

Bastrop Public Library Board Agenda
Bastrop Public Library Pressley Meeting Room
1100 Church Street
Bastrop, TX 78602
(512) 332-8880



January 06, 2025

Agenda - Public Library Board at 6:00 p.m.

Bastrop Public Library Board meetings are available to all persons regardless of disability. If you require special assistance, please contact the City Secretary at (512) 332-8800 or write 1311 Chestnut Street, 78602, or by calling through a T.D.D. (Telecommunication Device for the Deaf) to Relay Texas at 1-800-735-2989 at least 48 hours in advance of the meeting.

1. CALL TO ORDER

2. CITIZEN COMMENTS

At this time, three (3) minute comments will be taken from the audience on any topic. Anyone in attendance wishing to address the Board/Commission must complete a citizen comment form and give the completed form to the Board/Commission Secretary prior to the start of the Board/Commission meeting. In accordance with the Texas Open Meetings Act, if a citizen discusses any item not on the agenda, the Board/Commission cannot discuss issues raised or make any decision at this time. Instead, the Board/Commission is limited to making a statement of specific factual information or a recitation of existing policy in response to the inquiry. Issues may be referred to City Manager for research and possible future action.

It is not the intention of the City of Bastrop to provide a public forum for the embarrassment or demeaning of any individual or group. Neither is it the intention of the Board/Commission to allow a member of the public to slur the performance, honesty and/or integrity of the Board/Commission, as a body, or any member or members of the Board/Commission individually or collectively, or members of the City's staff. Accordingly, profane, insulting or threatening language directed toward the Board/Commission and/or any person in the Board/Commission's presence will not be tolerated.

3. MINUTE APPROVAL

3A. Consider action to approve Bastrop Public Library minutes from December 2, 2024, regular meeting.

4. ANNOUNCEMENTS

4A. The library will be closed Monday, January 20th for Martin Luther King Day.

- 4B. From Saturday, February 1st through Saturday, April 5th, AARP Foundation Tax-Aide will be at the library in the Pressley Meeting room every Saturday from 9:00 a.m. - 2:00 p.m. to assist community members with tax preparation and electronic filing.
- 4C. Announcements from the Library Director.
- 4D. Announcements from individual board members.
- 4E. Announcements from Planning & Zoning liaison.

5. REPORTS

[5A.](#) Director's report.

[5B.](#) Statistics report.

[5C.](#) Financial report.

6. PRESENTATIONS

7. WORKSHOP

8. ITEMS FOR INDIVIDUAL CONSIDERATION

[8A.](#) Discuss and consider possible approval on the Fiscal Year 2025 Library Board workplan.

[8B.](#) Discussion and possible action on Bastrop Public Library's Public Information Policy.

8C. Individual requests from Library Board members for items to be listed on future agendas.

9. ADJOURNMENT

I, the undersigned authority, do hereby certify that this Notice of Meeting as posted in accordance with the regulations of the Texas Open Meetings Act on the bulletin board located at the entrance to the City of Bastrop City Hall, a place of convenient and readily accessible to the general public, as well as to the City's website, www.cityofbastrop.org and said Notice was posted on the following date and time: 12/30/2024 at 12:00 p.m. and remained posted for at least two hours after said meeting was convened.

/s/Bonnie Ueckert Pierson

Bonnie Ueckert Pierson, Library Director

Bastrop Public Library Board Minutes
Bastrop Public Library Pressley Meeting Room
1100 Church Street
Bastrop, TX 78602
(512) 332-8880



December 02, 2024

Minutes - Public Library Board at 6:00 p.m.

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Library Board Members Present

Chair Rebecca Bennett
Vice Chair Meagan Webb
Secretary Sally Keinarth
Board Member Rachelle Caviness
Board Member Lisa Gossett
Board Member Jennifer Leisure
Board Member Nancy Wood

Guests, Liaisons, and Staff Present

Community Engagement Director Kathy Danielson
Library Director Bonnie Pierson
Planning & Zoning Commission Liaison Pete Parsons

- 1. CALL TO ORDER**
- 2. CITIZEN COMMENTS**

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profane, insulting or threatening language directed toward the Board/Commission and/or any person in the Board/Commission's presence will not be tolerated.

3. MINUTE APPROVAL

- 3A. Jennifer Leisure motioned for approval of Bastrop Public Library minutes from November 4, 2024, regular meeting. Lisa Gossett seconded, and the motion carried.

4. ANNOUNCEMENTS

- 4A. Citizen Comment Card announcement.

Comments can now be submitted via email and are not required to be made public.

- 4B. The library's annual Open House will take place Saturday, December 14th.

- 4C. The library will be closed Tuesday, December 24th and Wednesday, December 25th for Christmas.

- 4D. The library will be closing at 6:00 p.m. on Tuesday, December 31st for New Year's Eve.

- 4E. The library will be closed Wednesday, January 1st for New Year's Day.

- 4F. Announcements from the Planning and Zoning Liaison.

See Item 5A below.

- 4G. Announcements from the Library Director.

Director Bonnie Pierson reported that the City Council approved discounts for Veterans to be effective January 2, 2025.

- 4H. Announcements from individual board members.

No announcements.

5. REPORTS

- 5A. Director's report.

Director Bonnie Pierson presented information from a report for the City Planning & Zoning Commission. Statistical analysis of public libraries of comparable size in Central Texas are indeterminate for helping to project growth in Bastrop. General library service trends include increased programming, smaller physical collection materials, and increased digital collection materials. Bastrop Library, according to the Texas State Library and Archive Commission, has an increase of 18% in visits compared to last fiscal year. Bastrop Library programming increased 81%.

Director Pierson reported that the library currently provides more reference services than Central Texas libraries with larger service areas. Bastrop Library also has more annual visitors than libraries with comparable building size. And Bastrop Library uses more volunteers and volunteer hours than libraries with larger service areas. Library services need to be increased to account for the projected community growth.

Planning and Zoning Commission Liaison Pete Parsons says the population of the City of Bastrop is projected to double in the next five years. She recommends that the Library services be located where the people are located. She also voiced concerns about providing cooling and heating stations for the public. Additionally, she introduced the idea of the library sharing space with a Recreation Center or City Hall.

5B. Statistics report.

YTD Door Count is up.

5C. Financial report.

Notable library donation revenue for October 2024 was \$4,000 from the Friends of the Library.

6. PRESENTATIONS

7. WORKSHOP

7A. Fiscal Year 2025 Library Board Workplan workshop

The Board reviewed and updated their Workplan for 2025. President Rebecca Bennett is to present written updates at the January Board Meeting.

7B. Texas State Library and Archives Commission (TSLAC) Accreditation Standards workshop.

Director Bonnie Pierson informed the Board of changes in Accreditation Standards forthcoming from TSLAC.

8. ITEMS FOR INDIVIDUAL CONSIDERATION

8A. Discuss and consider possible action on the Fiscal Year 2025 Library Board workplan.

This item was tabled until January 2025.

8B. Individual requests from Library Board members for items to be listed on future agendas.

There were no individual requests.

9. ADJOURNMENT

Respectfully submitted,

Sally Keinarth, Secretary

Rebecca Bennett, Chair



STAFF REPORT

MEETING DATE: January 6, 2025

TITLE:

Library Director's Report

AGENDA ITEM SUBMITTED BY:

Bonnie Pierson, Library Director

PROGRAMMING:

On Saturday, December 7th, Forty-six people attended the library's quarterly history talk featuring Bastrop-local Brad Weber, who gave a presentation on German prisoners of war that were incarcerated at Camp Swift during the Second World War. The talk focused on the arrival of the famed Afrika Korps prisoners at Camp Swift and discussed aspects of their captivity and experiences of their time in Bastrop County until their eventual release in 1946. Brad Weber holds a master's degree in military history and is a volunteer at the Bastrop County Historical Society Museum specializing in Camp Swift history.

On Tuesday, December 10th, Youth Services Librarian Eva Bernal and Children's Services Associate Ariel Dirienzo attended Bluebonnet Trails Parents as Teachers Holiday Party outreach event. Staff was able to connect with 107 people by sharing information in both English and Spanish about library services and programs, such as Storytime and bilingual youth programs.

On Thursday, December 12th, thirteen teens participated in Elves Workshop, creating handmade gifts for the holiday season during the weekly Teen Thursdays program. Projects included tea bag Christmas trees and fingerprint magnets, allowing teens to express their creativity while making thoughtful presents for their families.

Bastrop Public Library's annual Open House was, once again, a big success. 675 people attended and just over 125 graham cracker houses were given away that day, with 257 people choosing to decorate a house in the library. Additionally, Eighty-eight Take Home Kits were given away. Five live musicians performed holiday music throughout the day. The Friends of the Library provided refreshments. The Library is beyond grateful for the Friends, Library Board, and community members who volunteered their time to prepare and execute the event.

Seventy-seven houses were left over after Open House. The library reached out to the Bastrop County Food Pantry and donated all the remaining houses as complete Take Home Kits. The kits were picked up by the Food Pantry on Monday, December 16th.

At the December program, the Library Book Club chose their favorite book of the year. Out of twelve titles, they chose *The Frozen River* by Ariel Lawhon. It's a historical mystery set in

18th century Maine. It explores themes such as shame culture, women's rights and empowerment, and justice.



NOTEWORTHY:

On Wednesday, December 11th, the library was contacted in regard to the video relay service for the deaf and hard of hearing. A third party will be updating the equipment with assistance of the City of Bastrop's IT department.

The library began offering discounted memberships to non-resident veterans, seniors aged fifty-five and over, or individuals with disabilities on Thursday, January 2nd. Family memberships also began being offered on the same day.

The library has added faxing as an available service due to consistent community interest. Patrons can send outgoing faxes at the Bastrop Public Library for no charge with the assistance of a library staff member.

UPDATES:

Friends of the Library update.

Dr. Clementine Msengi author event on Saturday, January 18th

Angela Castillo author event on Saturday, February 7th

Photo ID library cards: no new information currently.

COMMUNITY FEEDBACK:

"I did not know you offered tutoring (Tech Tutor) services. It was really helpful. I appreciate every one of you for all the help."

- Patron, applying for rent assistance

"Before we got here, my son—Ethan—wasn't excited about coming to the library. But now that he knows he can borrow Minecraft and LEGO books, he's so excited!"

- Caleb, patron

"It's so great that we can so easily come and make copies."

- Patron

"I've gotten a lot of seeds from the Seed Library, and now it's time for me to donate!"

- Sylvia, patron

Statistics - November 2024

Item 5B.

Community Engagement	OCT	NOV	DEC	Q1	YTD 25	YTD24	TOTAL 24
<u>Circs By Patron Type</u>							
Juv	503	214		717	717	898	5,266
Teen	25	11		36	36	140	985
Adult	2,205	1,249		3,454	3,454	3,937	24,436
Staff	128	104		232	232	302	1,585
NR Juv	265	94		359	359	730	3,473
NR Teen	101	42		143	143	330	1,600
NR Adult	5,339	3,241		8,580	8,580	9,600	60,994
TexShare	54	30		84	84	57	579
Total NR Usage	5,759	3,407		9,166	9,166	10,717	66,646
% NR Usage	67%	68%		68%	68%	67%	67%
<u>Programming</u>							
Early Childhood - # of Programs	13	12		25	25	14	104
Early Childhood - Program Attendance	464	357		821	821	565	3,947
Youth - # of Programs	9	4		13	13	2	39
Youth - Program Attendance	89	104		193	193	86	2,133
Young Adults - # of Programs	7	5		12	12	8	94
Young Adults - Program Attendance	56	42		98	98	68	690
Adults - # of Programs	26	20		46	46	21	231
Adults - Program Attendance	172	143		315	315	160	1,893
General - # of Programs	0	0		0	0	2	32
General - Program Attendance	0	0		0	0	657	2,056
Outreach - # of Programs	1	0		1	1	2	12
Outreach - Program Attendance	1,092	0		1,092	1,092	1,554	2,486
Passive - Coloring Sheets	380	489		869	869	120	3,298
Total # of Programs	56	41		97	97	49	512
Total Program Attendance	1,873	646		2,519	2,519	3,090	13,205
<u>Membership - Cards</u>							
City	35	30		65	65	63	596
City Renewals	67	43		110	110	89	762
Faculty	0	0		0	0	0	0
Faculty Renewals	0	0		0	0	2	16
Friends	0	2		2	2	2	3
Friends Renewals	2	1		3	3	5	18
Staff	3	0		3	3	2	14
Staff Renewals	1	2		3	3	4	15
Nonresident	77	54		131	131	89	644
Nonresident Renewals	96	81		177	177	133	1,093
TexShare Visitor	1	0		1	1	2	10
TexShare Visitor Renewals	3	4		7	7	7	14
Total New Registrations	116	86		202	202	158	1,267
Total Renewals	169	131		300	300	240	1,918
TexShare Home New	0	0		0	0	0	9
TexShare Home Renewals	1	4		5	5	8	29
<u>Facility</u>							
Door Count	7,338	5,468		12,806	12,806	11,234	81,674
Study Room Use	165	169		334	334	359	2,390

Statistics - November 2024

Item 5B.

Pressley Use - Library	39	123		162	162	293	1,864
Pressley Use - Nonprofit	19	24		43	43	35	329
Pressley Use - Other	0	11		11	11	30	167
Maynard Use - Library	31	0		31	31	0	2
Maynard Use - Nonprofit	13	21		34	34	14	221
Maynard Use - Other	0	8		8	8	23	85
Total Meeting Room Use	267	187		454	454	395	2,669

History & Culture	OCT	NOV	DEC	Q1	YTD 25	YTD 24	TOTAL 24
Partnerships	3	1		4	4	3	35
Special Displays	0	0		0	0	2	5
Documents Digitized	9	1		10	0	No Data	0

Lifelong Learning	OCT	NOV	DEC	Q1	YTD 25	YTD 24	TOTAL 24
<u>Database Use</u>							
Portal to Texas History - Bastrop Advertiser	2,533	2,377		4,910	4,910	6,151	47,961
Heritage Quest	114	131		245	245	216	1,261
Learning Express Library	0	1		1	1	9	68
Gale Databases	189	185		374	374	3	1,679
Mango Languages	52	88		140	140	67	481
Total General Use Databases Sessions	241	274		515	515	79	2,228
<u>Technology</u>							
Kids Computer Use	33	34		67	67	61	548
Teen Computer Use	12	4		16	16	15	132
Adult Computer Use	676	508		1,184	1,184	1,116	7,926
Wifi Use	1,739	1,556		3,295	3,295	3,474	18,640
Website Visits	4,451	3,598		8,049	8,049	7,686	58,006
3D Prints	0	0		0	0	0	0
Total Public Computer Use	721	546		1,267	1,267	1,192	8,606

Books & Reading	OCT	NOV	DEC	Q1	YTD 25	YTD 24	TOTAL 24
<u>Material Use</u>							
Check-Outs - Kids	2,834	2,345		5,179	5,179	5,241	29,992
Check-Outs - Tween	2,358	1,935		4,293	4,293	4,353	27,769
Check-Outs - Teen	432	364		796	796	850	6,009
Check-Outs - Adult	2,968	2,625		5,593	5,593	5,502	36,222
Honor Paperbacks	22	10		32	32	22	321
Renewals	466	413		879	879	6,052	33,755
In-House Use	1,929	1,293		3,222	3,222	5,144	23,138
Self-Check	1,623	1,320		2,943	2,943	2,938	19,241
Mobile Circ	13	0		13	13	13	37
Hotspots	26	22		48	48	48	289
OverDrive eBooks - Kids	52	93		145	145	135	773
OverDrive eBooks - Teen	54	67		121	121	97	629
OverDrive eBooks - Adults	624	611		1,235	1,235	1,090	7,193
OverDrive eAudio - Kids	90	63		153	153	162	1,081

Statistics - November 2024

Item 5B.

OverDrive eAudio - Teen	74	64		138	138	86	684
OverDrive eAudio - Adults	673	614		1,287	1,287	1,138	7,356
SimplyE	8	30		38	38	2	3
Total Checkouts	12,157	10,136		22,293	22,293	23,883	141,496
<u>Interlibrary Loan</u>							
ILL Borrowed	18	7		25	25	21	117
ILL Lent	13	9		22	22	9	126
<u>Collection</u>							
Items Added - E, 1st Readers	52	82		134	134	72	975
Items Added - Board Books	7	0		7	7	0	3
Items Added - J	65	68		133	133	29	713
Items Added - Teens	49	5		54	54	28	200
Items Added - Adults	190	130		320	320	210	1,551
Items Added - Magazines	35	35		70	70	83	391
Items Withdrawn	377	213		590	590	675	3,611
Missing Items	9	31		40	40	10	108
Total Items Added	398	320		718	718	422	3,833

Culture of Service	OCT	NOV	DEC	Q1	YTD 25	YTD 24	TOTAL 24
<u>Reference Transactions</u>							
General Reference Questions	1,147	963		2,110	2,110	645	8,104
Directional Questions	161	240		401	401	317	2,248
Tech Support Questions	317	289		606	606	1,289	9,912
Tests Proctored	1	0		1	1	4	12
Tech Tutor	22	35		57	57	40	255
Total Reference Transactions	1,648	1,527		3,175	3,175	2,849	22,538
<u>Volunteers</u>							
Volunteer Hours	183.10	166.43		349.53	349.53	186.00	1,375.30
FOL Volunteer Hours	78.15	64.07		142.22	142.22	323.50	1,653.14
Teen Volunteer Hours	50.30	57.73		108.03	108.03	75.75	661.45
Total Volunteer Hours	311.55	288.23		599.78	599.78	585.25	3,689.89
<u>Social Media</u>							
Facebook Page Likes	3,785	3,798		3,792	689	6,308	3,468
Facebook Engaged	1,930	972		2,902	2,902	3,308	24,358
Facebook Reach	16,585	9,528		26,113	26,113	15,923	234,696
Instagram Followers	1,316	1,315		1,316	1,316	1,210	1,981
Instagram Profile Activity	85	42		127	127	3,026	23,773
Instagram Reach	992	419		1,411	1,411	557	6,154
<u>Savannah Stats</u>							
# of Emails Composed	37	30		67	67	67	412
# of Messages Sent	6,143	6,066		12,209	12,209	9,627	63,853
Opens	3,357	3,043		6,400	6,400	5,056	28,172
Open %	55%	50%		53%	53%	53%	45%
Clicks	154	149		303	303	468	2,121



FINANCIAL REPORT

MEETING DATE: January 6, 2025

TITLE:

Financial report

AGENDA ITEM SUBMITTED BY:

Bonnie Pierson, Library Director

1. The library's total non-donation revenue from October 1, 2024, through December 20, 2024, is \$10,511.58.
 - a. Nonresidential: \$8,010.00
 - b. Material fines, fees, and replacement cards: \$594.05
 - c. Printing: \$1,780.70
 - d. Paypal: \$126.83

2. The library's total non-donation revenue from November 1, 2024, through November 30, 2024, is \$3,404.43.
 - a. Nonresidential: \$2,755.00
 - b. Material, fines, fees, and replacement cards: \$167.48
 - c. Printing: \$481.95
 - d. Paypal: \$0

3. Notable library donation revenue from November 1, 2024, through November 30, 2024, is \$100.00.
 - a. 11/20/24: \$100.00

Library Board Work Plan FY 2025

The Library Advisory Board defines success as: Supporting the library director to accomplish the goals of the library's strategic plan.

Board Goals:

1. Review, revise, and approve at least two library policies per year in order to create an inclusive, customer friendly organization that is responsive to the needs of the community.
2. Advocate for and educate the public about the library through volunteering opportunities, community events, public meetings, and other activities. Through these activities, the board will engage with the community and bring suggestions, comments, and/or concerns to the library director.
3. Work with the library director to develop strategic direction for the organization by formulating goals, defining priorities, and periodically assessing goal progress.
4. Ensure that the library meets industry standards and work with the library director to develop plans to address deficiencies or future challenges.

Action Plan:

1. Goal #1 will be accomplished as follows:
 - a. The library director will determine policies to be reviewed or revised according to the priorities from the strategic plan and the policy review schedule.
 - b. The policy review schedule will be given to the library board at the beginning of each fiscal year and may be amended if needed.
 - c. Policies will be given to the board for review and discussion. If it is determined to meet the criteria of the strategic plan and the mission of the library, the board will approve the document.
 - d. The document will be presented to City Council for approval if changes have been made to the policy.
2. Goal #2 will be accomplished as follows:
 - a. The library director will inform the board monthly of opportunities to volunteer and/or promote the library.

Approved by Library Board:

- b. Library Board members will share opportunities to volunteer and/or promote the library as they arise.
 - c. Individual board members will bring questions, comments, and concerns from the public to the director to be added to the monthly agenda for discussion.
3. Goal #3 will be accomplished as follows:
- a. The library director will schedule quarterly review workshops for discussion of strategic goals.
 - b. The library board will provide input to the library director for topics of discussion and goals to be reviewed during the planned workshops.
4. Goal #4 will be accomplished as follows:
- a. The library director will inform the board of industry standards.
 - b. The Planning and Zoning Commission liaison and representatives from other city departments, boards, and commissions will provide the library board with relevant information and foster communication among parties.
 - c. The library board will provide feedback, input, and recommendations to the library director regarding plans and strategies to meet industry standards and address future challenges.

To succeed, we need the following resources:

1. Staff: Library Director, Library Executive Administrative Assistant, Library Staff as determined by the director
2. Supplies: none needed
3. Other: City promotion of library events, activities, and services to inform the public of available opportunities to be part of the library community.

Approved by Library Board:



MEETING DATE: January 6, 2025

TITLE:

Discussion and possible action on Bastrop Public Library's Public Information Policy.

STAFF REPRESENTATIVE:

Bonnie Pierson, Library Director

BACKGROUND/HISTORY:

The Bastrop Public Library's policies regarding information—Bulletin Board and Flyer Policy (2016), Display and Flyer Policy (2016), and Social Media Policy (2018)—had not been reviewed since their creation. Upon review, it was discovered that all three policies repeated one another in addressing how the library handled information provided to the public from the community, legal entities, and the library and that the policies needed to be streamlined. Since the Bastrop Public Library is moving to create policies that address overarching themes rather than individual pieces, the Public Information Policy combines all three of these policies to set a unified approach for sharing internal and external information with the public.

UPDATES:

- Streamlined content
- Clarified language
- Reduced repetition
- Omission of irrelevant content
- Omission of procedural content

ATTACHMENTS:

- Public Information Policy
- Public Information Mapping Document
- Bulletin Board and Flyer Policy (2016)
- Display and Flyer Policy (2016)
- Social Media Policy (2018)



Public Information Policy

Promote library programs, events, services, and collections; support community groups, events, and publicly relevant documentation by being an information hub

Purpose of the Public Information Policy

The library's Public Information Policy is intended for use by the library staff, library advisory board, governing officials, and community members to provide guidance and clarification about the promotions and sharing of information the library provides via public viewing documents, digital content, and bulletin boards.

Public Information Goals

- Promote library programs, events, services, and collections
- Foster online community information sharing
- Provide physical and digital spaces for information
- Set expectations and standards for submitting publicity items and public viewing documents

Principles and Objectives

- All library users will be treated with respect, and all content posted to sites maintained by the library is subject to Bastrop Public Library's User Responsibility and Conduct Policy.
- All users are entitled to confidentiality pursuant to Government Code Section 552.124, unless otherwise excepted.
- The library will maintain high standards for its digital content and interactions by providing positive, truthful, quality information over a limited number of platforms.
- Community content is inclusive of non-profit, government, informational, cultural, non-partisan, fundraising, educational, and civic announcements.

Contact Us

- In person at the check-out or information desks
- Via telephone at 512-332-8880
- Via email at info@bastroplibrary.org
- Online at www.bastroplibrary.org
- Via mailing address:
Bastrop Public Library
P.O. Box 670
Bastrop, Texas, 78602.

At the Bastrop Public Library, service will not be denied or abridged because of religious, racial, social, economic, or political status; or because of mental, emotional, or physical condition, age, gender identity, or sexual orientation.

Public Viewing Documents

Bastrop Public Library receives public viewing documents from third-party companies. These documents are most often applications for permits or renewals that must be available to citizens for public comment.

Public viewing documents are received at the public service desks and via the mail. Contact information and other data must be shared with library staff via the Public Viewing Document Form found in the appendix. It is up to the document owner to convey updated information pertaining to the document to ensure its continued availability.

Bastrop Public Library makes public viewing documents available in the main area of the library for the specified time. Documents not picked up within 30 days after the designated viewing period, will be disposed of appropriately.

Public viewing documents may be digitized and made available online for ease of access at staff's discretion based on public demand.

Bulletin Boards

Bastrop Public Library provides bulletin boards as a community service to promote local groups, meetings, cultural events, non-partisan political groups, fundraising events for nonprofits, education opportunities, or other services that are of a nonprofit, non-self-supporting nature.

The library's bulletin boards are designed and intended to directly aid and supplement the primary activities of the library and City of Bastrop. All library and/or City activities take precedence over non-library activities, publications, or displays.

Informational flyers that are on standard 8.5 x 11" paper or smaller should be submitted at the Circulation desk. Flyers may be resized to fit the available space. Notices posted without authorization will be removed.

Items will be removed from the bulletin board after the event date posted on the flyer, after 60 days of the flyer being posted, or at the library's discretion.

Informational notices of a personal or commercial nature will not be posted. This includes but is not limited to personal or babysitting ads, lost pet and garage sale notices, campaign literature, service or commercial business advertisements, and personal fundraisers.

Granting permission to display materials does not imply the library's endorsement of content, the sponsoring organization, or its views. The library does not take responsibility for the accuracy of statements made in community-posted materials. The library accepts no responsibility for loss or damage to any item accepted for posting. The library reserves the right to refuse to post flyers that do not meet the above criteria.

Digital Content

Bastrop Public Library provides a website, various social media, and other web-based content to promote library endeavors, share community content, and curate a digital third space for library users.

The library's digital content is designed and intended to directly aid and supplement the primary activities of the library and City of Bastrop. Other community events, such as local groups, meetings, cultural events, non-partisan political groups, fundraising events for nonprofits, education opportunities, or other services that are of a non-profit, non-self-supporting nature may be promoted in the library's digital spaces at the library's discretion.

The library director may appoint any library employee(s) to have access to and/or to create digital content platforms in order to post, monitor interactions, delete inappropriate posts, and to curate interest and interactions. In addition, the City of Bastrop Public Information Officer will have administrative access to all digital content platforms for archiving and public record purposes.

Comments, posts, and messages from the public are welcomed and encouraged. However, the library's digital content sites are not intended to be public forums for the general exchange of ideas and viewpoints, but a limited forum for discussion of library-related information. All interactions must adhere to the Bastrop Public Library's User Responsibility and Conduct Policy. Bastrop Public Library reserves the right to delete or hide messages and comments that do not adhere to the library policy and/or that are spam. Copies of deleted posts are retained and made available in accordance with City records retention schedules and the Texas Public Information Act.

Bastrop Public Library reserves the right to reproduce comments and posts tagging the library in other public venues. Reproductions of this nature may be edited for space or content, but the original intent of the comment or post will be maintained. By posting on the library's digital content sites, users give the library permission to use their name, profile picture, and the content of any posting without compensation to the user or liability on the part of the library.

Exceptions and Accommodations

Exceptions/Accommodations to the Public Information Policy will be at the discretion of the library director or a library supervisor. Exceptions/Accommodations will be designed to increase the accessibility of the library but will not negatively impact other users' library experience.

Reevaluation of Public Information Policy

The Bastrop Public Library Public Information Policy is reviewed every three years so that it adequately reflects changes in the library's goals and the community's needs. Notwithstanding the foregoing, the City of Bastrop may amend the policy at any time as appropriate. The staff may bring forward issues and recommendations for the director's consideration as part of the amendment process for the policy.

Appendix

- Public Viewing Document form

Legal Review:

Library Board Approval:

City Council Approval:

DRAFT



Public Viewing Document

Title: _____ Permit Number: _____

Contact Information:

Name: _____

Phone Number: _____

Email Address: _____

Company: _____

Retention Information:

Public Viewing Period: _____ Removal Date: _____

Removal Method:

Shred

Pick-up

Other

Notes:

Please note: Documents will be removed after the public viewing period has passed if no update to the public viewing period is provided to the library before this time. Documents failed to be picked up within one month after the public viewing period has ended will be removed.

For Staff Use Only

Received Date: _____ Initials: _____

Posted Date: _____ Initials: _____

Removal Date: _____ Initials: _____



Public Information Policy – Mapping Document

Promote library programs, events, services, and collections; support community groups, events, and publicly relevant documentation by being an information hub

Purpose of the Public Information Policy

The library's Public Information Policy is intended for use by the library staff, library advisory board, governing officials, and community members to provide guidance and clarification about the promotions and sharing of information the library provides via public viewing documents, digital content, and bulletin boards.

Public Information Goals

- *Promote library programs, events, services, and collections* (Bastrop Public Library Social Media Policy, 2018 [SMP2018], page 1, note 4)
- *Foster online community information sharing* (SMP2018, page 1, note 5).
- Provide physical and digital spaces for information
- Set expectations and standards for submitting publicity items and public viewing documents

Principles and Objectives

- *All library users will be treated with respect, and all content posted to sites maintained by the library is subject to Bastrop Public Library's User Responsibility and Conduct Policy* (SMP2018, page 2, notes 8-9).
- All users are entitled to confidentiality pursuant to Government Code Section 552.124, unless otherwise excepted.
- *The library will maintain high standards for its digital content and interactions by providing positive, truthful, quality information over a limited number of platforms* (SMP2018, page 1, note 2).
- *Community content is inclusive of non-profit, government, informational, cultural, non-partisan, fundraising, educational, and civic announcements* (Bastrop Public Library Bulletin Board and Flyer Policy, 2016 [BBFP2016], page 1, note 1).

Contact Us

- In person at the check-out or information desks
- Via telephone at 512-332-8880
- Via email at info@bastroplibrary.org
- Online at www.bastroplibrary.org
- Via mailing address:
Bastrop Public Library
P.O. Box 670
Bastrop, Texas, 78602.

At the Bastrop Public Library, service will not be denied or abridged because of religious, racial, social, economic, or political status; or because of mental, emotional, or physical condition, age, gender identity, or sexual orientation.

Public Viewing Documents

Bastrop Public Library receives public viewing documents from third-party companies. These documents are most often applications for permits or renewals that must be available to citizens for public comment.

Public viewing documents are received at the public service desks and via the mail. Contact information and other data must be shared with library staff via the Public Viewing Document Form found in the appendix. It is up to the document owner to convey updated information pertaining to the document to ensure its continued availability.

Bastrop Public Library makes public viewing documents available in the main area of the library for the specified time. Documents not picked up within 30 days after the designated viewing period, will be disposed of appropriately.

Public viewing documents may be digitized and made available online for ease of access at staff's discretion based on public demand.

Bulletin Boards

Bastrop Public Library provides bulletin boards as a community service to promote *local groups, meetings, cultural events, non-partisan political groups, fundraising events for nonprofits, education opportunities, or other services that are of a nonprofit, non-self-supporting nature* (BBFP2016, page 1, note 1).

The library's bulletin boards are designed and intended to directly aid and supplement the primary activities of the library and City of Bastrop (BBFP2016, page 1, notes 2-3; Bastrop Public Library Display and Flyer Policy, 2016 [DFP2016], page 1, note 1). *All library and/or City activities take precedence over non-library activities, publications, or displays* (BBFP2016, page 1, notes 2-3; DFP2016, page 1, note 1).

Informational flyers that are on standard 8.5 x 11" paper or smaller should be submitted at the Circulation desk. *Flyers may be resized to fit the available space* (BBFP2016, page 1, note 9). *Notices posted without authorization will be removed* (BBFP2016, page 1, note 8; DFP2016, page 1, note 4).

Items will be removed from the bulletin board after the event date posted on the flyer, after 60 days of the flyer being posted, or at the library's discretion (BBFP2016, page 1, note 7; DFP, page 1, note 3).

Informational notices of a personal or commercial nature will not be posted (BBFP2016, page 1, notes 4-6; DFP2016, page 2, note 8). *This includes but is not limited to personal or babysitting ads, lost pet and garage sale notices, campaign literature, service or commercial business advertisements, and personal fundraisers* (BBFP2016, page 1, notes 4-6; DFP22016, page 2, note 8).

Granting permission to display materials does not imply the library's endorsement of content, the sponsoring organization, or its views (BBFP2016, pages 1-2, notes 10-11; DFP2016, page 1, note 5). *The library does not take responsibility for the accuracy of statements made in community-posted materials* (BBFP2016, pages 1-2, notes 10-11; DFP2016, page 1, note 5). *The library accepts no responsibility for loss or damage to any item accepted for posting* (DFP2016, page 1, note 6). The library reserves the right to refuse to post flyers that do not meet the above criteria.

Digital Content

Bastrop Public Library provides a website, various social media, and other web-based content *to promote library endeavors, share community content, and curate a digital third space for library users* (SMP2018, page 1, notes 1 and 3).

The library's digital content is designed and intended to directly aid and supplement the primary activities of the library and City of Bastrop (DFP2016, page 1, note 2). *Other community events, such as local groups, meetings, cultural events, non-partisan political groups, fundraising events for nonprofits, education opportunities, or other services that are of a non-profit, non-self-supporting nature may be promoted in the library's digital spaces at the library's discretion* (DFP2016, page 1, note 7).

The library director may appoint any library employee(s) to have access to and/or to create digital content platforms in order to post, monitor interactions, delete inappropriate posts, and to curate interest and interactions (SMP2018, page 1, notes 6-7). *In addition, the City of Bastrop Public Information Officer will have administrative access to all digital content platforms for archiving and public record purposes* (SMP2018, page 1, notes 6-7).

Comments, posts, and messages from the public are welcomed and encouraged. However, the library's digital content sites are not intended to be public forums for the general exchange of ideas and viewpoints, but a limited forum for discussion of library-related information. *All interactions must adhere to the Bastrop Public Library's User Responsibility and Conduct Policy* (SMP2018, page 2, notes 8-9). *Bastrop Public Library reserves the right to delete or hide messages and comments that do not adhere to the library policy and/or that are spam* (SMP2018, page 2, notes 8-9). Copies of deleted posts are retained and made available in accordance with City records retention schedules and the Texas Public Information Act.

Bastrop Public Library reserves the right to reproduce comments and posts tagging the library in other public venues (SMP2018, page 3, notes 10-11). *Reproductions of this nature may be edited for space or content, but the original intent of the comment or post will be maintained* (SMP2018, page 3, notes 10-11). By posting on the library's digital content sites, users give the library permission to use their name, profile picture, and the content of any posting without compensation to the user or liability on the part of the library.

Exceptions and Accommodations

Exceptions/Accommodations to the Public Information Policy will be at the discretion of the library director or a library supervisor. Exceptions/Accommodations will be designed to increase the accessibility of the library but will not negatively impact other users' library experience.

Reevaluation of Public Information Policy

The Bastrop Public Library Public Information Policy is reviewed every three years so that it adequately reflects changes in the library's goals and the community's needs. Notwithstanding the foregoing, the City of Bastrop may amend the policy at any time as appropriate. The staff may bring forward issues and recommendations for the director's consideration as part of the amendment process for the policy.

Appendix

- Public Viewing Document form

Legal Review:

Library Board Approval:

City Council Approval:



Public Viewing Document

Title: _____ Permit Number: _____

Contact Information:

Name: _____

Phone Number: _____

Email Address: _____

Company: _____

Retention Information:

Public Viewing Period: _____ Removal Date: _____

Removal Method:

- Shred
- Pick-up
- Other

Notes:

Please note: Documents will be removed after the public viewing period has passed if no update to the public viewing period is provided to the library before this time. Documents failed to be picked up within one month after the public viewing period has ended will be removed.

For Staff Use Only

Received Date: _____ Initials: _____

Posted Date: _____ Initials: _____

Removal Date: _____ Initials: _____

BASTROP PUBLIC LIBRARY BULLETIN BOARD AND FLYER POLICY

A bulletin board is provided by the Bastrop Public Library as a community service to publicize *local groups, meetings, cultural events, non-partisan political groups, fundraising events for nonprofit organizations, educational opportunities (Educational or instructional opportunities may be posted, regardless of whether they are of a for-profit or nonprofit nature), or other services that are of a nonprofit, non-self-supporting nature* (Note 1).

The library's bulletin boards and display areas are designed and intended to directly aid and supplement the primary activities of the library and the City of Bastrop (Note 2). *All library and/or City activities will take precedence over non-library activities, publications or displays* (Note 3).

Lost pet notices are not posted (Note 4).

Notices from commercial enterprises are not posted (Note 5).

Personal ads, campaign literature, baby-sitting, and garage sales are not posted (Note 6).

The bulletin board is not to be used for advertising for commercial purposes.

Items may be rejected for lack of space.

The date items are received will be date stamped (by the Reference Librarian) and the *items will be removed after two weeks, when they are no longer timely or when space is required for more current items* (Note 7).

Exhibits in the library are seen by anyone who walks into the building—both children and adults who may have various degrees of sophistication. Exhibits must therefore meet what is generally known as “a standard acceptable to the community.”

Members of the public are not permitted to post notices. Only authorized library personnel may post notices on the library bulletin board. Any notice to be considered for posting must be submitted to Library Management for approval.

Notices posted without authorization will be removed (Note 8).

Notice size (physical dimensions) can be restricted if deemed necessary to maximize available space (Note 9).

The library does not necessarily advocate or endorse the viewpoints of organizations permitted to post notices on the Library bulletin board (Note 10). *The Library accepts no*

responsibility for loss or damage to any item accepted for posting (Note 11). All posted items are discarded after they are removed.

Failure to comply with these rules may result in denial of future posting privileges.

Revised: 12/19/16

Library Board Approval:

Bastrop City Council Approval:

BASTROP PUBLIC LIBRARY DISPLAY AND FLYER POLICY

Allowing the distribution of flyers and providing a bulletin board to exhibit items of information highlights the library's commitment to community service. By allowing these actions the library provides a forum to publicize local groups, meetings, cultural events, non-partisan political groups, fundraising events for nonprofit organizations, educational opportunities, and other events or services that are available to the public. The term "display" is used collectively to include handouts, flyers, and Bulletin board exhibit items.

The library's displays are designed and intended to directly aid and supplement the primary activities of the library and the City of Bastrop (Note 1). All library and/or City activities will take precedence over non-library activities, publications or displays (Note 2).

The Library will display information received from federal, state, county and city governments.

The date items are received will be date stamped (by the Reference Librarian) and the items will be removed after two weeks, when they are no longer timely or when space is required for more current items (Note 3). All displayed items are discarded after removal.

Members of the public are not permitted to display material. Only authorized library personnel may display items. Any display to be considered for posting or distributing must be submitted to Library Management for approval.

Displays posted without authorization will be removed and discarded (Note 4).

Displays in the library are seen by anyone who walks into the building—both children and adults who may have various degrees of sophistication. Displays must therefore meet what is generally known as "a standard acceptable to the community."

The library does not necessarily advocate or endorse the viewpoints of organizations permitted to display notices, nor is it responsible for the reliability of information or services displayed (Note 5). The Library accepts no responsibility for loss or damage to any item accepted for display (Note 6).

Items displayed must not be in violation of any federal, state or local laws.

Failure to comply with these rules may result in denial of future displaying privileges.

Materials submitted must fall within these guidelines:

Material Acceptable for Display (but not limited to) (Note 7)

- *Educational courses and programs (for nonprofit and/or for-profit)*
- *Information for cultural events such as concerts, theater, art gallery shows, etc.*
- *Free community information (health, civic, social)*
- *Programs and meetings sponsored by local nonprofit/community organizations and clubs*
- *Notices of fundraising events for nonprofit organizations and other community groups*

Material Not Acceptable for Display (but not limited to) (Note 8)

- *Lost pet notices*
- *Notices from commercial enterprises*
- *Personal ads, campaign literature, baby-sitting, or garage sales*
- *Commercial advertising*
- *Political campaign flyers/posters*
- *Active distribution, in which a person on library property hands out materials, solicits, or petitions patrons is not allowed (unless library related)*
- *Physical dimensions can be restricted if deemed necessary to maximize available space*
- *Items may be rejected for lack of space*

Revised: 12/20/16

Library Board Approval:

Bastrop City Council Approval:

Bastrop Public Library SOCIAL MEDIA POLICY

Introduction

The mission of the Bastrop Public Library is to provide free and unrestricted access to information, educational, cultural, and recreational library materials and services in a clean, comfortable, secure environment for people of all ages. *Because many patrons and other community members are on the internet and various social media platforms, the library needs to meet patrons where they are at in sharing informational, educational, cultural, and recreational resources* (Note 1). However, because there are many and various social media platforms and there is a limited number of employees, *the library is committed to providing positive and quality social media interactions across a few platforms rather than average or even subpar quality interactions across all of the social media platforms* (Note 2).

Social media encompasses “forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos)” (Merriam-Webster, 2017). As of August 2018, the main social media platforms that Bastrop Public Library actively participates in include Facebook, Twitter, Instagram, Instagram for teens, and the Bastrop Public Library Teens Weebly site.

The purpose of participating in the different social media platforms is (Note 3)

- *To promote library programs and events* (Note 4)
 - *Secondarily, other community or local library events and programs may be promoted (i.e. Texas Book Festival or Bastrop Lighted Christmas Parade)*
- *To share volunteer and community involvement opportunities*
- *To assist in reference questions and information literacy*
- *To share the story of Bastrop Public Library and its readers and patrons*
- *To promote reading and good literacy practices*
- *To provide quality articles that may be of interest to the audience (i.e. parenting or recycling)*
- *To spread cultural awareness (i.e. Chinese New Year or Dia de los Muertos)*
- *To educate on nonpartisan, political literacy (i.e. information on where early voting is held in Bastrop County or how to promote libraries)*
- *To foster an online community hub in lieu of being able to meet in person at the library* (Note 5)

A Decentralized Approach

The Library Director and their designee may appoint any library employee to have access to and/or to create social media platforms in order to post, monitor interactions, delete inappropriate posts, and to curate interest and interactions (Note 6). *In addition, the City of Bastrop IT Director will have administrative access to all social media platforms for archiving and public recording purposes* (Note 7).

Employees are encouraged to interact with audience members and to create posts that are (Note 8):

- *Honest and transparent*
- *Within one's area of expertise*
- *Inclusive of useful information*
- *Professional and do not encourage or participate in confrontation*
- *Accurate*
- *Corrected when errors are made*
- *Responsive to citizens' concerns*

Employees are prohibited from posting the following to any social media platform:

- Information about actual or potential claims and litigation involving the government
- The intellectual property of others, without written permission
- Photographs of employees or members of the public who have verbally or in writing expressed their preference for their image(s) to remain off the web
- Defamatory material
- Any personal, sensitive, or confidential information about anyone
- Obscene, pornographic, or other offensive/illegal materials or links
- Racist, sexist, or other disparaging language about a group of people
- Sexual comments about, or directed, to anyone
- Religious affiliations and/or religious promotions
- Political campaign materials or comments
- Threatening or harassing comments
- Other information that is not public in nature

Interactions on Platforms

Comments, posts, and messages from audience members are welcomed and encouraged. While Bastrop Public Library recognizes and respects differences in opinion, all interactions with patrons and community members will be regularly monitored and reviewed for content and relevancy (before publishing when possible). All postings that contain any of the following will be removed and the poster will be barred from sharing any subsequent messages on any and all Bastrop Public Library social media platforms (Note 9):

- *Obscene or racist content*
- *Personal attacks, insults, or threatening language*
- *Potentially libelous statements*
- *Plagiarized or copy-written material*
- *Private, personal information published without consent*
- *Comments totally unrelated to the content of the platform and/or original post*
- *Hyperlinks to material that is not directly related to the discussion*
- *Commercial promotions or spam*
- *Organized political activity*
- *Photos or other images that fall in any of the above categories*

Additionally, Bastrop Public Library reserves the right to edit or modify any posts or comments for space or content while retaining the intent of the original post (Note 10).

Bastrop Public Library shall also be granted the right to reproduce comments, posts, and messages in other public venues (Note 11). For example, a response to a Facebook book review may be quoted on a book recommendations flyer that is printed and posted in the library. Identifying information, other than first name, will be removed unless approval is granted by the user.

Evolution of Social Media

Because social media evolves quickly, it is good practice for the employee(s) who runs a social media platform to evaluate whether or not the social media platform is a good use of time and energy. Posting guidelines need to be revised to meet the constantly changing environment.

Due to the dynamic nature of social media and the fact that different platforms attract certain audiences over others (i.e. SnapChat is used more by teens than by middle-aged parents), each social media platform will have its own target audience(s), goals, and posting schedule identified. These will not be a part of the official policy to make it easier to adapt them as platform administrators change and as audience whims and interests ebb and flow.

Bibliography

- Chillicothe & Ross County Public Library. (2013, May). CRCPL social media initiative: Administrative procedures and guidelines [posted to Libraries & Social Media Facebook group].
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