



Library Board Agenda

Tuesday, October 28, 2025
6:00 PM

Burleson Public Library -
Conference Room -248 SW
Johnson Ave
Burleson, TX 76028

1. **CALL TO ORDER**

2. **CITIZEN APPEARANCES**

Each person in attendance who desires to speak to the Committee on an item NOT posted on the agenda, shall speak during this section. A speaker card must be filled out and turned in to the Secretary prior to addressing the Committee. Each speaker will be allowed three minutes to speak.

Each person in attendance who desires to speak on an item posted on the agenda shall speak when the item is called forward for consideration.

3. **GENERAL**

A. Consider approval of the minutes from the August 26, 2025, meeting. (*Staff Contact: Sara Miller, Deputy Director-Library*)

4. **REPORTS AND PRESENTATIONS**

A. Receive a report, hold a discussion, and provide feedback on Burleson Public Library services and programs. (*Staff Contact: Sara Miller, Deputy Director-Library*)

B. Receive a report, hold a discussion, and provide feedback on Burleson Public Library marketing and community engagement efforts. (*Staff Contact: Sara Miller, Deputy Director-Library*)

C. Receive a report, hold a discussion, and provide feedback on the Burleson Public Library Strategic Plan. (*Staff Contact: Sara Miller, Deputy Director-Library*)

D. Receive a report, hold a discussion, and provide feedback on the activities of the Friends of the Burleson Public Library. (*Staff Contact: Sara Miller, Deputy Director-Library*)

5. **REQUESTS FOR FUTURE AGENDA ITEMS AND REPORTS**

6. **ADJOURN**

Staff Contact

DeAnna Phillips
Director of Community Services
(817) 426-9622

CERTIFICATE

I hereby certify that the above agenda was posted on this the 16th of October 2025, by 5:00 p.m., on the official bulletin board at the Burleson City Hall, 141 W. Renfro, Burleson, Texas.



Amanda Campos

City Secretary

ACCESSIBILITY STATEMENT

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

BURLESON PUBLIC LIBRARY ADVISORY BOARD

August 26, 2025
DRAFT MINUTES

Call to Order: 6 P.M.

Board Members Present

Toni Wing-Jenkins, Vice Chair
Charlotte Vandervoort
Claire Coggins
Joan Coubarous
David Davidson

Board Members Absent

Jim Wadlow
Madison Kahan
Amanda Cognasi
Daniel McClain

Staff Present

Sara Millier, Deputy Director-Library
DeAnna Phillips, Director, Community Services
Kimberly Arrington, Recording Secretary

1. Call to Order: 6 p.m.

2. Citizen Appearances:

None

3. General:

A. Consider approval of the minutes from February 25, 2025, Library Board Meeting. (Staff Contact: Sara Miller, Deputy Director- Library)

Charlotte Vandervoort moved to approve minutes, Joan Coubarous seconded the motion. Approved unanimously, except for members absent.

B. Elect a Chair and Vice Chair to Serve for the Year 2026. (Staff Contact: Sara Miller, Deputy Director-Library)

Claire Coggins nominated Toni Wing-Jenkins for Chair. Joan Coubarous seconded the nomination. Approved unanimously, except for members absent.

Toni Wing-Jenkins nominated Charlotte Vandervoort for Vice Chair. Claire Coggins seconded the nomination. Approved unanimously, except for members absent.

C. Receive a report and hold a discussion and provide feedback regarding the Burleson Public Library services and programs. (Staff Contact: Sara Miller, Deputy Director-Library)

Staff gave an update of library services and programs for the months of March to July, which included an overview of the programs for all age groups, community events and outreach as well as library statistics.

D. Receive a report, hold a discussion and provide feedback regarding Burleson Public Library marketing and community engagement efforts. (Staff Contact: Sara Miller, Deputy Director-Library)

Staff gave an update on the library's marketing efforts, including social media highlights and customer feedback, e-mail marketing, direct mail marketing for new residents. Staff also discussed community engagement activities.

E. Receive a report, hold a discussion and provide feedback regarding the activities of the Friends of the Burleson Public Library. (Staff Contact: Sara Miller, Deputy Director-Library)

Board member Toni Wing-Jenkins presented the report. Highlights were given on the many events and activities that are conducted by the Friends of The Library (FOL) volunteers.

4. Community Announcements:

Board member Toni Wing-Jenkins shared that September 6-13 is the next Bag of Books Bonanza, where people can buy a bag of books for only \$5.

Also, on September 23rd, The Friends of the Library will sponsor a program called All the Bells and Whistles: the supersized history of homecoming mums in Texas with author, Amy J. Schultz.

5. Board Request for Future Agenda Items or Reports:

None

6. Adjourn:

There being no further business Vice Chair, Toni Wing-Jenkins adjourned the meeting.

Time – 6:48 p.m.

Kimberly Arrington, Recording Secretary

BURLESON PUBLIC LIBRARY ADVISORY BOARD

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Staff Present

Sara Millier, Deputy Director-Library
Deanna Phillips, Director, Community Services
Kimberly Arrington, Recording Secretary

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Time – 6:48 p.m.

Kimberly Arrington, Recording Secretary

Library Board Meeting

DEPARTMENT: Community Services
FROM: Sara Miller, Deputy Director-Library
MEETING: October 28, 2025

SUBJECT:

Receive a report, hold a discussion, and provide feedback on Burleson Public Library services and programs. (*Staff Contact: Sara Miller, Deputy Director-Library*)

SUMMARY:

Staff will review library services, including:

- Program highlights
- Storytimes
- Community events & outreach
- Russell Farm Special Collection
- Library accredited for FY2026
- Library statistics

RECOMMENDATION:

N/A

PRIOR ACTION/INPUT (Council, Boards, Citizens):

N/A

REFERENCE:

N/A

FISCAL IMPACT:

N/A

STAFF CONTACT:

Sara Miller
Deputy Director-Library

smiller@burlesontx.com
817-426-9203

Library Services Update

August – September 2025

Library Advisory Board

October 28, 2025



Program Highlights



Welcome to Kindergarten
Storytime: 44



Back to School Shoe Charms:
27



Ask an Arborist: 17

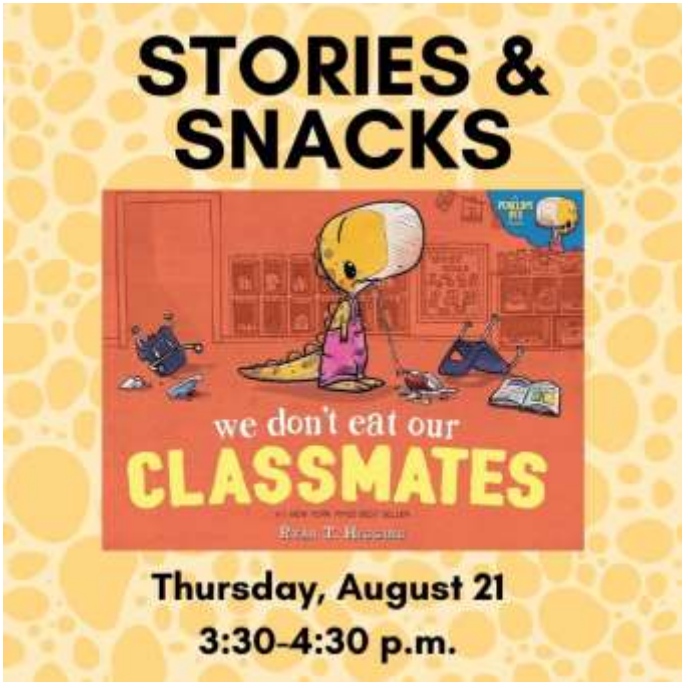
Program Highlights



Creativity Art Studio for Kids
Thank you for thinking about all the beautiful creatures who will love their awesome and fabulous hotels!! 🐛🐜🐞



Insect Hotels with Texas
Master Naturalists: 34



Stories & Snacks: 23



Play & Learn Workshop: 33

Program Highlights



Children's Art Day: 39



Teen Lounge: 47
(4 sessions)



Read with Indy: 29
(2 sessions)

Program Highlights



Skins & Skulls with Cleburne State Park: 17



Left on Read...an Introvert's Book Club: 2

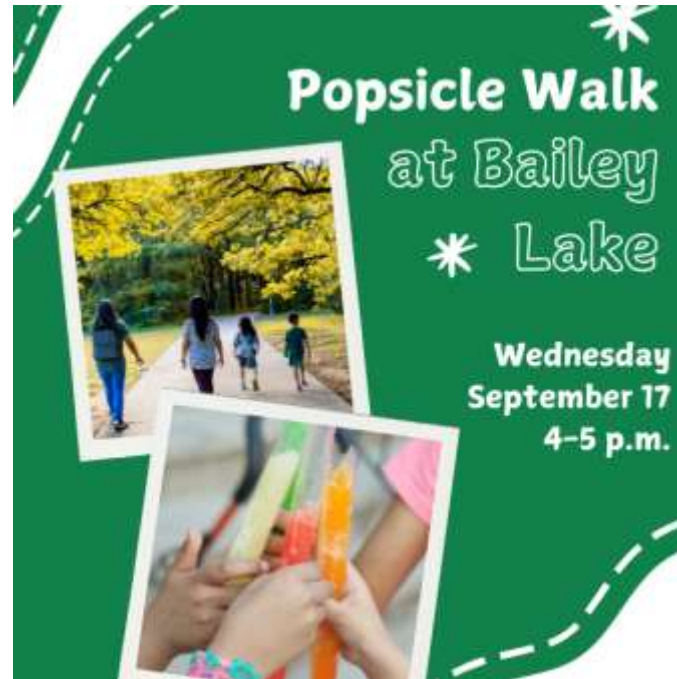


Stories & Snacks: 37

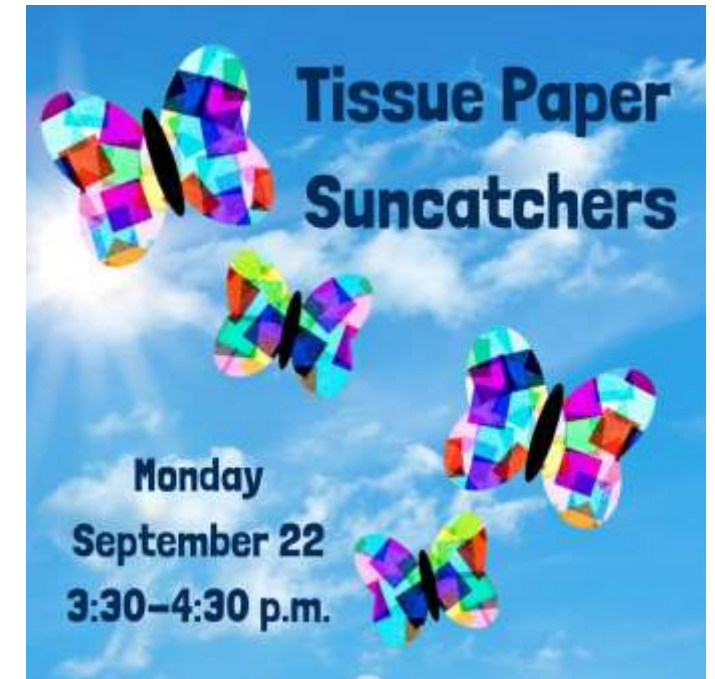
Program Highlights



Pop-Up Play and Learn: 45



Popsicle Walk at Bailey Lake:
21



Tissue Paper Suncatchers: 38

Program Highlights



All the Bells & Whistles: 21



Hispanic Heritage Celebration: 8



Fall Button Bouquet: 24



Joan Brundy Coubarous
It was fantastic! Thank you Friends. Thank you Amy! 🍪🍪

Storytimes



Average attendance

Baby:	39
Toddler:	78
Preschool:	35
Evening:	24
Saturday:	10

Special Guest Storytimes

Monday, August 4, 6 p.m.
Wanda Bullard, HR Deputy Director

Wednesday, August 6, 9:30 a.m.
Daniel Shafer, Parks and Athletics Manager

Thursday, August 7, 9:30 a.m.
Justin Scharnhorst, Dep. Director of Public Works

Friday, August 8, 9:30 a.m.
Alex Conner, Recruitment and Retention Specialist



Community Events & Outreach



Meet the Teacher: Kerr
Middle School



Meet the Teacher: STEAM
Middle School

Community Events & Outreach



Be Healthy Run

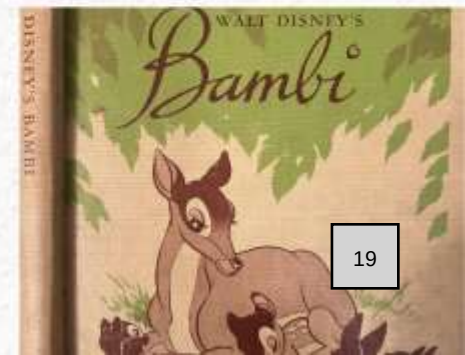


Trash Bash

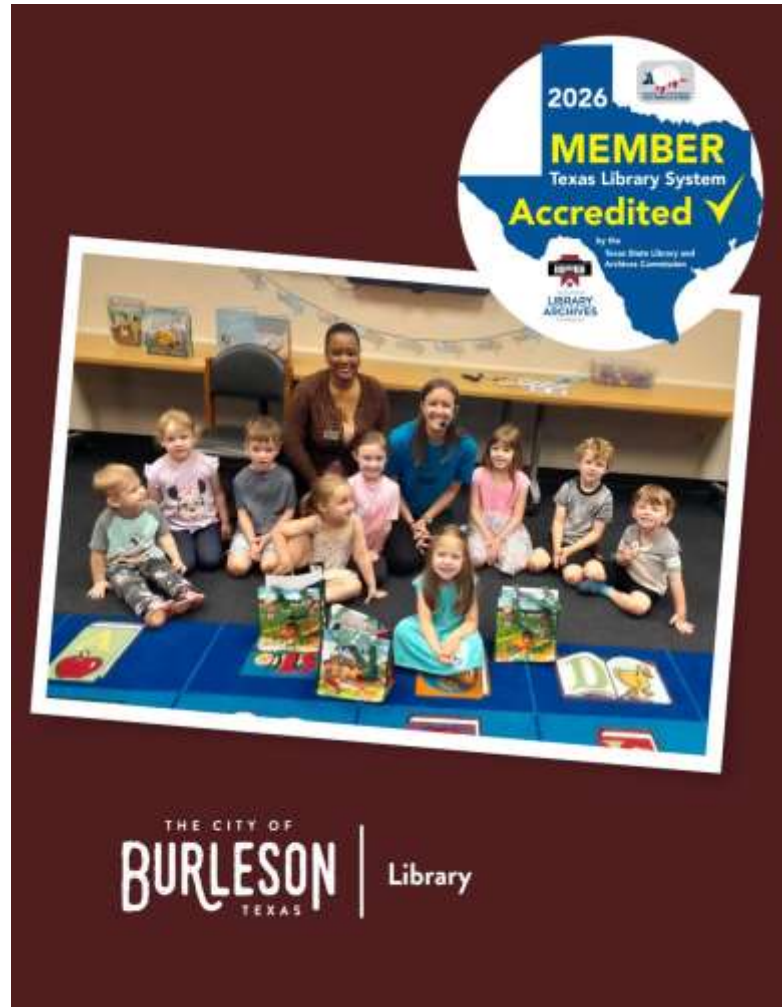
Russell Farm Special Collection

Nearly 600 rare and vintage books—some dating back to the late 1800s—are now fully cataloged and ready to explore online!

Donated to the City of Burleson by the Boren family in 2023, these books don't circulate, but you can browse the catalog anytime and make an appointment to see them in person.



Library Accredited for FY2026



To earn accreditation, the library must meet statewide criteria for services, collections, staffing, and budget.

Accreditation ensures the library's eligibility for valuable statewide programs, including interlibrary loan, TexShare cards and databases, and the ability to order Collaborative Summer Library Program materials. It also allows staff to apply for state grant funding.

- 2024: Library Cooperative Grant (\$75,000, MetroShare Libraries) Library of Things, courier service
- 2023: Library Cooperative Grant (\$74,000, MetroShare Libraries) circulation software/catalog, courier service
- 2022: Library Cooperative Grant (\$75,000, MetroShare Libraries) circulation software/catalog implementation, courier service
- 2022: Community Advancement Package Grant (\$7,535) outreach supplies, book carts
- 2020: TexTreasures Grant (\$25,000) newspaper digitization

FY25
Totals



90,569
digital downloads +10%

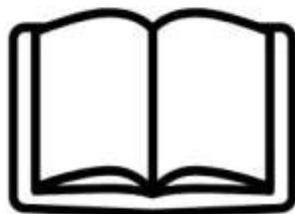


2,925
cards issued +2%

Item A.

14,107

Wi-Fi sessions +33%



231,261
physical items checked out -2%

217,579
visitors +8%



Questions/Comments

Sara Miller

Deputy Director-Library

smiller@burlesontx.com

817-426-9203

Library Board Meeting

DEPARTMENT: Community Services
FROM: Sara Miller, Deputy Director-Library
MEETING: October 28, 2025

SUBJECT:

Receive a report, hold a discussion, and provide feedback on Burleson Public Library marketing and community engagement efforts. (*Staff Contact: Sara Miller, Deputy Director-Library*)

SUMMARY:

Staff will review library marketing and community engagement, including:

- Social media highlights
- Email marketing campaigns
- Postcard marketing campaigns
- Chamber of Commerce

RECOMMENDATION:

N/A

PRIOR ACTION/INPUT (Council, Boards, Citizens):

N/A

REFERENCE:

N/A

FISCAL IMPACT:

N/A

STAFF CONTACT:

Sara Miller

Deputy Director-Library
smiller@burlesontx.com
817-426-9203

Library Marketing & Community Engagement

Library Advisory Board

October 28, 2025

Social Media Highlight: August

There was a lot of excitement about the next Bag of Books sale.

This Facebook post reached 24.7K users, was shared 100 times and received 182 reactions.



Social Media Highlight: September

Families were excited about the Stuffed Animal Sleepover.

This Facebook post about the event reached 13.4K users and received 34 reactions.



Social Media Feedback:



Burleson is so lucky to have this amazing staff.

Our family so enjoyed the Tuesday art days and scavenger hunts! Great job and thank you all so much!

With numbers like these, we need an expansion!

We love it there! And any book I request, y'all get it for me! Every single time.

That's one for the storybooks! Way to make reading the coolest thing this summer! Bravo!

[on the Stuffed Animal Sleepover]
This is the best idea I've heard of!



Social Media Feedback:



BTX has such amazing library programs!

We love our library! Thank you for all you offer!

You guys have been busy! Thank you all for what you do

My kids are always saying this is the best library ever! Great job, and thank you for all your hard work!

Amazing job! Amazing staff! Thank you Burleson Public Library for all you do for the community and beyond.

Y'all advance your community interaction exponentially every season. Congrats to an amazing staff!



Email Marketing Campaigns: City E-Newsletter

Goal: to provide general information to a broader audience in the city of Burleson each Friday. These items are also included in the City Manager's Weekly Report to City Council.

- Aug 1: Summer Reading Week 8 Recap, Welcome to Kindergarten Storytime
- Aug 8: Summer Reading Club breaks attendance records, Ask An Arborist, Back to School Shoe Charms
- Aug 15: Russell Farm Special Collection
- Aug 22: Crafting Party
- Aug 29: Read with Indy

Burleson Public Library News

Summer Reading Club Recap: Week 8

Week 8 was full of color, creativity, and a whole lot of pink. On Tuesday, kids and teens made beautiful pink creations at **Children's Art Day** and **Teen Art Hour**. That evening, teens whipped up some colorful treats at **Teen Simple Cooking for Unicorns**—a magical culinary adventure.

Wednesday morning, the **Texas Master Naturalists** wowed participants with their amazing program all about **Monarch Butterflies** and their **imposters**. Monty Monarch even read a story with a little help from the Cat in the Hat, followed by fun butterfly-themed crafts and activities. In the afternoon, it was time to think pink at the **Flamingo Party**. Families enjoyed a pink scavenger hunt, flamingo crafts, and delicious pink snacks.

Finally, on Saturday, teens had a flapping good time designing fabulous outfits for their lawn flamingos at **Dress Your Lawn Flamingo**—talk about fierce fashion!



Email Marketing Campaigns: City E-Newsletter

Goal: to provide general information to a broader audience in the city of Burleson each Friday. These items are also included in the City Manager's Weekly Report to City Council.

- Sep 5: Skins & Skulls with Cleburne State Park, Left On Read...An Introvert's Book Club
- Sep 12: Library Earns Accreditation, North Texas Giving Day & Friends of the Library
- Sep 19: All the Bells & Whistles, Hispanic Heritage Celebration
- Sep 26: Fall Button Bouquet, Stuffed Animal Sleepover

Burleson Public Library News & Programming

Skins & Skulls with Cleburne State Park

Discover the wild side of nature! Join the Burleson Public Library on **Tuesday, September 9, from 4–5 p.m.** for a fascinating presentation from a Cleburne State Park Ranger. Families will get the chance to see and learn about different animal skins and skulls up close while exploring the amazing wildlife found in our area. This hands-on program is both fun and educational—perfect for curious kids and nature-loving families.

Left On Read...An Introvert's Book Club

Calling all book-loving teens who want a low-pressure, laid-back reading space! Join the Burleson Public Library on **Tuesday, September 9, from 6–7 p.m.** for Left On Read... An Introvert's Book Club. Each month a different genre will be highlighted, with a selection of books available for you to choose from—or bring your own. September's focus is Fantasy, with plenty of middle grade and YA options ready to explore. Whether you want to chat about your book, keep it to yourself, or just enjoy some quiet reading time, this club is for you.

Email Marketing Campaigns: Monthly Newsletter

Goal: to provide general information to library users, sent to approximately 11,000 patrons monthly.

- 46.5% open rate
- August featured Book Club Kits
- September featured Library Card Sign Up Month

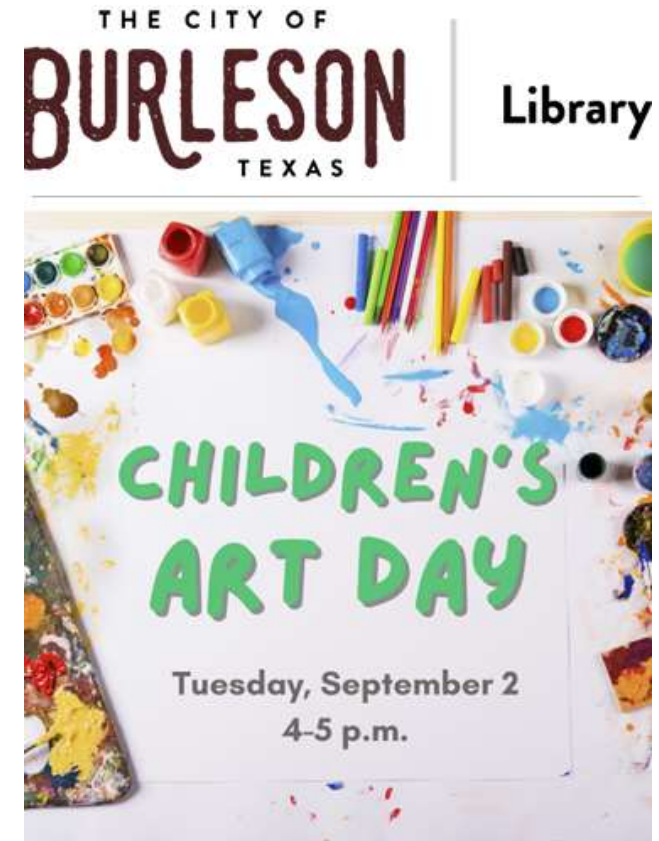


Email Marketing Campaigns: Program Newsletters

Goal: to provide age-specific program information to subscribers monthly.

- Adult Programs: 307 subscribers
 - 63.3% open rate
- Teen Programs: 303 subscribers
 - 57.6% open rate
- Children's Programs: 1,061 subscribers
 - 64.5% open rate

Library program attendance is up 20% from last year.



Children's Art Day

Tuesday, September 2, 4-5 p.m.

Join us for Children's Art Day on Tuesday, September 2, from 4-5 p.m.! We will provide craft supplies for open-ended craft time for families to enjoy. All ages are welcome to attend.

Email Marketing Campaigns: New Cardholders

Goal: to provide information to new cardholders and keep them engaged with the library. This is a series of 6 emails sent over the first 3 months.

1. General information, welcome to the library
2. Library of Things, we check out more than just books
3. Digital library
4. Programs and events
5. Online learning, tutoring and reading recommendations
6. Useful tips, how to get the most out of your library card

52% of new cardholders are still using their library card after one year. That is 2% higher than the average among our library peers.



We have activities for all ages and interests!

[Children's Programs](#)

A variety of free programs are available for families and children.

[Teen Programs](#)

We have a variety of free programs created just for teens.

[Book Clubs](#)

Our book clubs read and discuss a wide variety of fiction and nonfiction titles.

[Programs for Adults](#)

The library offers educational opportunities for adults, as well as crafting programs and other events.

[Groups & Meetups](#)

Come to the library and meet other people who share your interests.

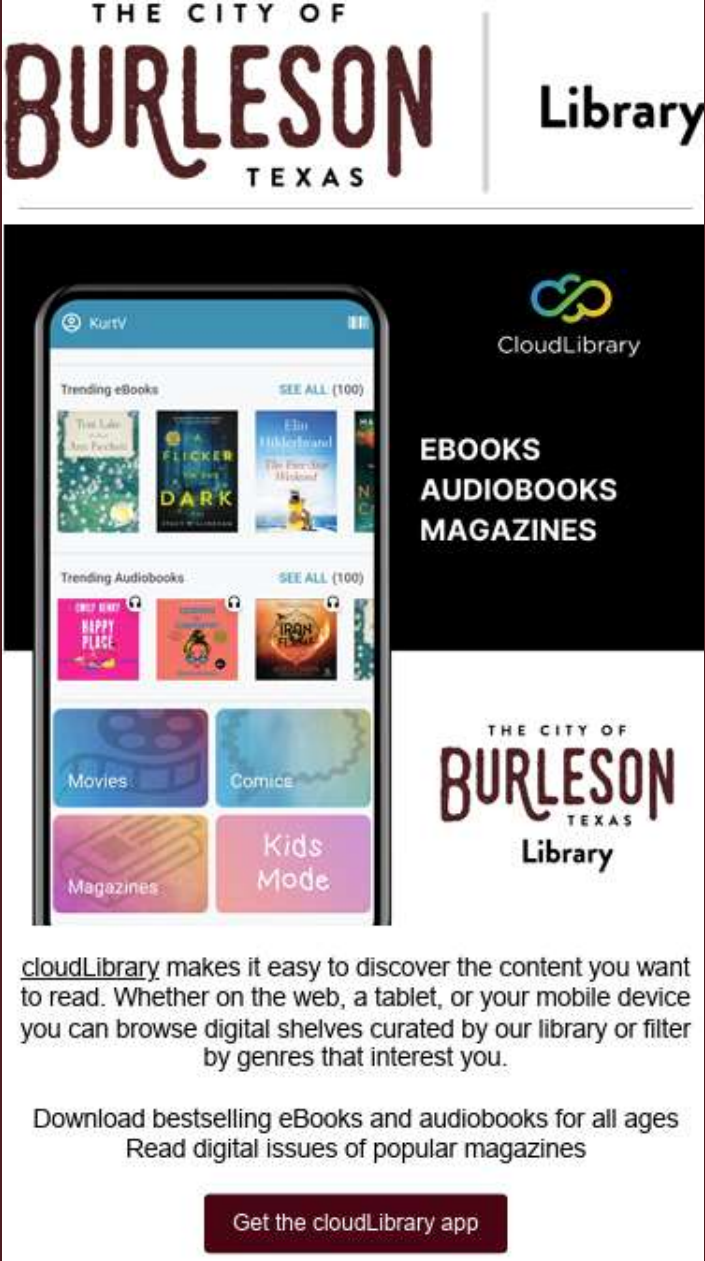
Email Marketing Campaigns: Inactives & Occasionals

Goal: to re-engage lapsed users or occasional users and get them to use their library card.

- Check out Libby
- Check out cloudLibrary
- Featured new titles

In the past 3 months, 472 occasional users and 75 inactive users have re-engaged with the library after receiving one of these messages.

Item B.



THE CITY OF
BURLESON
TEXAS

Library

CloudLibrary

Trending eBooks SEE ALL (100)

Trending Audiobooks SEE ALL (100)

Movies Comics Magazines Kids Mode

**EBOOKS
AUDIOBOOKS
MAGAZINES**

THE CITY OF
BURLESON
TEXAS
Library

cloudLibrary makes it easy to discover the content you want to read. Whether on the web, a tablet, or your mobile device you can browse digital shelves curated by our library or filter by genres that interest you.

Download bestselling eBooks and audiobooks for all ages
Read digital issues of popular magazines

Get the cloudLibrary app

Email Marketing Campaigns: Library Patron Clusters

Goal: to keep library users engaged by showing them relevant new titles, sent monthly.

- Bedtime Stories: users who check out children's print materials
- Page Turners: users who check out adult print
- Digitarians: users who check out adult digital

In the past 3 months, 1,732 users have used their library card within 7 days after opening one of these messages. 57 of those were re-engaged occasional users.

THE CITY OF
BURLESON
TEXAS | Library



Postcard Marketing Campaigns: New Residents

Goal: to get new Burleson residents to sign up online for a library card.

324 postcards were mailed out in August and September.

Library card sign ups are up 2%.



Community Engagement:

Community Engagement Librarian Amanda Cadenhead currently serves as a Chamber of Commerce Ambassador.

In August and September, she represented the library at 3 ribbon cuttings for new businesses.

She also attended the Old Town Business Association meeting.



Questions/Comments

Sara Miller

Deputy Director-Library

smiller@burlesontx.com

817-426-9203

Library Board Meeting

DEPARTMENT: Community Services
FROM: Sara Miller, Deputy Director-Library
MEETING: October 28, 2025

SUBJECT:

Receive a report, hold a discussion, and provide feedback on the Burleson Public Library Strategic Plan. (*Staff Contact: Sara Miller, Deputy Director-Library*)

SUMMARY:

Staff will review updates to the library's Strategic Plan, which builds on extensive research and community input gathered as part of a multi-year planning effort. This plan will guide the library staff for the next 3 to 5 years in responding to evolving user needs and technological advancements to remain relevant, vital and responsive to community needs. It includes:

- Statistical data and comparison to other libraries
- Adapting to space-related challenges
- Looking to the future
- About this plan/sources
- Community feedback
- Aligning with the City of Burleson's Strategic Plan
- Focus Area 1: Maximize use of the existing facility
- Focus Area 2: Strengthen access to collections and digital resources
- Focus Area 3: Enrich programs and outreach for all ages
- Measuring our success
- Implementation/workplan tasks

RECOMMENDATION:

N/A

PRIOR ACTION/INPUT (Council, Boards, Citizens):

N/A

REFERENCE:

N/A

FISCAL IMPACT:

N/A

STAFF CONTACT:

Sara Miller
Deputy Director-Library
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817-426-9203

Strategic Plan

Library Advisory Board

October 28, 2025



Burleson Public Library: FY2024 at a Glance



Community Growth & Families

Population 19,500 → 55,220 since 1996
Avg. household size 3.13
44.7% with children



Visitors

201,769 visitors (all-time record)



Circulation

310,725 items checked out
26% digital, +7% vs. FY2023





57,632
digital items available



29%
of
Burleson households
use a library card

Item C.

open

60

hours per week



50,260
physical items in the collection

Volunteers gave
1,041 hours
of their time last year



632

programs offered last year



Play in the Family
Place Area



Use a computer



Connect to free Wi-Fi or
check out a hotspot



Print, scan or fax a
document



Apply for jobs



Get help with your
income taxes



Create items on the
3D printer



Use a study room



Meet with a tutor



Join a book club



Attend a craft program



Bring a child to
Storytime



Explore local history



Learn simple cooking
for teens



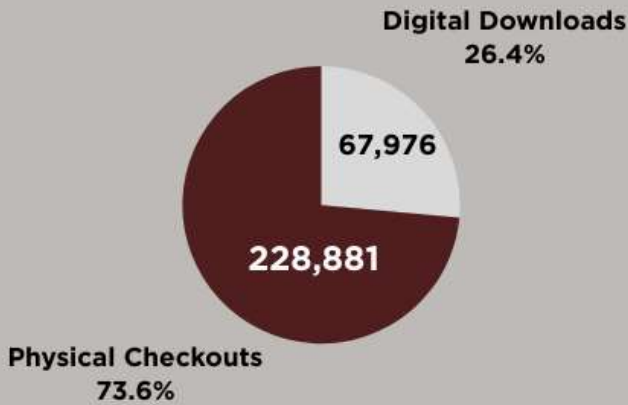
Work on a school
project



BY THE NUMBERS

While digital resources are very popular with Burleson library patrons, the library’s physical checkouts far exceed digital downloads.

FISCAL YEAR 2024 LIBRARY CHECKOUTS



HOW IS THIS DATA COLLECTED?

Koha, the Library’s integrated library system, collects data from physical checkouts at the service desk and the self-checkout kiosks. The Library’s three digital platforms (Libby, cloudLibrary and hoopla) collect data from digital downloads.



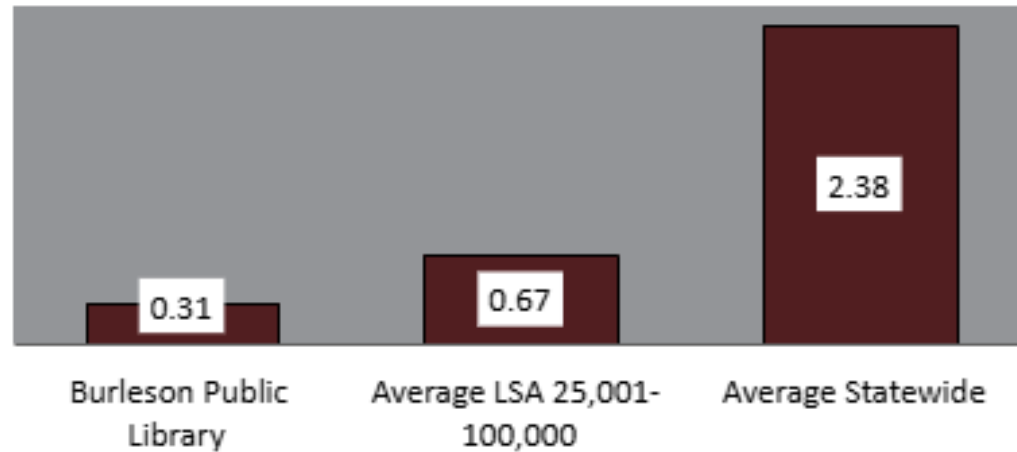
In FY2024, an average of **16, 814** people visited the library each month.



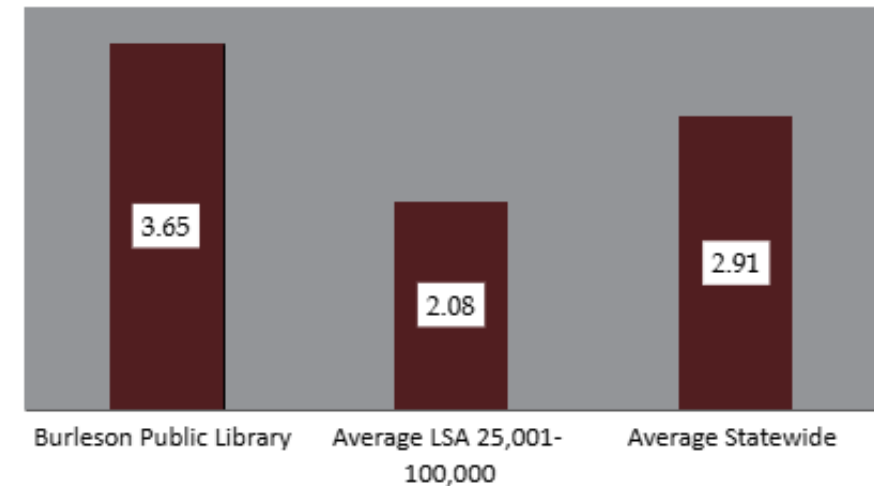
Digital downloads and physical checkouts both increased by 7 % from FY2023.

How do we stack up to other Texas libraries?

Library Square Footage Per Capita FY 2024



Library Visits Per Capita FY 2024



Adapting to Challenges: Public Spaces

The current facility, opened in 1996, was designed for a much smaller service population.

- Meeting room is often at capacity during library programs.
- Popular programs must be moved offsite, so families must make a separate trip to borrow books.
- Staff often limit marketing efforts to avoid exceeding capacity and turning away program attendees.
- Meeting rooms are rarely available for rental due to high demand for library programs.
- 3 study rooms are in constant use and do not meet demand for individual study spaces.
- Public seating is minimal, and study tables are often full.



Adapting to Challenges: Other Space Limitations

- Shelving can't expand without sacrificing public seating, limiting opportunities to grow the physical collection.
- Number of parking spaces meets city ordinances but does not align with library best practices. As a result, parking can be difficult to find during peak hours.
- Staff workspaces are small and can't be expanded for additional employees.

Overall, space limitations limit the growth of services, programs, and collections despite strong community demand.



Adapting to Challenges: Steps Taken

- Programs regularly held offsite at the Plaza, Senior Center, Russell Farm, parks, etc. to expand capacity
- Evening and Saturday Storytimes added to meet demand
- Mobile shelving installed, allowing spaces to be reconfigured for events
- New public furniture replaced oversized six-seat tables with a mix of flexible seating
- Staff workroom remodeled with modular furniture for more flexibility
- Several public desktop computers removed in response to declining usage, freeing up tables for laptops with improved access to power outlets
- Two service desks were consolidated into a single desk, creating more room for self-checkout and hold pickup
- Built-in desk removed to expand Family Place play area
- Garden enhanced with picnic tables and activities
- eBooks and audiobooks widely promoted to supplement the physical collection
- Reading Rover outreach vehicle added to take services and programs out into the community
- Paperback racks removed to create space for more seating

Looking to the Future



These improvements reflect the library's ongoing commitment to innovation and adaptability, even within the constraints of its physical space.

Continued investment in facilities and infrastructure will be essential to support the library's ability to grow alongside the community it serves.

About this Plan

- Built on multi-year research & community input
- 2022: City of Burleson partnered with 720 Design for a needs assessment (data, benchmarking, site visits, engagement sessions & surveys)
- 2023: Library Master Plan and Facility Study developed; presented to City Council in Feb 2024
- Data sources: Savannah (Orange Boy), Koha ILS, Texas State Library & Archives Commission stats, U.S. Census, American Community Survey

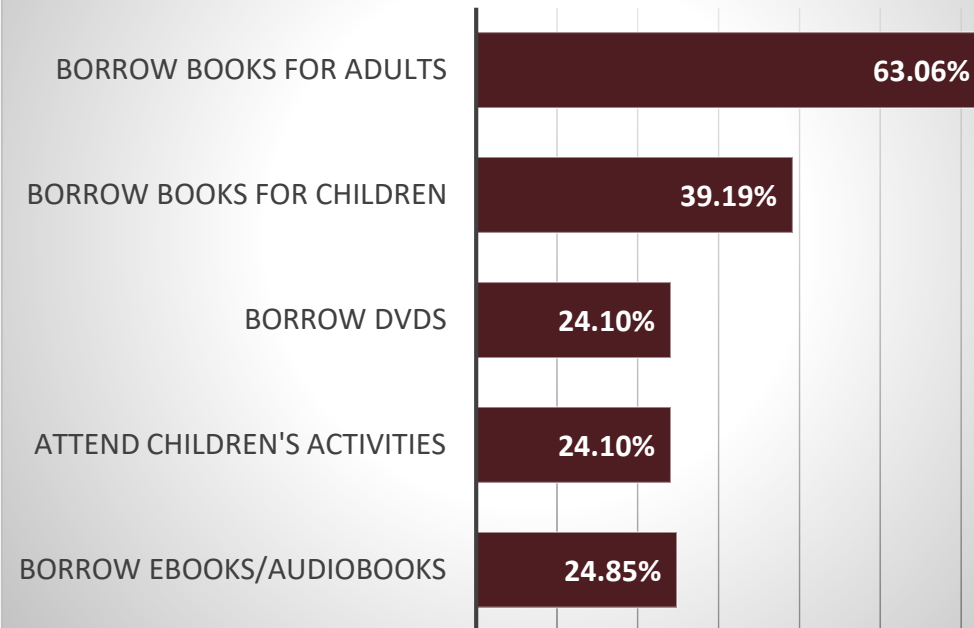


Assessing Strengths & Challenges: Community Feedback

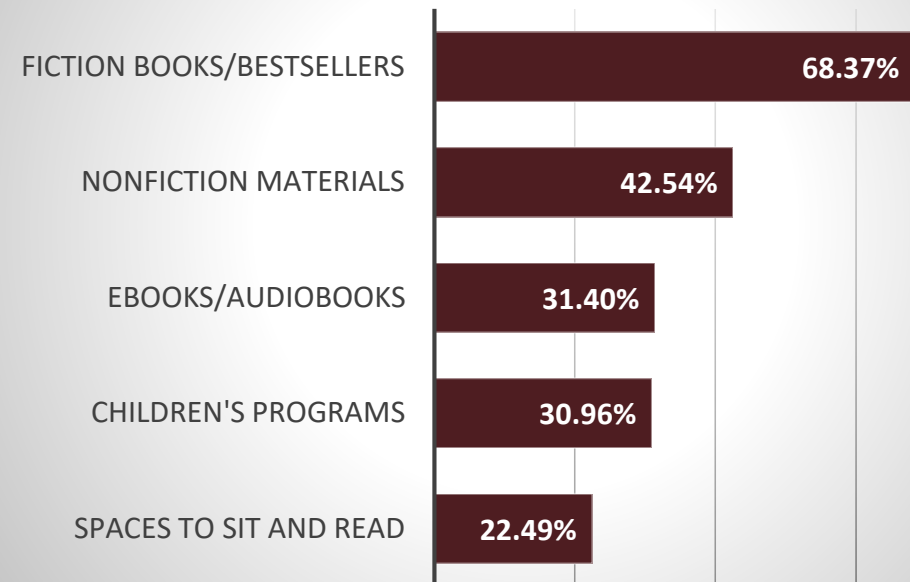
- Community engagement conducted May 2022 as part of the facility study
- Methods: 3 public meetings + online survey (May 1-31)
- Extensive outreach: social media, newsletters, flyers, Senior Activity Center, Mayor's Youth Council
- ~450 participants, including both library users & non-users

Result: valuable insight into community perceptions, expectations, and unmet needs.

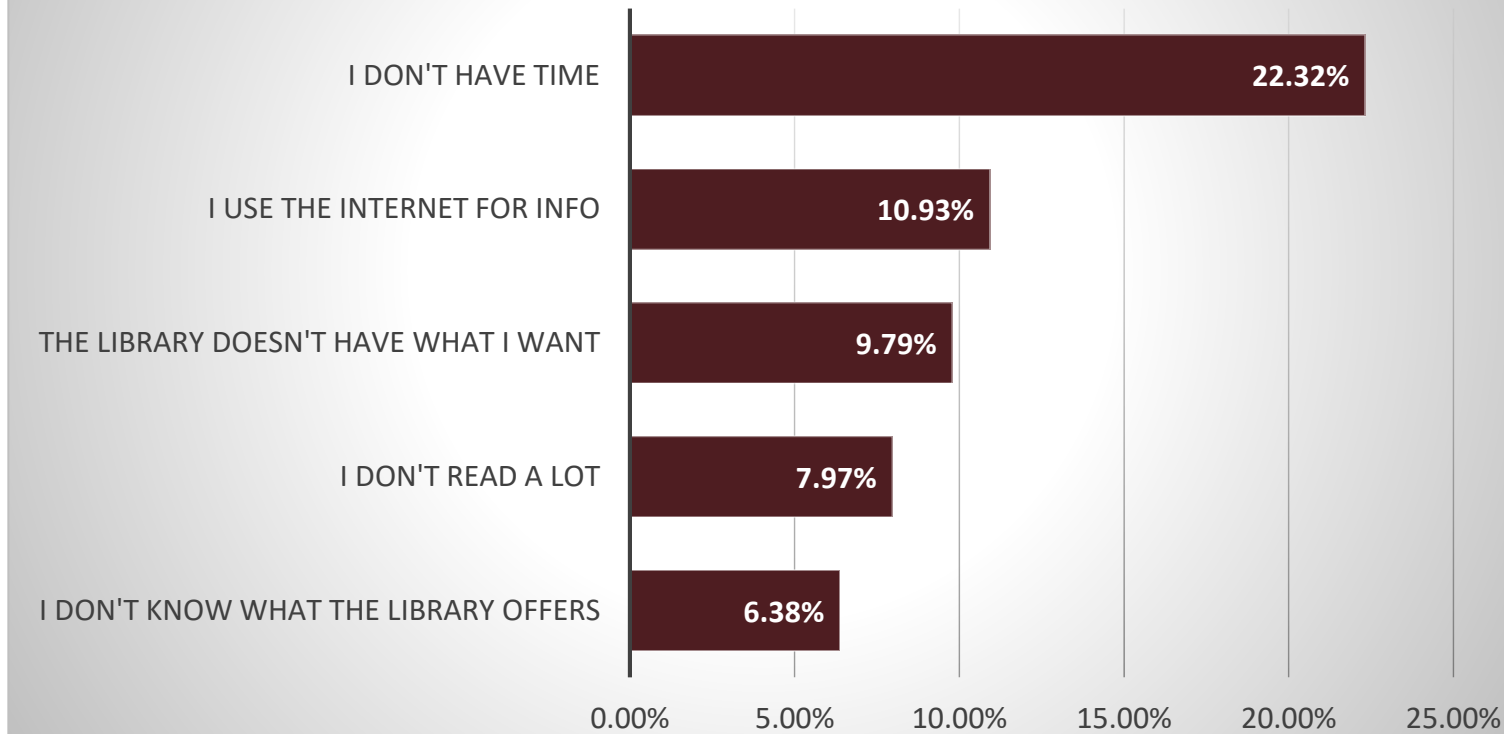
If you are a library user, why do you go to the library?



Which library services are the most valuable to you?



What is the primary reason you do not use the library more often?



“Other” reasons listed:

- I live out of town, cost is high
- I am too busy
- Not enough Kindle and audiobooks
- Not enough new books
- Not enough activities for adults
- I buy my books
- Too far away to walk/ride bikes
- Activities are too crowded
- Library is too noisy
- Too many kids in the library
- Library is too small and outdated
- Not enough financial newspapers and investment materials

Overall Satisfaction

Early Literacy:

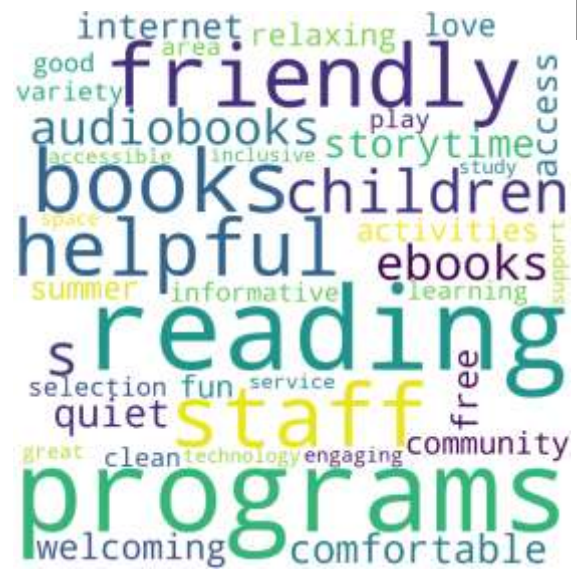
“The library was essential in raising our children to be readers.”

“Storytime is so important to our children...it boosts their confidence in learning to read and engages them in the magic of stories.”

Community Space:

“It’s a free place to go with the kids for an afternoon.”

“I love coming in to work on my laptop and check out books—it’s my quiet space.”



Technology:

“I love the Playaways—I’m on the road a lot and they’re perfect for me.”

“Please continue building your ebook and audiobook services—they’re a lifeline for busy families and commuters.”

What can the library do to improve services for you or your family?

COLLECTION DEVELOPMENT

- More new releases, Christian fiction, audiobooks and diverse books
- More eBooks and audiobooks
- Expand the children's and homeschool collections

TECHNOLOGY & ACCESS

- Enhance online service (account tools, easier eBooks)
- Expand access to computers, Playaways, and technology classes
- New resources (recording studio, Shutterfly/photo book workshops)

PROGRAMS & SERVICES

- More children's programs on evenings and weekends
- More teen activities, homeschool programs and adult classes
- More events for toddlers and babies

MARKETING & COMMUNICATION

- Better promotion of programs through social media and in-library signage
- Some patrons were unaware of services like interlibrary loan, digital access, or events

FACILITIES & SPACES

- Requests for a larger facility to support a growing population
- More quiet areas, study spaces and comfortable seating
- Suggestions included a children's play area, coffee bar and sensory rooms

ACCESS & POLICY

- Many comments asked for free non-resident cards
- Others suggested longer hours or outreach/partnerships with local schools

The City of Burleson is:

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

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

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

By **maximizing use of the current facility**, the library honors its role as a trusted community space while adapting to meet modern needs.

Expanding access to collections and digital resources ensures residents can learn and grow in ways that reflect both tradition and innovation.

Through **enriched programming and outreach for all ages**, the library supports Burleson's commitment to being a great place to live, learn, work, and play—offering lifelong opportunities that evolve with the community it serves.

Focus Area One: Maximize Use of the Existing Facility

Objectives

- Continue to optimize furniture and layout to increase seating, improve comfort, and accommodate both individual and group activities.
- Use flexible furnishings to allow areas to serve multiple purposes throughout the day.
- Evaluate and prioritize space use regularly to ensure alignment with changing community demands and service goals.

Workplan Tasks

- Light fixtures should be updated with LED lamps*
- Replace public computers with laptops for in-house checkout*
- Remove unused physical media (DVDs, audiobooks) to free up shelving for other higher-demand collections
- Refresh public restrooms

**Recommendation from the 2023 library needs assessment*



Focus Area Two: Strengthen Access to Collections & Digital Resources

Objectives

- Increase investment in high-demand materials, including new releases, audiobooks, and digital content.
- Improve discoverability of library materials with user-friendly catalog tools and enhanced digital platforms.
- Develop collections that reflect community interests, including inspirational fiction, homeschool resources, large print books, and culturally diverse titles.

Workplan Tasks

- Replace picture book shelving with browsing bins*
- Reduce CD/DVD/Blu-Ray budget to shift more funds toward digital content
- Reorganize picture book collection to make browsing easier, shelf by category instead of author (i.e. animals, dinosaurs, trucks, etc.)
- Create a children's catalog in Aspen

**Recommendation from the 2023 library needs assessment*



Focus Area Three: Enrich Programs & Outreach for All Ages

Objectives

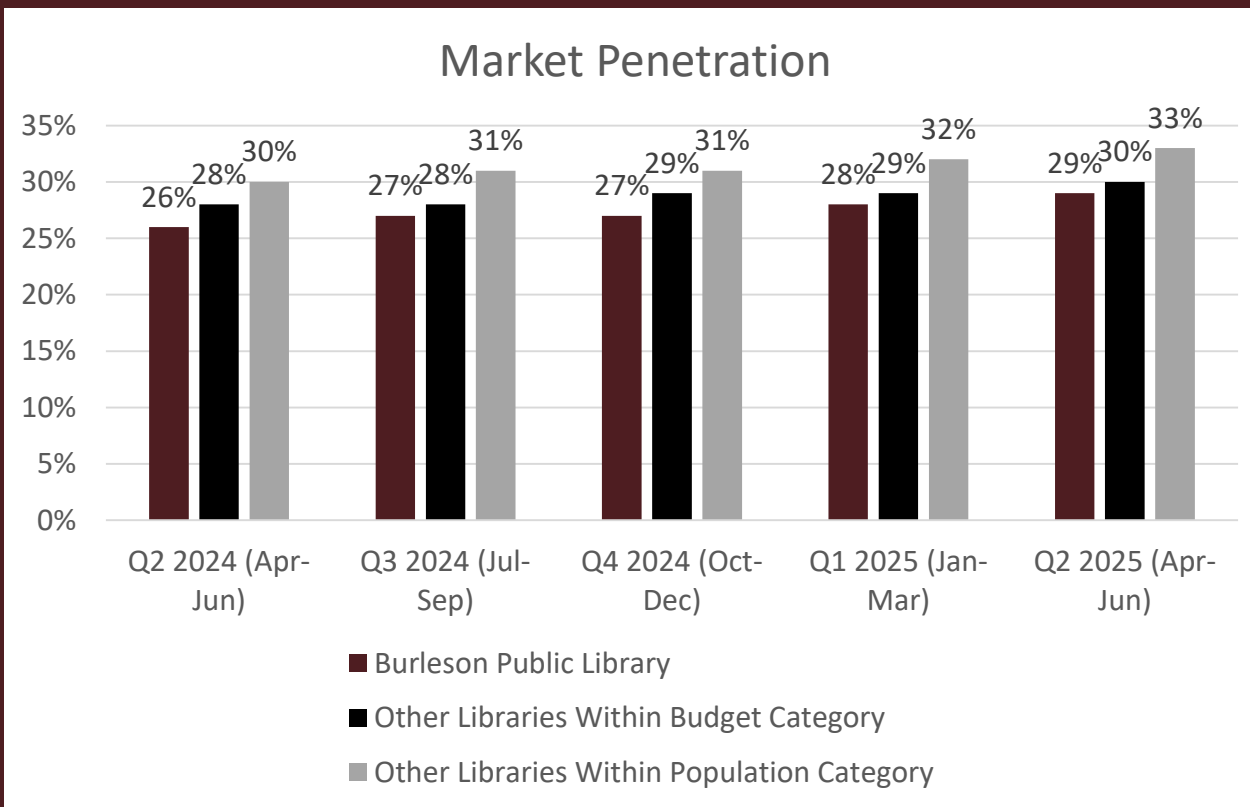
- Diversify and expand programming for all age groups, including evenings and weekends.
- Support early literacy and youth engagement through robust Storytime offerings, school partnerships, and expanded summer reading.
- Launch targeted outreach efforts for underserved populations.
- Enhance promotion of library services and events through social media, newsletters, and in-library signage.

Workplan Tasks

- Establish monthly lobby stops with senior living communities
- Add a part-time outreach specialist to the library staff
- Create pop-up programs outside the library for all ages
- Hold library card signup events in underserved areas



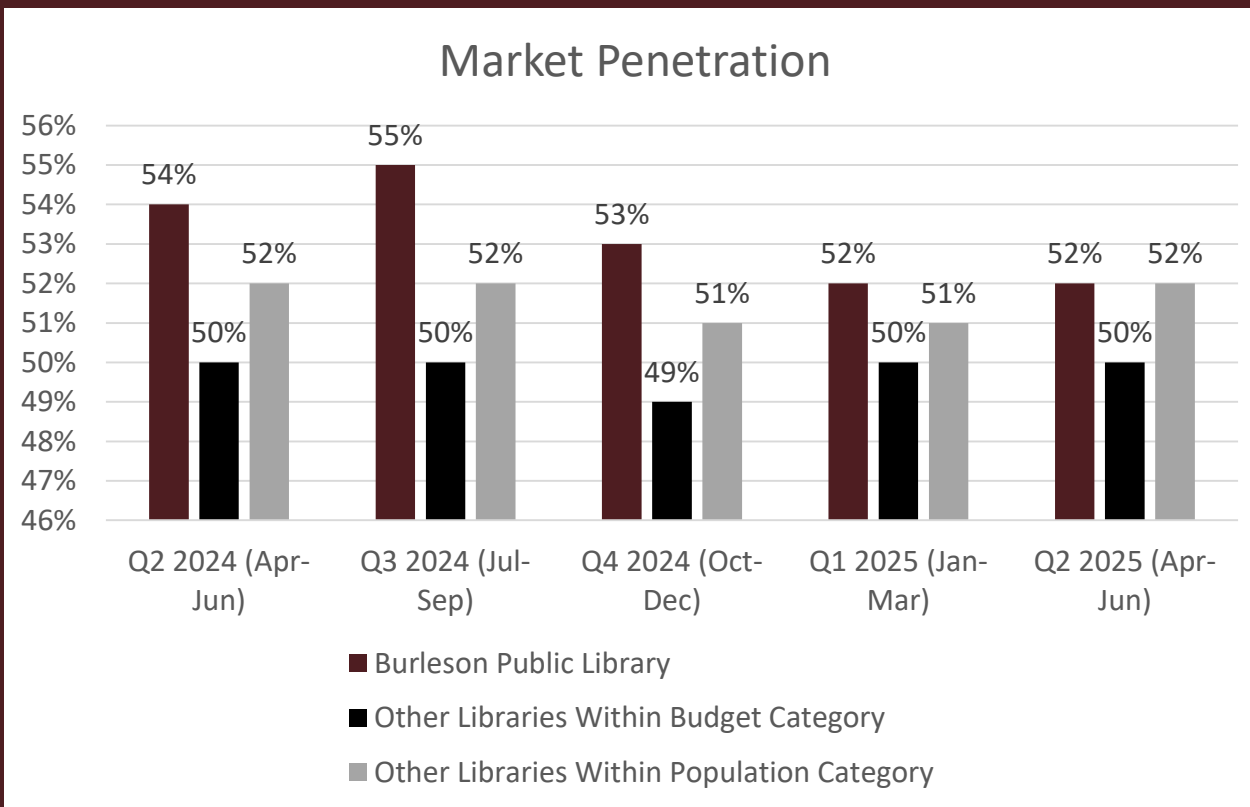
Measuring Success: Market Penetration



Market penetration is the calculation of a library's reach throughout the community and indicates how much of the service area is engaged with the library. It provides an estimated percentage of households that have at least one active library card—the larger the percentage, the broader the library's reach.

Goal: increase market penetration to 30% of households in Burleson with an active library user.

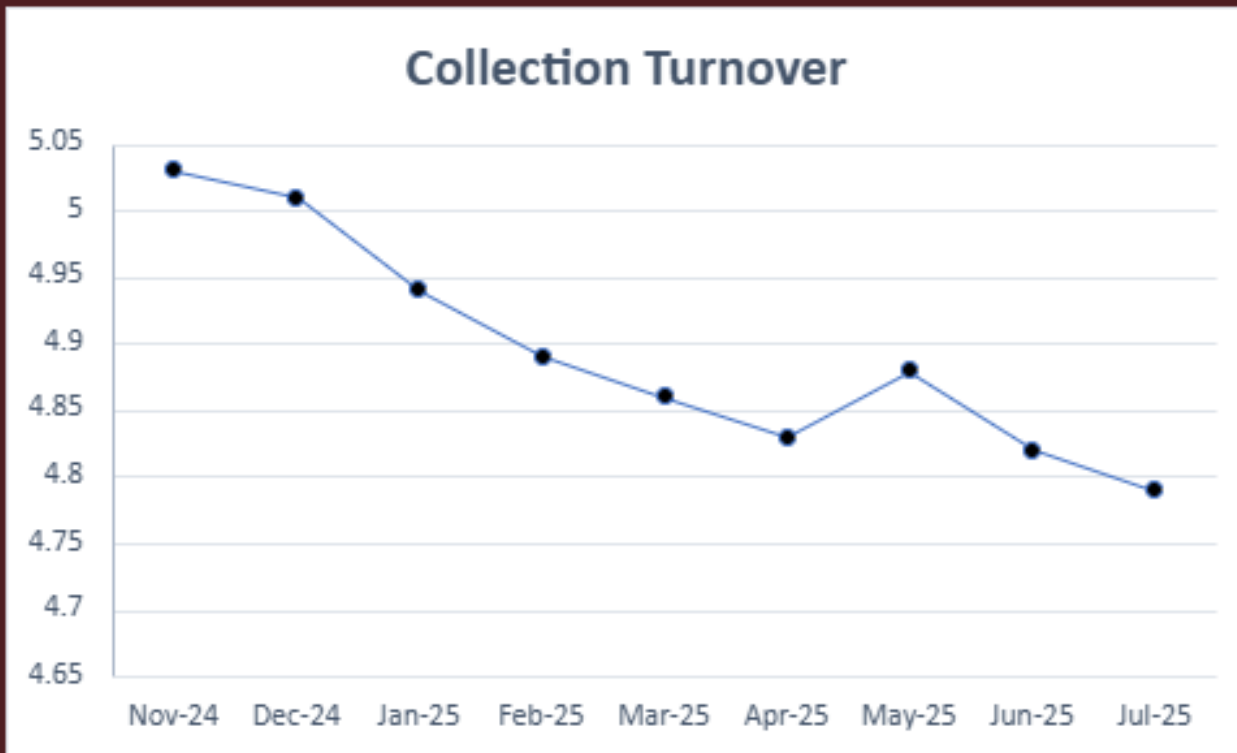
Measuring Success: New Cardholder Retention



New Cardholder Retention is the percentage of new cardholders who remain active library users more than a year after signing up. It demonstrates the library's ability to keep their new users engaged over time.

Goal: maintain new cardholder retention at a minimum 53% of users remaining active after one year.

Measuring Success: Collection Turnover



Collection Turnover measures the average number of times each item in the library's collection is checked out during a given period, typically a year. This metric provides valuable insight into how effectively the library's collection is being used. A higher turnover rate indicates that materials are being actively borrowed and are meeting the needs and interests of the community.

Goal: maintain collection turnover at a minimum of 5.0 checkouts per item in the library's collection.

Implementation

Work Plan Task	Projected Start Date	Work Plan Task	Projected Start Date
Remove unused physical media (DVDs, audiobooks) to free up shelving for other higher-demand collections	Spring 2026	Establish monthly lobby stops with senior living communities	Spring 2026
Create pop-up programs outside the library for all ages	Spring 2026	Hold library card signup events in underserved areas	Spring 2026
Refresh public restrooms	Fall 2026	Reduce CD/DVD/Blu-Ray budget to shift more funds toward digital content	Fall 2026
Add a part-time outreach specialist to the library staff	Fall 2027	Replace public computers with laptops for in-house checkout	Fall 2027
Create a children's catalog in Aspen	Spring 2027	Replace picture book shelving with browsing bins	Spring 2028
Reorganize picture book collection to make browsing easier, shelving by category instead of author	Spring 2028	Update light fixtures with LED lamps	Fall 2028

Questions / Comments

Sara Miller

Deputy Director-Library

smiller@burlesontx.com

817.426.9203

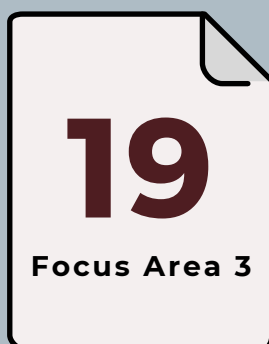
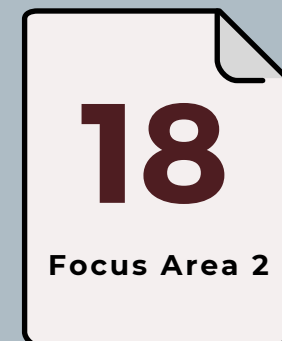
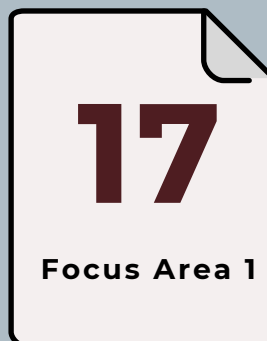
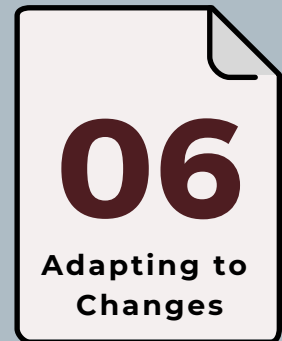
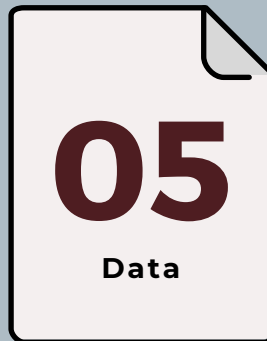
THE CITY OF
BURLESON
TEXAS

Library

STRATEGIC PLAN



TABLE OF CONTENTS



The Library

AN INTRODUCTION

Since opening at its current location in 1996, the Burleson Public Library has been a cornerstone of the community. At that time, the city's population was approximately 19,500. Today, the **library's service area has grown to 55,220 residents**, and the library continues to serve as a vital resource for learning, connection, and enrichment.

Burleson is a family-oriented community, with demographic data showing a high proportion of households with children. The average household size in Burleson is 3.13—higher than the Texas average of 2.86 and the national average of 2.6. Additionally, 44.7% of Burleson households include children under the age of 18, compared to 36.8% in Texas and 32.8% nationally. (Source: U.S. Census Bureau, 2010; updated annually by the American Community Survey.)

In FY 2024, the library welcomed
a record-breaking
201,769 visitors.

A total of

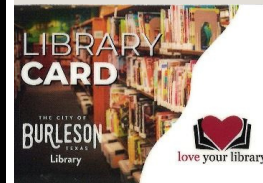
310,725 items were
checked out.

Digital materials make up 26% of total circulation and overall circulation increased by 7% compared to FY 2023. About 29% of households in the service area actively use a Burleson library card, and staff hosted 632 programs throughout the year, including book clubs, craft programs, and meetups centered around shared interests.





57,632
digital items available

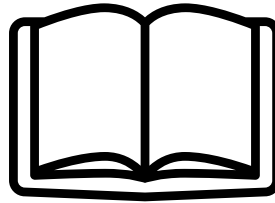


Item C.
29%
of
Burleson households
use a library card

open

60

hours per week



50,260
physical items in the collection

Volunteers gave
1,041 hours
of their time last year



632

programs offered last year

The Burleson Public Library is

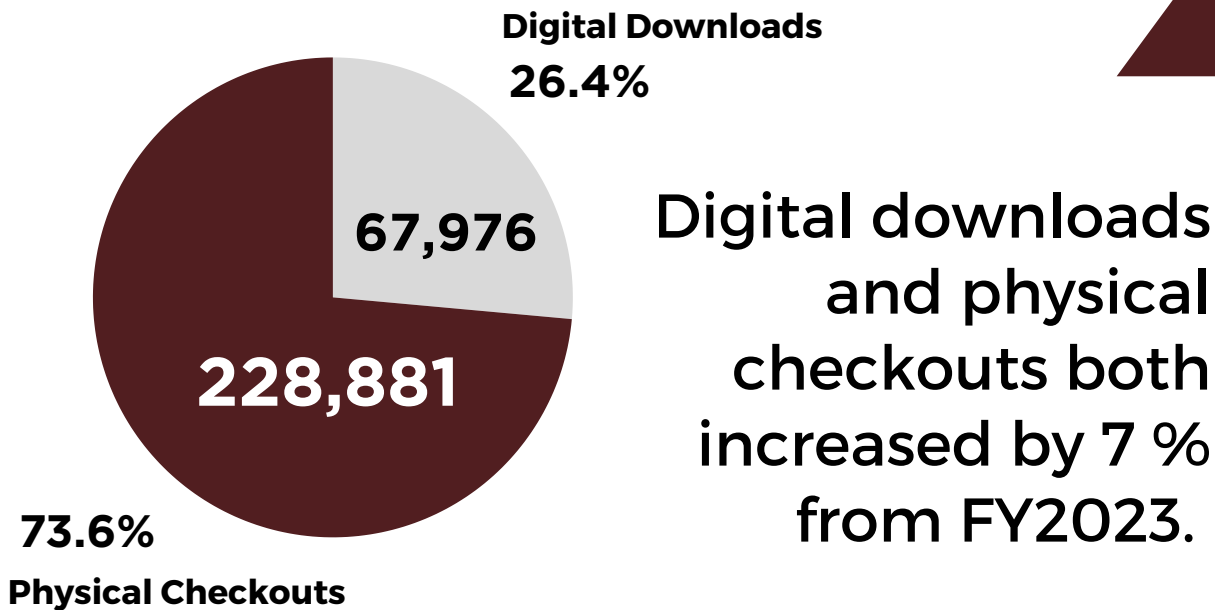
MORE THAN BOOKS

Community members come to play in the Family Place play area, use public computers, connect to free Wi-Fi, or check out a mobile Wi-Fi hotspot. Others visit to print, scan, or fax documents; apply for jobs; get help with income taxes; or create items on the 3D printer. Study rooms provide space for tutoring, meetings, or quiet work. Whether attending a Storytime, exploring new technology, or simply enjoying a welcoming place to spend time, residents rely on the library as an essential part of life in Burleson.

By the Numbers

While digital resources are very popular with Burleson library patrons, the library's physical checkouts far exceed digital downloads.

FISCAL YEAR 2024 LIBRARY CHECKOUTS



HOW IS THIS DATA COLLECTED?

Koha, the Library's integrated library system, collects data from physical checkouts at the service desk and the self-checkout kiosks. The Library's three digital platforms (Libby, cloudLibrary and hoopla) collect data from digital downloads.



IN FY 2024,

An average of

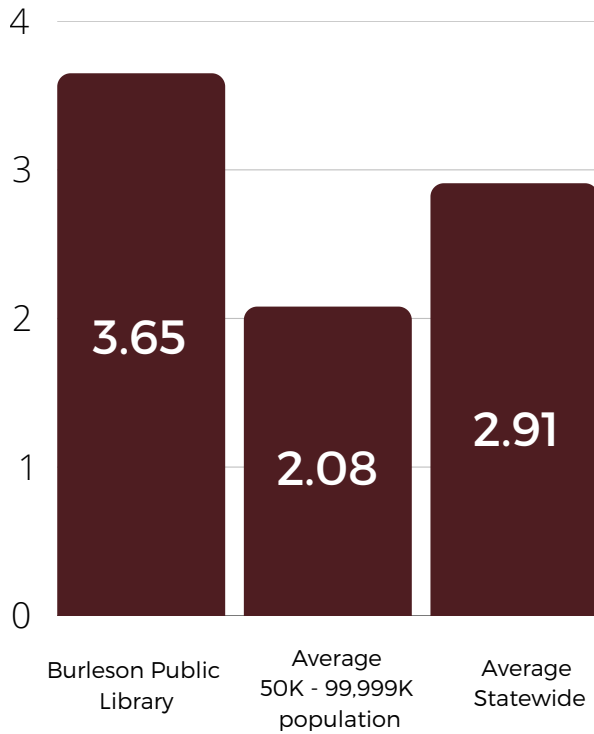
16,814

people visited the library per month

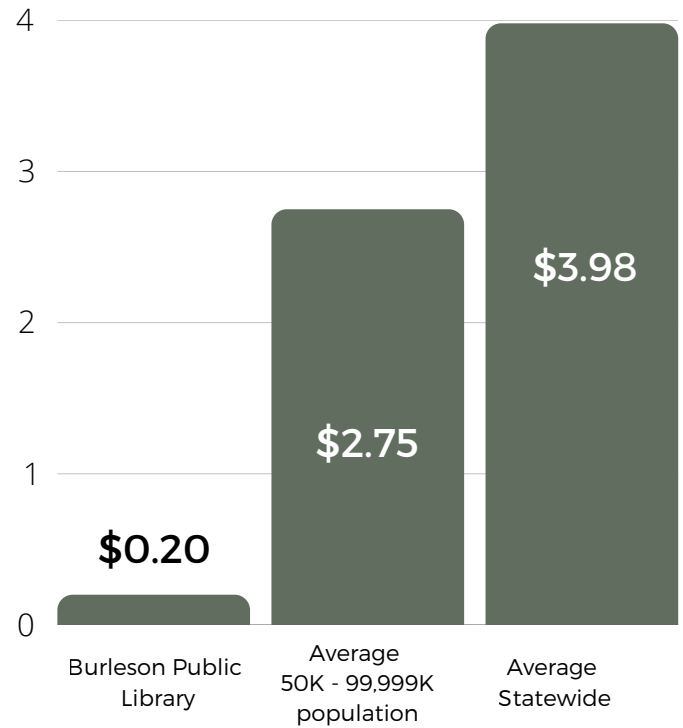
Charts & Graphs

DATA

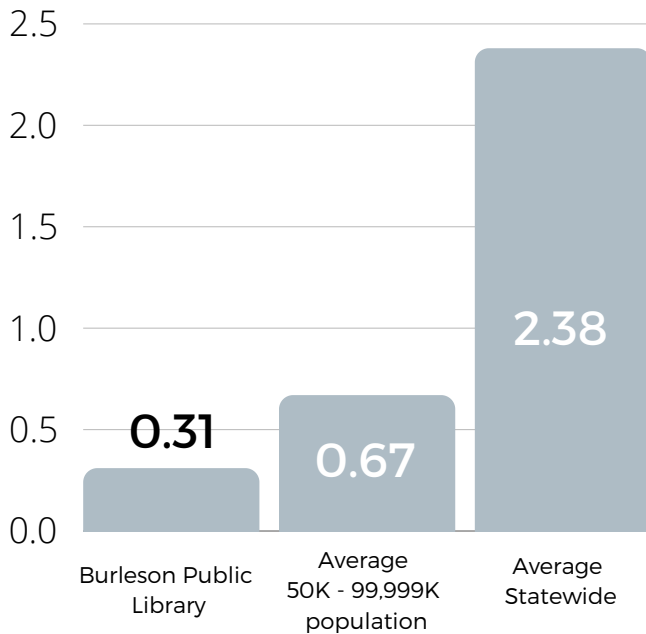
Library Visits Per Capita LFY 2024



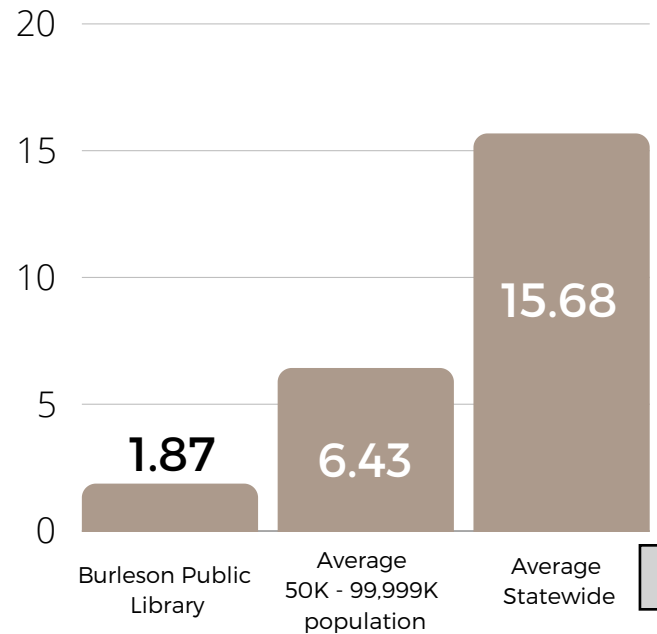
Physical Material Expenditure per Physical Circulation LFY 2024



Library Square Footage Per Capita LFY 2024



Collection Total Items Per Capita LFY 2024



Adapting to challenges

While the Burleson Public Library enjoys strong community support and consistently high user satisfaction, it also faces space-related challenges that impact its ability to fully meet the needs of a growing population.

THE CURRENT FACILITY, OPENED IN 1996, WAS DESIGNED FOR A MUCH SMALLER SERVICE POPULATION.

Today, programs such as Story Time often fill the small meeting room to capacity, and our library's meeting room is too small to accommodate Summer Reading Club crowds, forcing many events offsite at locations like city parks, the BRiCK parking lot, the Senior Activity Center, and Russell Farm. While offsite programs serve more families, they are not ideal. When events are held elsewhere, families must make a separate trip to the library to borrow books, which can be inconvenient and may reduce participation in summer reading challenges. Other popular programs have been moved off site, including:

- Black History Month with Opal Lee
- Jigsaw Puzzle Contests for Adults
- Read This! Mini-Conference with Local Authors
- Tiny Tots Dance Party
- Friends of the Library Craft Fair





Marketing library programs comes with unique challenges. It is not always possible to promote events widely—especially on social media—because of the possibility of exceeding capacity and turning away program attendees. To balance outreach with capacity, programs are carefully chosen for marketing efforts, ensuring that programs don't unintentionally exceed the limits of crowded meeting spaces.

There is public interest in renting library meeting rooms, but due to the high demand for library programs, they are rarely available for rental. While the city's fee schedule allows rental of these spaces, the rooms are almost always in use for library events, leaving little opportunity for outside groups to book them. The library's three first-come, first-served study rooms are also in constant use and do not meet the demand for individual quiet study spaces.

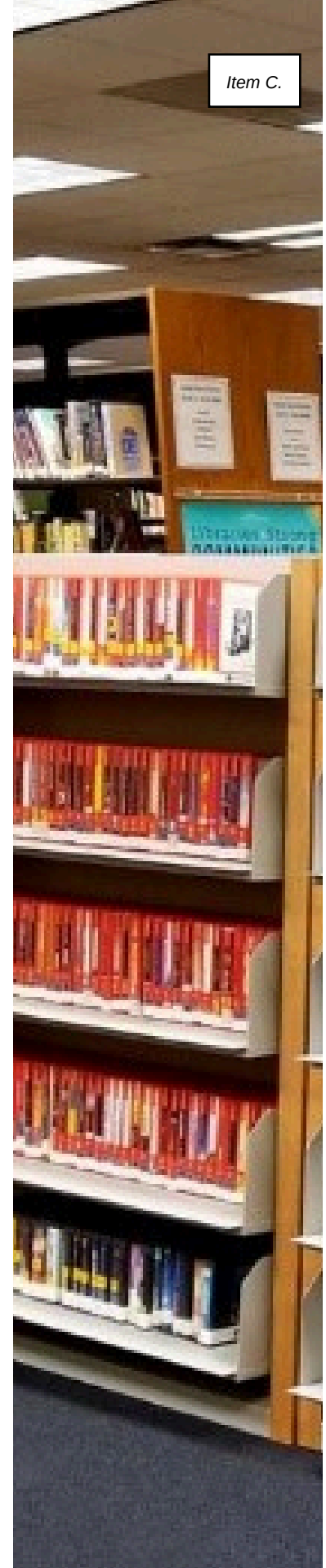


Limited space also affects individual use of the library. Public seating is minimal, and study tables are often full. The library's shelving cannot be expanded without sacrificing gathering or seating areas, which limits opportunities to grow the collection. Parking is another concern: while the number of parking spaces meets the City's ordinance requirements, it does not align with library best practices. As a result, parking can be difficult to find during peak hours or family programs.

Behind the scenes, staff workspaces are small and cannot be expanded to accommodate additional employees, even as service demands increase. These limitations affect the library's ability to grow its services, collections, and programming in step with community needs.

DESPITE THESE CONSTRAINTS, LIBRARY STAFF HAVE TAKEN CREATIVE AND PROACTIVE STEPS TO BETTER SERVE THE COMMUNITY WITHIN THE CURRENT FACILITY:

- Library programs are **regularly held offsite** at Mayor Vera Calvin Plaza, the Senior Activity Center, Russell Farm, the BRiCk, city parks, and local businesses to expand capacity and accessibility.
- **Evening and Saturday Storytimes were added** to meet demand, sometimes offering up to five Storytimes per week.
- **Mobile shelving** was installed in the media and juvenile fiction areas, allowing spaces to be reconfigured quickly for events.
- Two separate service desks were **consolidated into a single desk**, creating more room for self-checkout and hold pickup.
- A built-in desk was removed from the children's area to **expand the Family Place Play Area**.
- The outdoor library garden was **enhanced with picnic tables** and activity stations to create more usable space for visitors.
- eBooks and audiobooks have been widely promoted to **supplement the physical collection** and ease pressure on shelving capacity.
- **New public furniture** replaced oversized six-seat tables with a mix of flexible seating—club chairs, pods, two-seat tables, and taller tables with power outlets. Many are on casters and can be easily moved for programs or events.
- The **Reading Rover**, a dedicated programming and outreach vehicle, allows staff to take **library services out into the community** and increase offsite offerings.
- The staff workroom was remodeled with modular furniture to allow for more flexible and efficient use of space.
- Paperback racks were removed to create **more space for public seating**.
- Several **public desktop computers were removed** in response to declining usage, freeing space for patrons to use their own devices with improved access to power outlets.



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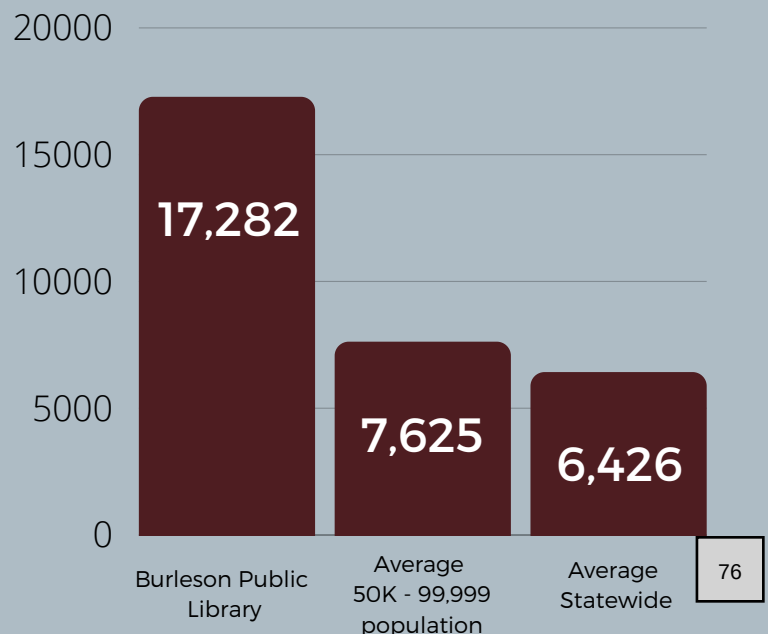


Looking to the Future

These improvements reflect the library's ongoing commitment to innovation and adaptability, even within the constraints of its physical space. Looking ahead, continued investment in facilities and infrastructure will be essential to support the library's ability to grow alongside the community it serves.

This Strategic Plan was created to guide the organization for the next 3 to 5 years in responding to evolving user needs and technological advancements to remain relevant, vital and responsive to community needs.

Library Visits per Paid Staff
LFY 2024



About this Plan

This strategic plan builds on extensive research and community input gathered as part of a multi-year planning effort. In 2022, the City of Burleson partnered with 720 Design to complete a comprehensive needs assessment for the Burleson Public Library. This process was developed in close consultation with library staff, community members, library users, and key stakeholders. It included data analysis, benchmarking against peer libraries, site visits to other public libraries in the Dallas-Fort Worth area, and a series of community engagement sessions and surveys.



In 2023, 720 Design expanded on this foundation to develop a Library Master Plan and Facility Study. This plan identified current and future space needs, program priorities, and opportunities to expand library services. The final study was presented to the Burleson City Council in February 2024.

A variety of data sources were used to inform this strategic plan. Much of the library-specific data was drawn from the Savannah platform by OrangeBoy and the library's Koha integrated library system (ILS), which provide detailed insights into customer usage and borrowing patterns. Additional information came from the Texas State Library and Archives Commission's Public Library Statistical Data, the U.S. Census Bureau, and the American Community Survey. Together, these tools provided a clear and comprehensive picture of the library's current performance, community needs, and future opportunities.

Indicator	Total Value of Service Area	Comparison to State	Comparison to National Average
Active Customers (used the library in past 12 months)+	8,070	-	-
Active Households+	6,499	-	-
Average Household Size^	3.38	3.26	3.09
Population Age 16+ Currently Working^	67%	62.60%	60.60%
Households Below the Poverty Level^	8.10%	13.70%	12.50%
Without Health Care Coverage^	10.80%	16.40%	7.90%
Children under 18^	29.60%	24.70%	21.70%
Seniors over 65^	12.50%	13.80%	17.70%
Median Age^	34.9 years old	35.9 years old	39.2 years old
Median Household Income^	\$94,162	\$75,780	\$77,719
Bachelor's Degree or Higher^	30.80%	34.20%	36.20%
Language other than English spoken at home^	11.90%	35.40%	22.50%
Homeownership Rate^	71.3% of households	62.6% of households	65.2% of households
Total Housing Units*	17,545	11,589,324	140,498,736
School Enrollment^	85% of eligible population	70.5% of eligible population	67.8% of eligible population
Average travel time to work^	30.3 minutes	27.2 minutes	26.8 minutes
Total Households^	17,504	11,260,645	131,332,360
Total Population*	47,641	29,145,505	331,449,281

*2020 Decennial Census

^2023 American Community Survey 5-Year Estimates

+Orange Boy Savannah Data for Burleson Public Library

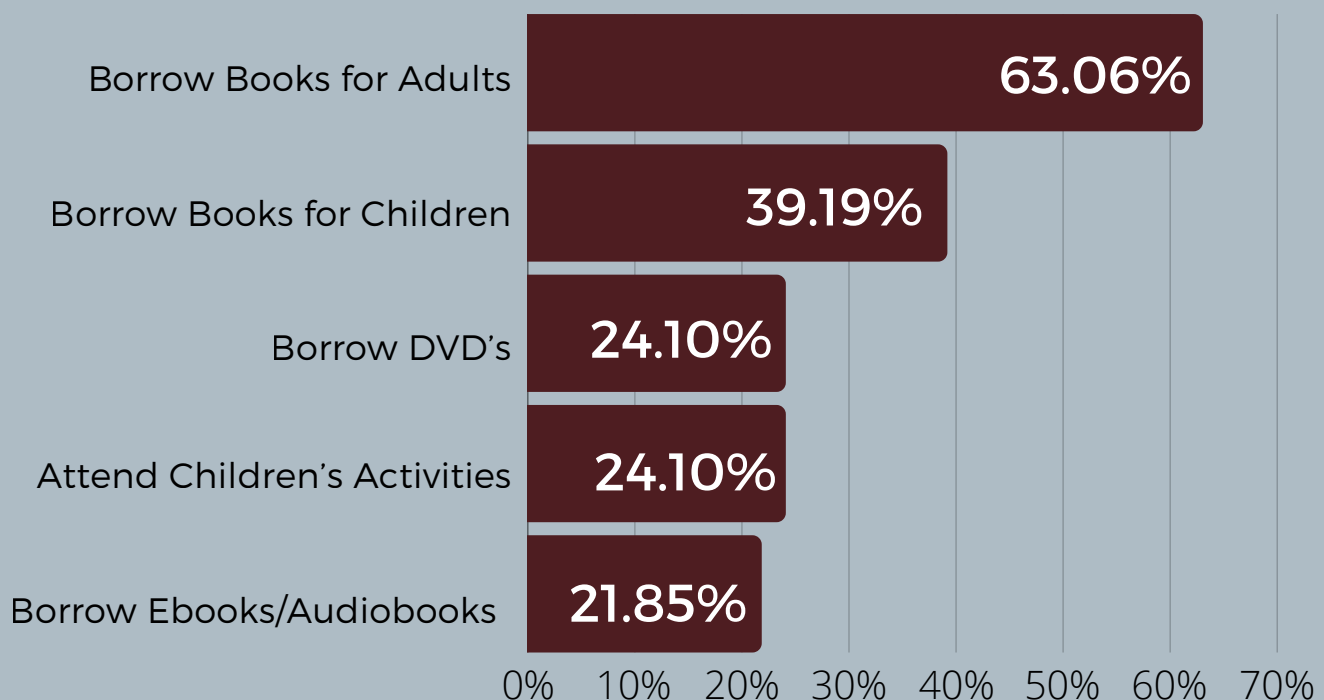
Strengths & Challenges

Part of the strategic planning process centered on feedback from the community. The community engagement portion of the facility study, conducted in May 2022, was designed to ensure that a broad range of voices—library users and non-users alike—were heard.

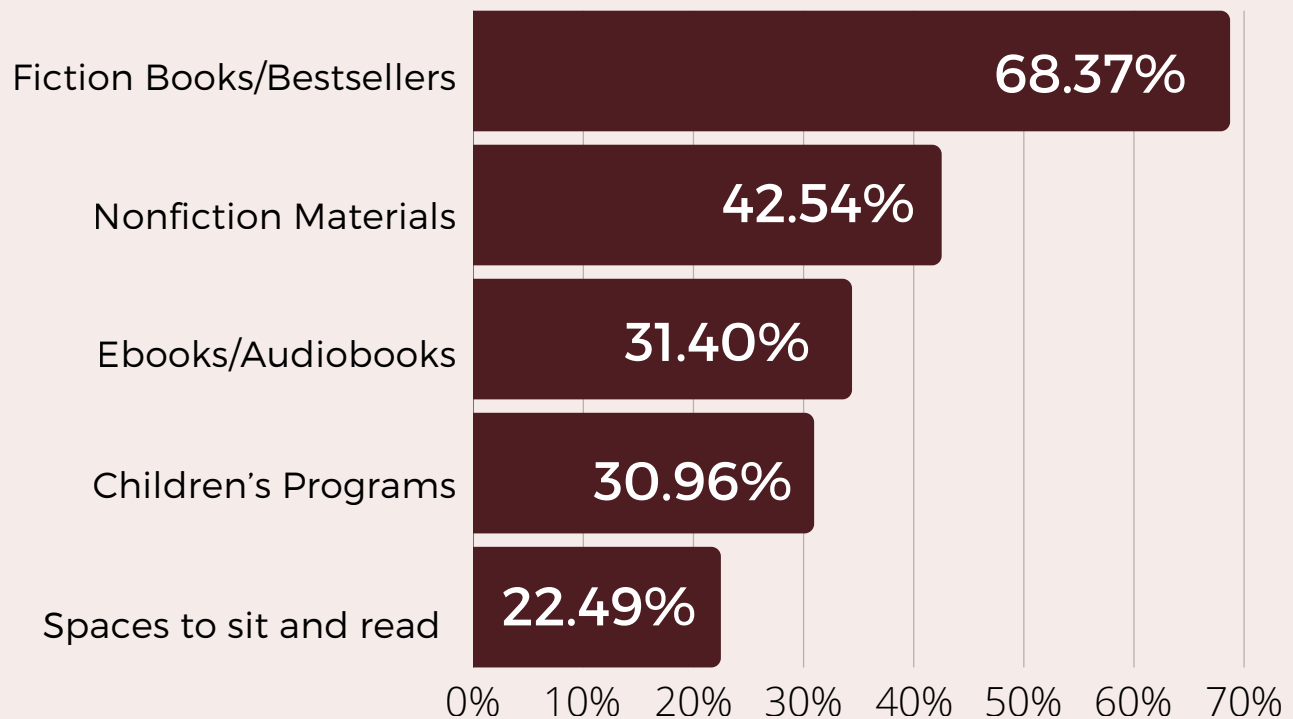
To gather input, the library hosted three in-person public meetings and conducted an online survey open from May 1–31. Outreach efforts were extensive and intentionally diverse, with promotion through Facebook, Instagram, in-house digital signage and table-top flyers, the library's monthly email newsletter, the City of Burleson's weekly e-newsletter, and multiple direct emails sent to library cardholders. Staff also worked to engage a wide age range by advertising at the Senior Activity Center and through the Mayor's Youth Council.

These efforts resulted in a strong response, with approximately 450 individuals participating in the survey. Importantly, the responses included feedback from both active users and those who do not currently use the library—providing valuable insight into community perceptions, expectations, and unmet needs.

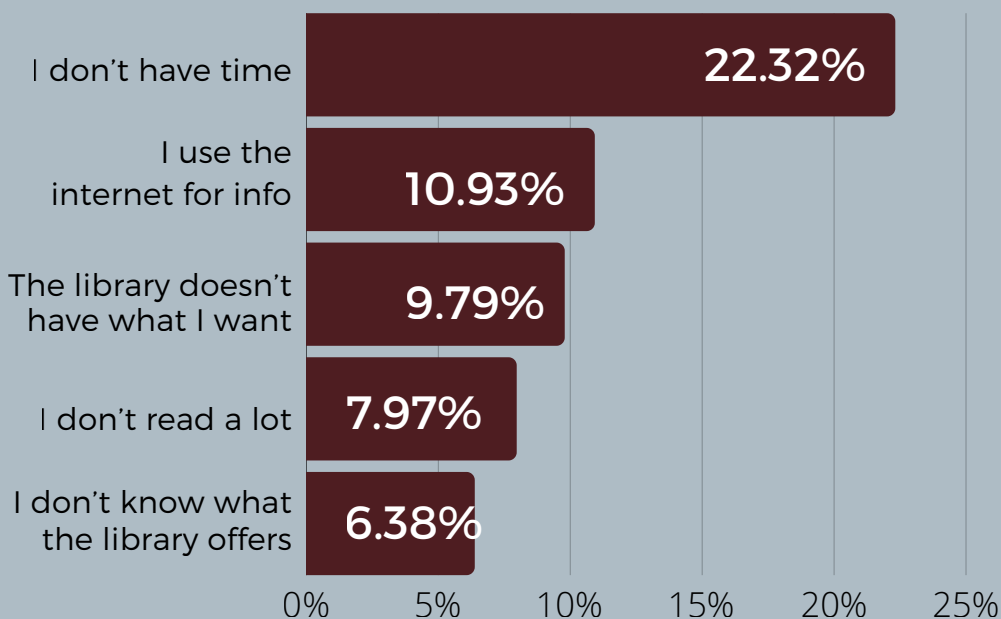
If you are a library user why do you go to the library?



Which library services are the most valuable to you?



What is the primary reason you do not use the library more often?



“OTHER” REASONS LISTED:

- I live out town, cost is high
- I am too busy
- Not enough Kindle and audiobooks
- Not enough new books
- Not enough activities for adults
- I buy my books
- Too far away to walk/ride bikes
- Activities are too crowded
- Library is too noisy
- Too many kids in the library
- Library is too small and outdated
- Not enough financial news, sports and investment materials

OVERALL SATISFACTION

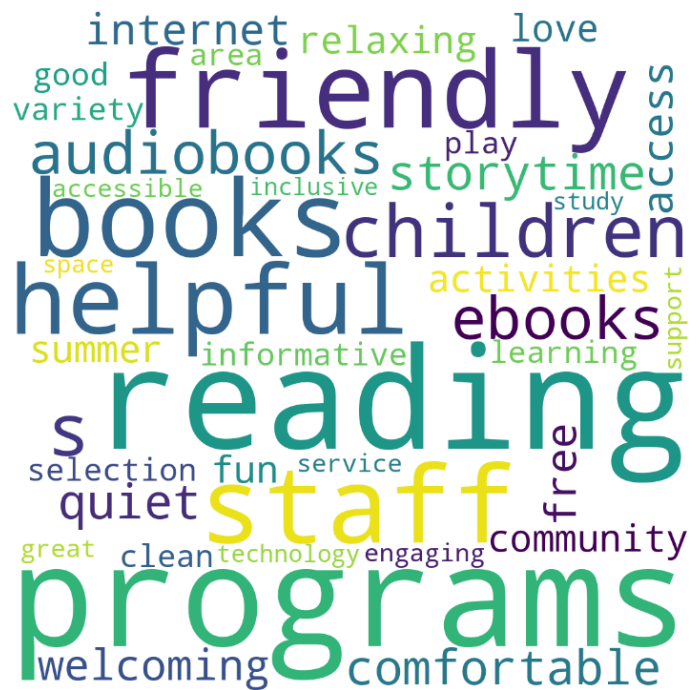
Many respondents expressed satisfaction with current services, calling the library **"awesome," "a huge blessing,"** and **"a vital community resource."** Several noted that the staff is friendly and helpful, and that the library meets or exceeds their needs.

TECHNOLOGY

“ I love the Playaways — I’m on the road a lot and they’re perfect for me.

The library provides ebooks I can borrow, which has been a huge help. ”

“ Please continue building your ebook and audiobook services — they’re a lifeline for busy families and commuters.



EARLY LITERACY

“ The library was essential in raising our children to be readers.”

Story time is so important to our children... it boosts their confidence in learning to read and engages them in the magic of stories.”

“ We are reading to our baby grandson now, and I’m looking forward to taking him to the library just like we did with his mom.

COMMUNITY SPACE

“ The library is a great resource for the community!

It’s a free place to go with the kids for an afternoon. ”

“ I love coming in to work on my laptop and check out books — it’s my quiet space.

What can the library do to improve services for you or your family?

COLLECTION DEVELOPMENT

- Add more new releases, Christian fiction, audiobooks, and diverse books.
- Increase availability of eBooks and digital audiobooks, especially through Libby.
- Expand the children's and homeschool collections.

TECHNOLOGY & ACCESS

- Enhance online services (e.g., account tools, easier access to eBooks).
- Improve or expand access to computers, Playaways, and technology classes.
- Suggestions for new resources like a recording studio, large format printer, and Shutterfly/photo book workshops.

PROGRAMS & SERVICES

- More children's programming on evenings and weekends.
- Expand teen activities, homeschool programs, and adult classes (crafts, tech, financial literacy).
- Offer more events for toddlers and babies.

MARKETING & COMMUNICATION

- Better promotion of programs through social media and in-library signage.
- Some patrons were unaware of services like interlibrary loan, digital access, or events.

FACILITIES & SPACES

- Requests for a larger facility to support a growing population.
- Desire for more quiet areas, study spaces, and comfortable seating.
- Suggestions included a children's play area, coffee bar, and sensory rooms.

ACCESS & POLICY

- Many comments asked for free cards for non-residents.
- Others suggested longer hours or outreach/partnerships with local schools.

The City of Burleson is:

*Focused on building a dynamic future, while preserving our rich history.
Dedicated to establishing a great place to live, learn, work and play.
Committed to being a sustainable community for all, through every stage of life.*



The Burleson Public Library's strategic focus aligns closely with the city of Burleson's vision for a dynamic, inclusive, and sustainable future. By **maximizing use of the current facility**, the library honors its role as a trusted community space while adapting to meet modern needs. **Expanding access to collections and digital resources** ensures residents can learn and grow in ways that reflect both tradition and innovation. Through **enriched programming and outreach for all ages**, the library supports Burleson's commitment to being a great place to live, learn, work, and play—offering lifelong opportunities that evolve with the community it serves.

Focus Area One:

Maximize Use Of The Existing Facility

While a new facility is part of the long-term vision, many users are already feeling space limitations. The library can take a few strategic steps now to make better use of the current building to meet evolving needs.



OBJECTIVES

- Continue to optimize furniture and layout to increase seating, improve comfort, and accommodate both individual and group activities.
- Use flexible furnishings to allow areas to serve multiple purposes throughout the day (e.g., children's area that transitions to a program space).
- Evaluate and prioritize space use regularly to ensure alignment with changing community demands and service goals.

WORKPLAN TASKS

- Light fixtures should be updated with LED lamps*
- Replace public computers with laptops for in-house checkout*
- Remove unused physical media (DVDs, audiobooks) to free up shelving for other higher-demand collections
- Refresh public restrooms

*Recommendation from the 2023 Library Needs Assessment

Focus Area Two:

Strengthen Access to Collections & Digital Resources

Respondents emphasized the importance of a broad, updated, and diverse collection. Many asked for more eBooks, audiobooks, and streaming options.



OBJECTIVES

- Increase investment in high-demand materials, including new releases, audiobooks, and digital content.
- Improve discoverability of library materials with user-friendly catalog tools and enhanced digital platforms.
- Develop collections that reflect community interests, including inspirational fiction, homeschool resources, large print books, and culturally diverse titles.

WORKPLAN TASKS

- Replace picture book shelving with browsing bins*
- Reduce CD/DVD/Blu-Ray budget to shift more funds toward digital content
- Reorganize picture book collection to make browsing easier, shelf by category instead of author (i.e. animals, dinosaurs, trucks, etc.)
- Create a children's catalog in Aspen

**Recommendation from the 2023 Library Needs Assessment*

Focus Area Three:

Enrich Programs & Outreach For All Ages

There is strong appreciation for current programs, especially for children, but many users want more options for teens, adults, homeschoolers, and working families.



OBJECTIVES

- Diversify and expand programming for all age groups, including evenings and weekends.
- Support early literacy and youth engagement through robust Storytime offerings, school partnerships, and expanded summer reading.
- Launch targeted outreach efforts for underserved populations.
- Enhance promotion of library services and events through social media, newsletters, and in-library signage.

WORKPLAN TASKS

- Establish monthly lobby stops with senior living communities
- Add a part-time outreach specialist to the library staff
- Create pop-up programs outside the library for all ages
- Hold library card signup events in underserved areas

Measuring Success

The library measures success with three broad measures. These gauge the community's understanding of how the library has performed in fulfilling its mission.

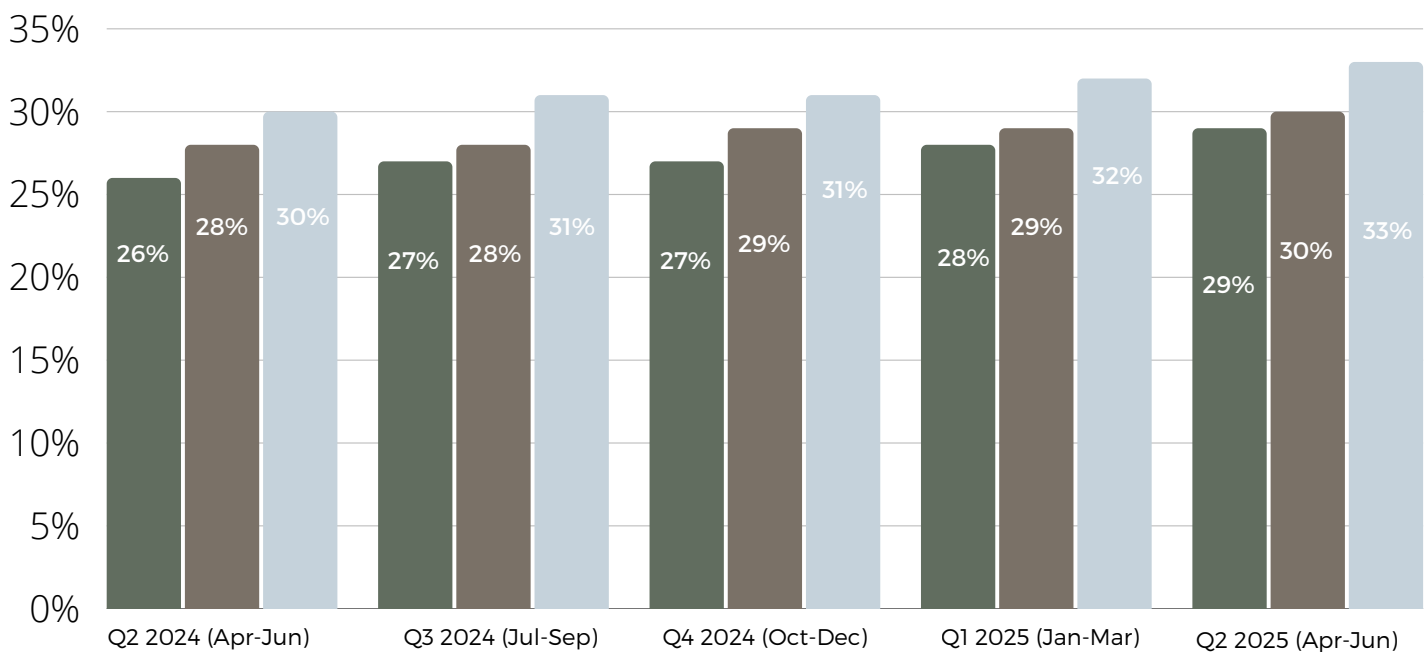
Market Penetration.

Market Penetration is the calculation of a library's reach throughout the community and indicates how much of the service area is engaged with the library. It provides an estimated percentage of households in the library's service area that have at least one active library card - the larger the percentage, the broader the library's reach in your community. It makes an important argument about the popularity or demand of library services, and as market penetration grows and declines, provides an understanding of the value it delivers to the community.

GOAL:

Increase market penetration to 30% of households in Burleson with an active library user.

Market Penetration



Measuring Success

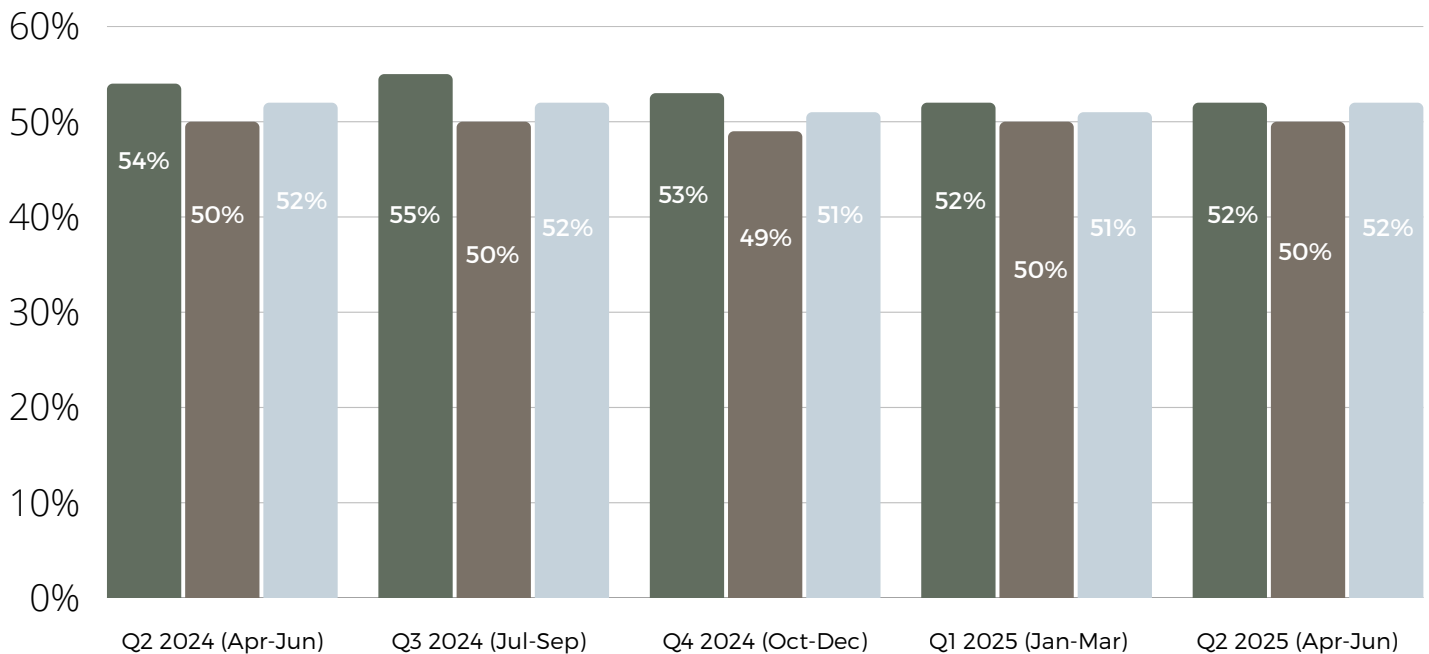
New Cardholder Retention.

New Cardholder Retention is the percentage of new cardholders who remain active library users more than a year after signing up. It demonstrates the library's ability to keep their new users engaged over time and is the best method of tracking library utilization.

GOAL:

Maintain new cardholder retention at a minimum 53% of users remaining active after one year.

New Cardholder Retention



■ Burleson Public Library ■ Other Libraries within Budget Category ■ Other Libraries within Population Category

Measuring Success

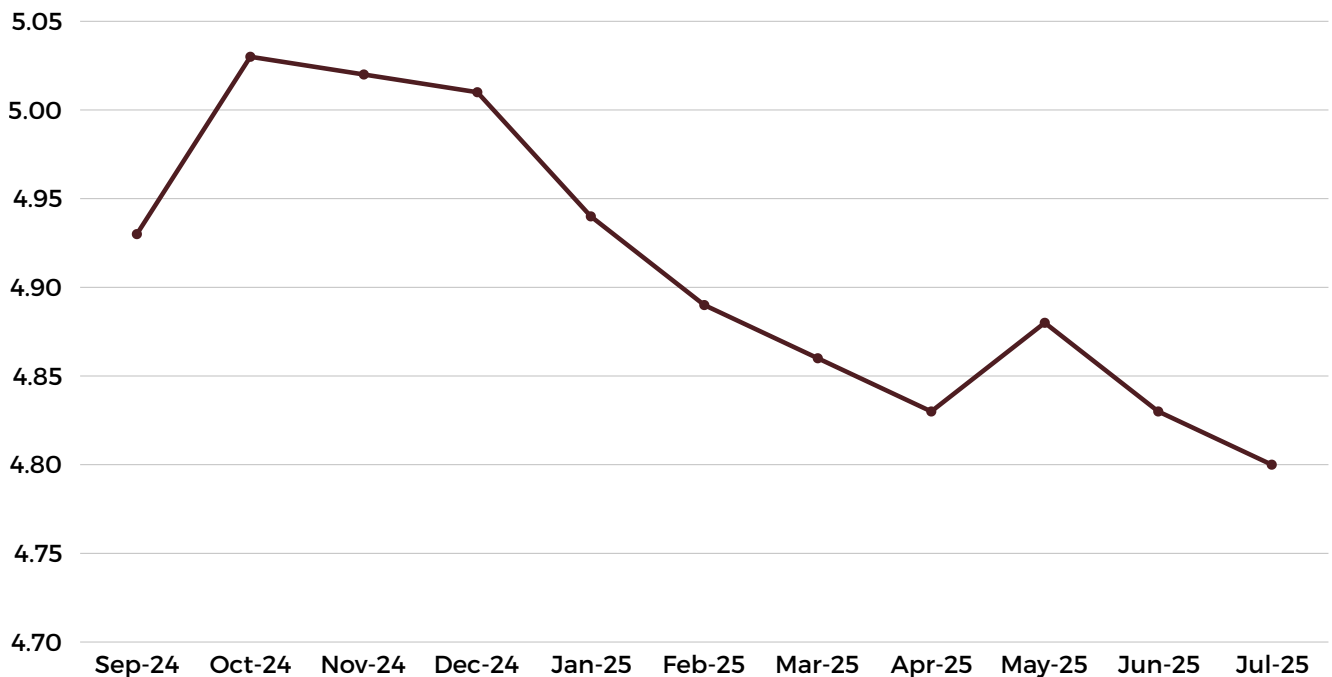
Collection Turnover.

Collection Turnover measures the average number of times each item in the library's collection is checked out during a given period, typically a year. This metric provides valuable insight into how effectively the library's collection is being used. A higher turnover rate indicates that materials are being actively borrowed and are meeting the needs and interests of the community. It helps assess the relevance, appeal, and circulation efficiency of the collection. Monitoring turnover over time can guide decisions about purchasing, weeding, and overall collection development strategy, ensuring the library continues to offer high-demand, high-use materials.

GOAL:

Maintain collection turnover at a minimum of 5.0 checkouts per item in the library's collection.

Collection Turnover



Implementation

Work Plan Task	Projected Start Date
Remove unused physical media (DVDs, audiobooks) to free up shelving for other higher-demand collections	Spring 2026
Establish monthly lobby stops with senior living communities	Spring 2026
Create pop-up programs outside the library for all ages	Spring 2026
Hold library card signup events in underserved areas	Spring 2026
Refresh public restrooms	Fall 2026
Reduce CD/DVD/Blu-Ray budget to shift more funds toward digital content	Fall 2026
Add a part-time outreach specialist to the library staff	Fall 2027
Replace public computers with laptops for in-house checkout	Fall 2027
Create a children's catalog in Aspen	Spring 2027
Replace picture book shelving with browsing bins	Spring 2028
Reorganize picture book collection to make browsing easier, shelving by category instead of author	Spring 2028
Update light fixtures with LED lamps	Fall 2028

Library Board Meeting

DEPARTMENT: Community Services
FROM: Sara Miller, Deputy Director-Library
MEETING: October 28, 2025

SUBJECT:

Receive a report, hold a discussion, and provide feedback on the activities of the Friends of the Burleson Public Library. (*Staff Contact: Sara Miller, Deputy Director-Library*)

SUMMARY:

The Friends of the Burleson Public Library is a 501(c)(3) organization that raises funds for the library to assist with special projects and purchases not covered by the operating budget. A representative from the group will share updates with the Library Advisory Board.

RECOMMENDATION:

N/A

PRIOR ACTION/INPUT (Council, Boards, Citizens):

N/A

REFERENCE:

N/A

FISCAL IMPACT:

N/A

STAFF CONTACT:

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