltomcitytx.com/library-news-events/2760-haltom-city-library-overdue-fine-changes-october-2018

HALTOM CITY PUBLIC LIBRARY
4809 Haltom Rd.
Haltom City, TX 76117

HOURS OF OPERATION

Monday-Thursday	10:30AM-8PM
Friday	10:30AM-6PM
Saturday	10:30AM-5PM
Sunday	Closed

CONTACT INFORMATION

Information	817-222-7786
Administration	817-222-7790
Fax	817-788-1499

CHANGES TO OVERDUE FINES

Posted 30 September 2018 Posted in Haltom City Public Library

Beginning October 1, 2018, the Haltom City Public Library will no longer charge fines for overdue materials.

What is changing?

Any **MetrOPAC** library patron that checks out Haltom City Public Library materials will no longer be charged the \$0.20 a day fine for overdue materials.

Cards will be blocked from checking out additional materials if there is an overdue, lost, missing part, or damaged item on the account.

What is not changing?

Patrons will still be responsible for overdue fines for other **MetrOPAC** libraries' materials.

Patrons will continue to be billed replacement fees for ALL materials that are not returned, are lost, or are returned damaged.

Library cards will continue to be blocked for fine accruals of \$5.00 or more. Fine accruals include, but are not limited to, lost items, damaged items, missing parts, card replacement fees, and other **MetrOPAC** libraries' overdue fines.

What about fines currently on my account?

If your library card is blocked because of overdue fines or lost materials, please [contact the library](#). We will do what we can to work with you for existing fines for Haltom City Public Library materials.



Tags: HCPL, Library, MetrOPAC

[Print](#) [Email](#)

LIBRARY
NEWS & EVENTS

QUICK LINKS

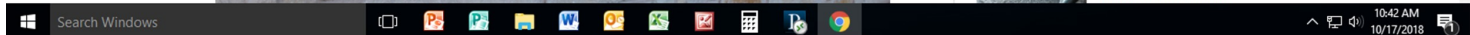
LIBRARY

- Blog
- Calendar of Events
- Contact Staff
- Donate to the Library
- eReader Instructions
- Facility Rentals
- Fees/Usage Schedule
- Friends of the HCPL
- GED/ESL Citizenship Classes
- IRS Tax Forms
- Library Board
- Library Services
- Mobile App
- News & Events
- Online Feedback Form
- Online Library Catalog
- Pay Library Fines Online
- Photo Gallery
- Storytime Video Page

Search Windows

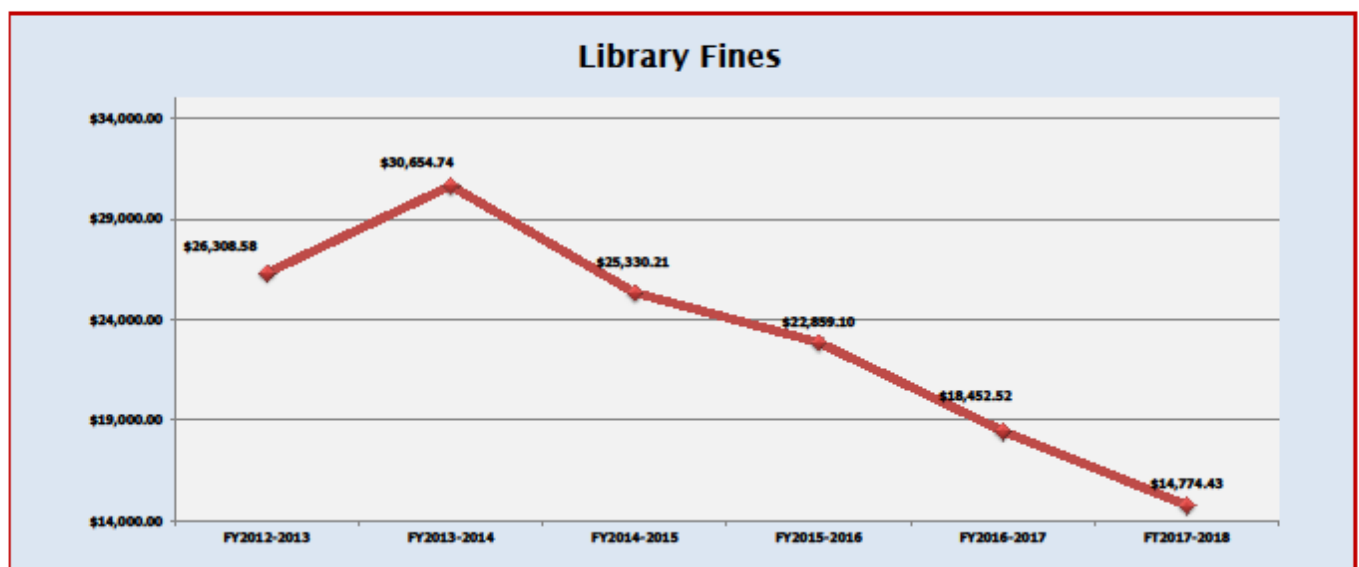
10:32 AM 10/17/2018

Plano Public Library Recently Announced Eliminating Overdue Fines



- Fines have not been shown to be an effective deterrent to the late return of materials.
- Fines have been shown to act as an inequitable barrier to service, disproportionately impacting children and community members with the least financial resources.
- Late fines are therefore in opposition to the Library's core values of equitable service, fostering early literacy, and barrier-free access to information and services.

Library Fines (General Fund) Over 6 Years					
FY2012-2013	FY2013-2014	FY2014-2015	FY2015-2016	FY2016-2017	FY2017-2018
\$26,308.58	\$30,654.74	\$25,330.21	\$22,859.10	\$18,452.52	\$14,774.43





AGENDA MEMORANDUM

DATE: December 22, 2018
TO: Library Board Members
FROM: Zolaina Parker, City Secretary, TRMC
SUBJECT: Discussion on Long Range Plan Report

BACKGROUND/INFORMATION:

Discussion of plans for the 2020 Long Range Plan Report preparation.

FINANCIAL IMPLICATIONS:

NA.

RECOMMENDATION/ACTION DESIRED:

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

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

1. Watauga Public Library Long Range Plan 2020 to 2025

REVIEWED BY:

Zolaina Parker, City Secretary, TRMC

Final Approval - 01/07/2019

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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 118,000 items. For the fiscal year ending September 2018, the Library's door count showed a total of 99,897 visits, and 241,678 items were checked out to users. During this same fiscal year, 1,566 programs were offered to youth and adults, with a program attendance of 36,979 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)
- University Of North Texas-Health Science Center At Fort Worth (10.0 miles)
- ITT Technical Institute- Arlington (10.9 miles)
- JPS Institute For Health Career Development (11.5 miles)
- Texas Christian University- Fort Worth (11.8 miles)
- The University Of Texas- Arlington (12.1 miles)
- DeVry University- Irving (15.0 miles)
- Court Reporting Institute- Wheeler Institute Of Texas at Dallas (21.7 miles)
- University Of Texas Southwestern Medical Center At Dallas (24.4 miles)
- Dallas County Community College District (26.6 miles)
- University Of North Texas- Denton (25.7 miles)
- Texas Woman's University- Denton (26.7 miles)

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