



City of Denton

City Hall
215 E. McKinney St.
Denton, Texas 76201
www.cityofdenton.com

Meeting Agenda

Library Board

Monday, January 9, 2023

5:30 PM

Conference Room at the South Branch Library,
3228 Teasley Ln., Denton, Texas

After determining that a quorum is present, the Library Board of the City of Denton, Texas will convene in a Regular Meeting on Monday, January 9, 2023, at 5:30 p.m. in the Conference Room at the South Branch Library at 3228 Teasley Lane, Denton, Texas at which the following items will be considered:

1. PRESENTATION FROM MEMBERS OF THE PUBLIC

This section of the agenda permits a person to make comments regarding public business on items not listed on the agenda. This is limited to two speakers per meeting with each speaker allowed a maximum of four (4) minutes.

2. ITEMS FOR CONSIDERATION

- A. [LB23-008](#) Receive nominations and election of a Chair and Vice-Chair for the Library Advisory Board.

Attachments: [Agenda Information Sheet-Election of Officers](#)

- B. [LB23-009](#) Library Board Chair will appoint Library Advisory Board members to serve as liaison to:
- The Friends of the Denton Public Libraries Executive Board
 - The Emily Fowler Library Foundation Board

Attachments: [Agenda Information Sheet-Appointments](#)

- C. [LB23-010](#) Receive a report, hold a discussion, and give staff direction regarding the 2023 Library Advisory Board meeting schedule.

Attachments: [Agenda Information Sheet-2023 Meeting Schedule](#)
[2023 Lib Brd Meeting Sched](#)

- D. [LB23-001](#) Consider adoption of the minutes of December 12, 2022.

Attachments: [Lib Board Minutes - December-12-2022](#)

- E. [LB23-002](#) Receive an informational report and hold a discussion regarding the Friends of the Denton Public Libraries.

Attachments: [Agenda Information Sheet-Friends](#)

- F. [LB23-003](#) Receive a report, hold a discussion, and give staff direction regarding the Emily Fowler Library Foundation.

Attachments: [Agenda Information Sheet-Foundation](#)

- G. [LB23-006](#) Receive nominations and appoint Trustee(s) to the Emily Fowler Library Foundation.

Attachments: [Agenda Information Sheet-Foundation Trustees](#)

- H. [LB23-005](#) Receive a report, hold a discussion, and consider recommending approval of the following Denton Public Library Policy updates:
- Internet and Computer Use Policy
- Attachments: [Agenda Information Sheet-Policy Updates](#)
 [Internet and Computer Use Policy](#)
- I. [LB23-004](#) Receive a report, hold a discussion, and give staff direction regarding the 2023-2028 Library Strategic Plan and 2023 Library Strategic Plan Action Items.
- Attachments: [Agenda Information Sheet-Library Strategic Plan](#)
 [2023-2028 DPL Strategic Plan](#)
 [2023 Library Strategic Plan Action Items-X-matrix](#)
 [2023 Library Strategic Plan Action Items-List](#)
- J. [LB23-007](#) Receive a report, hold a discussion, and give staff direction regarding:
- Library organizational updates
 - Emily Fowler puppet stage construction project
 - Library marketing plan
 - 2023 Read Across Texas Program
- Attachments: [Agenda Information Sheet](#)
 [Puppet Stage Photo](#)

3. CONCLUDING ITEMS

A. Under Section 551.042 of the Texas Open Meetings Act, respond to inquiries from the Library Board or the public with specific factual information or recitation of policy, or accept a proposal to place the matter on the agenda for an upcoming meeting AND Under Section 551.0415 of the Texas Open Meetings Act, provide reports about items of community interest regarding which no action will be taken, to include: expressions of thanks, congratulations, or condolence; information regarding holiday schedules; an honorary or salutary recognition of a public official, public employee, or other citizen; a reminder about an upcoming event organized or sponsored by the governing body; information regarding a social, ceremonial, or community event organized or sponsored by an entity other than the governing body that was attended or is scheduled to be attended by a member of the governing body or an official or employee of the municipality; or an announcement involving an imminent threat to the public health and safety of people in the municipality that has arisen after the posting of the agenda.

CERTIFICATE

I certify that the above notice of meeting was posted on the official website (<https://tx-denton.civicplus.com/242/Public-Meetings-Agendas>) and bulletin board at City Hall, 215 E. McKinney Street, Denton, Texas, on January 6, 2023, in advance of the 72-hour posting deadline, as applicable, and in accordance with Chapter 551 of the Texas Government Code.

CITY SECRETARY

NOTE: THE CITY OF DENTON'S DESIGNATED PUBLIC MEETING FACILITIES ARE ACCESSIBLE IN ACCORDANCE WITH THE AMERICANS WITH DISABILITIES ACT. THE CITY WILL PROVIDE ACCOMMODATION, SUCH AS SIGN LANGUAGE INTERPRETERS FOR THE HEARING IMPAIRED, IF REQUESTED AT LEAST 48 HOURS IN ADVANCE OF THE SCHEDULED MEETING. PLEASE CALL THE CITY SECRETARY'S OFFICE AT 940-349-8309 OR USE TELECOMMUNICATIONS DEVICES FOR THE DEAF (TDD) BY CALLING 1-800-RELAY-TX SO THAT REASONABLE ACCOMMODATION CAN BE ARRANGED.



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Legislation Text

File #: LB23-008, **Version:** 1

AGENDA CAPTION

Receive nominations and election of a Chair and Vice-Chair for the Library Advisory Board.



AGENDA INFORMATION SHEET

DEPARTMENT: Library
ACM: Christine Taylor
DATE: January 9, 2023

SUBJECT

Receive nominations and election of a Chair, and Vice-Chair for the Library Advisory Board.

BACKGROUND

Per the City of Denton Handbook for Boards, Commissions, and Council Committees,

- *The chair and vice-chair will be elected by voting board members.*
- *Election of officers shall be annually and occur in January or February. For those boards not meeting regularly, the election shall be held during the first board meeting of the calendar year. If, for any reason, the chair or vice-chair vacates their seat, a special election shall be held to fill the unexpired term. A temporary chair may be selected by the board pursuant to Roberts Rules of Order.*
- *The staff liaison, designated by the City Manager, shall serve as the official secretary to the board or commission to ensure records are maintained in accordance with requirements of the City Secretary's office.*
- *The City Council shall reserve the right, as deemed necessary in individual instances, to appoint the chair and vice-chair for any special issue or temporary advisory committees. If the City Council chooses not to make the appointment for chair and vice-chair, then the procedure outlined in this policy will apply.*

Nominations and elections for Library Board officer positions will take place at the January 9, 2023 meeting.

RECOMMENDATION

Library staff recommends nominations and elections for Library Board officer positions at the January 9, 2023 meeting.

EXHIBITS

1. Agenda Information Sheet-Election of Officers

Respectfully submitted:
Jennifer Bekker
Director of Libraries

Prepared by:

Jennifer Bekker
Director of Libraries



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File #: LB23-009, **Version:** 1

AGENDA CAPTION

Library Board Chair will appoint Library Advisory Board members to serve as liaison to:

- The Friends of the Denton Public Libraries Executive Board
- The Emily Fowler Library Foundation Board



AGENDA INFORMATION SHEET

DEPARTMENT: Library
ACM: Christine Taylor
DATE: January 9, 2023

SUBJECT

Library Board Chair will appoint Library Advisory Board members to serve as liaison to:

- The Friends of the Denton Public Libraries Executive Board
- The Emily Fowler Library Foundation Board.

BACKGROUND

Once elected, the Chair will appoint Library Board members to serve as liaison to the Friends of the Denton Public Libraries Executive Board and as liaison to the Emily Fowler Library Foundation Board of Trustees:

From the Denton Public Library Board Bylaws:

Committees/Board Liaison Appointments

All members of the Board serve on the Library's Ejection/Trespass Review Committee. This committee reviews all appeals submitted in writing to the Library's Ejection/Trespass Review Committee at regularly scheduled meetings, and makes a recommendation to the Director of Libraries.

The President may appoint ad hoc committees as needed. Standing committees must be established by a vote of the Board. If a committee member is unable to serve, a replacement will be appointed by the President. In October of each year, the President will appoint:

- *One (1) Board member to serve as liaison to the Friends of the Denton Public Libraries Executive Board.*
- *One (1) Board member to serve as a representative to the Emily Fowler Library Foundation Board of Trustees.*
- *All Members of the Board serve as the Arts Advisory Committee, to serve in an advisory capacity to the Director of Libraries and Library personnel in the acquisition and acceptance of the art objects for the Library.*

No committee shall have other than advisory power.

EXHIBITS

1. Agenda Information Sheet-Appointments

Respectfully submitted:
Jennifer Bekker
Director of Libraries

Prepared by:
Jennifer Bekker
Director of Libraries



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File #: LB23-010, **Version:** 1

AGENDA CAPTION

Receive a report, hold a discussion, and give staff direction regarding the 2023 Library Advisory Board meeting schedule.



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AGENDA INFORMATION SHEET

DEPARTMENT: Library
ACM: Christine Taylor
DATE: January 9, 2023

SUBJECT

Receive a report, hold a discussion, and give staff direction regarding the 2023 Library Advisory Board meeting schedule.

BACKGROUND

The Library Board traditionally meets on the second Monday of each month at 5:30 p.m. The meeting location rotates between the three libraries.

The 2023 proposed meeting schedule is attached as Exhibit 2.

RECOMMENDATION

Staff recommends that the Library Board adopts the proposed 2023 Library Board meeting schedule.

EXHIBITS

1. Agenda Information Sheet
2. 2023 Library Board Meeting Schedule

Respectfully submitted:
Jennifer Bekker
Director of Libraries

Prepared by:
Jennifer Bekker
Director of Libraries

2023 Library Board Meeting Schedule

All meetings are held the second Monday of each month
at 5:30 p.m. unless otherwise specified.

January 9, 2023 - South Branch

February 13, 2023 - Emily Fowler

March 13, 2023 - North Branch

April 10, 2023 - South Branch

May 8, 2023 - Emily Fowler

June 12, 2023 - North Branch

July 10, 2023 - South Branch

August 14, 2023 - Emily Fowler

September 11, 2023 - North Branch

October 9, 2023 - South Branch

November 13, 2023 - Emily Fowler

December 11, 2023 - North Branch





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File #: LB23-001, **Version:** 1

AGENDA CAPTION

Consider adoption of the minutes of December 12, 2022.

MINUTES
CITY OF DENTON
DENTON PUBLIC LIBRARY BOARD
Emily Fowler Central Library Meeting Room – December 12, 2022

After determining that a quorum was present, the Denton Public Library Board convened on Monday, December 12, 2022, at 5:30 p.m. The meeting was held at the Emily Fowler Central Library Meeting Room at 502 Oakland St., Denton, Texas. Chair Cleopatra Birckbichler, Vice-Chair Ling Jeng, and Members Laura Cantu, Dallas Guill, and Sandy Swan were in attendance.

PRESENT: Cleopatra Birckbichler, Ling Jeng, Sandy Swan, Jamie Taylor, and Dallas Guill

ABSENT: Laura Cantu, Jean Greenlaw

STAFF PRESENT: Jennifer Bekker, Cynthia Carter

GUESTS: none

1. PRESENTATION FROM MEMBERS OF THE PUBLIC

NONE

2. ITEMS FOR CONSIDERATION

A. LB22-074

Consider approval of the minutes of December 12, 2022.

The Board accepted and approved amended minutes of the December 12, 2022, meeting. Sandy Swan motioned for approval, Ling Jeng seconded, all in favor.

B. LB22-070

The Board received an informational report regarding the Friends of the Denton Public Libraries.

- There have been no changes since the last Library Board meeting.

C. LB22-071

The Board received an informational report regarding the Emily Fowler Library Foundation.

- There have been no changes since the last Library Board meeting.
- Foundation Trustee Cary Cates will be moving in 2022 and the Library Board appoints replacement Foundation Trustees. The replacement Trustee would need to have a background in finance and be able to submit the annual IRS filing for the organization. Board members were asked at the November Library Board meeting to recommend someone to replace Mr. Cates for discussion.

Dallas Guill submitted the names of two nominees. After a brief discussion, it was decided the nominees would be asked to submit a resume and be invited to attend the January 9, 2023, Board Meeting for a brief discussion.

Sandy Swan motioned for approval, Jamie Taylor seconded, all in favor.

D. LB22-075

The Board received a report, held a discussion, and gave staff direction regarding:

2023 Texas Library Association Conference

The 2023 Texas Library Association Conference will be in Austin April 19-22, 2023. Library Board members who wish to become members of TLA at the Associate (formerly Lay/Trustee/Advocate) membership level will have their membership dues of \$42 paid by the library. Library Board members with an Associate membership level can also attend the 2023 TLA conference in Austin. The Library will pay for Full Conference and Exhibit Associate Member Registration (\$155) if purchased by the January 31, 2023 Early Bird Registration deadline or an Exhibits Only Multi-day Pass (\$80-\$95) through the Standard Registration deadline of April 1, 2023.

Temporary North Branch Service Adjustments

Multiple library staff members at the North Branch Library tested positive for COVID the first week of December. Due to the limited staffing levels available, the Forge Makerspace was closed December 10- 17. Should additional staff members be out before recovered staff members return, additional service adjustments may be made including shorter hours, shifting to drive-up window service only, or if necessary, temporarily closing the branch. Any service adjustments would be temporary, lasting the minimum number of days needed. Staff at other branches are unaffected.

South Branch Library Future Plans

City staff is preparing options to bring to City Council for a possible 2023 bond proposal. One of the options included is to move and replace South Branch Library. The 2020 Library Master Facilities Plan recommended moving South Branch to a more southwestern location (closer to the middle area between the two I-35 highways) and to a much larger facility to serve the neighborhoods in the southern area of the City. The current location was noted to be significantly undersized to serve the surrounding service area, difficult to find and access due to heavy surrounding development and busy roads, and lacking in space for voting, meetings, and events. The Library Master Plan recommended that the new South Branch Library begin construction by 2025.

E. LB22-072

The Board received a report, held a discussion, and considered approval of the Library's 2023 Spring Classes and Events:

Denton Public Library observes three programming seasons, Winter/Spring, Summer, and Fall. Prior to each programming season, proposed classes and events are presented to the Library Board for discussion and approval. Library programs are developed by professional library staff members and follow the library's mission to transform lives, strengthen community, and inspire imagination. The library offers a wide range of programs for all ages and interests with events representing and responding to the needs of the diverse community it serves. The proposed draft of 2023 Spring Classes and Events list is attached as Exhibit 2. It includes proposed programs for January-April.

Library staff recommends approval of the 2022 Fall Classes and Events list.

Ling Jeng motioned for approval, Sandy Swan seconded, all in favor.

F. LB22-073

The Board received a report, held a discussion, and gave staff direction regarding Denton Public Library being awarded a 2023 Texas Reads Grant.

Denton Public Library has been awarded a \$7,252 Texas Reads Grant from the Texas State Library and Archives Commission. The grant is funded through the Institute of Museum and Library Services (LS-252486-OLS-22). The grant award will fund a StoryWalk® along the sidewalk trail in Fred Moore Park. The StoryWalk® will include 20 sign posts with 1-2 book pages. Park visitors and trail walkers can follow the path to read the entire story. Books will be changed at least quarterly and may additionally be changed for special events or holidays.

3. CONCLUDING ITEMS None.

The Meeting adjourned at 6:27 p.m.

Cleopatra Birckbichler, President

Cynthia Carter, Administrative Assistant
City of Denton, TX

Minutes approved on: _____



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File #: LB23-002, **Version:** 1

AGENDA CAPTION

Receive an informational report and hold a discussion regarding the Friends of the Denton Public Libraries.



AGENDA INFORMATION SHEET

DEPARTMENT: Library
ACM: Christine Taylor
DATE: January 9, 2023

SUBJECT

Receive an informational report and hold a discussion regarding the Friends of the Denton Public Libraries.

BACKGROUND

The Friends of the Denton Public Libraries is a nonprofit organization that supports the Denton Public Library through community service and fundraising to provide materials and equipment to improve and extend Library services. This report provides an update on the organization's activities and fundraising efforts.

There have been no changes since the last meeting. The next scheduled Friends of the Denton Public Libraries Executive Board is Thursday, January 12 5:30 p.m. in the North Branch Library Meeting Room. At that meeting, the Director of Libraries will give the following updates:

2022 FOL Funded Project Updated:

- Emily Fowler Central Library Puppet Stage-complete, just waiting on invoice
- North Branch Library Puppet Stage-in progress, should be complete at the end of February
- Author Visits-author visit event costs have been submitted

2023 FOL Funding Requests, including Summer Reading Challenge prize books, a replacement microfilm/microfiche scanner for Emily Fowler Central Library, new booktrucks at North Branch, and teen furniture and desk signs at South Branch.

2023 Friends Big Book Sales (in North Branch Meeting Room)

Saturday, February 4
Saturday, May 13
Saturday, August 12
Saturday, October 14

EXHIBITS

1. Agenda Information Sheet-Friends

Respectfully submitted:
Jennifer Bekker
Director of Libraries

Prepared by:
Jennifer Bekker
Director of Libraries



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File #: LB23-003, **Version:** 1

AGENDA CAPTION

Receive a report, hold a discussion, and give staff direction regarding the Emily Fowler Library Foundation.



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AGENDA INFORMATION SHEET

DEPARTMENT: Library
ACM: Christine Taylor
DATE: January 9, 2023

SUBJECT

Receive an informational report and hold a discussion regarding the Emily Fowler Library Foundation.

BACKGROUND

The Emily Fowler Library Foundation is a nonprofit organization that supports the Denton Public Library's mission. This report provides an update on the Foundation's activities, goals, and fundraising efforts.

The Foundation currently has a \$100,000 CD that came to maturity in early April, 2022. The Foundation checking account has a balance of \$6,441.51 as of the latest statement in October, 2022. The Foundation's goal is to focus on bequests or planned giving donations that can be used for large scale Library initiatives or capital projects.

There have been no changes since the last meeting.

Upon appointment of new Foundation Trustee(s), a meeting will be scheduled for March, 2023.

RECOMMENDATION

Staff seeks input regarding the Emily Fowler Library Foundation and recommendations for Foundation Trustees regarding future fundraising and future uses of raised funds.

EXHIBITS

1. Agenda Information Sheet-Foundation

Respectfully submitted:
Jennifer Bekker
Director of Libraries

Prepared by:
Jennifer Bekker
Director of Libraries



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File #: LB23-006, **Version:** 1

AGENDA CAPTION

Receive nominations and appoint Trustee(s) to the Emily Fowler Library Foundation.



AGENDA INFORMATION SHEET

DEPARTMENT: Library
ACM: Christine Taylor
DATE: January 9, 2023

SUBJECT

Receive nominations and appoint Trustee(s) to the Emily Fowler Library Foundation.

BACKGROUND

Per the 2009 Modification of the Emily Fowler Library Foundation Trust Agreement:

At any time, the City of Denton Library Board shall have the right, without the consent of the other then members of the Board of Trustees, (1) to appoint a new member in addition to the other then members of the Board of Trustees, and (2) to appoint a new member to fill any vacancy in the Board of Trustees, and (3) to discharge any member of the Board of Trustees.

The Emily Fowler Library Foundation currently has three members of the Board of Trustees, Cary Cates, Ernie McGee, and Lisa Jenkins. Trustee Cates is moving and will be stepping down upon the appointment of his replacement.

At the December 12, 2022 Library Board meeting, Board Member Guill brought forth two names to suggest for appointment to the Foundation Board of Trustees: Charlie Hunter and Alexis Clingan. Suggested nominees were invited to introduce themselves and bring a brief resume or summary of their work, volunteer, and community engagement experience.

RECOMMENDATION

Staff recommends the Library Board receive nominations and appoint Trustee(s) to the Emily Fowler Library Foundation Board of Trustees.

EXHIBITS

1. Agenda Information Sheet-Foundation Trustees

Respectfully submitted:
Jennifer Bekker
Director of Libraries

Prepared by:
Jennifer Bekker



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Legislation Text

File #: LB23-005, **Version:** 1

AGENDA CAPTION

Receive a report, hold a discussion, and consider recommending approval of the following Denton Public Library Policy updates:

- Internet and Computer Use Policy



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AGENDA INFORMATION SHEET

DEPARTMENT: Library
ACM: Christine Taylor
DATE: January 9, 2023

SUBJECT

Receive a report, hold a discussion, and consider recommending approval of the following Denton Public Library Policy updates:

- Internet and Computer Use Policy

BACKGROUND

The following policy updates are recommended to the Library Board:

Internet and Computer Use Policy-Exhibit 2

The redline draft shows proposed changes to the policy. There were minor phrasing updates for clarification.

RECOMMENDATIONS

Library staff recommend approval of the policy updates for the Library Meeting Room Policy and Circulation Services Policy.

EXHIBITS

1. Agenda Information Sheet
2. Internet and Computer Use Policy

Respectfully submitted:
Jennifer Bekker
Director of Libraries

Prepared by:
Jennifer Bekker
Director of Libraries



DENTON PUBLIC LIBRARY

INTERNET AND COMPUTER USE POLICY

Approved by the Denton Library Board, March 10, 2008
Library Board approved revision, August 8, 2022

INTERNET

Information Access

The use of library computers for the transmission, dissemination and/or duplication of information is regulated by state and federal laws. Library users are bound by the Texas Penal Code, sections 43.21, 43.22 and 43.24, which make display of obscene materials a criminal offense. All library users must comply with these laws. Library policy forbids the access of illegal material on its terminals. To this end, Denton Public Library uses electronic filtering to restrict access to pornographic sites.

Internet Use

- The library does not control information found on the Internet.
- Individuals who use the Internet are responsible for evaluating the validity and appropriateness of the information they access.
- The library cannot be held responsible for content found on the Internet.

The library does not provide e-mail accounts; however, customers may be able to access their free web-based e-mail accounts through library computers.

Internet Use by Minors

As with other library materials, supervision of a child's use of the Internet is the responsibility of a parent or legal guardian.

Responsibilities of Internet and Other Computer Users

The following actions may result in the loss of computer access and/or library privileges:

- Shutting off computers or purposely manipulating computers. ~~in order to get additional sessions.~~
- Damaging computer equipment or software.
- Use of any library card but their own.
- Engaging in harassing or defamatory activity on-line.
- Use of computers for illegal activity.
- Relocating computer monitors or PC towers.

DENTON PUBLIC LIBRARY

COMPUTER USE

1. Computer users are responsible for complying with Copyright legislation.
2. To use an Internet computer, one must have a valid card issued by the Denton Public Library.
3. Computers are available on a first-come first-served basis. If no computers are currently available, a reservation can be placed for a computer session.
4. Computer session reservations expire five (5) minutes from the reserved time.
5. Customers may not use a card other than their own to access library computers.
6. Card holders are permitted at least two 1-hour Internet sessions per day. Session limits may vary by location.
7. For their personal security, customers should end their session when they are done using the computer.
8. Refer to the Denton Public Library Schedule of Fees for printout costs. ~~Printouts from all library computers are .10 cents per page. Color prints are .25 cents per page.~~
9. The library is not liable for information received or sent from public access computer workstations or laptops.
10. Work not saved before the end of a session is lost and is not retrievable.



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File #: LB23-004, **Version:** 1

AGENDA CAPTION

Receive a report, hold a discussion, and give staff direction regarding the 2023-2028 Library Strategic Plan and 2023 Library Strategic Plan Action Items.



AGENDA INFORMATION SHEET

DEPARTMENT: Library
ACM: Christine Taylor
DATE: January 9, 2023

SUBJECT

Receive a report, hold a discussion, and give staff direction regarding the 2023-2028 Library Strategic Plan and 2023 Library Strategic Plan Action Items.

BACKGROUND

Data from in-person focus group and community input meetings and an online survey was presented to the Library Board at the November 22, 2022 meeting. The data and discussion from the November 22, 2022 Library Board meeting were used to begin crafting strategic plan drafts. An early rough draft of an overview of the strategic plan and 2023 action items were presented to the Library Board on December 12, 2022.

A proposed draft for the 2023-2028 Library Strategic Plan is attached as Exhibit 2. 2023 Library Strategic Plan Action Items are attached in Exhibit 2 (in X-matrix format) and Exhibit 3 (in list format).

RECOMMENDATION

Staff recommends approval of the proposed 2023-2028 Library Strategic Plan and 2023 Library Strategic Plan Action Items.

EXHIBITS

1. Agenda Information Sheet
2. Proposed Library Strategic Plan
3. Proposed 2023 Library Strategic Plan Action Items X-Matrix
4. Proposed 2023 Library Strategic Plan Action Item List

Respectfully submitted:
Jennifer Bekker
Director of Libraries

Prepared by:
Jennifer Bekker
Director of Libraries



Denton Public Library Strategic Plan 2023-2028

Mission Statement

Denton Public Library Transforms Lives, Strengthens Community, and Inspires Imagination

Strategic Priorities and Goals

Transform Lives

- Champion Literacy
- Create a Culture of Lifelong Learning
- Embrace Technology

Strengthen Community

- Build Community Connections
- Celebrate Our History
- Provide Inclusive Access for All

Inspire Imagination

- Spark Innovation
- Provide Enriching Experiences
- Expand Horizons

Vision Statement

Denton Public Library empowers the community by providing inclusive services and resources which inspire innovation, imagination, and lifelong learning

Values

- Intellectual Freedom
- Community
- Innovation
- Inclusivity
- Accessibility
- Lifelong Learning
- Literacy

Strategic Plan Purpose and Use

A strategic plan is necessary for any organization to clarify its mission, articulate a vision of where it wants to be, and develop goals with prioritized actions to move towards that vision. Libraries develop strategic plans with community and stakeholder feedback to create relevant and effective plans that respond to community needs. A library strategic plan propels the library forward with direction from local community feedback.

In addition, Texas State Library and Archives Commission requires that public libraries have a strategic plan to receive annual accreditation.

Methodology

Denton Public Library focused on three factors throughout the strategic planning process:

- Community input
- Transparency
- Accountability

The Denton Public Library 2023-2028 Strategic Plan consists of two parts, this Strategic Plan document and an annually updated list of Action Items. The Strategic Plan document provides background information about the planning process and data collected from community feedback. The feedback was used to develop the library's mission statement, priorities, vision statement, and values. That feedback is also reviewed and analyzed annually to develop an updated list of relevant actions items for the library to pursue that year. The Action Items are compiled into a separate document as they are updated annually to remain current and relevant. The two-part Strategic Plan provides an easy to read guide with clear and specific goals and actions to achieve those goals.

Transparency is vital to a successful strategic plan. From gathering community input to discussions about annual action items in public meetings to presenting regular progress reports about initiatives and action items, it is imperative that strategic plan information is shared and easily accessible to all. The Strategic Plan and updates on action items will be available on the library's website and shared via library marketing, status reports, and data dashboards.

Input and Community Participation

Community information was gathered in two ways: an online survey and in-person focus groups and community input sessions. Summary data from the survey and input sessions is provided below. Complete response data is attached as Appendix A (online survey) and Appendix B (input sessions).

A six-question **online survey** was available September 1-30, 2022 with 365 responses submitted. A link to the survey was promoted on the front page of the library's website, library and City social media channels, signs at library service desks, and through staff interactions with patrons. Printed surveys were also available at each branch.

Participants in each of the nine **in-person input sessions** completed a SOAR Analysis activity, attached as Appendix C (SOAR Analysis) to identify library strengths, opportunities, aspirations, and results. They were also asked about their vision of what the library should be in the future and what values should be the guiding principles for Denton Public Library.

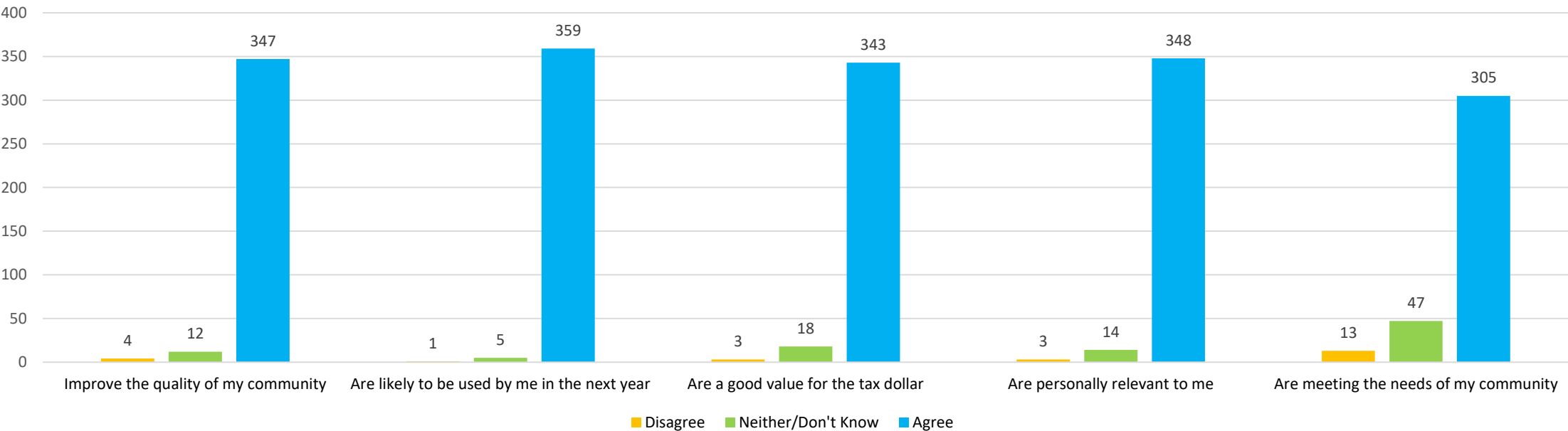
- Library Leadership Team
- Library Staff Members (3 sessions)
- Library Board
- Teen Advisory Board
- Public Community Input Meetings (3 sessions)

Online Survey Data Summary

Survey Q1. How strongly do you agree with each of the following statements? Denton Public Library facilities, services, and staff...

Results indicate that the library is valued by the Denton Community:

- 95.6% of responders feel that the Denton Public Library improves the quality of their community
- 98.4% of responders say that they are likely to use Denton Public Library in the next year
- 94.2% of responders feel that Denton Public Library is a good value for the tax dollar
- 95.3% of responders feel that Denton Public Library is personally relevant to them
- 83.6% of responders feel that Denton Public Library is meeting the needs of the community



Online Survey Data Summary

Survey Q2. Vision identifies what the library should aspire to be and provides direction and a sense of purpose for what the library does. What words or phrases best describe your vision for the Denton Public Library?

Common themes repeated in responses for this question include:

- Access (ease of access to resources, services, facilities)
- Collaboration/Connection
- Community
- Creativity
- Curiosity
- Discovery
- Diversity (of resources and services; representation of community)
- Easy to use
- Education/Lifelong Learning
- Engaging
- Enrichment/Enjoyment/Fun
- Equity (resources, access, and service to all)
- Helpful
- Imagination
- Inclusive (of a variety of resources; inclusive materials/services/facilities for whole community)
- Information
- Innovation
- Integrity
- Intellectual Freedom
- Knowledge
- Literacy
- Outreach
- Programs
- Relevant
- Resources/Materials/Online Products
- Safe
- Service (services offered; high quality of service provided)
- Technology
- Welcoming

Online Survey Data Summary

Survey Q3. Values are the important principles that drive the library and clarify what is important for the library. What values are most important to you in a public library?

Common themes repeated in responses for this question include:

- Access (ease of access to resources, services, facilities)
- Community
- Curiosity
- Discovery
- Diversity (of resources; serving a diverse community)
- Easy to use
- Education/Lifelong Learning
- Engagement
- Enrichment/Enjoyment/Fun
- Equity (resources, access, and service to all)
- Free
- Helpful
- Inclusive (of a variety of resources; inclusive services/facilities for whole community)
- Information
- Innovation
- Integrity
- Intellectual Freedom
- Knowledge
- Literacy
- Privacy
- Programs
- Resources/Materials/Online Products
- Safety
- Technology
- Unbiased
- Welcoming

Online Survey Data Summary

Survey Q4. Please rate the importance of the following library uses in serving the Denton Community.

Results are shown in the chart to the right. Responses indicate that each of the library uses listed are valued by the community. The top five priorities are:

- Stimulate imagination
- Satisfy curiosity
- Understand how to find, evaluate, and use information
- Connect to the online world
- Learn to read and write



Online Survey Data Summary

Survey Q5. What new or expanded services would you like to see at the library?

Responses for this question ranged from broad comments to specific program or material requests. General findings from the responses include:

- A need for stronger **marketing of library resources**, services, facilities, and general operations. Many responses requested services that the library already offers or specifically noted that the library needed to advertise certain things to raise community awareness.
- Requests for **spaces** and comments about the library as a “space” for meeting, learning, or being. Several responses noted a need for space to study, read, or relax in a quiet and cozy atmosphere. There was also a need for meeting room or conference room spaces.
- **Classes and events** were recommended, with a desire for more youth and adult programming. Many suggestions were made for educational and hands-on learning classes, particularly with literary/literacy, crafts/hobbies, employment/careers/business, homework/tutoring themes. Also requests for programs for seniors and homeschool groups.
- **Resources** were suggested frequently, with an emphasis on digital resources, discovery kits or technology kits with “things” to check out, world language materials, and video games/game systems that could be checked out.
- There is also a large demand for **technology**, particularly **Makerspace** equipment and technology. Requests for a Makerspace at all branches, expanded hours for the Forge Makerspace, and more information and training to use Makerspace equipment were listed. Also, general computer, internet, printing, tablet, and fax services were noted as important to keep or expand.

Online Survey Data Summary

Survey Q6. Where would you like to see Denton Public Library focus its investments?

Results are indicated on the pie chart below. Categories with similar focus are grouped by shades of the same color:

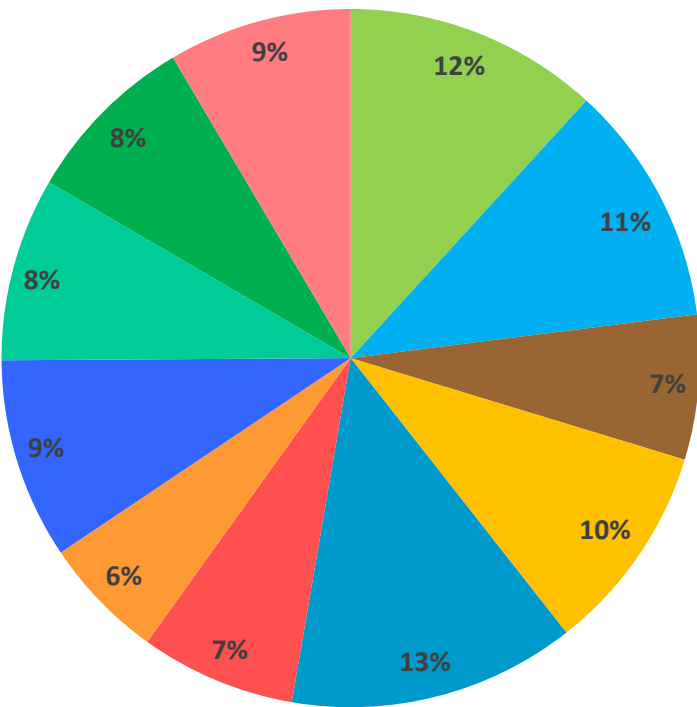
Blue 33% - library collections: materials, online resources, digital collections

Green 28% - programming, outreach, and staff service

Yellow/Orange 16% - library facilities

Red 16% - technology

Brown 7% - Special Collections



- Classes & events
- Downloadable and streaming materials
- Genealogy, Local History, and Denton Municipal Archive
- Improvements to existing library facilities
- Library collections (books, CDs, DVDs, etc.)
- MakerSpaces
- New library facilities
- Online databases and learning resources
- Outreach and community engagement
- Staff assistance
- Technology equipment

In-Person Input Session Data Summary

Strengths—Participants were asked what advantages Denton Public Library has, what makes the library unique, what does Denton Public Library do better than anyone else, and what does Denton Public Library have that is better than anyone else. Common themes in responses include:

- City leadership support
- Easy to use
- Education and lifelong learning support for all ages
- Extensive and broad physical and digital materials and online resources
- Fine free
- Free access for all
- Friends of the Denton Public Libraries support
- Hours of operation with 7-day per week service
- Interlibrary Loan services
- Innovative and future thinking
- Library as a community hub with strong engagement and relationships with individuals, families, and local entities
- Library as a “space”/place to be with a welcoming atmosphere
- Library is a place for public art
- Library locations across the City of Denton with adequate space and dedicated areas for age groups, meetings, and study
- Library provides an economic benefit to community
- Literacy and reading support for all ages
- Partnerships with community/organizations
- Programs and Outreach
- Services
- Special Collections and Municipal Archive
- Staff is friendly, knowledgeable, helpful
- Strong community support
- Technology including computers, wi-fi, internet, printing, copy machines, free faxing, Makerspaces, and access to unique technology equipment

In-Person Input Session Data Summary

Opportunities—Participants were asked what the community is asking for, what partnerships would lead to greater success, what resources does Denton Public Library need to move forward, and what gap could the library fill. Common themes in responses include:

- Adequate staffing levels and staff professional development support
- Build library advocates
- Be a place for diversity of experiences, opinion, experiences, beliefs
- Comfortable facilities with adequate comfortable space, outdoor areas, and study and meeting areas
- Community growth
- Expanded hours of operation
- Friends of the Denton Public Libraries, Library, Board, and Emily Fowler Library Foundation
- Information literacy and the library as a trusted place for information
- Library collections and online resources
- Makerspaces
- Marketing and communication of library operations, services, resources, etc.
- Outreach and community engagement
- Partnerships with local non-profits, schools, colleges and universities, businesses, senior living facilities, Library Board, library support organizations
- Programs, classes, and events
- Services for specific populations, e.g. seniors, working people, veterans, non-college bound students/adults, teen parents
- Services, programs, and resources for Spanish speaking patrons
- Technology
- Volunteers

In-Person Input Session Data Summary

Aspirations—Participants were asked what the library should care deeply about, where should Denton Public Library go in the future, what the library would look like in the future, and what projects, programs, or processes support those desired achievements. Common themes in responses include:

- Big public events with authors and speakers
- Career readiness and vocational guidance
- Civic dialogue and education
- Community aware of library services through engaging and personally relevant marketing and advertising
- A community hub that is responsive to the community, connecting people to resources, organizations, and other people
- Engaging programs
- Engine for local economic development
- Fairly compensated staff that looks like the diverse community served and communicates in languages the community speaks or signs, with support for professional development and involvement in library professional organizations
- Free access for all
- Large and diverse physical materials collection, online collection, and online resources accessible remotely
- Library facilities have flexible and comfortable spaces with dedicated areas for age groups, meetings, programs and performances, art displays, study and quiet reading, technology and media space, and outdoor areas
- Library is a driving force for a thriving community: employable workforce, healthy families, informed citizenry
- Library is a place for discovery and creativity
- Partnerships and connections with community organizations, entities, schools, businesses, etc.
- A safe place-physically and emotionally
- Secure and diversified funding sources, including grants
- Welcoming, comfortable atmosphere

In-Person Input Session Data Summary

Results—Participants were asked how Denton Public Library will know when it succeeds, what meaningful measures would indicate the library was on the right track, what resources would be needed to implement projects, and what stakeholders expect. Common themes in responses include:

- Analyze and use data that is collected to develop goals
- Creating transparent communication methods such as data dashboards, reports, or newsletters that can be easily found by staff, patrons, City Administration, City Council, and other stakeholders
- Develop specific goals, reviewing them and providing updates for accountability
- Feedback or suggestion opportunities (via polls, forms, staff interactions with patrons)
- Gathering statistics and data and looking for increased usage trends.
- Library growth in services, facilities, resources, and hours would reflect community growth and demographic and economic changes
- New and continued partnerships as the library is seen as a trusted and valuable entity
- Return on Investment (ROI) calculator to demonstrate the monetary value when patrons check out materials
- Surveys

In-Person Input Session Data Summary

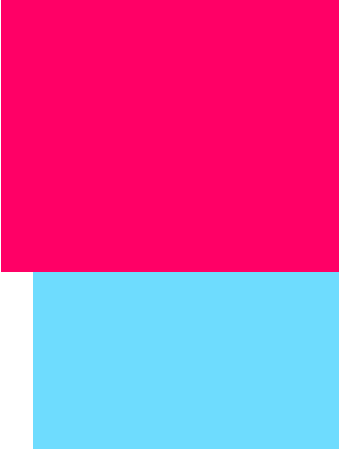
Vision—Participants were asked to consider a future vision of Denton Public Library: where will the library be in the future, what should the library look and feel like in the future, what do you want Denton Public Library to become, what is your long-term view for the library. Common themes in responses include:

- Accessible
- Community hub, representing and engaging with the community
- Freedom of information
- Encourages discovery
- Supports education and enrichment
- Informational with access to knowledge and other ideas or perspectives
- Supports literacy
- A safe place
- Technology access
- Unbiased
- Welcoming

In-Person Input Session Data Summary

Values—Participants were asked to consider a what values should define the library: what are the guiding principles driving all library efforts, what qualities are embodied by Denton Public Library, what does the library stand for, and what is important to the library as an organization. Common themes in responses include:

- Adaptable and responsive to changing community needs
- Community focused
- Diversity
- Education and lifelong learning
- Equitable access for all
- Inclusive; having something for everyone
- Innovation
- Intellectual freedom
- Integrity
- Literacy
- Strategic
- Unbiased
- Welcoming

[illegible]



Supporting Documentation

Appendix A - Online Survey Responses

Appendix B - Input Session Responses

Appendix C - SOAR Analysis Handout

[illegible]

2023 Library Strategic Plan Action Items

1. Kickoff book drop off pilot program for senior centers (DPL2Go)
2. Identify and apply for a grant for sensory accessibility and inclusion kits and staff training
3. Develop a plan and determine funding needs and sources to move Municipal Archive upstairs at Emily Fowler Central Library
4. Develop Special Collections Procedures
5. Replace Special Collections microfilm reader/printer
6. Add four public-use scanners at North Branch public-use computers
7. Investigate options for point-of-sale software at service desks and credit card payment at coin boxes
8. Conduct a diversity audit on Teen Fiction materials
9. Enhance and update World Language collections at all branches
10. Develop a Library Succession Plan
11. Create a Library Staff Skills Matrix to assist with services and event planning
12. Develop a Library Marketing Plan-detailing marketing formats and opportunities, standards, and assigned roles
13. Identify funding and site options for South 2.0
14. Collaborate with Our Daily Bread to integrate library services with new ODB facility on Loop 288
15. Install StoryWalk® at Fred Moore Park walking path
16. The North Branch Adult Services Librarian will join and participate in Denton Chamber of Commerce to promote library services to local small businesses
17. Offer two business, career, or employment focused classes each programming season
18. Offer one civics or voter education event each programming season
19. Complete Emily Fowler Central Library conference and study rooms project
20. Propose furniture and equipment replacement plan as part of library budget planning
21. Complete Adult Multi-Purpose (AMP) Room renovation at North Branch
22. Replace South Branch Conference Room furniture
23. Implement noise abatement strategies in North Branch Teen Room and Lobby



City of Denton

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Legislation Text

File #: LB23-007, Version: 1

AGENDA CAPTION

Receive a report, hold a discussion, and give staff direction regarding:

- Library organizational updates
- Emily Fowler puppet stage construction project
- Library marketing plan
- 2023 Read Across Texas Program



AGENDA INFORMATION SHEET

DEPARTMENT: Library

ACM: Christine Taylor

DATE: January 9, 2023

SUBJECT

Receive a report, hold a discussion, and give staff direction regarding:

- Library organizational updates
- Emily Fowler puppet stage construction project
- Library marketing plan
- 2023 Read Across Texas Program

BACKGROUND

Starting January 1, 2023, the following library organization changes went into effect:

- Outreach Librarian is under Library Administration, reporting to the Director of Libraries
- The North Branch Manager directly supervises all branch librarians and the Circulation Supervisor
- North Branch Assistant Manager directly supervises public services Library Assistant IIs

The puppet stage project at the Emily Fowler Central Library is complete. A faux angled wall was built in the meeting room with doors that open outward to form a puppet stage. Staff enters the puppet stage area through one of the old meeting rooms that is now connected to the area. A photo of the completed project is attached as Exhibit 2.

The library will be starting work on a marketing plan to identify marketing opportunities, create processes and standards for marketing, and define roles for marketing responsibilities. Library staff will be working with the Library's City of Denton Communications liaison to begin the project in late January.

Denton Public Library will be participating in the 2023 Read Across Texas reading campaign. The 2023 theme is empathy. An ad-hoc committee is being created to plan an online reading program for May and events in June. The campaign is an initiative from the Texas Center for the Book and is designed to facilitate reading and discussion opportunities exploring what "empathy" could mean within local communities. More information about the campaign can be found online: <https://www.tsl.texas.gov/readacrosstexas>.

EXHIBITS

1. Agenda Information Sheet
2. Puppet Stage Photo

Respectfully submitted:
Jennifer Bekker
Director of Libraries

Prepared by:
Jennifer Bekker
Director of Libraries

