



City of Colleyville

Colleyville Library Board Agenda

City Hall
100 Main Street
Colleyville, Texas 76034
817.503.1000
www.colleyville.com

Monday, April 10, 2023
6:00 p.m.

Colleyville Public Library
110 Main Street

1. CALL TO ORDER

2. APPROVAL OF MINUTES

December 12, 2022

3. REGULAR AGENDA ITEMS

3a Update on the Colleyville Public Library Long-Range Plan 2023 - 2028

3b Overview of the 2023 Summer Reading Program

3c Discussion of Items for Future Agendas

4. REPORTS

4a Librarian's Report

4b Friends of the Colleyville Public Library Report

4c Colleyville Public Library Foundation Report

5. ADJOURNMENT

I hereby certify this agenda was posted on City Hall bulletin boards Thursday, April 6, 2023 by 5:00 p.m.

Mary Rodne, Library Director

A quorum of the Colleyville City Council and/or any other Colleyville Board, Commission, or Committee may be in attendance at this meeting. Any matter on this agenda may, at the discretion of the governing body, be opened for public comment and discussion.

If you plan to attend this public meeting and have a disability that requires special accommodations, please advise the Library Assistant at least 48 hours in advance at 817.503.1150, and reasonable accommodations will be made to assist you.



City of Colleyville

Colleyville Library Board

MINUTES

City Hall
100 Main Street
Colleyville, Texas 76034
817. 503.1000
www.colleyville.com

Monday, December 12, 2022
6:00 p.m.

Colleyville Public Library
110 Main Street

1. CALL TO ORDER

Vice-Chair Joan Roberts called the meeting of the Colleyville Library Board to order at 6:20 p.m.

Present Board members: Vice-Chair Joan Roberts, Molly Skinner, Kay Newton, Wanda Cotter, Joy Lee Fulton, Pat Jones and Denise Light. City Staff: Library Director Mary Rodne, Library Community Events Coordinator Maria Hoefke

Absent Board Members: Gary McPherson, Joseph Stout

2. APPROVAL OF MINUTES

October 10, 2022

A motion was made by Molly Skinner and seconded by Joy Lee Fulton to approve the October 10, 2022 minutes. The motion was approved unanimously.

3. REGULAR AGENDA ITEMS

3a Introduction of new Colleyville Library Board Members

Director Rodne reported all of the members of the current board who had expiring terms had been officially renewed and no new members were added to the roster.

3b Election of Chair and Vice-Chair

Board members discussed nominations for the upcoming year. A motion was made by Kay Newton to nominate Molly Skinner as Chairman of the Colleyville Library Board and Joan Roberts as Vice-Chair of the Colleyville Library Board. The motion was seconded by Wanda Cotter. The nominations were approved, as presented, with a unanimous vote.

3c Review of Colleyville Library Board Bylaws

Director Rodne stated that Library Board Bylaws were included, annually, for member review. Rodne reminded the Board of the importance of adhering to meeting attendance guidelines and described the general frequency of Library Board meetings.

3d Discussion of the Colleyville Public Library Long-Range Plan 2022-2027

Director Rodne introduced Aaron Babcock of Hidell and Associates Architects. Babcock presented the Board with the final draft of the Colleyville Public Library Long-Range Plan 2022-2027. (Plan) Prior to Plan approval, Babcock provided a recap of the Long-Range Planning process which began with an online survey to Library card holders where over 1,400 responses were received. Babcock continued with a review of the year-long process and recommendations based on the survey, stakeholder input and research results. Following the presentation and discussion, consensus of the Board was to forward the Plan as presented to the City Council for review and discussion. Babcock noted that he would present the final draft to the City Council at a future meeting. Director Rodne said she would inquire when the item could be placed on a City Council Worksession Agenda and would notify the Library Board when a date was confirmed.

3e Discussion of Items for Further Agendas

Director Rodne said a review of policy updates would be discussed at future Library Board meetings.

REPORTS

4a Librarian's Report

A. Monthly Statistics:

Director Rodne provided an overview of the statistics and programs for the months of October and November 2022. Rodne stated that overall the statistics were up for the Library. Rodne added that the Library serving as a voting site had helped to increase the number of visitors to the Library. Rodne also noted that volunteer hours had decreased during this period due to less volunteers than during the summer months.

B. Donations:

Rodne reported that the Library had received a total of \$530.33 in October. Of that amount, \$500 was received from the Friends of the Library for the upcoming December Author Luncheon and \$30.33 was from Better World Books, through the Friends of the Library.

C. Programs:

Rodne stated that during the Fall, Adult Services presented 32 programs with 141 people attending. Youth Services offered 45 programs with 880 persons attending. The Library also hosted a Fall StoryWalk® featuring the book, *The Ghosts Went Floating*. The StoryWalk® saw 145 participants, said Rodne. Many more people had taken part in the program, during weekends, or during non-Library working hours. Rodne clarified that the participant amount was from those turning in program sheets to redeem a prize.

Rodne continued with an update on the seasonal 'treat' bags promotion. The Library handed out 200 Check 'n Treat bags for Halloween; 150 Happy Thanksgiving bags for Thanksgiving and had prepared 150 Sweet Treats & Cozy Reads bags to hand out for Christmas.

Also, Rodne noted that the Youth Services department hosted DINO-vember themed programming in November with daily posts on Facebook, story times, a movie and crafts. Rodne also announced that in December, the Library will host Elf Fest, a holiday-themed party in the Youth Services department with crafts, games and activities.

The Library is looking for their next StoryWalk® book to be launched in January, Rodne reported. Currently, the Library is in the midst of its Binge Box promotion. Rodne explained that Binge Boxes are themed 4-6 DVD sets. When one of the Binge Boxes is checked out, patrons receive a popcorn box with popcorn and candy, while supplies last.

It was also reported that the Grapevine High School Jazz Choir performed in the Library in early December with 30 people attending. Rodne also said the Library is working on a theme for the Winter Reading Program.

Rodne concluded that the Library will continue to host the City's Recreation programs at least through the Spring in addition to accommodating the upcoming Spring elections.

4b Friends of the Colleyville Public Library Report

Friends of the Library President Joan Roberts stated the group will offer a 'buy one, get one free' book sale which will run through the holiday season. Patrons are able to make their purchases at the Library's Help Desk. Roberts said the group is still taking a planned approach to donations, but is considering a potential book sale in the Spring.

4c Colleyville Public Library Foundation Report

Foundation President Denise Light said donations from the annual North Texas Giving Day netted \$1,575, down from the previous year. Light stated the Library Foundation donated \$500 towards the Library's upcoming Author Luncheon as well as \$2,500 towards the purchase of a future train table for the Youth Services play area. Director Rodne thanked the Library Foundation and Friends for their donations to the Library this year.

4. ADJOURNMENT

A motion was made by Kay Newton and seconded by Wanda Cotter to adjourn the meeting of the Colleyville Library Board at 7:12 p.m. The motion was approved unanimously.

APPROVED BY A VOTE OF _ AYES, ___ NAYS, AND ___ ABSTENTIONS ON THIS THE ___ DAY OF__.

Minutes taken and prepared by:

*Maria Hoefke
Library Community Events Coordinator*



CITY OF COLLEYVILLE COLLEYVILLE LIBRARY BOARD BRIEFING

Agenda Number 3a

Agenda Date 4/10/2023

Number

Type Regular Agenda Items

Department Library

Title

Update on the Colleyville Public Library Long-Range Plan 2023 - 2028

Explanation

This item is provided to allow the Library Board to receive an update on the Colleyville Public Library Long-Range Plan 2023 - 2028 (Plan). On March 21, 2023, the City Council approved the Plan, as defined in the Texas Administrative Code, Title 13, Part 1, Chapter 1, Subchapter C, Rule §1.83.6. which states:

"The library must have a long-range plan that is approved by its governing board. This plan must be reviewed and updated at least every five years and must include a collection development element and a technology element."

Attachments

1. Colleyville Public Library - Long Range Plan 2023 - 2028 - Final Report

COLLEYVILLE PUBLIC LIBRARY



LONG-RANGE PLAN 2023 - 2028

FINAL REPORT

02.07.2023

Prepared by
Hidell and Associates Architects, Inc.

COLLEYVILLE PUBLIC LIBRARY

LONG-RANGE PLAN 2023 - 2028

Prepared for

**City of Colleyville, Texas
Colleyville Public Library**

by

Hidell and Associates Architects, Inc.

For more information, please contact:

110 Main Street
Colleyville, TX 76034
817.503.1150



TABLE OF CONTENTS

ACKNOWLEDGEMENTS iii

LIBRARY PERFORMANCE ASSESSMENT 1

 INTRODUCTION 1

 COMMUNITY FACTORS IMPACTING THE LIBRARY 2

 COMMUNITY DEMOGRAPHICS 2

 Aging Population. 2

 Affluence and Education..... 2

CHANGING USER TRENDS 3

 Digital Collection 3

 Technology 4

 Omnichannel Marketing 4

 Making Access Easier 5

 Emergency Response Plan..... 5

COMMUNITY OPINION REGARDING THE COLLEYVILLE PUBLIC LIBRARY ... 7

PEER LIBRARY COMPARISON 8

LIBRARY SERVICES ASSESSMENT 9

 OVERVIEW OF CURRENT LIBRARY SERVICES 9

 ASSESSMENT OF THE LIBRARY’S COLLECTION 9

 ASSESSMENT OF THE LIBRARY’S TECHNOLOGY 10

 ASSESSMENT OF THE LIBRARY’S PROGRAMMING 10

 ASSESSMENT OF THE LIBRARY’S FACILITY 11

 ASSESSMENT OF THE LIBRARY’S STAFF 12

CONCLUSIONS 13

 What the Library does well..... 13

 What the Library can do to improve..... 13

LIBRARY SERVICE RECOMMENDATIONS 14

 Increase access to digital collections..... 14

 Streamline access to the collection 14

 Reallocate collection areas 15

 Engage the aging population 15



COLLEYVILLE PUBLIC LIBRARY LONG-RANGE PLAN 2023

Develop an Emergency response strategy.....	16
Implement strategies to react to changing Technology needs.....	17
Develop an Omnichannel Marketing Plan	18
Develop a replacement plan for end of use furniture and equipment	19
APPENDIX – ONLINE SURVEY RESULTS	20
APPENDIX – PEER LIBRARY ANALYSIS	44

ACKNOWLEDGEMENTS

The planning team would like to recognize and thank the Community members and Staff members for their knowledge, assistance, and insight throughout the process of developing this plan. The contributions of the following people are appreciated and helped make this document possible:

Library Board

- Gary McPherson, Chair
- Kay Newton
- Pat Jones
- Molly Skinner
- Wanda Cotter
- Joan Roberts
- Joy Fulton Lee
- Joseph Stout
- Denise Light, EX-Officio, Foundation
- Joan Roberts, EX-Officio, Friends

Library Staff

- Mary Rodne, Library Director
- Kara Teeter, Adult Services Librarian
- Jack Pawlowski, Circulation / Technical
- Jessica Hilliard, Youth Services Librarian

Mayor and City Council

- Bobby Lindamood, Mayor
- Kathy Wheat, Mayor Pro Tem, Place 3
- Brandi Elder, Place 1
- George Bond, Place 2
- George W. Dodson, Place 4
- Chuck Kelley, Place 5
- Callie Rigney, Place 6

City Staff

- Jerry Ducay, City Manager
- Mark Wood, Assistant City Manager
- Adrienne Lothery, Assistant City Manager



LIBRARY PERFORMANCE ASSESSMENT

LIBRARY PERFORMANCE ASSESSMENT

INTRODUCTION

The Colleyville Public Library Long-Range Plan provides a five-year framework for delivering library services and programs to meet community needs. This report includes recommendations to assist the Library in meeting the needs to best serve the residents of Colleyville.

An online survey was utilized to gauge public opinion regarding current and future library services during the planning stage. The planning team conducted several staff focus groups to gauge the current staff process and identify future needs. Key performance statistics have been analyzed as they relate to peer libraries. The previous long-range plan included several recommendations for the reorganization of the first and second floors of the Library. These changes have been analyzed to confirm the proposed changes are meeting staff and user needs. The final plan provides recommendations to address program and service needs identified during the planning process.

The Library serves the cultural, educational, and intellectual needs of Colleyville residents of all ages. First and foremost, the Library ensures that residents will have access to materials in various formats anytime/anywhere. Secondly, the Library offers an array of early literacy programs and services. Third, the Library is a resource that provides materials and programs for lifelong learning, allowing Colleyville residents to explore topics of interest for self-directed personal growth and development opportunities throughout their lives. In the fiscal year 2021, the Library had 75,305 visitors and circulated 246,043 items.

The mission of the Library is:

Colleyville residents of all ages will have state-of-the-art library services, accessible "Anytime, Anywhere."

The Library is responsible for the following core services:



Provide access to reading, viewing, and listening materials



Provide early literacy programs and services to create young readers



Provide resources for lifelong learning

COMMUNITY FACTORS IMPACTING THE LIBRARY

COMMUNITY DEMOGRAPHICS

The Colleyville Public Library serves Colleyville residents with an estimated service population of 26,057. In FY2021, the Colleyville Public Library had 10,873 resident cardholders and 1,607 non-resident cardholders from surrounding cities that offer reciprocating services. The community is one of the most affluent and highly educated communities of the Dallas-Fort Worth Metroplex, with a median household income of \$163,509 and 65% of the city's population over 18 having a bachelor's or graduate degree.

The Colleyville community has a median age of 48.6, three years older than the time of the last report in 2016. This median age is also significantly higher than the 33.6 median age of Texas residents. As the median age trends are older, the impact on library services could be significant. With 57% of the population over 50 and the age of the community trending older, the Library will need to modify services as needs change.

Aging Population. *The Journal of Librarianship and Information Science* conducted a study in 2019 regarding library services for an aging population. Results suggest that libraries serve their aging communities in multiple ways. Some libraries provide a plethora of specialized programs focused on the specific needs of older adults. Others extend core library services to ensure they are accessible to older adults. Others invest in infrastructure and staff development to prepare for an aging society. The Colleyville Library will need to implement strategies to engage the aging population and meet community needs.

Affluence and Education. National statistics indicate wealthy and highly educated people are more likely to use libraries. College graduates make up 90% of book readers. With 65% of households with a bachelor's or graduate degree, Colleyville citizens most likely use or have used library services. The 2020 census indicated that 99.7% of households have a home computer and broadband internet access. The need to provide wireless access, appropriate seating and power for those patrons that bring laptops, tablets, and smartphones will increase. The Library reduced the number of public computers in 2018, with floor space reallocated to flexible seating for patrons bringing devices. This reallocation of space has benefited patrons who use the Library for remote work, research, and study. The future need for public computer access is not expected to increase over the next five years.

CHANGING USER TRENDS

Recent events have had a significant impact on library services. The continued growth in digital content, the mainstream adoption of social media, and the global pandemic have all impacted user expectations for library services. The growth of digital content such as e-Books and e-Audiobooks has increased user demands for access to these materials. The mainstream adoption of social media has required libraries to adopt Omnichannel Marketing to communicate to community members. The global pandemic required libraries to pivot services, resulting in users' habits changing. Many of these new habits continue to affect library services and consumer expectations.

Digital Collection Access to digital content (e-Books and e-Audiobooks) continues to gain popularity. Texas Libraries have experienced a 115% increase in digital lending since 2016. According to Pew Research, 30% of American adults have read an e-Book in 12 months. That research suggests that 23% of adults have listened to an e-Audiobook in 12 months. Currently, 24% of the Colleyville Library's overall circulation is digital, and the per capita use of the digital collection is double peer libraries. The Colleyville Library has implemented a few strategies to assist with this demand. Joining a consortium has assisted in meeting the demand for digital lending, with access to a larger selection of materials. Colleyville has been part of the cloudLibrary consortium since 2019, offering access to a larger collection. The online survey results indicated that access to this consortium was a barrier for some users who own certain Kindle models. The cloudLibrary system does not currently allow access for a user with a Kindle Paperwhite reader.

Access to a digital collection has proven to be ever-evolving and complicated for Public Libraries. In 2019, The Hachette Book Group (HBG) changed its digital lending model for libraries, replacing its perpetual ownership model with a two-year access plan for e-Books and e-Audiobooks. The "Big Five" publishers also initially decreased library prices for e-Books and e-Audiobooks but eliminated this discount when the libraries renewed access. Some publishers have replaced perpetual access for libraries to digital content with two-year access at prices ranging from \$39.99 to \$79.99, placing a financial burden on public libraries and limiting access to the public. These publishers continue to change the terms of access to digital content for libraries. Traditional print materials for libraries cost approximately \$30, which grants the Library unlimited access to lending the book for the book's life. With limitations on digital content, the availability of a public library to purchase a diverse collection becomes cost-prohibitive, as having to purchase the digital collection every year is a financial burden. The Colleyville Library utilizes three digital material purchasing types: outright purchase (own), pay-per-use, and perpetual purchase. Certain publishers allow the "own" model for digital

content, allowing the Library to lend the item indefinitely. Only 14% of all digital items were purchased using the "own" model in the last six months. The pay-per-use model charges the Library when an item is checked out. Cost can range from \$1.00 - \$9.99, depending upon demand. This model can satisfy high-demand items but comes at a higher cost.

The perpetual purchase or license model is a fee for a set amount of checkouts or time. Typically, 26 or 52 checkouts per payment or 1 to 2 years per payment. These purchase systems lead to a higher cost per collection item than the traditional print material. With digital circulation well above state and peer library averages, the Colleyville Library must continue enhancing access and increasing selections to meet user demand.

Technology Public libraries have a long history of providing communities with access to technology. Since opening in 2003, the Colleyville Public Library has offered access to public computers. Over the years, the Library has expanded the technology it offers patrons, such as wireless access, self-check-out and automated sorting check-in machines. These technologies remain a vital part of the Library's services and have assisted staff efficiencies. The Library will need to implement a plan to periodically update and replace this equipment to remain current with ever-evolving innovations.

Omnichannel Marketing Omnichannel library marketing is the practice of marketing across multiple platforms, including member e-mail, newsletter, apps, social media, and announcements on the Library's website. This approach lets libraries connect with members on multiple digital endpoints, offering a better member experience. The Library has utilized print flyers, newsletters, the Colleyville Communicator, Colleyville E-News and its website to provide information in the past. Recently, the Library added Twitter and Facebook as social media channels for promoting information. Respondents to the online survey identified Facebook and the Library's Website as the most useful forms of communication for library programs and events. The Library will need to continue to utilize omnichannel marketing to provide information to the Colleyville citizens.

As Citizens have recently embraced streaming options and virtual programming, the Library will need to elevate efforts to provide services that meet community needs. Proactive libraries understand the importance of meeting existing users' needs and dedicating more effort to keeping them. Investing in a database that engages library members throughout their journey will become key to meeting changing expectations. Information on users' preferences will enable libraries to target better messaging to engage in their services, events, and programming.

Marketing automation is all about using software to automate your marketing activities. Library marketing departments will seek to automate and integrate their siloed and repetitive tasks, such as e-mail marketing, social media posting, and event campaigns. This way, they can provide their members a targeted and tailored experience. The marketing automation technology makes these tasks easier and will enable staff to synchronize marketing across all key channels and stages of engagement.

Making Access Easier Expanding access to information resources is at the core of what libraries do. Making access easier has been a frequent opportunity for innovation in libraries, which continue to offer surprising service enhancements that help bring information to their communities. During the pandemic, access to materials was challenged with user habits changing. Library patrons utilized the drive-up window for both drop-off and pick-up of items. Placing materials on hold before coming to the Library has increased over the last few years. Over half of survey respondents identified picking up holds as an activity they do when visiting the Library.

Like those used by Amazon and UPS, self-service smart lockers provide libraries with new opportunities to streamline holds and reserves processes. The online survey results indicated that 51% of respondents picked up holds at the Library. Implementing a plan to accommodate holds beyond library hours will improve access to the collection. The Colleyville Library could utilize a smart locker system at a City owned facility to expand access to holds.

Emergency Response Plan During the pandemic social distancing adversely affected Library use, decreased program attendance, limited access to materials for some users, and changed staff roles to accommodate needs. Libraries throughout the country pivoted services in reaction to public health issues. Libraries implemented home delivery, provided curbside pick-up, and prepared kits for patrons to take home with books and crafts. Many programs throughout the US were done virtually, with storytimes on webcam and book clubs meeting via Zoom. These strategies proved so popular that libraries have integrated them into regular service offerings.

The Colleyville Library implemented a few of these strategies during the pandemic, including home delivery, the drive-up window for drop-off and pick-up and offering take and make kits. Due to its popularity, the Library plans to continue the home delivery and pick-up at the drive-up window. The Library allows patrons to pick up holds at the drive-up window and plans on offering take and make kits as long as they remain popular.



At the beginning of the pandemic, libraries were caught off guard, with limited information on how to provide socially distanced environments, if materials need to be sanitized, what staff and patron protocols should be for use, etc. Many libraries have developed not only public health strategic plans but emergency response plans, inclusive of emergency events, from natural disasters to active shooter events. These response plans identify policies and set standards and expectations for the library staff and patrons should future events occur. It is recommended the Library develop an emergency response strategy to remain prepared.

COMMUNITY OPINION REGARDING THE COLLEYVILLE PUBLIC LIBRARY

As part of the overall needs assessment process, the planning team engaged the community to assess overall satisfaction and current and future needs. A survey was distributed, resulting in **1,467 total participants**, of which 41% had used both online and in-person library services over the past 12 months. Questions included assessing the Colleyville Public Library’s current conditions, challenges and solutions during Covid 19.

Questions were developed regarding future needs and potential service changes to assess public opinion regarding future services. The results indicated overall satisfaction with Library services and staff.

Who Participated



Participant Snapshot

1,466 total participants

32% used the library in person in the past 12 months*

10% only used online services in the past 12 months*

41% used both online and in person services in the past 12 months*

**(12 months represent activity during ongoing pandemic conditions)*

How the Participants Use the Library

- 75% checked out books or other materials
- 52% pick-up holds
- 45% read or brose the collection
- 26% download books form the online portal
- 53% have used the drive-up window for requested materials.
- 21% attend a children’s program when visiting the library

What the Participants Thought

- Respondents overwhelmingly find the staff helpful and pleasant
- 88% of respondents thought the children’s programs were good or excellent
- 93% rated the library facility as good or excellent



What the Participants Want

- 56% were interested in the library adding non-traditional items for check-out / use, such as an engraver, laminator label maker, etc.
- 72% identified a notary public as a service they would utilize
- 71% identified Adult and Children’s science, art, and computer classes as programs they would attend

Additional needs identified include

- Access to Saturday storytimes for working families
- Streamline access to digital collections
- Expanded access to audio books
- More digital content
- After hours holds for pick-up
- More study spaces

PEER LIBRARY COMPARISON

The Colleyville Public Library performs very well within the State of Texas. Utilizing the Texas Public Library Statistics for 2020, the planning team compared the Colleyville Public Library vs. communities with a population of (25,000 - 49,999) and the State of Texas average for all libraries.

These key statistics reveal that the Colleyville Public Library excels in key performance criteria such as library circulation per capita (54 percent above state average), and library visits (20 percent above peer libraries). The high circulation per capita and visits indicate that the Colleyville community uses the library.

The digital collection for Colleyville is circulating at a rate 3.2 times higher than the state average. The pandemic shifted user habits regarding digital circulation, increasing use.

This digital use remains strong and above peer libraries even after facilities were back to normal hours of operation.

Peer Library Analysis

	<i>Colleyville FY 2021</i>	
<i>Total Circulation</i>	7.45 items/capita	2.4 Times above the state average
<i>Library Visits</i>	1.80 visits/capita	21% above peer libraries of similar size
<i>Digital Circulation</i>	1.96 items/capita	3.2 Times above the state average
<i>Physical Circulation</i>	4.14 items/capita	2.2 Times above the state average



LIBRARY SERVICES ASSESSMENT

LIBRARY SERVICES ASSESSMENT

OVERVIEW OF CURRENT LIBRARY SERVICES

Overall, the planning team found the Colleyville Public Library an active environment with well-organized access to services and collections. The recent renovations to the first and second-floor areas have resulted in a more intuitive layout for visitors. They have provided access to comfortable seating, kids' tactile activities, and a central staff access point. The Library layout is on two levels, with the adult collection and services primarily located on the first level and the children's collection and services on the second level. Program rooms are located on both levels, with the first room providing patrons access to study/work when events are not in session. The primary program rooms are on the second floor and can be divided into two spaces with a divisible wall system. The facility is in good shape and well maintained. The Library includes adult and children's collection areas, public access computers, study rooms, a dedicated storytime room, a dedicated craft room, and supports staff spaces. The Library provides access to various seating on both the first and second-floor levels.

ASSESSMENT OF THE LIBRARY'S COLLECTION

The collection is well-managed and well-organized. The Library's circulation for physical and digital items is well above state and peer library averages. The physical circulation of 7.45/items per capita is double peer library averages. The digital collection circulates over three times the state average. This strong circulation indicates the Library is being utilized by the citizens of Colleyville and is considered a well-curated collection. Over the last five years, a few trends have emerged concerning the circulation of specific collections. The children's collection accounted for 67% of all physical items, up from 53% in 2015. Specifically, picture and easy books circulation increased from 17% of overall circulation to over 30% of circulation.

Similarly, the juvenile fiction and non-fiction collections have increased and account for 26% of the Library's overall circulation. The 2014-2015 Library Long-Range Plan identified these collections as heavily used but not large enough to satisfy the need. The reorganization provided additional shelving capacity for these collections, which resulted in a large increase in use. The adult audio/visual collection has decreased use over the last five years; it now accounts for 6% of overall circulation, down from 20% in 2014-2015. This drop is expected to continue to decrease over the next five years. The technology for DVDs and CDs is limited, and streaming is becoming more ubiquitous in households. The Library should expect this collection to transition out of the library lending profile and be replaced with popular items.

ASSESSMENT OF THE LIBRARY'S TECHNOLOGY

The Colleyville Public Library provides a basic level of technology access to the community with public computers, a digital projector in each community meeting room and a large-format display in the Colleyville Room. Automated sorting systems and self-check machines have streamlined the processing of materials. Four digital signs throughout the Library provide information regarding programs and collections. Online catalogs throughout the Library assist the public in searching for materials.

Library users' expectations change as new and more advanced technology becomes available to the public. These changing expectations require the Library to assess and implement new technologies as users' needs change. The four adult public computers and eight children's computers meet current demand. Most patrons are now bringing their own devices to the Library, creating a need for tables, chairs and access to power throughout the facility. As demand for adult public computers continues to decline, the Library can repurpose those areas for patrons who bring devices. The planning team recommends the Library evaluate existing furniture use and implement portable charging stations at locations that patrons with mobile devices utilize. The existing automated sorting systems are nearing the end of service dates. The planning team recommends that the Library evaluate a replacement strategy for internal and drive-up locations.

ASSESSMENT OF THE LIBRARY'S PROGRAMMING

Programming was challenged over the past few years with reaction to the pandemic, limiting the number of programs offered and attendance by socially distanced users. Program attendance has increased as the number of programs offered begins to return to pre-pandemic levels.

The children's programming offered at the Library is comprehensive and well-attended. Many of the most popular children's programs require registration and quickly reach capacity. The community expressed a need for increased access to these popular children's programs. Storytimes are currently conducted on weekday mornings and require attendees to sign-up for access. Comments in the survey identified two options to help access these events. First, implement a Saturday storytime for working families. Second, implement a drop-in storytime, where attendees do not have to sign-up to gain access.

As stated earlier in the report, the demographics of Colleyville will affect the use, as national statistics indicate that as the population ages, they often can become disconnected from the public Library. The Colleyville Public Library does a great job

marketing to children and providing quality programming. The Library will need to actively engage older adults to ensure the Library is meeting their programming needs. The online survey identified adult and children's science and art classes as needed. These types of programs can be offered for adults only, children only, or a combined class where adults and children work together. Combined classes have proven popular for grandparents with grandkids.

ASSESSMENT OF THE LIBRARY'S FACILITY

The existing building is 24,000 square feet, located at 110 Main Street. The building was originally constructed in 2003. The existing location is centrally located within the Colleyville service area and is attached to the City Hall as part of a municipal complex. The second floor was renovated in 2011, creating a children's library and program / meeting space. A renovation of the first floor was completed in 2018, which included a reorganization of service points, collection layout, and seating based upon the 2016 Library Long Range Plan recommendations.

The Colleyville community heavily uses the existing building, with over 63,000 visitors in FY2021. This number was down from previous years due to the ongoing pandemic but is trending up in 2022. The facility is in excellent condition and well-maintained. The 2018 reorganization has provided an efficient layout with strong user satisfaction. Ninety-two percent of survey respondents rated the facility good or excellent.

The first and second-floor layouts are currently meeting program and service requirements.

The Colleyville Public Library's core mission has included providing access to the physical collection, one of the most important services. With over seventy-five percent of survey respondents identifying checking out books as something they typically do when visiting the Library, access to the collection remains the top priority for the Library. The collection is well managed and easy to navigate. Use continues to fluctuate over time and the Library will need to assess the layout as lending patterns change.

The Library includes furniture purchased over the years in line with the various renovations. Some of these items show signs of wear with heavy use over the lifespan. The planning team recommends implementing a replacement plan for worn or damaged furniture items over the next five years.

ASSESSMENT OF THE LIBRARY'S STAFF

The Library staff received excellent feedback, with over ninety-five percent of survey respondents rating the service as good or excellent. The Library operates with 12.75 full-time equivalent (FTE) staff members, which is well below the peer Library average of 19 FTE.

Circulation per paid staff was 15,825 in FY2020, double the state average and in line with peer libraries. The staff includes five librarians with ALA-MLS degrees, allowing citizens greater access to librarian services. The state average is one librarian per 15,000 residents. Colleyville has 1 librarian for every 5,400 residents. This access to librarians correlates to the number of reference questions the Library received in FY2020. Colleyville librarians assisted citizens with over 28,000 reference questions, double the state and peer Library averages.



CONCLUSIONS

CONCLUSIONS

**What the Library does well...
Patron Support is very positive**

CUSTOMER SERVICE



95% OF SURVEY RESPONDENTS INDICATED THE LIBRARY'S CUSTOMER SERVICE WAS EITHER GOOD OR EXCELLENT.

Digital Collection use is strong

58,012 Digital items were checked out in FY2020

| OR |

323% ABOVE THE STATE AVERAGE FOR PEER COMMUNITIES

Circulation is strong



2.2 ABOVE

**THE STATE AVERAGE FOR FY2020
201,763 items or 22.62 items per registered user**

**What the Library can do to improve...
Priority 1**

REACT TO CHANGING COMMUNITY NEEDS



How to Respond?

- Improve access to the collection
- Reallocate collection areas in response to circulation patterns
- Develop a preparedness plan for future emergency events
- Engage the aging population

Priority 2

INCREASE COMMUNICATION REGARDING LIBRARY PROGRAMS AND SERVICES



- Implement an Omnichannel marketing strategy.
- Continue feedback engagement for programs and services.

Priority 3

- Upgrade furniture and equipment that is nearing end of life conditions



LIBRARY SERVICE RECOMMENDATIONS



LIBRARY SERVICE RECOMMENDATIONS

Recommendation Increase access to digital collections

The Colleyville Public Library has implemented various strategies to provide digital content to users. With the cloudLibrary and Press Reader, the Library has access to over 300,000 items. This access continues to change as publishers continue to update policies. The online survey feedback and user statistics indicate that using Amazon Kindle devices is strong in all communities. Currently, the cloudLibrary does not allow direct downloads to certain Amazon-type e-reader devices, which prevents some citizens from accessing digital content.

Additionally, the most popular items are typically checked out, as the cloudLibrary is shared between many communities, often leading to long wait times for access.

Goal The Colleyville Public Library should strive to achieve optimal access to digital items with balanced choices concerning funding and service providers.

Action Plan Step 1: Beginning in FY2023, increase budget allocation for digital content. Utilizing pay-per-use services can greatly benefit users, as funds are directly tied to user selected items.

Step 2: Beginning in FY2023, continue to evaluate online platforms for support of all e-Reader devices. The Overdrive platform currently supports most e-Reader devices; however, it is not part of the consortium. Publishers’ policies are constantly changing, leading to other solutions which might become available over the next five years.

Recommendation Streamline access to the collection

The number of items reserved (holds) has steadily increased over the past five years. This trend accelerated during the pandemic, with over half of survey users putting holds on items for pickup.

Goal The Colleyville Public Library should implement a remote locker for holds, allowing users to reserve an afterhours pick-up location.

Action Plan Option 1: Install a remote locker system in the Library breezeway.

Option 2: Evaluate other City owned properties for location of a remote locker system.

Recommendation

Reallocate collection areas

Circulation of collections such as DVD's and CD's continues to diminish, as these items are no longer readily available for mainstream use. Streaming services have begun to replace this technology. Magazine use has also seen a drop in demand as publishers transition to digital circulation, reducing the number of titles available for selection.

Goal The planning team recommends the Library transition areas as collections reduce due to demand. These areas can be replaced by seating or expanding popular collections.

Action Plan Develop a plan for reduction of low use items and replacement with shelving and/or seating.

Recommendation

Engage the aging population

The Colleyville community has a median age of 48.6, which is significantly higher than the 33.6 median age of Texas residents. The median age has increased from 40.0 in 2000 to 45.6 in 2013 and 48.6 in 2020. The Library should initiate programs and services to engage this segment of the population, as 50% of Library card holders are 50 years or older.

Goal Stay relevant with the adult community by offering programming and services specific to their needs.

Action Plan The planning team recommends the Library implement several strategies to engage the aging population. Provide specialized programs focused on the specific needs of older adults, such as technology training (how to use the latest iPhone) or health care seminars. Extend core Library services to ensure they are accessible to older adults. Invest in infrastructure and staff development to prepare the facility and staff to react to the aging needs.

Recommendation **Develop an emergency response strategy**

Recent public health events highlighted the need for public libraries to adopt action plans for emergency events. The action plan should include protocols for dealing with health events, building systems failures, active shooters, natural disasters, etc. Developing a comprehensive action plan with suggested protocols and strategies for staff and patron use of the Library facility will assist the Library with future emergency events.

Goal The Colleyville Public Library should adopt a strategic plan and recommendations for how to deal with any future emergency events.

Action Plan *Investigate current strategies on how public libraries react to emergency events. Develop a written plan which identifies policies, protocols and recommendations on how the Library should react to different situations. Coordinate the response plan with the City’s Emergency Management Coordinator to align with city policies and protocols. Update the plan regularly to ensure the latest recommendations by emergency response experts are evaluated for implementation.*

Recommendation**Implement strategies to react to changing Technology needs**

Colleyville residents have access to computers and broadband internet at home. This home adoption has resulted in a reduced need to provide public computers at the Library but has increased demand for seating with power for users who bring their own devices for work, study, or research. Additionally, many Library users have jobs that allow work from home, and the Library can become a "third" place when the office and home are not meeting the needs for remote work. These remote workers require access to a variety of seating with power. Technology has improved to provide power solutions that do not require walls and floors to be modified. The Library should consider these solutions to enhance the environment for those users who bring devices.

Goal The Colleyville Public Library should strive to provide seating throughout the Library to accommodate patrons who bring devices with them for use. This will include providing various seating options, all with power available.

Action Plan Investigate battery powered charging stations which can be installed at tables or are mobile for use at lounge seating. Develop a plan to implement these systems and transition furniture with no power to a powered configuration.

Recommendation

Develop an Omnichannel Marketing Plan

Omnichannel Library marketing is the practice of marketing across multiple platforms, including member e-mail, newsletter, apps, social media, flyers, and the Library’s website. This approach provides a better member experience with connection on multiple digital endpoints.

Libraries will need to elevate their efforts to retain users as users embrace streaming options and virtual programming from competing institutions and services.

Library marketing departments will seek to automate and integrate all of their siloed and repetitive tasks, such as e-mail marketing, social media posting, and even event campaigns. This way, they can provide a targeted and tailored experience for their members.

Goal

The Colleyville Public Library should adopt a strategic Omnichannel Marketing Plan

Action Plan

The planning team recommends several steps to develop a comprehensive communications plan.

Step 1: Identify all marketing channels that shall be used to communicate programs and services, such as, Colleyville newsletters, Facebook, Twitter, e-mail, flyers, eNews, Colleyville Communicator, etc.

Step 2: *Develop a plan for use of these channels, identifying which provide the best opportunities for outreach.*

Step 3: *Integrate these siloed channels with automated tools to streamline the process and synchronize marketing across all key channels. Investigate third party software such as Monday or hubspot.com*

Step 4: *Invest in a database that provides feedback regarding members’ behaviors. Utilizing predictive analytics and users’ past engagement history will allow for a tailored approach to future programming and service suggestions.*

Recommendation **Develop a replacement plan for end of use furniture and equipment**

The Colleyville Public Library’s existing furniture and equipment has been purchased over several years with original items nearing a 20 year lifespan. Due to public use, items should be evaluated for use, wear, and appropriateness for current needs. Development of a plan to replace items over a several year period will allow the Library to remain current and meet ever evolving needs.

Goal The Colleyville Public Library should develop a plan for replacement of furniture and equipment.

- Action Plan**
- Step 1:** Evaluate furniture and equipment. Identify items which are nearing end of life or are worn, damaged, or no longer meeting current needs.
 - Step 2:** Develop a plan for replacement of items including a timeline and projected cost.
 - Step 3:** Based on plan, replace items as required and continue to update the list on a periodic basis.



APPENDIX

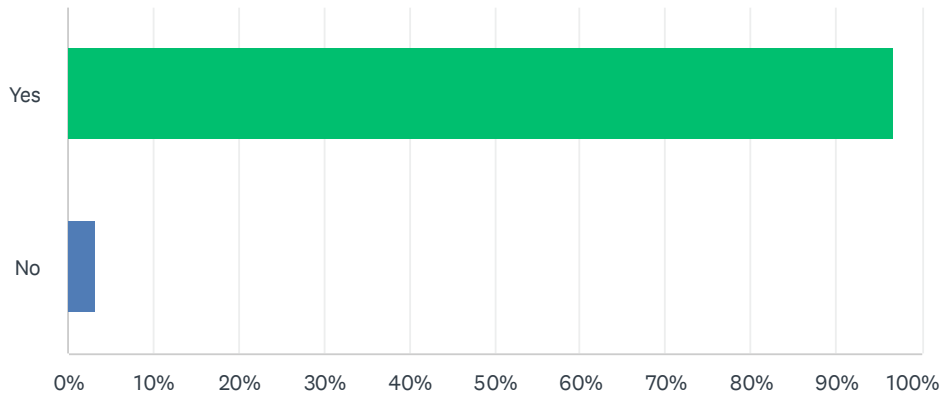


SURVEY RESULTS

APPENDIX – ONLINE SURVEY RESULTS

Q1 Do you have a library card?

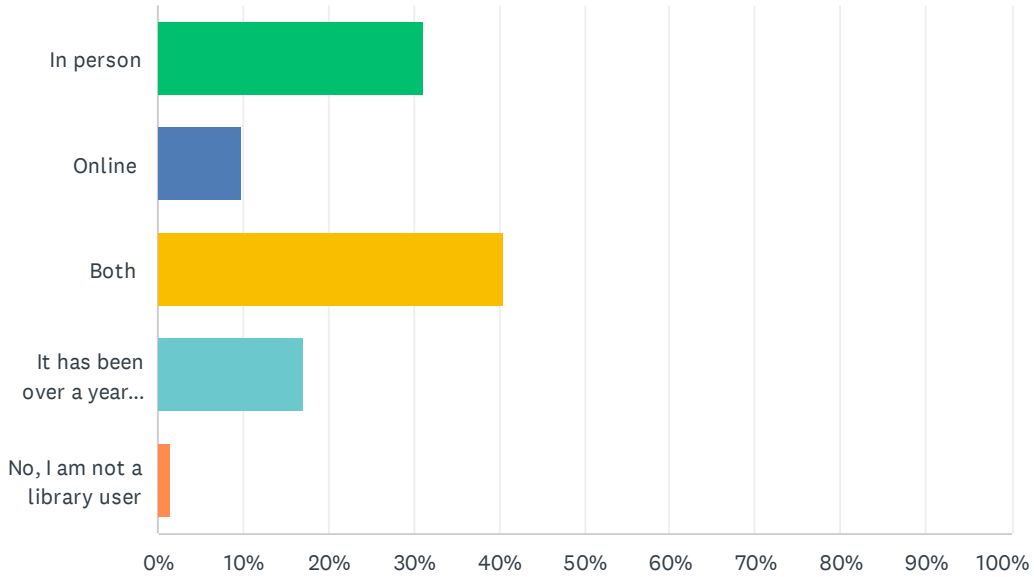
Answered: 1,455 Skipped: 10



ANSWER CHOICES	RESPONSES
Yes	96.91% 1,410
No	3.09% 45
TOTAL	1,455

Q2 Have you used the Colleyville Public Library in the past year, in person or online?

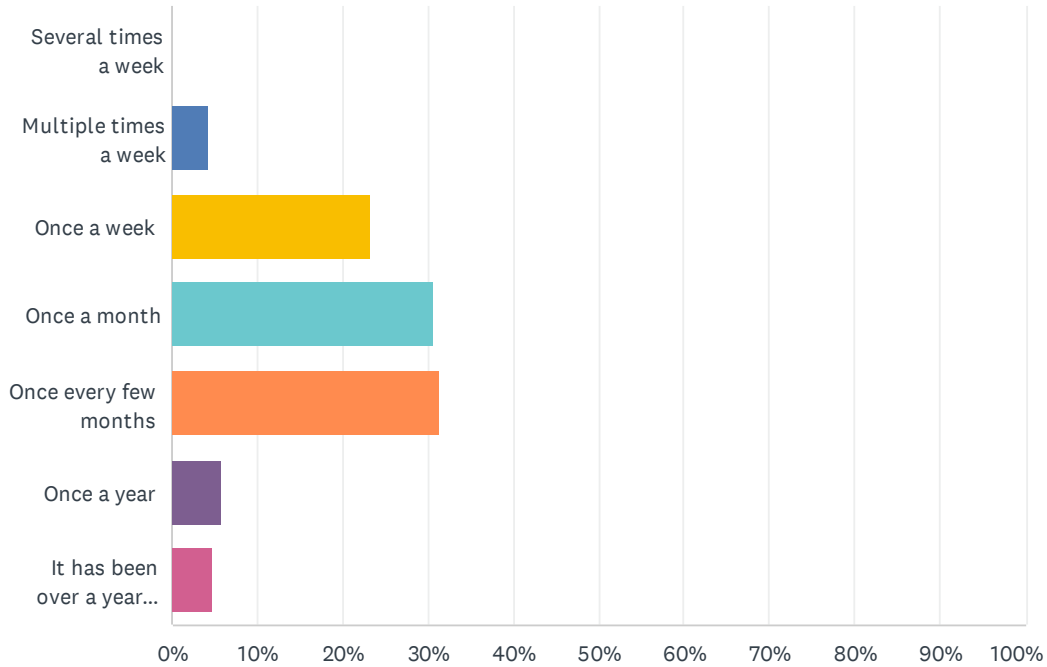
Answered: 1,462 Skipped: 3



ANSWER CHOICES	RESPONSES	
In person	31.12%	455
Online	9.85%	144
Both	40.56%	593
It has been over a year since I have visited the library, in person or online.	16.96%	248
No, I am not a library user	1.50%	22
TOTAL		1,462

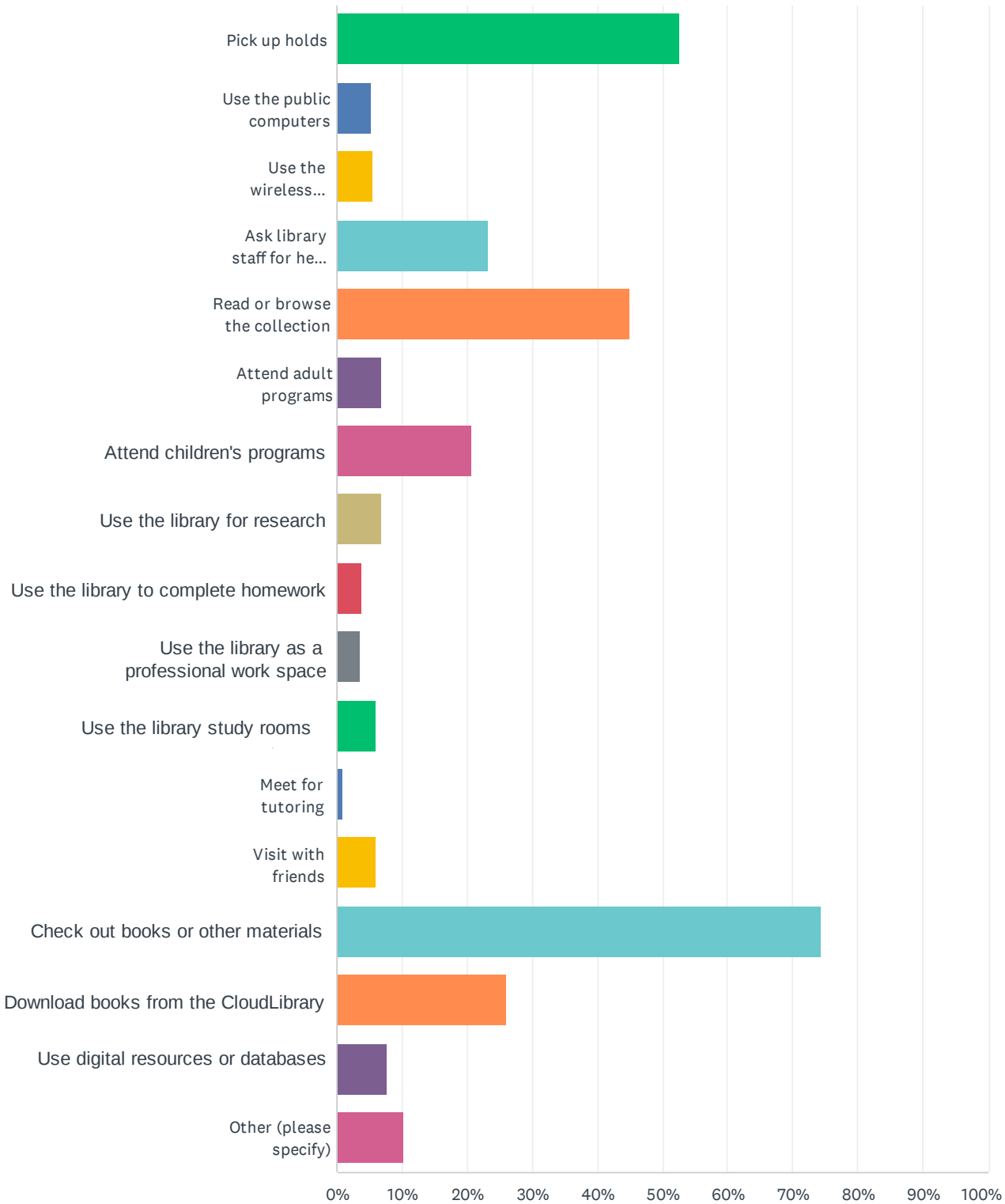
Q3 How often do you or a family member visit the Colleyville Public Library?

Answered: 1,147 Skipped: 318



ANSWER CHOICES	RESPONSES	
Several times a week	0.00%	0
Multiple times a week	4.36%	50
Once a week	23.28%	267
Once a month	30.69%	352
Once every few months	31.39%	360
Once a year	5.67%	65
It has been over a year since I have visited	4.62%	53
TOTAL		1,147

Q4 What do you typically do when you visit the library? (Please select all that apply)



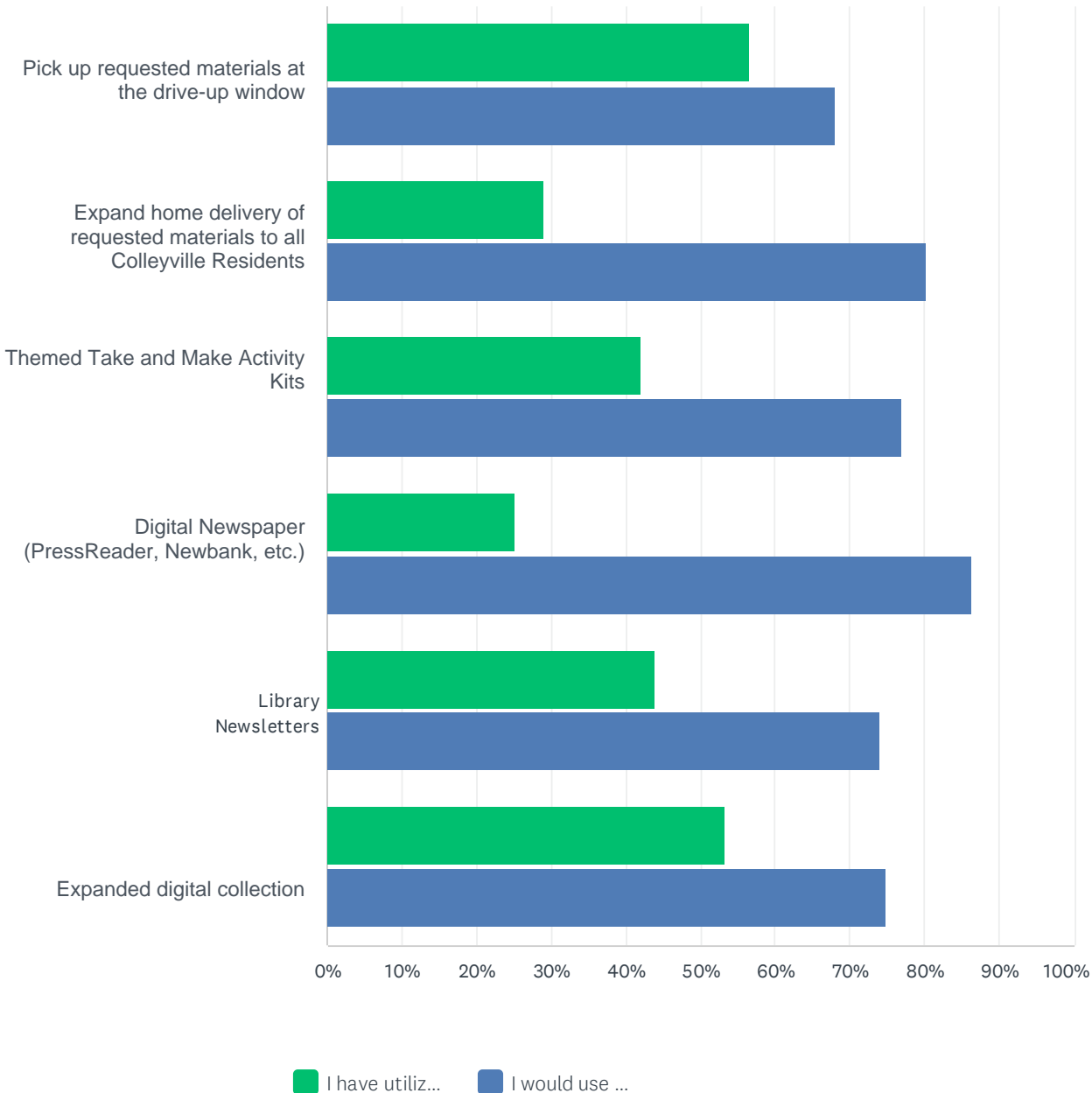
COLLEYVILLE PUBLIC LIBRARY LONG-RANGE PLAN 2023



ANSWER CHOICES	RESPONSES	
Pick up holds	52.71%	602
Use the public computers	5.43%	62
Use the wireless network	5.60%	64
Ask library staff for help to find materials	23.20%	265
Read or browse the collection	45.01%	514
Attend adult programs	6.74%	77
Attend children's programs	20.58%	235
Use the library for research	6.92%	79
Use the library to complete homework	3.77%	43
Use the library as a professional work space	3.59%	41
Use the library study rooms	6.04%	69
Meet for tutoring	0.88%	10
Visit with friends	5.95%	68
Check out books or other materials	74.52%	851
Download books from the CloudLibrary	25.92%	296
Use digital resources or databases	7.62%	87
Other (please specify)	10.33%	118
Total Respondents: 1,142		

Q6 The library implemented several new strategies to accommodate library service due to COVID 19. Please tell us which of these new services you used and if you would like the library to continue providing them.

Answered: 1,006 Skipped: 459



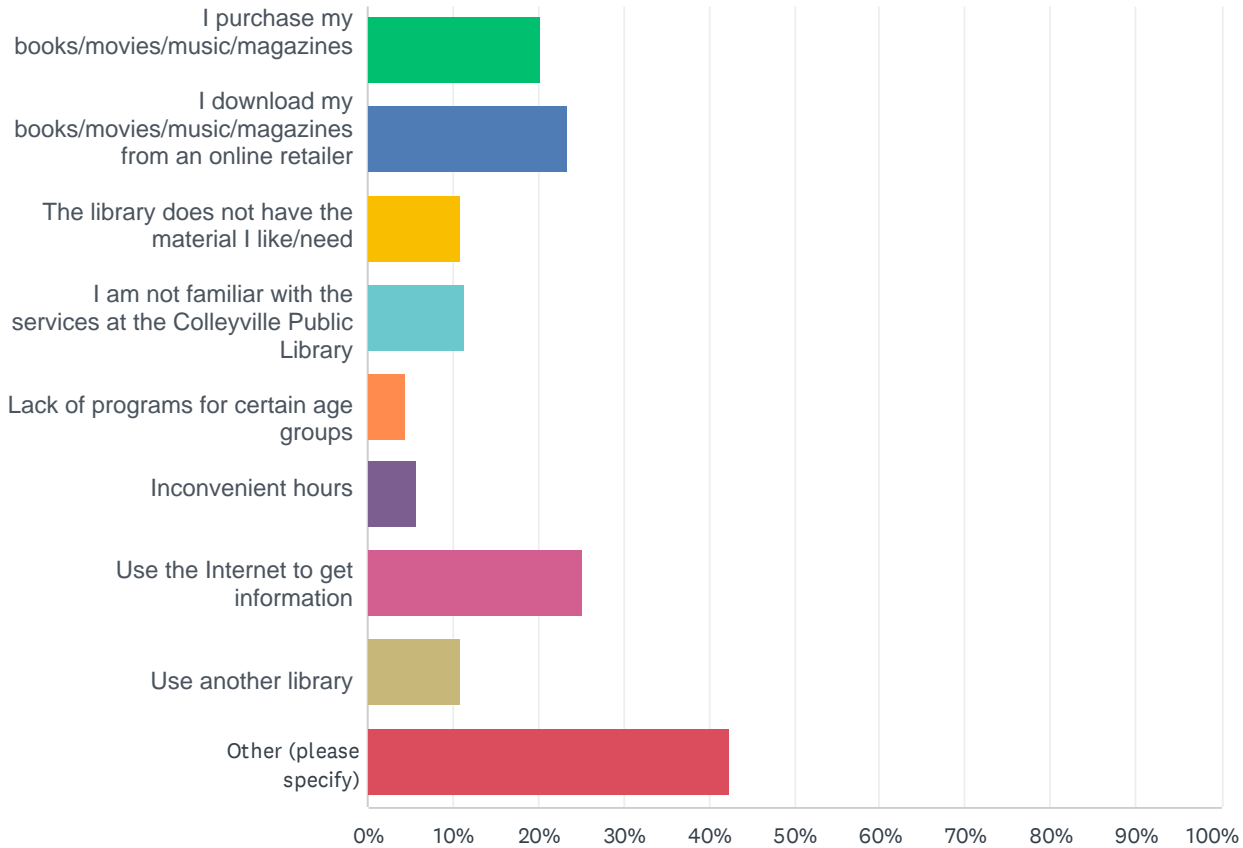
COLLEYVILLE PUBLIC LIBRARY LONG-RANGE PLAN 2023



	I HAVE UTILIZED THIS SERVICE IN THE PAST 15 MONTHS.	I WOULD USE THIS SERVICE IN THE FUTURE IF AVAILABLE	TOTAL RESPONDENTS
Pick up requested materials at the drive-up window	56.56% 418	67.93% 502	739
Expanded home delivery of requested materials to all Colleyville Residents	28.92% 107	80.27% 297	370
Themed Take and Make Activity Kits	41.92% 153	76.99% 281	365
Digital Newspapers (PressReader, Newsbank, etc.)	25.13% 94	86.36% 323	374
Library Newsletters	43.90% 169	74.03% 285	385
Expanded digital collection	53.32% 345	74.81% 484	647

Q7 If you have not used the Colleyville Public Library in a while, please tell us why. (Please select all that apply)

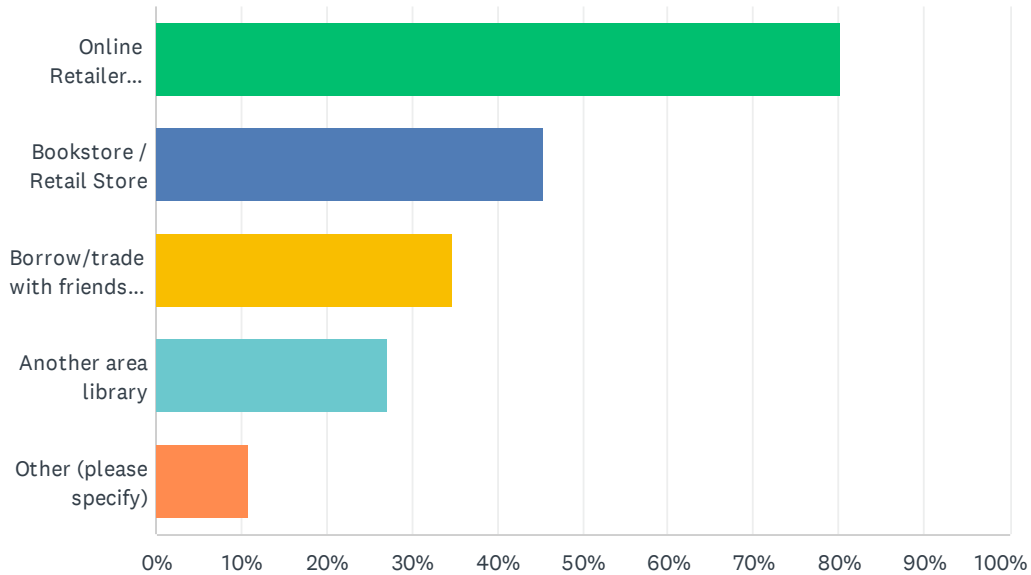
Answered: 465 Skipped: 1,000



ANSWER CHOICES	RESPONSES	
I purchase my books/movies/music/magazines.	20.22%	94
I download my books/movies/music/magazines from an online retailer	23.44%	109
The library does not have the material I like/need	10.97%	51
I am not familiar with the services at the Colleyville Public Library	11.40%	53
Lack of programs for certain age groups	4.52%	21
Inconvenient hours	5.81%	27
Use the internet to get information	25.16%	117
Use another library	10.97%	51
Other (please specify)	42.37%	197
Total Respondents: 465		

Q9 What other sources do you use when looking for books, movies, or music? (Please select all that apply)

Answered: 1,315 Skipped: 150

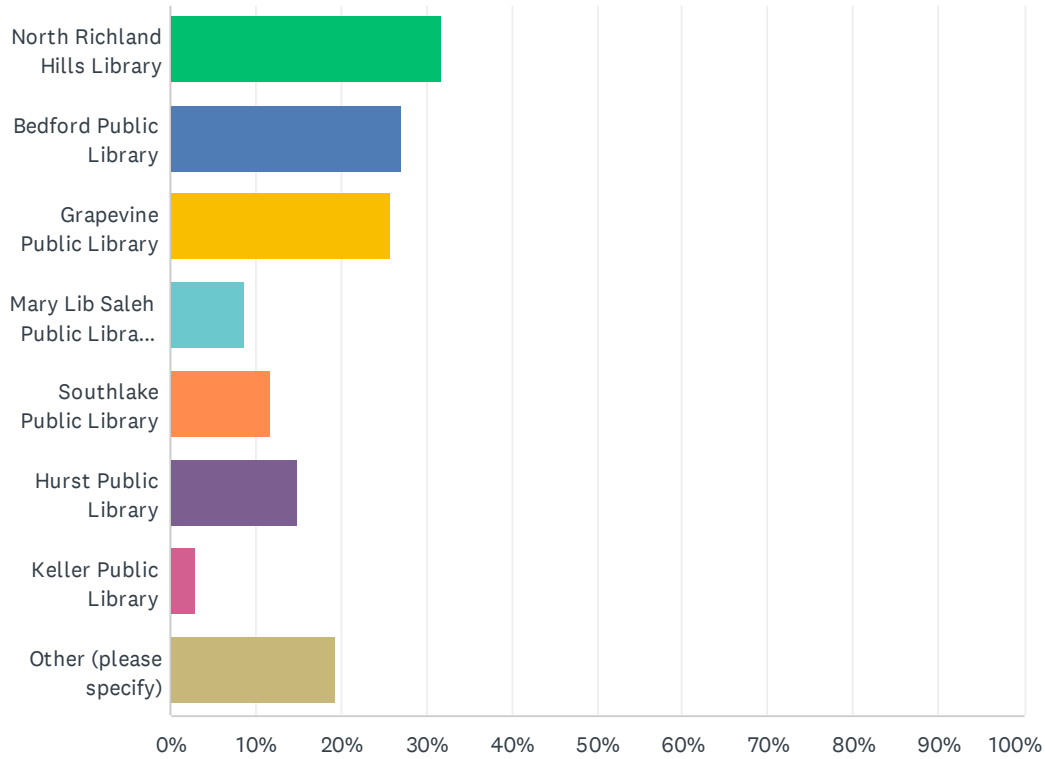


ANSWER CHOICES	RESPONSES	
Online Retailer (Amazon, iTunes, etc...)	80.08%	1,053
Bookstore / Retail Store	45.40%	597
Borrow/trade with friends and family	34.83%	458
Another area library	27.07%	356
Other (please specify)	10.95%	144
Total Respondents: 1,315		



Q10 If you use other libraries in the area, which ones do you use?

Answered: 611 Skipped: 854

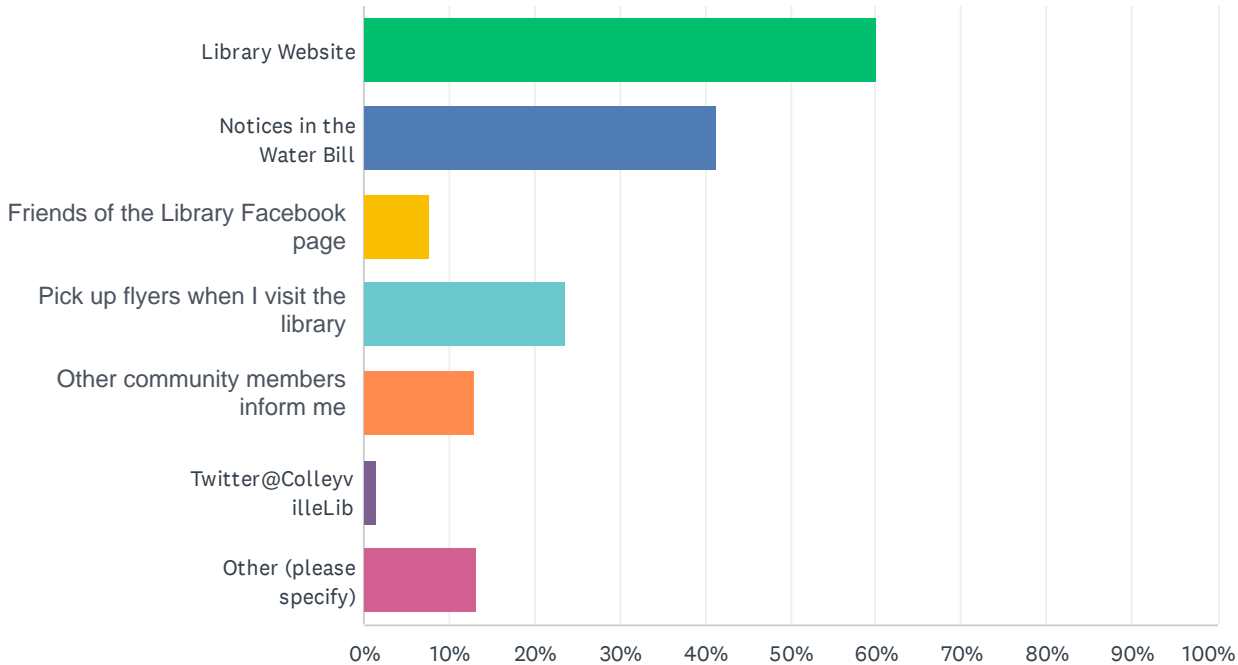


ANSWER CHOICES	RESPONSES	
North Richland Hills Library	31.75%	194
Bedford Public Library	27.17%	166
Grapevine Public Library	25.86%	158
Mary Lib Saleh Public Library, Euless	8.84%	54
Southlake Public Library	11.78%	72
Hurst Public Library	14.89%	91
Keller Public Library	2.95%	18
Other (please specify)	19.48%	119
Total Respondents: 611		



Q12 How do you learn about Colleyville Library Programs and Services? (Please select all that apply)

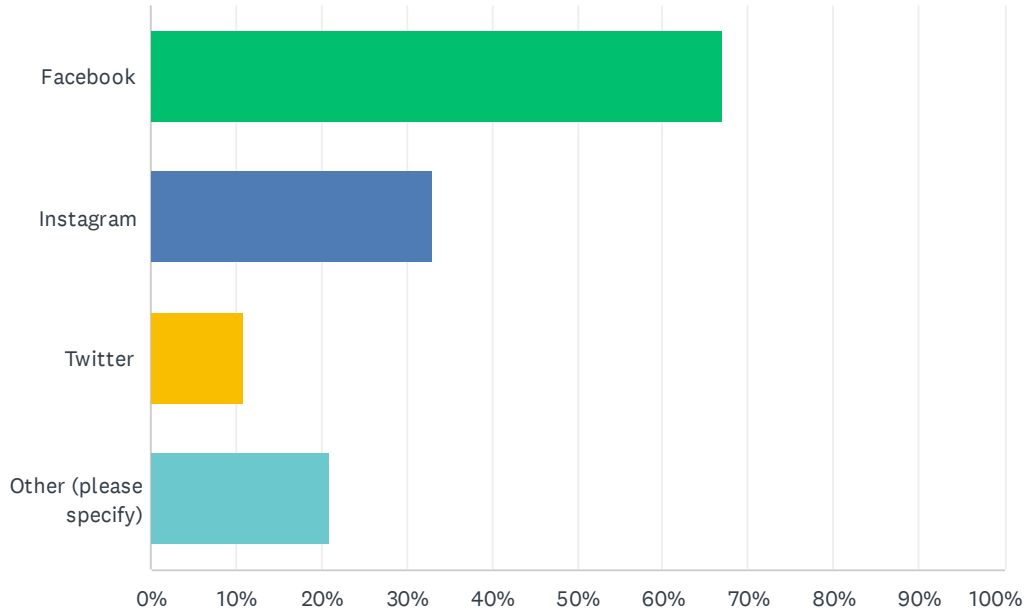
Answered: 1,271 Skipped: 194



ANSWER CHOICES	RESPONSES	
Library Website	60.11%	764
Notices in the Water Bill	41.38%	526
Friends of the Library Facebook page	7.71%	98
Pick up flyers when I visit the library	23.60%	300
Other community members inform me	12.90%	164
Twitter@ColleyvilleLib	1.57%	20
Other (please specify)	13.14%	167
Total Respondents: 1,271		

Q13 What are your preferred social media platforms? (Please select all that apply)

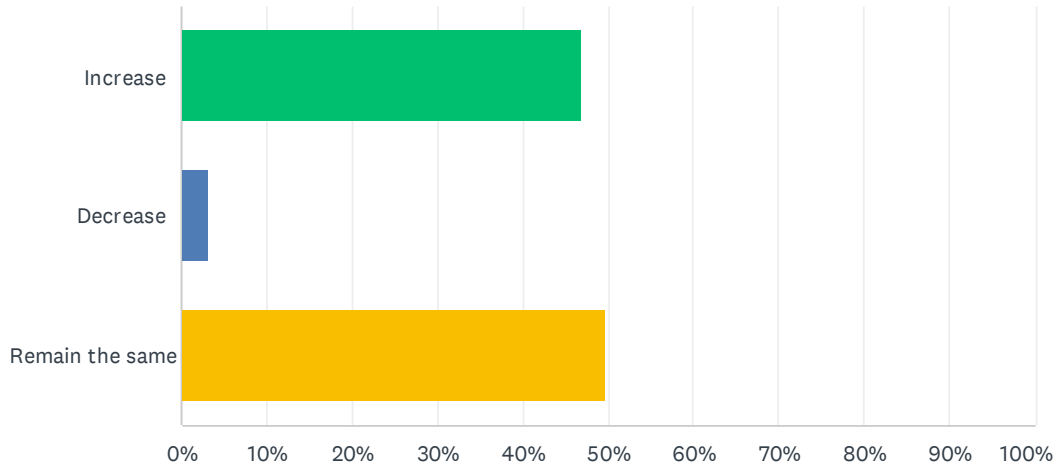
Answered: 1,161 Skipped: 304



ANSWER CHOICES	RESPONSES
Facebook	67.01% 778
Instagram	32.99% 383
Twitter	10.85% 126
Other (please specify)	20.84% 242
Total Respondents: 1,161	

Q14 Over the next five years, do you expect your use of the Colleyville Public Library to increase, decrease, or remain the same?

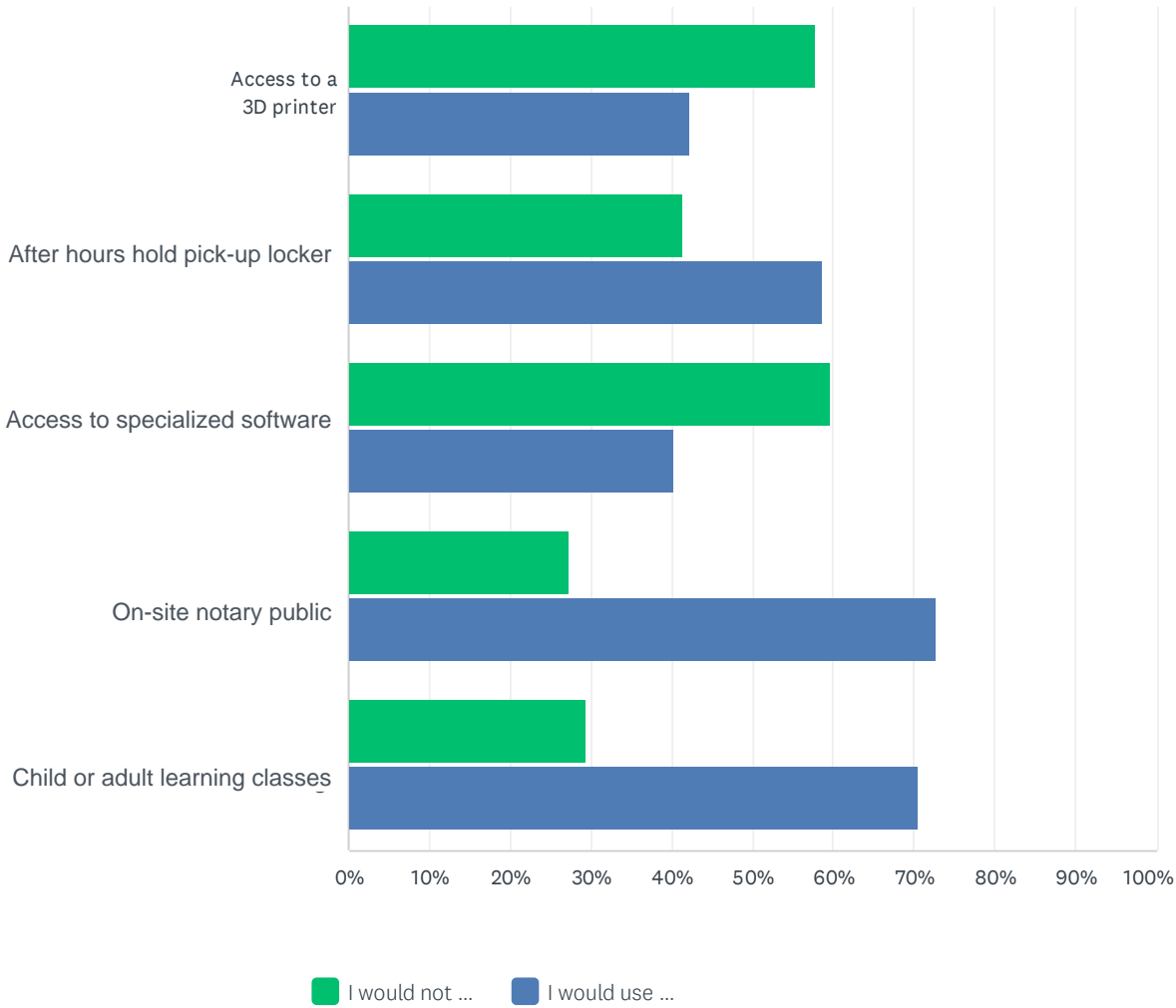
Answered: 1,351 Skipped: 114



ANSWER CHOICES	RESPONSES	
Increase	47.00%	635
Decrease	3.26%	44
Remain the same	49.74%	672
TOTAL		1,351

Q15 Which of the following new programs and services would you like to see the Colleyville Library offer?

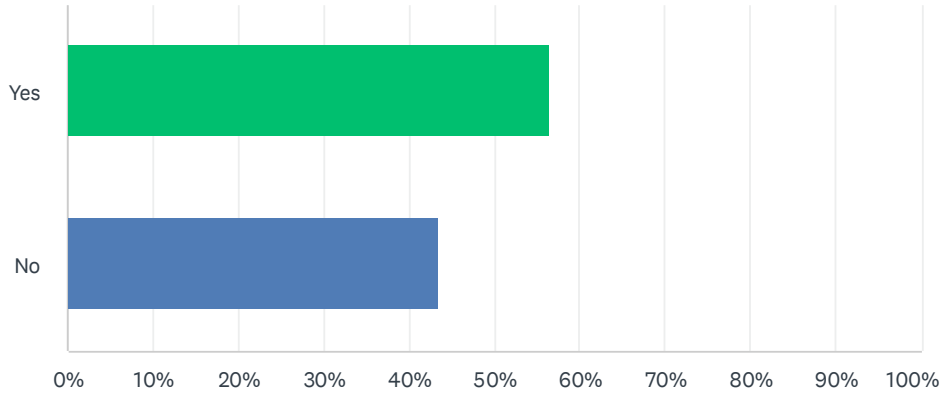
Answered: 1,284 Skipped: 181



	I WOULD NOT USE THIS PROGRAM/SERVICE	I WOULD USE THIS PROGRAM/SERVICE	TOTAL
Access to a 3D printer	57.84% 627	42.16% 457	1,084
After hours hold pick-up locker	41.34% 458	58.66% 650	1,108
Access to specialized software (e.g. Graphic Editing Software, Video Editing Software, 3D Modeling Software, etc.)	59.65% 621	40.35% 420	1,041
On-site notary public	27.27% 321	72.73% 856	1,177
Child or adult learning classes on science, art, computers, etc...	29.52% 335	70.48% 800	1,135

Q16 Would you be interested in the library offering non-traditional items for use (engraver, laminator, label maker, etc.)?

Answered: 1,270 Skipped: 195

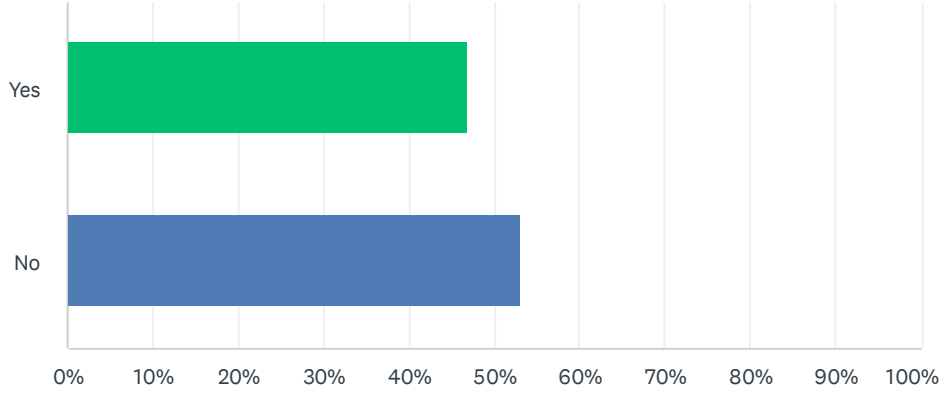


ANSWER CHOICES	RESPONSES
Yes	56.46% 717
No	43.54% 553
TOTAL	1,270



Q17 Would you be interested in the library hosting Maker Days?

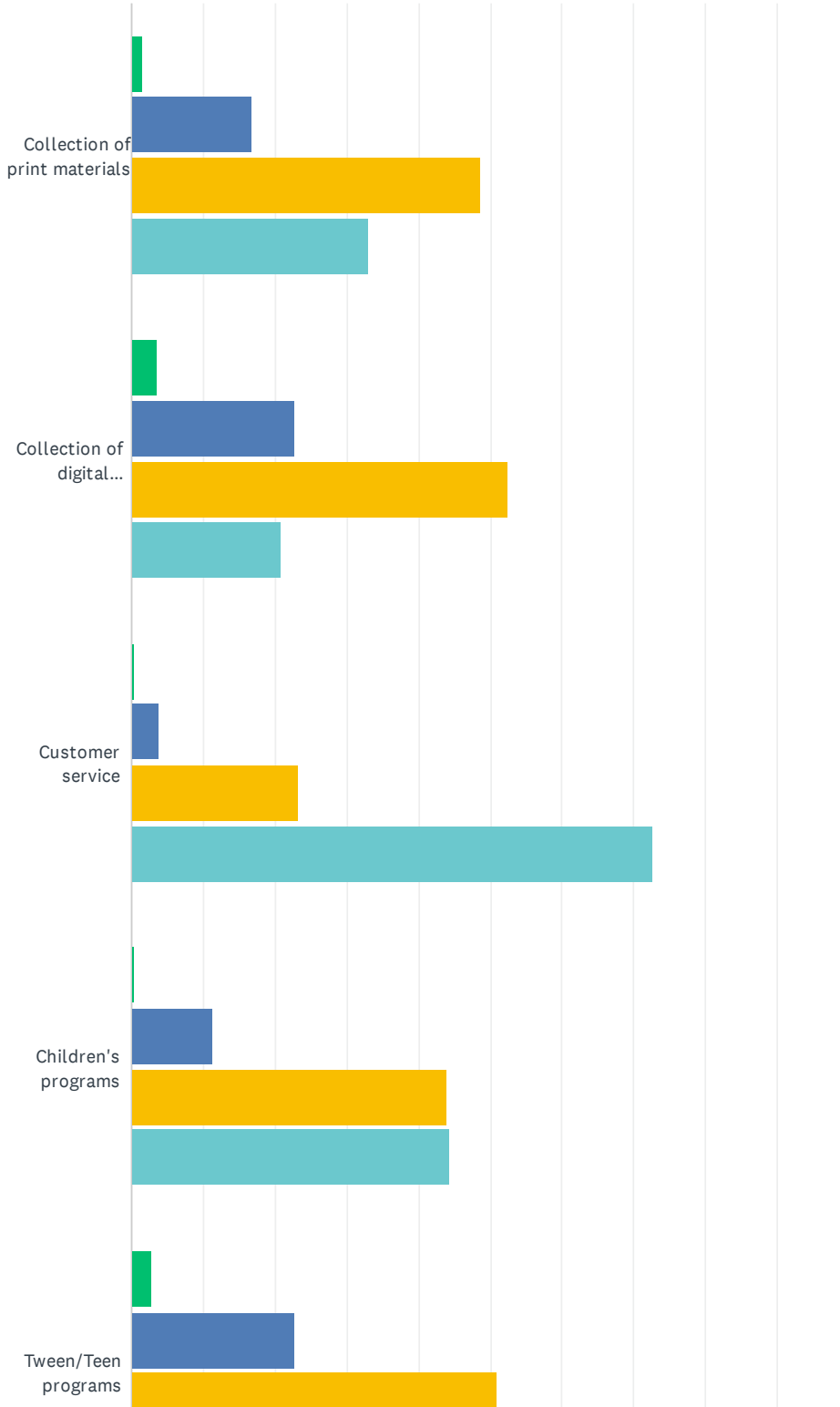
Answered: 1,211 Skipped: 254



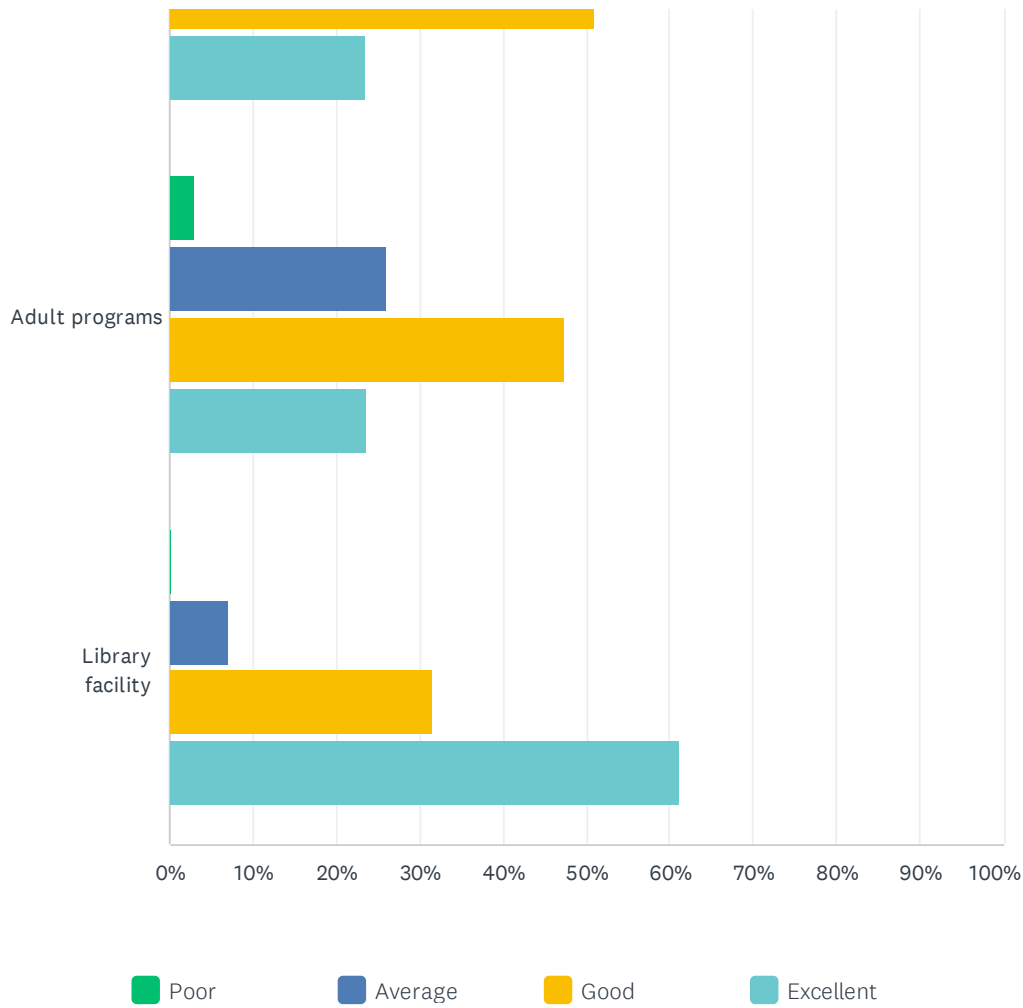
ANSWER CHOICES	RESPONSES	
Yes	46.90%	568
No	53.10%	643
TOTAL		1,211

Q18 How would you rate the library's current services?

Answered: 1,333 Skipped: 132



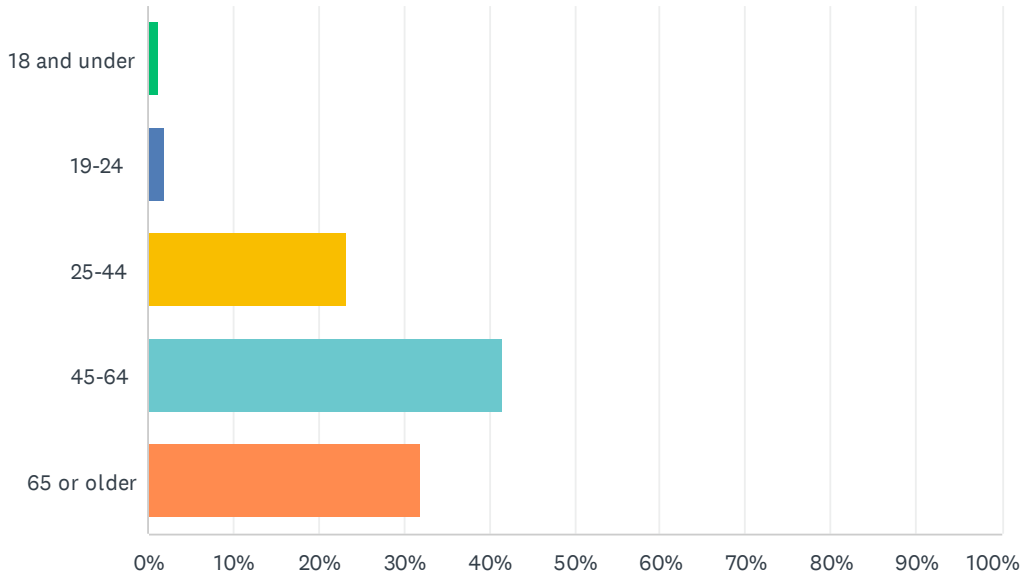
COLLEYVILLE PUBLIC LIBRARY LONG-RANGE PLAN 2023



	POOR	AVERAGE	GOOD	EXCELLENT	TOTAL	WEIGHTED AVERAGE
Collection of print materials	1.48% 19	16.87% 217	48.60% 625	33.05% 425	1,286	3.13
Collection of digital materials	3.60% 41	22.85% 260	52.55% 598	21.00% 239	1,138	2.91
Customer service	0.38% 5	3.83% 50	23.14% 302	72.64% 948	1,305	3.68
Children's programs	0.44% 4	11.28% 103	43.92% 401	44.36% 405	913	3.32
Tween/Teen programs	2.71% 20	22.80% 168	51.02% 376	23.47% 173	737	2.95
Adult programs	3.02% 27	26.06% 233	47.32% 423	23.60% 211	894	2.91
Library facility	0.16% 2	6.97% 89	31.58% 403	61.29% 782	1,276	3.54

Q19 What category does your age fall into?

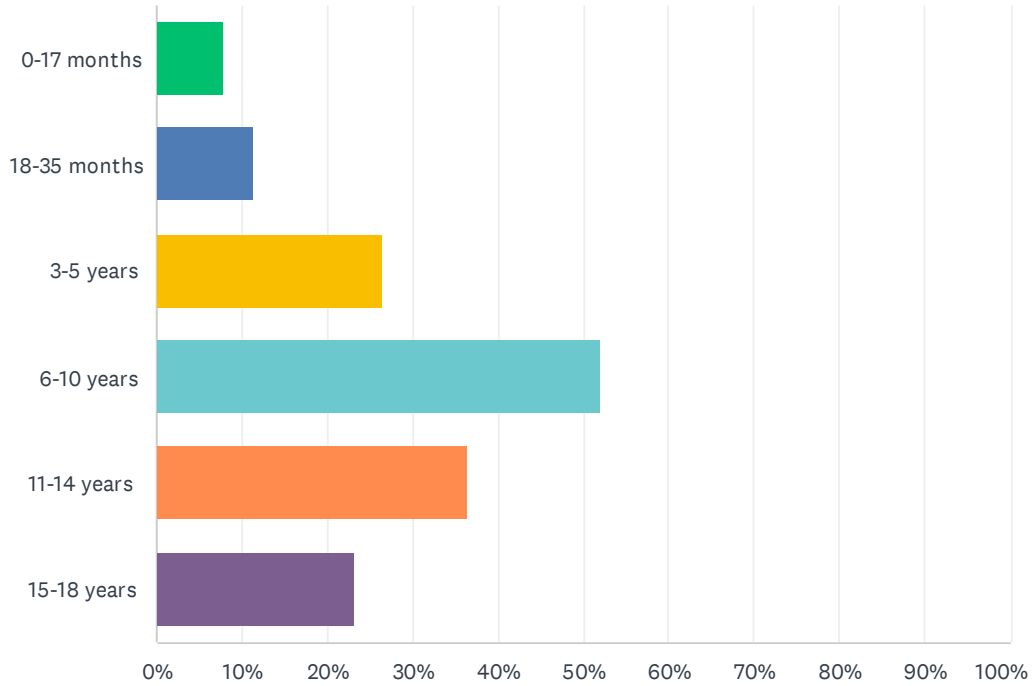
Answered: 1,352 Skipped: 113



ANSWER CHOICES	RESPONSES	
18 and under	1.33%	18
19-24	1.85%	25
25-44	23.22%	314
45-64	41.57%	562
65 or older	32.03%	433
TOTAL		1,352

Q20 If you have children who use the library, what category do their ages fall into? (Please select all that apply)

Answered: 593 Skipped: 872



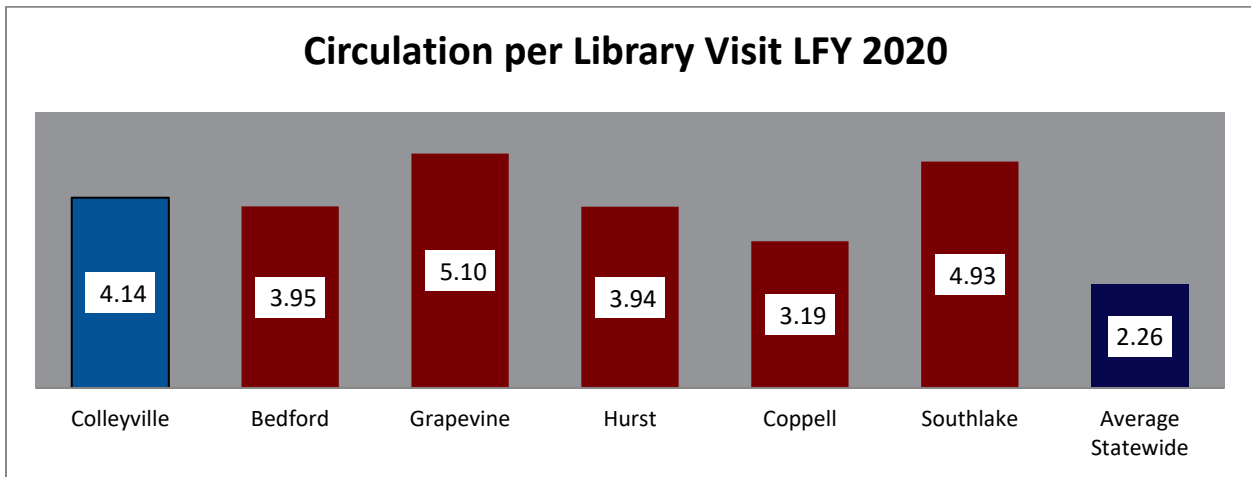
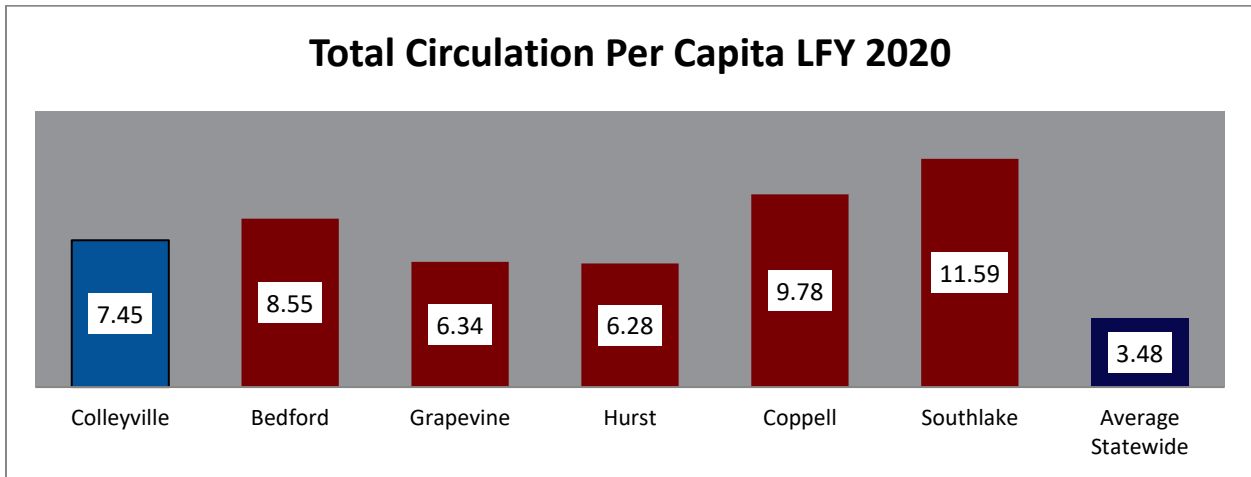
ANSWER CHOICES	RESPONSES	
0-17 months	7.93%	47
18-35 months	11.30%	67
3-5 years	26.48%	157
6-10 years	52.11%	309
11-14 years	36.42%	216
15-18 years	23.27%	138
Total Respondents: 593		

Q21 Do you have any suggestions to help us improve your user experience?

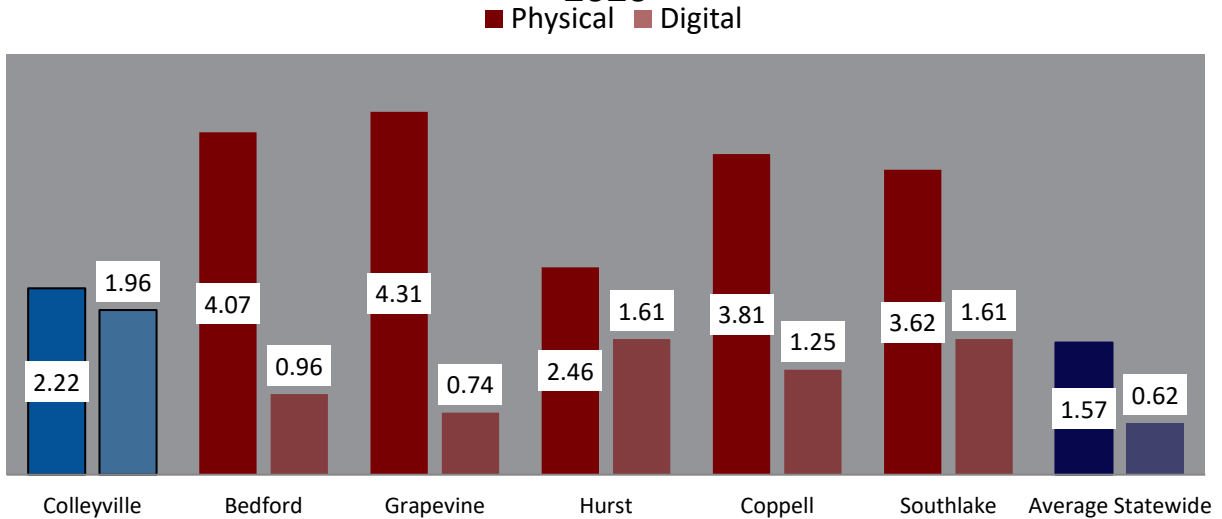
Answered: 269 Skipped: 1,196



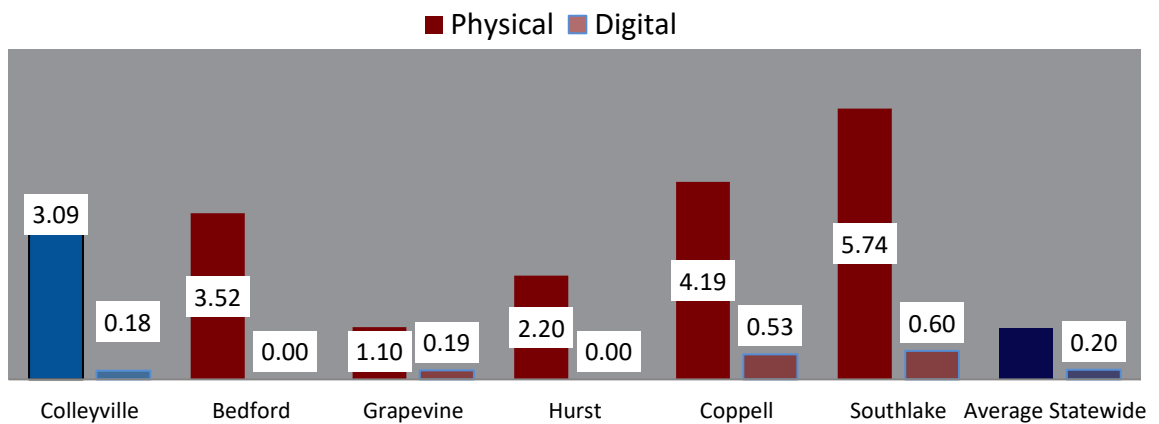
APPENDIX – PEER LIBRARY ANALYSIS

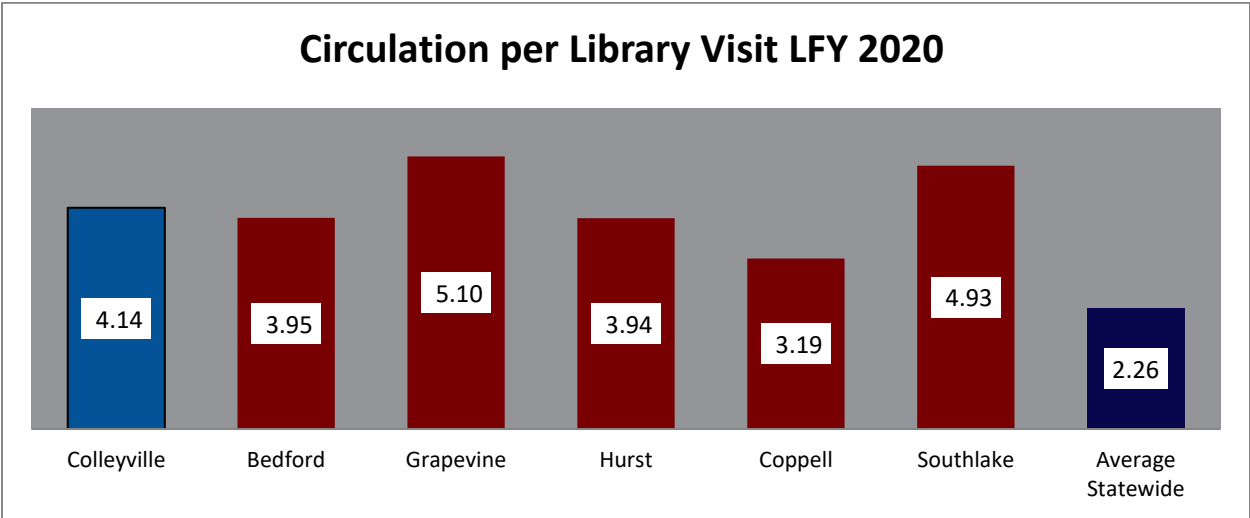
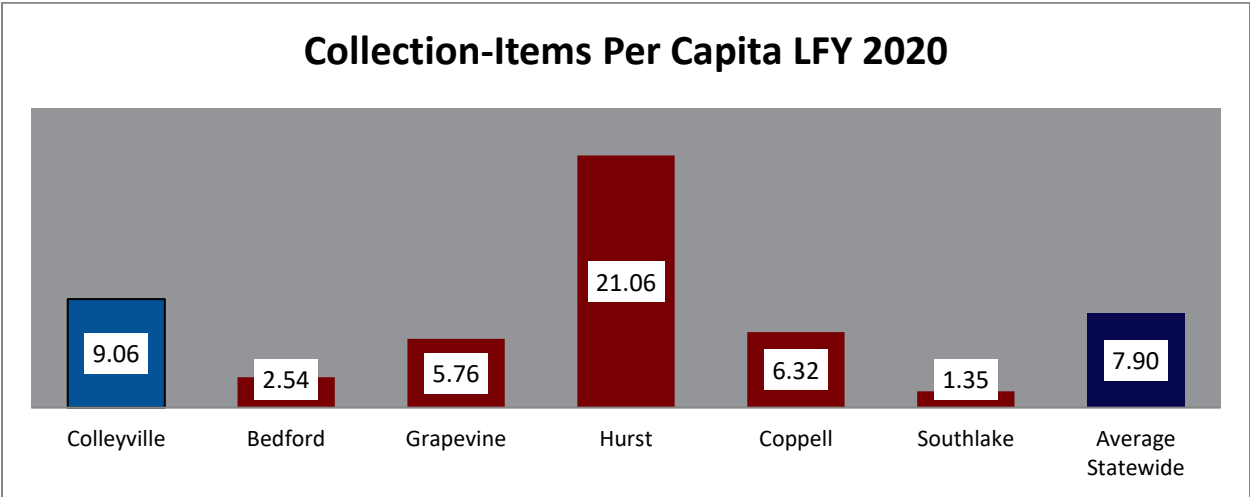


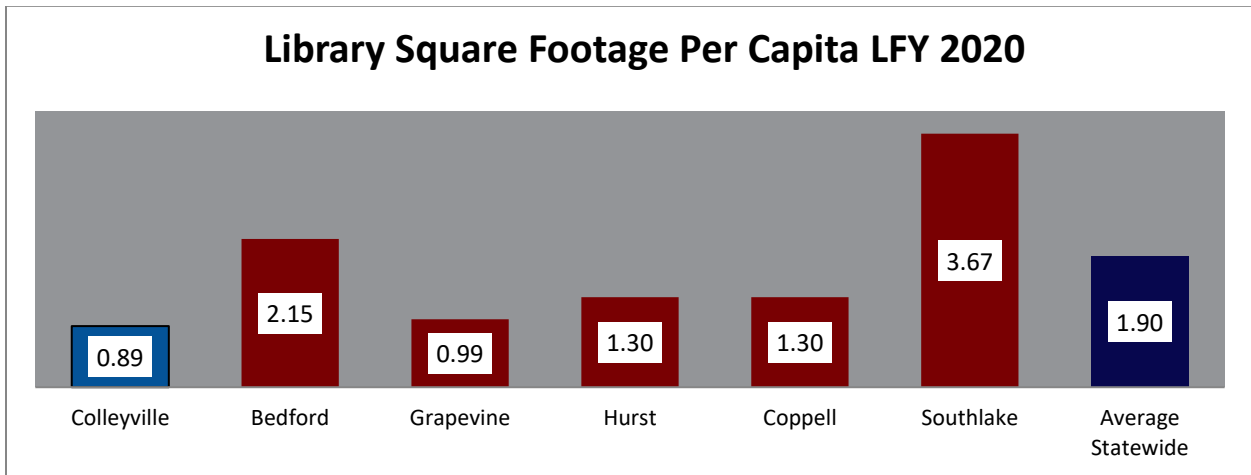
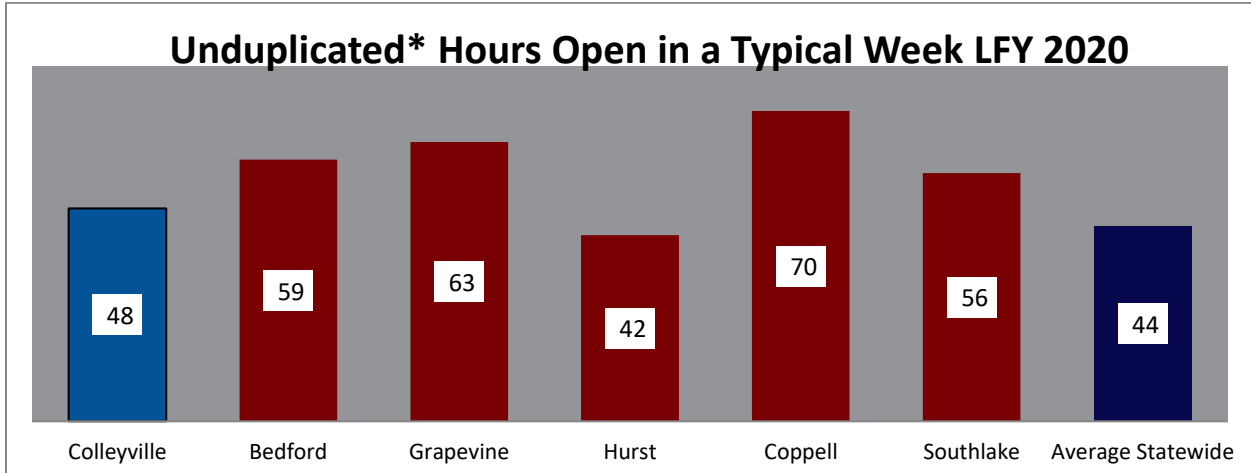
Adult Circulation Per Capita Digital and Physical LFY 2020



Children's Circulation Per Capita Digital and Physical LFY 2020

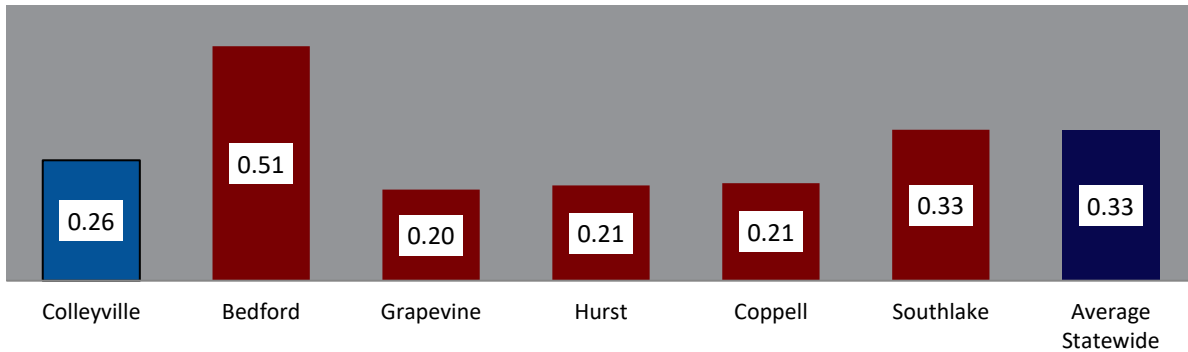




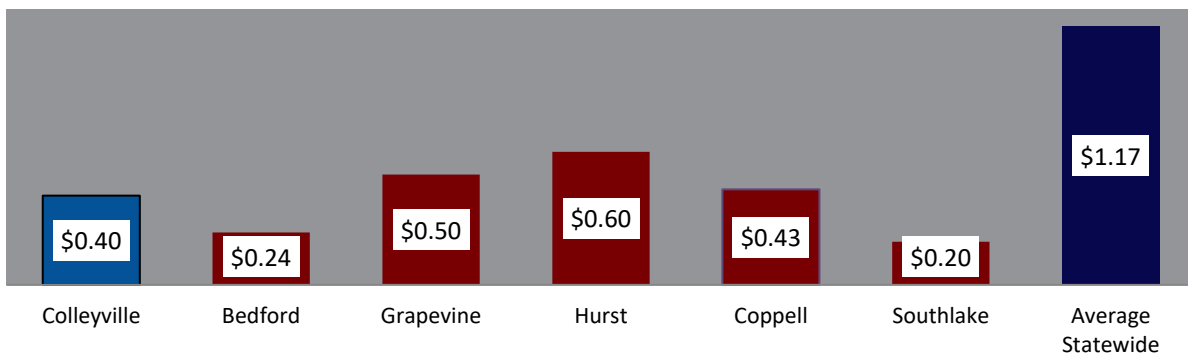


<i>Total Circulation</i>	7.45 items/capita	2.4 Times above the state average
<i>Library Visits</i>	1.80 visits/capita	21% above peer libraries of similar size
<i>Digital Circulation</i>	1.96 items/capita	3.2 Times above the state average
<i>Physical Circulation</i>	4.14 items/capita	2.2 Times above the state average

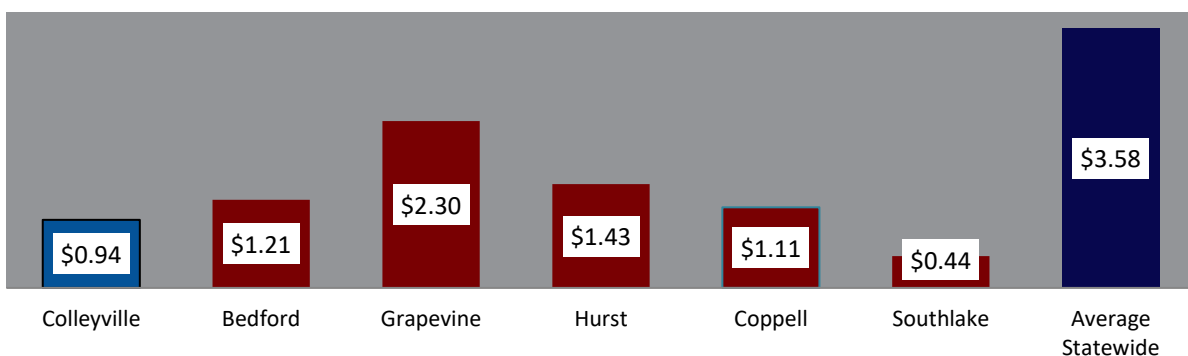
Program Attendance Per Capita LFY 2020



Physical Material Expenditure per Circulation LFY 2020



Digital Material Expenditure per Circulation LFY 2020





CITY OF COLLEYVILLE COLLEYVILLE LIBRARY BOARD BRIEFING

Agenda Number 3b

Agenda Date 4/10/2023

Number

Type Regular Agenda Items

Department Library

Title

Overview of the 2023 Summer Reading Program

Explanation

Library Director Mary Rodne will provide an overview of the 2023 Summer Reading Program, "Celebrate Reading!".

Attachments

1. Colleyville Public Library - 2023 Summer Reading Logo

COLLEYVILLE PUBLIC LIBRARY



CELEBRATE READING! 2023

20TH SUMMER READING PROGRAM!



CITY OF COLLEYVILLE COLLEYVILLE LIBRARY BOARD BRIEFING

Agenda Number 3c

Agenda Date 4/10/2023

Number

Type Regular Agenda Items

Department Library

Title

Discussion of Items for Future Agendas

Explanation

This item allows the opportunity for Library Board members to suggest items for consideration on future Library Board agendas and to confirm the next regularly scheduled meeting date.

Attachments



CITY OF COLLEYVILLE COLLEYVILLE LIBRARY BOARD BRIEFING

Agenda Number 4a

Agenda Date 4/10/2023

Number

Type Report

Department Library

Title

Librarian's Report

Explanation

The reports provided are to update Board members on the statistics and programs for the months of December 2022 through March 2023.

A. Monthly Statistics

B. Donations

C. Library Programs

Attachments

1. Library Statistics - December 2022 - March 2023
2. Volunteer Hours Summary - FY2022-2023



COLLEYVILLE PUBLIC LIBRARY MONTHLY STATISTICS

REPORT TO LIBRARY BOARD/DECEMBER 2022						
	December 2022	December 2021	% Change (+/-)	Current YTD	Last Year to Date	% Change (+/-)
USAGE STATISTICS						
Persons Visiting the Library	6,546	5,076	29%	28,470	14,735	93%
Gate Count	5,655	4,212	34%	25,704	12,119	112%
Cloud Library Activity	749	703	7%	2,306	2,105	10%
Drive Up Transactions	136	161	-16%	460	511	-10%
Total In-Library Transactions	22,314	21,406	4%	71,378	67,346	6%
Holds Arrived	2,314	2,335	-1%	7,252	7,011	3%
Study Room Hours Usage	256.00	255.00	0%	820.00	800.00	3%
Volunteer Hours	82.00	116.00	-29%	231.15	279.25	-17%
LIBRARY PROGRAMS PRESENTED						
	19	16	19%	148	89	66%
PROGRAM ATTENDANCE						
	586	434	35%	2,814	1,590	77%
COMPUTER USE						
	Users			Users		
Children	34	0	339900%	79	0	789900%
Adult	79	0	789900%	273	0	2729900%
LIBRARY CARDS						
Cards Registered	38	63	-40%	289	192	51%
Library Card Holders	11,028	10,881	1%			
CIRCULATION						
Total Circulation	17,647	16,132	9%	54,956	51,076	8%
Cloud Library	4,645	4,245	9%	14,243	12,968	10%
COLLECTION						
	214	229	-7%	73,839	72,842	1%
LIBRARY RECEIPTS						
	\$570.95	\$568.04	1%	\$1,307.72	\$1,809.25	-28%



COLLEYVILLE PUBLIC LIBRARY MONTHLY STATISTICS

REPORT TO LIBRARY BOARD/JANUARY 2023						
	January 2023	January 2022	% Change (+/-)	Current YTD	Last Year to Date	% Change (+/-)
USAGE STATISTICS						
Persons Visiting the Library	6,409	6,014	7%	34,879	20,749	68%
Gate Count	5,407	5,055	7%	31,111	17,174	81%
Cloud Library Activity	851	774	10%	3,157	2,879	10%
Drive Up Transactions	151	185	-18%	611	696	-12%
Total In-Library Transactions	24,145	24,404	-1%	95,523	91,750	4%
Holds Arrived	2,407	3,070	-22%	9,659	10,081	-4%
Study Room Hours Usage	313.00	300.00	4%	1,133.00	1,099.00	3%
Volunteer Hours	99.00	86.00	15%	330.40	364.75	-9%
LIBRARY PROGRAMS PRESENTED						
	39	33	18%	187	122	53%
PROGRAM ATTENDANCE						
	797	518	54%	3,611	2,108	71%
COMPUTER USE						
	Users			Users		
Children	31	7	343%	110	7	1471%
Adult	95	30	217%	289	30	863%
LIBRARY CARDS						
Cards Registered	90	83	8%	379	275	38%
Library Card Holders	11,080	10,950	1%			
CIRCULATION						
Total Circulation	19,154	18,686	3%	74,110	69,762	6%
Cloud Library	5,087	4,936	3%	19,330	17,904	8%
COLLECTION						
	279	-2	14050%	74,118	72,840	2%
LIBRARY RECEIPTS						
	\$398.54	\$577.33	-31%	\$1,706.26	\$2,386.58	-29%



COLLEYVILLE PUBLIC LIBRARY MONTHLY STATISTICS

REPORT TO LIBRARY BOARD/FEBRUARY 2023						
	February 2023	February 2022	% Change (+/-)	Current YTD	Current YTD	% Change (+/-)
USAGE STATISTICS						
Persons Visiting the Library	7,047	8,269	-15%	41,926	29,018	44%
Gate Count	6,097	7,388	-17%	37,208	24,562	51%
Cloud Library Activity	809	747	8%	3,966	3,621	10%
Drive Up Transactions	141	139	1%	752	835	-10%
Total In-Library Transactions	25,527	22,724	12%	121,050	114,474	6%
Holds Arrived	2,314	2,278	2%	11,973	12,359	-3%
Study Room Hours Usage	306.00	228.00	34%	1,439.00	1,327.00	8%
Volunteer Hours	102.00	70.00	46%	432.75	434.50	0%
LIBRARY PROGRAMS PRESENTED						
	60	45	33%	247	167	48%
PROGRAM ATTENDANCE						
	1,363	796	71%	4,974	2,904	71%
COMPUTER USE						
	Users			Users		
Children	41	8	413%	151	15	907%
Adult	79	81	-2%	368	111	232%
LIBRARY CARDS						
Cards Registered	68	113	-40%	447	388	15%
Library Card Holders	11,148	11,047	1%			
CIRCULATION						
Total Circulation	18,985	17,365	9%	93,095	87,127	7%
Cloud Library	4,550	4,510	1%	23,880	22,414	7%
COLLECTION						
	-69	228	-130%	74,649	73,068	2%
LIBRARY RECEIPTS						
	\$523.57	\$347.39	51%	\$2,229.83	\$2,823.97	-21%



COLLEYVILLE PUBLIC LIBRARY MONTHLY STATISTICS

REPORT TO LIBRARY BOARD/MARCH 2023						
	March 2023	March 2022	% Change (+/-)	Current YTD	Last Year to Date	% Change (+/-)
USAGE STATISTICS						
Persons Visiting the Library	7,647	9,714	-21%	49,573	38,732	28%
Gate Count	6,677	8,767	-24%	43,885	33,329	32%
Cloud Library Activity	788	763	3%	4,754	4,384	8%
Drive Up Transactions	182	184	-1%	934	1,019	-8%
Total In-Library Transactions	28,999	25,849	12%	150,050	140,323	7%
Holds Arrived	2,610	2,453	6%	14,583	14,812	-2%
Study Room Hours Usage	300.00	271.00	11%	1,739.00	1,598.00	9%
Volunteer Hours	107.00	132.00	-19%	540.00	566.25	-5%
LIBRARY PROGRAMS PRESENTED						
	65	63	3%	312	230	36%
PROGRAM ATTENDANCE						
	1,595	749	113%	6,567	3,653	80%
COMPUTER USE						
	Users	Users				
Children	60	19	216%	107	34	215%
Adult	211	75	181%	475	186	155%
LIBRARY CARDS						
Cards Registered	92	96	-4%	539	484	11%
Library Card Holders	11,220	8,967	25%			
CIRCULATION						
Total Circulation	21,666	19,661	10%	114,761	106,788	7%
Cloud Library	5,109	5,117	0%	28,989	27,531	5%
COLLECTION						
	560	481	16%	74,609	73,549	1%
LIBRARY RECEIPTS						
	\$411.13	\$632.86	-35%	\$2,640.96	\$3,456.83	-24%



COLLEYVILLE PUBLIC LIBRARY VOLUNTEER HOURS

FISCAL YEAR 2022-2023

MONTH	VOLUNTEERS	PER- SONS	VOLUNTEENS	PER- SONS	NCL	PER- SONS	SCHOOL	PER- SONS	TEEN/ADULT COURT	PER- SONS	TOTAL	TOTAL PERSONS
October	10.90	4	1.00	1	0.00	0	37.50	14	0.00	0	49	19
November	11.00	3	6.00	1	0.00	0	80.00	20	3.00	1	100	25
December	11.00	2	3.00	1	0.00	0	67.75	17	0.00	0	82	20
January	16.25	2	18.50	5	0.00	0	64.50	17	0.00	0	99	24
February	27.60	5	5.50	3	0.00	0	64.25	21	5.00	1	102	30
March	13.50	2	0.00	0	0.00	0	93.75	20	0.00	0	107	22
April											0	0
May											0	0
June											0	0
July											0	0
August											0	0
September											0	0
FY Total	90	18	34.00	11	0.00	0	407.75	109	8.00	2	540.00	140



CITY OF COLLEYVILLE COLLEYVILLE LIBRARY BOARD BRIEFING

Agenda Number 4b

Agenda Date 4/10/2023

Number

Type Report

Department Library

Title

Friends of the Colleyville Public Library Report

Explanation

A representative from the Friends of the Colleyville Public Library will provide an update and report to the Colleyville Library Board members.

Attachments



CITY OF COLLEYVILLE COLLEYVILLE LIBRARY BOARD BRIEFING

Agenda Number 4c

Agenda Date 4/10/2023

Number

Type Report

Department Library

Title

Colleyville Public Library Foundation Report

Explanation

A representative from the Colleyville Public Library Foundation will provide an update and report to the Colleyville Library Board members.

Attachments