

COLLEYVILLE PUBLIC LIBRARY



LONG-RANGE PLAN 2022 - 2027

FINAL REPORT

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Prepared by
Hidell and Associates Architects, Inc.

COLLEYVILLE PUBLIC LIBRARY

LONG-RANGE PLAN 2022 - 2027

Prepared for

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

by

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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 that have been 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 works to ensure that residents will have anytime/anywhere access to materials in various formats. 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 2020-2021, 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 FY2020-2021, 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, which is three years older than the time of the last report. This median age is also significantly higher than the 33.6 median age of Texas residents. As the median age trends older, the impact on library services could be significant. With 57% of the population over the age of 50 and the age of the community trending older, the Library will need to continue 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 ensure community needs are being met.

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 computer at home and access to broadband internet. 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 being re-allocated to flexible seating for patrons who bring devices with them. 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 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. In 2021 a Statista Global Consumer Survey found that 76% of all e-books were downloaded to an Amazon Kindle e-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 types of purchasing for digital material: 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 in the last six months using the "own" model. 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 high cost.

The perpetual purchase or license model is a fee for xx amount of checkouts or xx amount of 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 The public library has a long history of providing communities with access to technology. Since the library opened 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 machines. These technologies remain a vital part of the library services and have assisted staff efficiencies. The Library will need to implement a plan to periodically update and replace this type of 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 the announcements on the Library's website. This approach enables libraries to 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 communicating library programs and events. The Library will need to continue to utilize omnichannel marketing to provide information to the Colleyville Citizens.

Libraries will need to elevate their efforts to retain users as users embrace streaming options and virtual programming from competing institutions and services. 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. Having information on users' preferences will enable libraries to better target 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 all of their siloed and repetitive tasks, such as email marketing, social media posting, and even event campaigns. This way, they can provide a targeted and tailored experience for their members. 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 the a smart locker system at a City owner 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% used only online services in the past 12 months

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

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
- 82% check out books, movies and music when visiting the Library
- 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
- 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 are good indications that the Colleyville community is using the library.

The digital collection for Colleyville is circulating at a rate 3.2 times 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 2014</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

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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 additional 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 level room providing access for patrons 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 support 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 both 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 circulated - 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 has 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. The 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 for patrons. 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 the needs of users 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 has the opportunity to 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 the Library evaluate a replacement strategy for both the 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 160,00 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 prolific in all communities. Currently, the cloudLibrary does not allow for direct download to certain e-reader devices. Additionally, the most popular items are typically checked out and are unavailable as the cloudLibrary is shared between many communities. This frustrates digital Library users who cannot either access the collection or find items they want unavailable.

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 FY2022, 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 FY2022, 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 not only health events, but with building systems failures, active shooters, natural disasters, etc. Developing a comprehensive action plan with suggested protocols and strategizes 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. 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



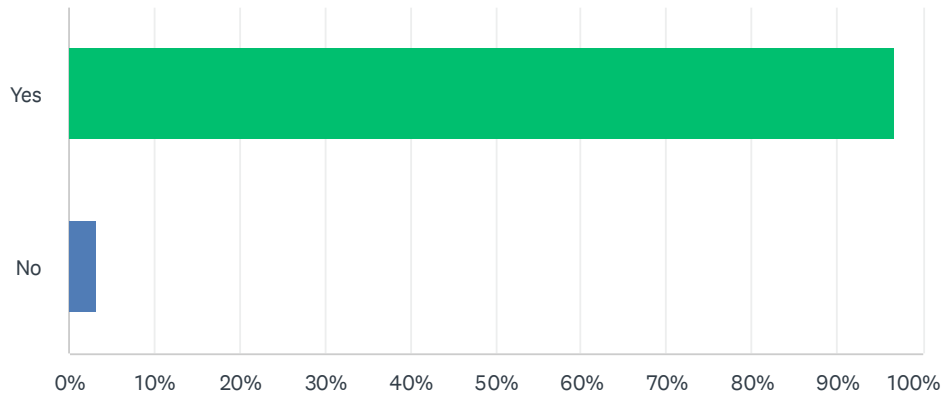
SURVEY RESULTS



APPENDIX – ONLINE SURVEY RESULTS

Q1 Do you have a library card?

Answered: 1,455 Skipped: 10

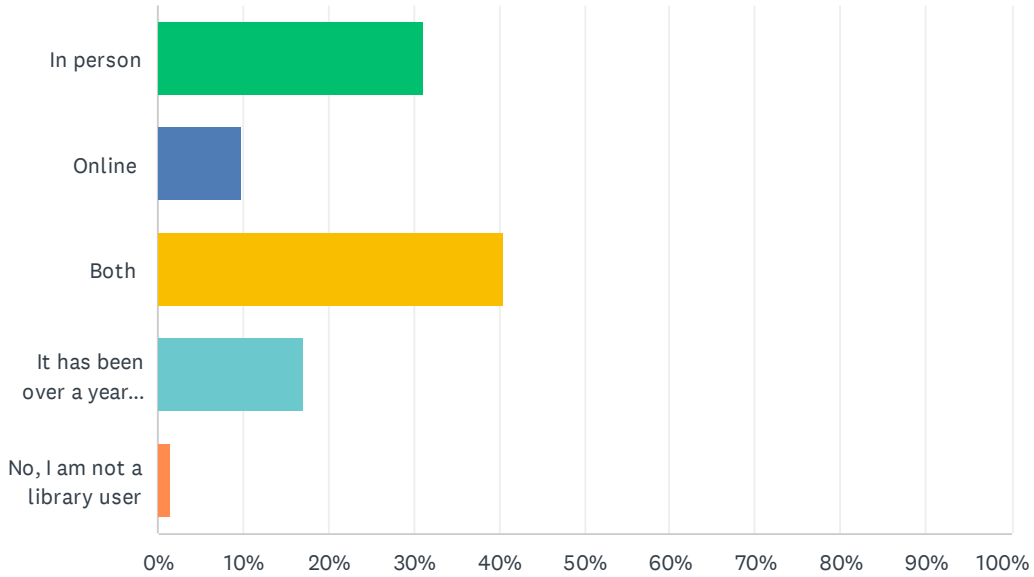


ANSWER CHOICES	RESPONSES
Yes	96.91% 1,410
No	3.09% 45
TOTAL	1,455



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

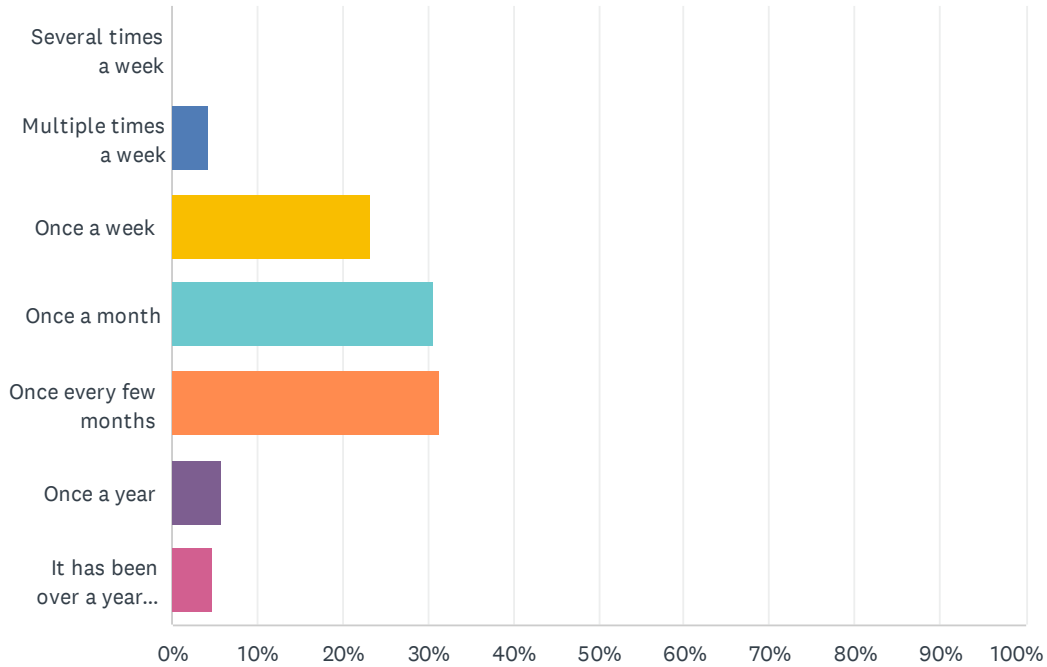
Answered: 1,462 Skipped: 3



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

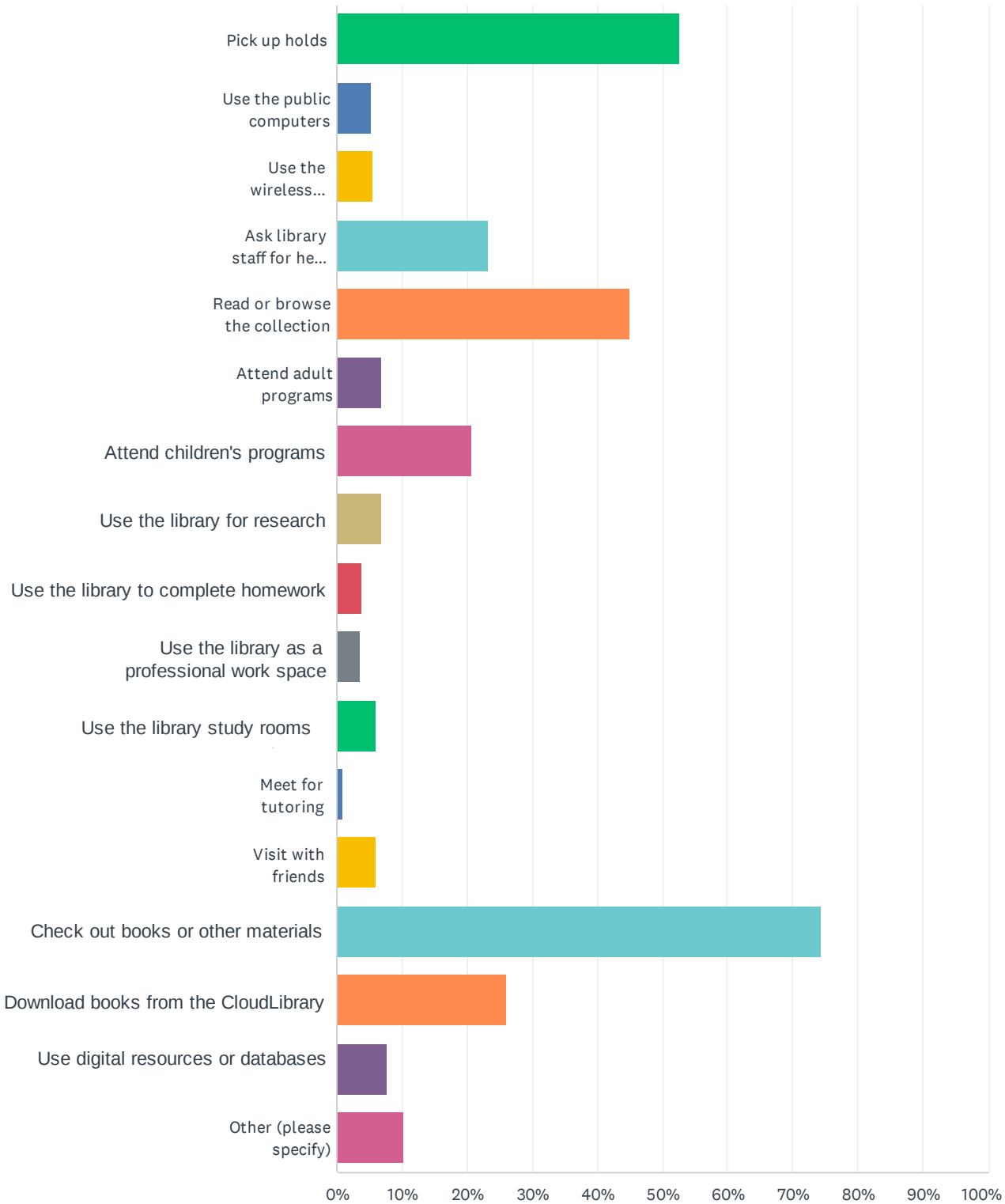
Q3 How often do you or a family member visit the Colleyville Public Library?

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 2022



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		



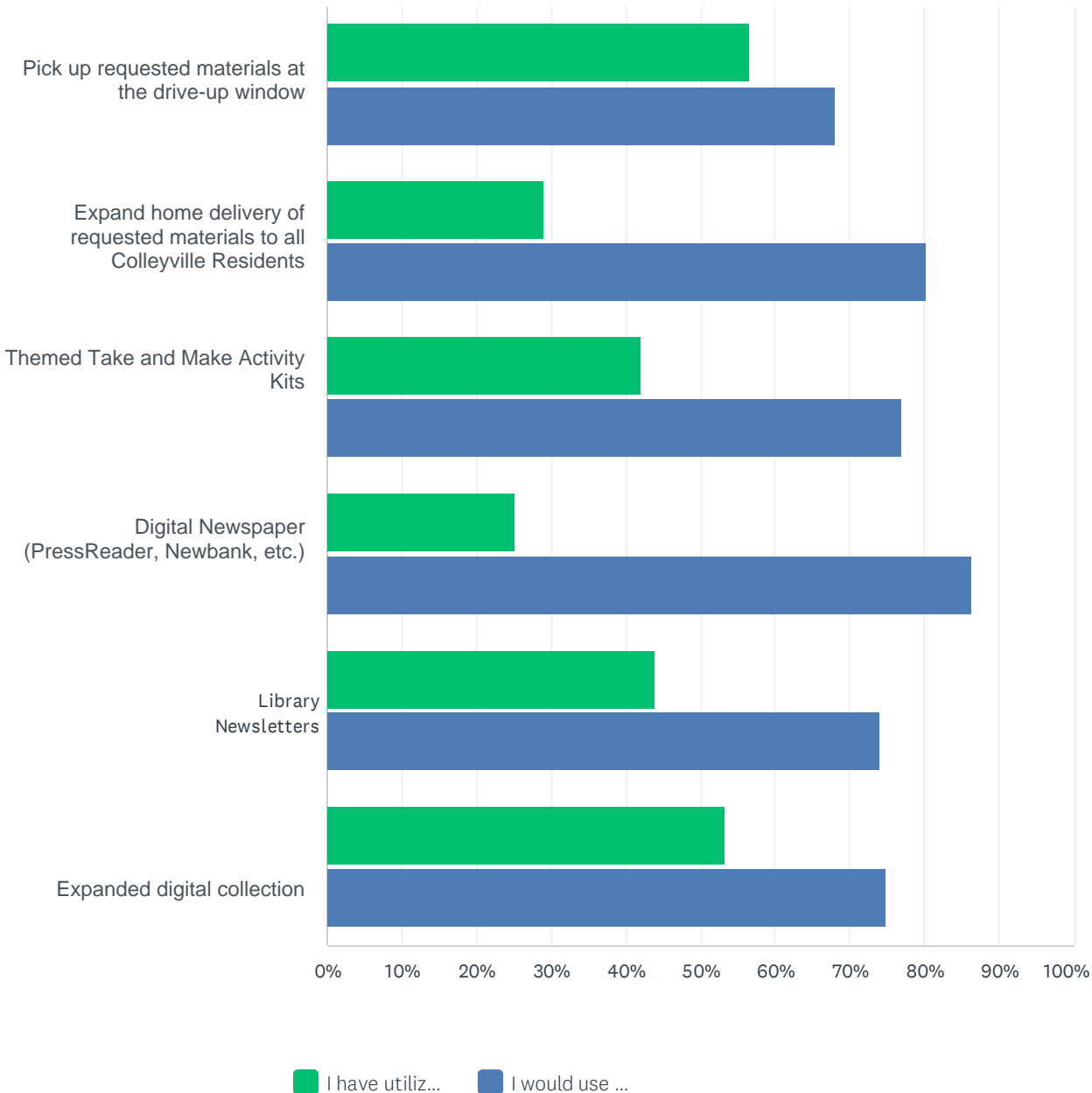
Q5 Is there a service or item you would like the library to add/provide which would better serve your needs?

Answered: 452 Skipped: 1,013

new books Hoopla books available Allow audiobooks Saturday able t think large book collection Maybe NA nice will classes another CloudLibrary already really titles children new book club Genealogy Expand enjoyed wish Meet online books magazines audio books copies great compatible kindle available Easier offer due need searching services provide think add digital clubs use Make library see books homeschool online Overdrive love find time request programs activities good audiobook kindle check books None hours movies every read download etc events kids Nope hold many options N cloud library often adults resource ebooks day access social story time night games new releases Please online audio books selection work currently weekends materials know adult programs check

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 2022



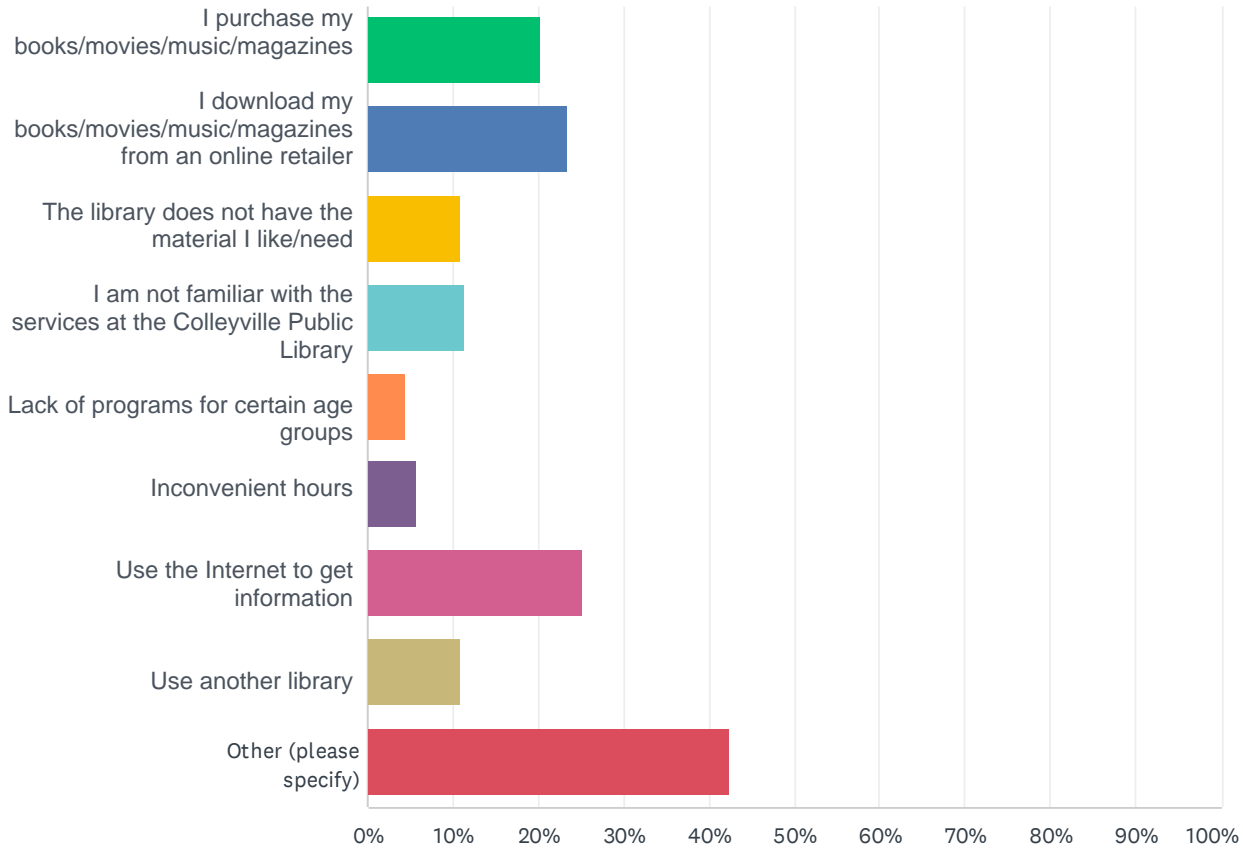
	I HAVE UTILIZED THIS SERVICE IN THE PAST 15 MONTHS.	I WOULD USE THIS SERVICE IN THE FUTURE IF AVAILABLE	TOTAL RESPONDENTS
Pick up requested materials at the drive-up window	56.56% 418	67.93% 502	739
Expanded home delivery of requested materials to all Colleyville Residents	28.92% 107	80.27% 297	370
Themed 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

COLLEYVILLE PUBLIC LIBRARY LONG-RANGE PLAN 2022



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



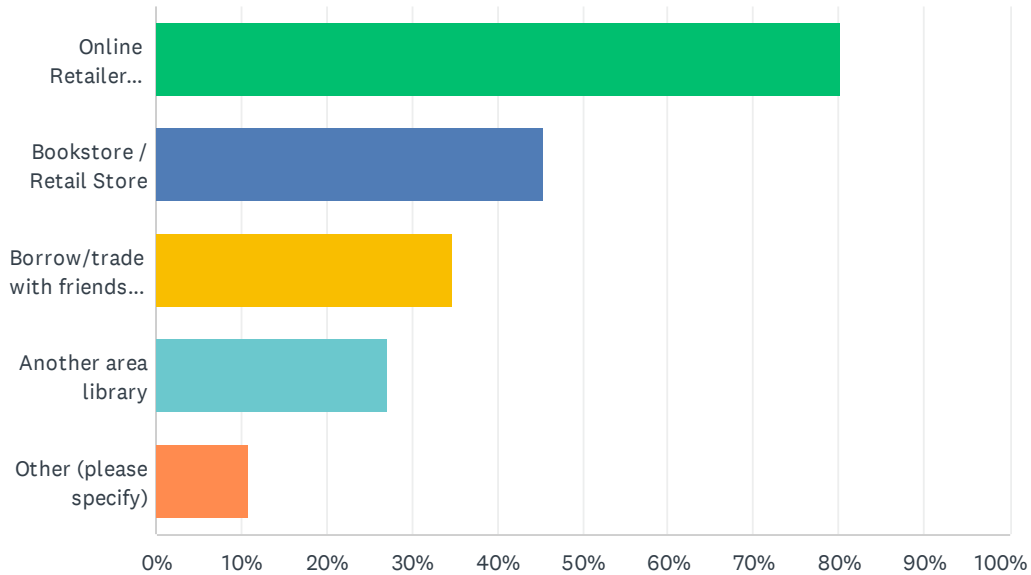
Q8 Since you have not used the library in a while, is there a service or item you would like the library to add/provide to better serve your needs?

Answered: 238 Skipped: 1,227

DVDs need back adult None time use library magazines audio books ebooks selections
daughter offer really movies later love home great allow need Public services
Online services N downloadable books go day read shared think access
library borrowing books Libby online able
programs often use provided kids early time Colleyville Library
check books see Maybe please hours larger available area feel m download
come option school library great NA sure cloud library Visiting Longer hours make

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

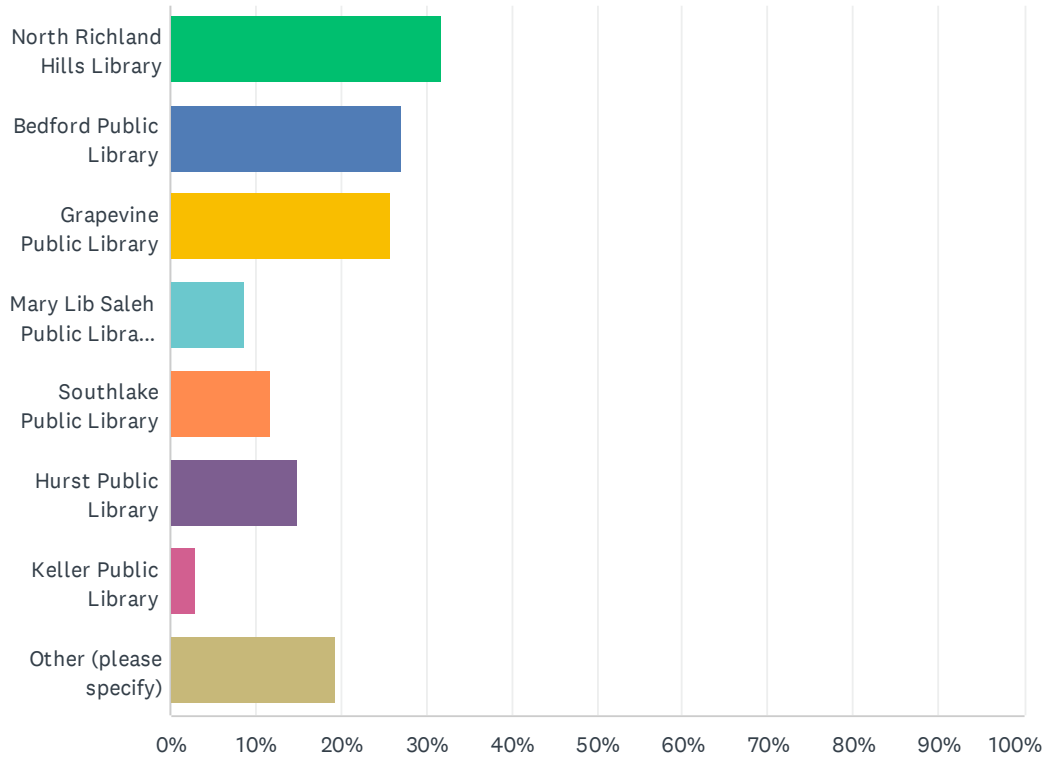
Answered: 1,315 Skipped: 150



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		



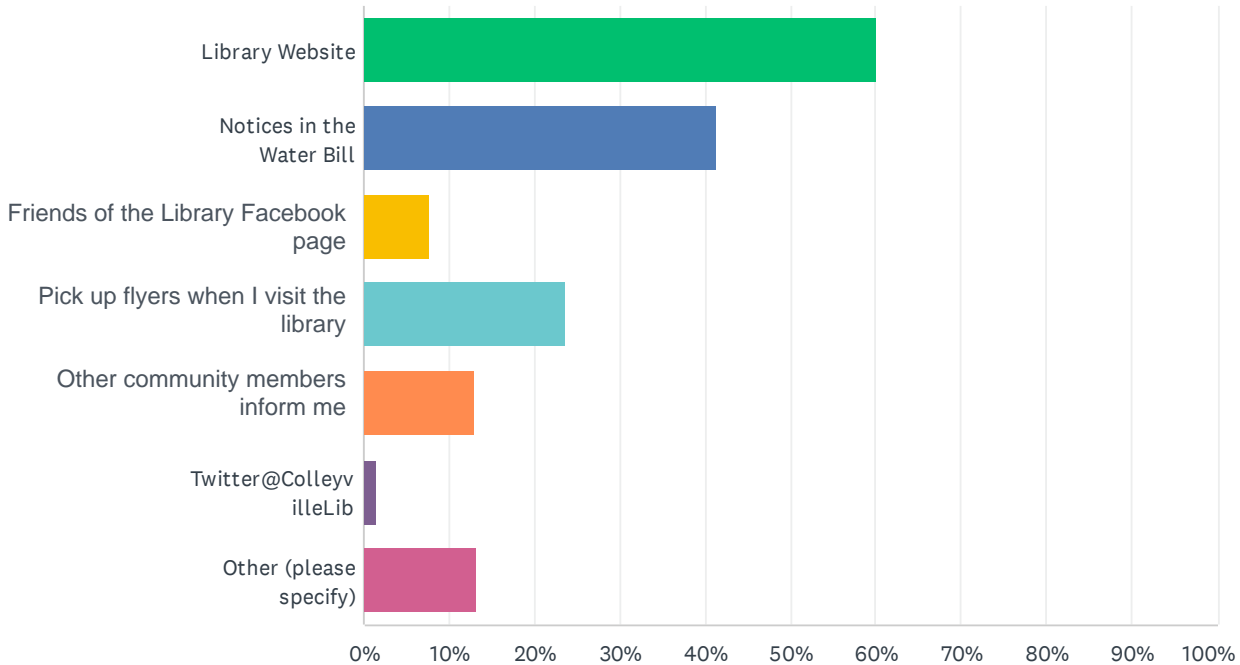
Q11 If you use another library in the area, what draws you to that specific library?

Answered: 512 Skipped: 953

Close home close work children S sometimes books convenient Grapevine library reading
summer free librarians NRH ebooks Libby access Bedford library past Bedford know
audio books hours Proximity kids programs home materials available NA school
materials movies selection books additional children different looking
may Larger selection books DVDs Better specific book close lots
Larger one area charge collection items
Colleyville also use events books overdrive
library Hurst Availability offer kids great
programs Children programs Location NRH library N
different books selection big work often online resident
larger collection New S Wider selection Colleyville library live Bedford live
available Colleyville Library check Grapevine used live magazines go DVDs
Convenience Expanded books available Colleyville city digital meeting Near
different selection spaces library card Activities Greater selection time Larger selection books
Bigger selection find

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

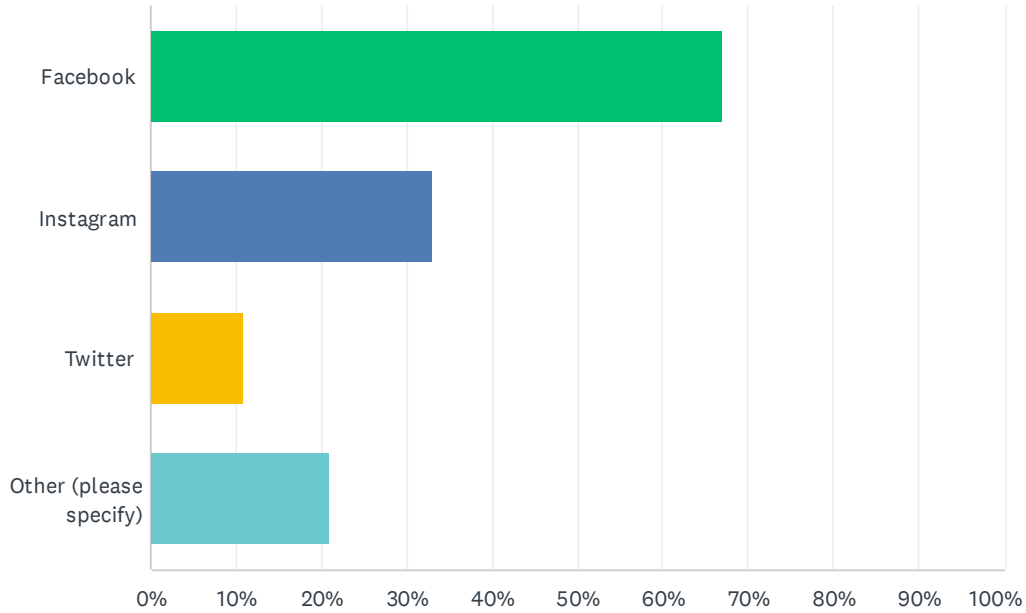
Answered: 1,271 Skipped: 194



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)

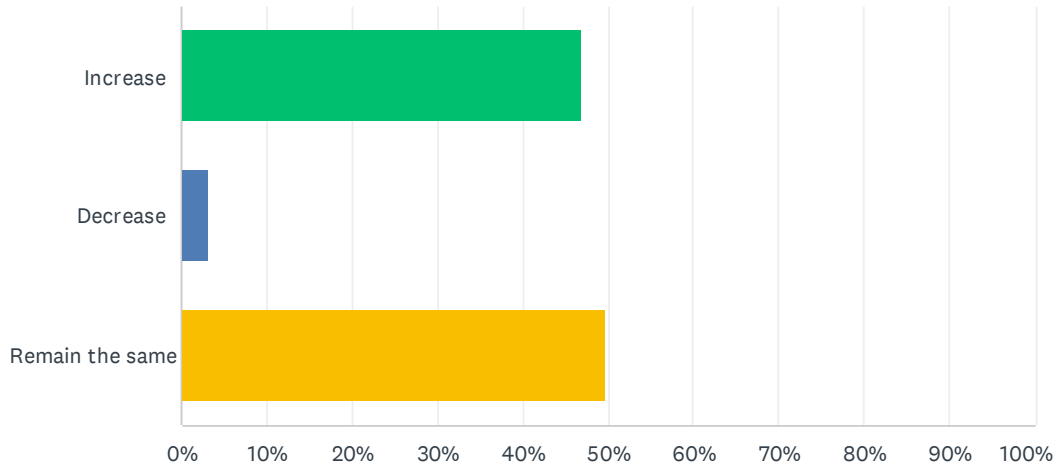
Answered: 1,161 Skipped: 304



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?

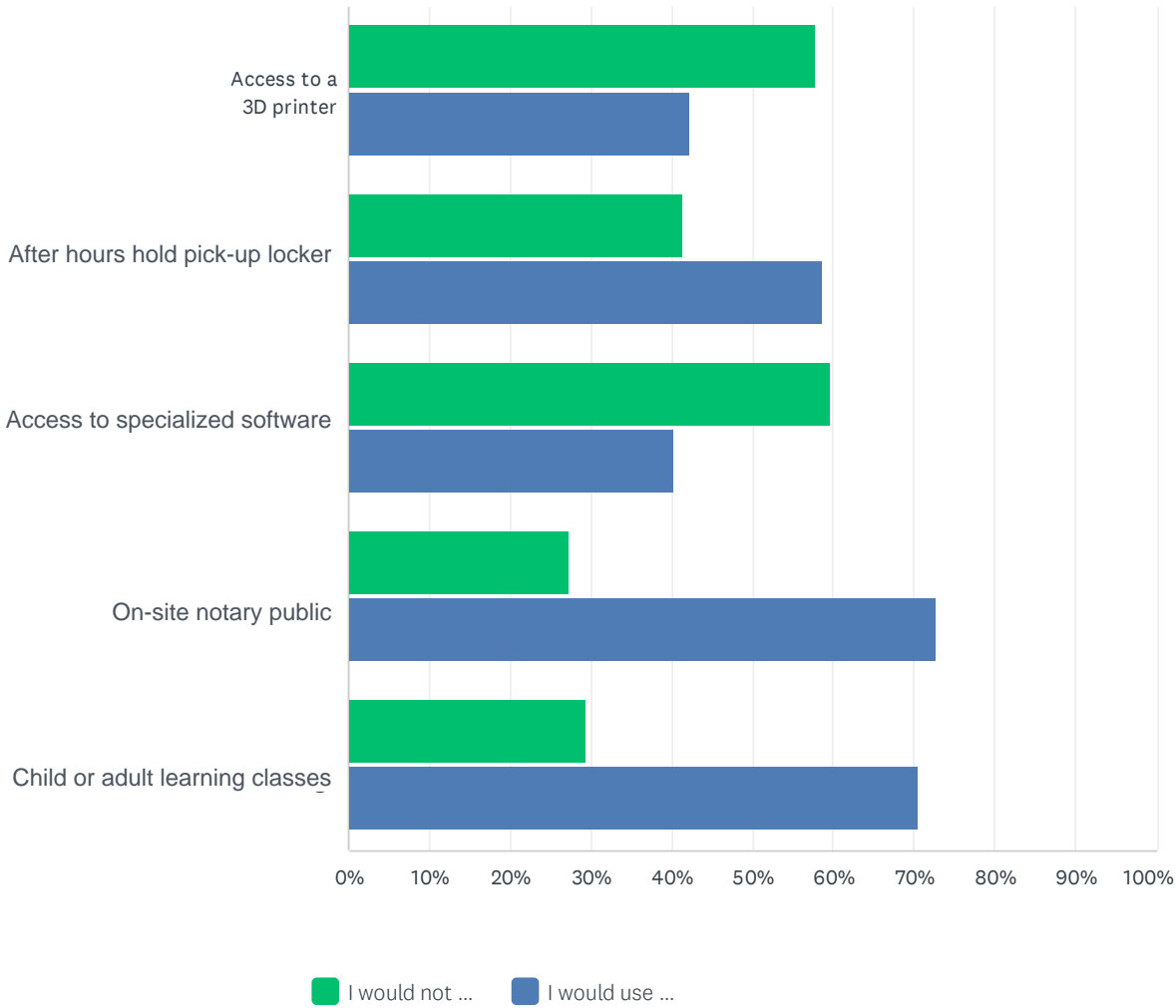
Answered: 1,351 Skipped: 114



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?

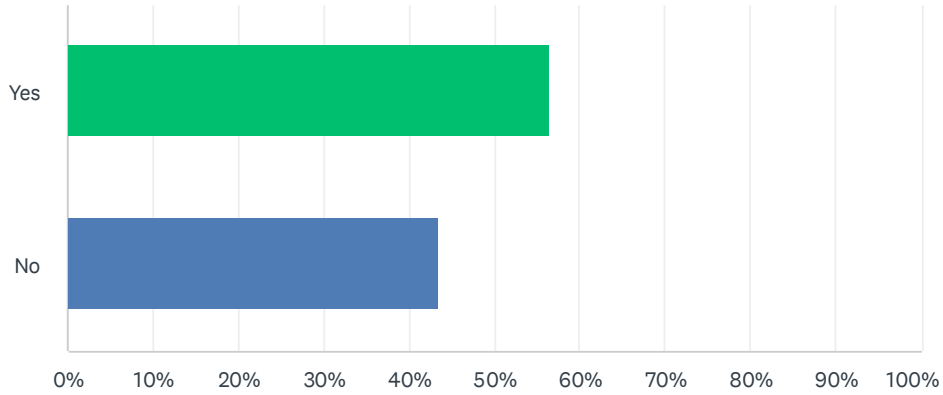
Answered: 1,284 Skipped: 181



	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

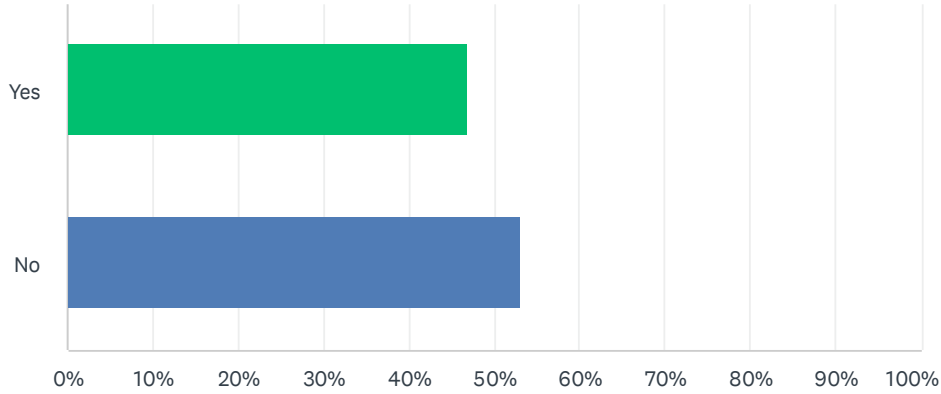


ANSWER CHOICES	RESPONSES	
Yes	56.46%	717
No	43.54%	553
TOTAL		1,270



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

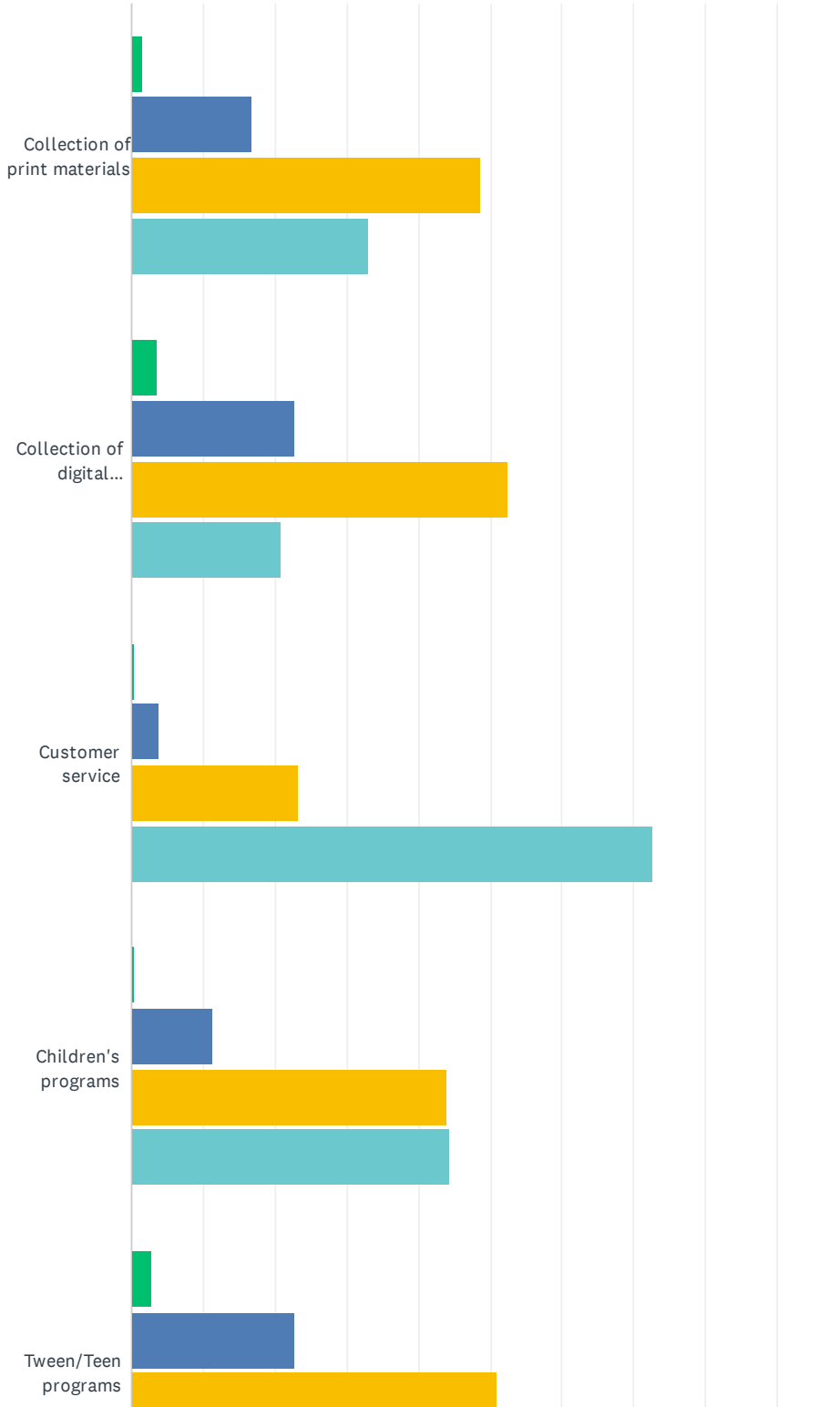
Answered: 1,211 Skipped: 254



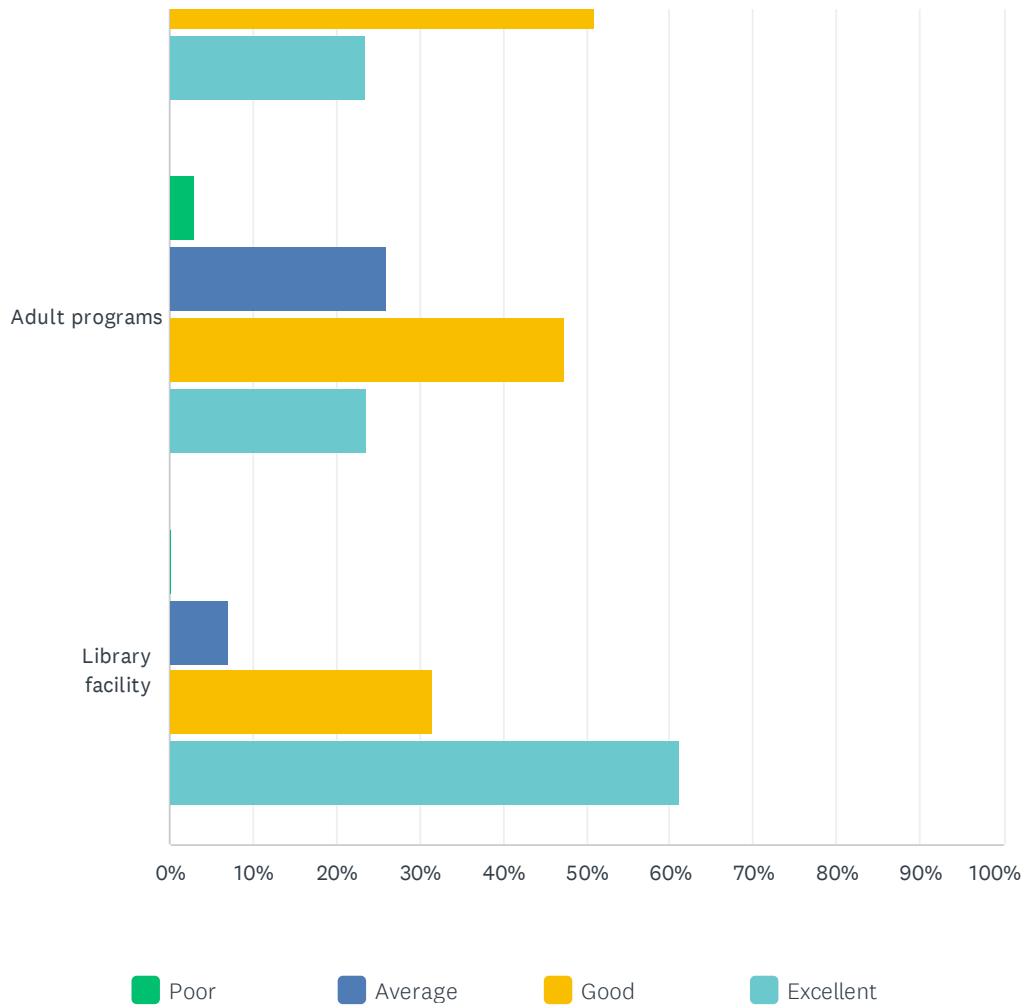
ANSWER CHOICES	RESPONSES	
Yes	46.90%	568
No	53.10%	643
TOTAL		1,211

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

Answered: 1,333 Skipped: 132



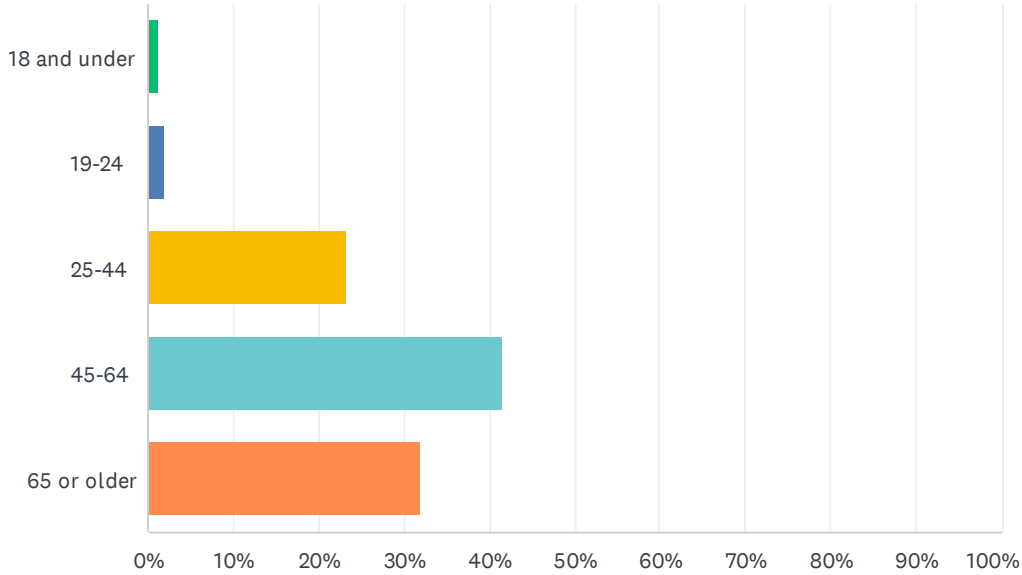
COLLEYVILLE PUBLIC LIBRARY LONG-RANGE PLAN 2022



	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?

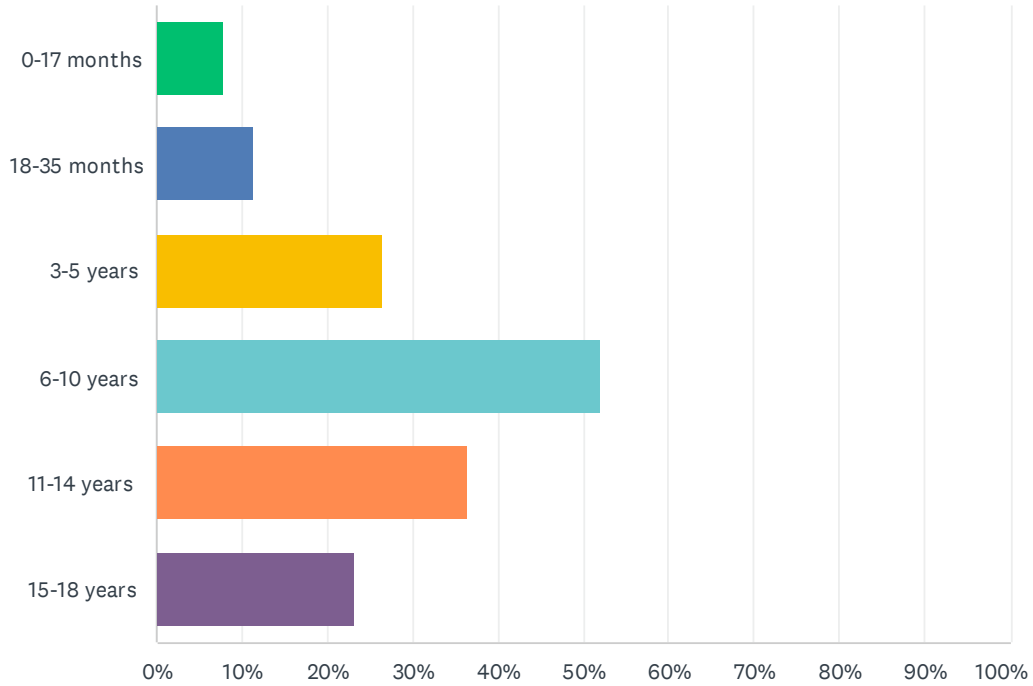
Answered: 1,352 Skipped: 113



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?

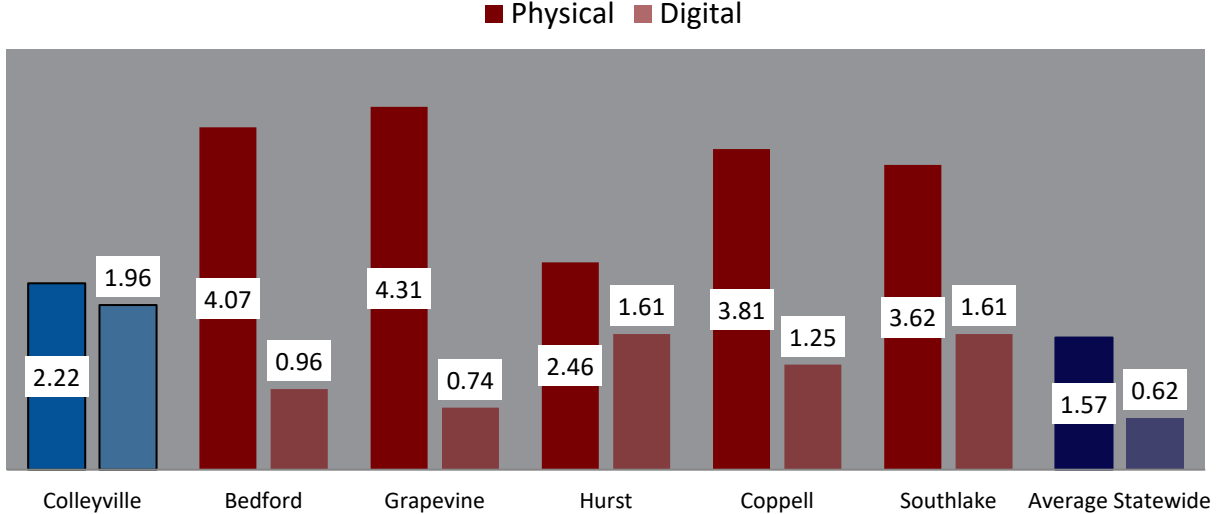
Answered: 269 Skipped: 1,196

website area lot hours NOW appreciate great job movies improve activities help library card
Also audio books check check books None parking looking family
Colleyville library Expanded staff s nice place work computers one people
Please events think visiting time wish good cloud library online
come children really reading parents love find kids
information books excellent library take programs
bring use friendly great seniors need book club Thank city
digital selections offer week Maybe materials services want going
often know much Colleyville especially Keep miss access wonderful will might
seems love see many library staff adult participate Make see sometimes wait
librarians interest love library new teen allowed years hold

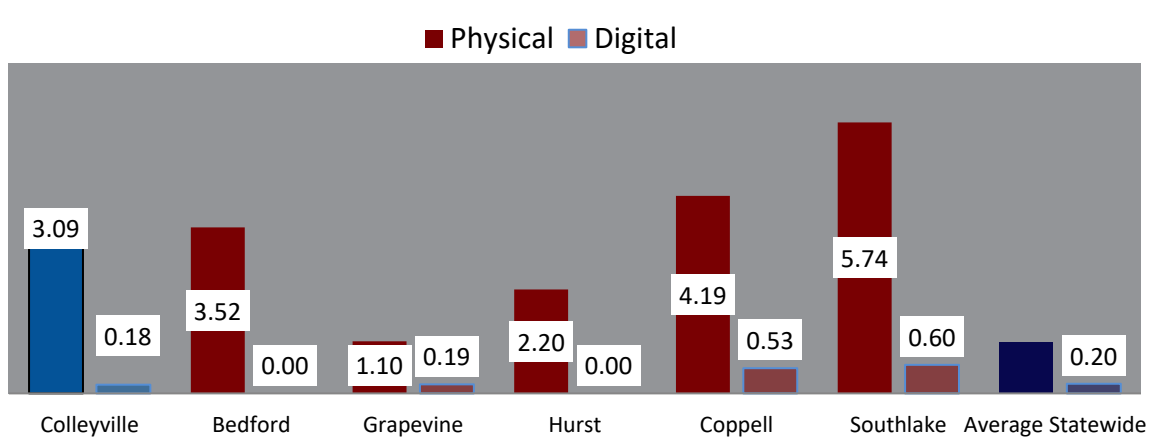


PEER LIBRARY ANALYSIS

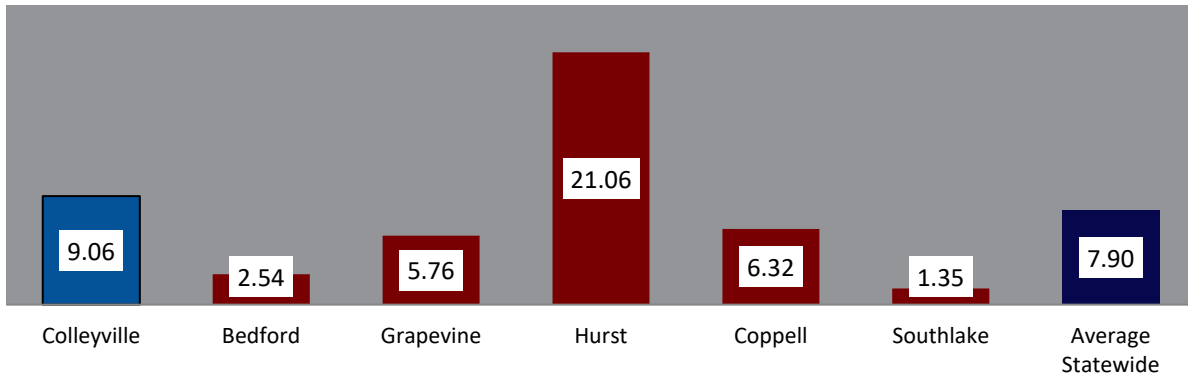
Adult Circulation Per Capita Digital and Physical LFY 2020



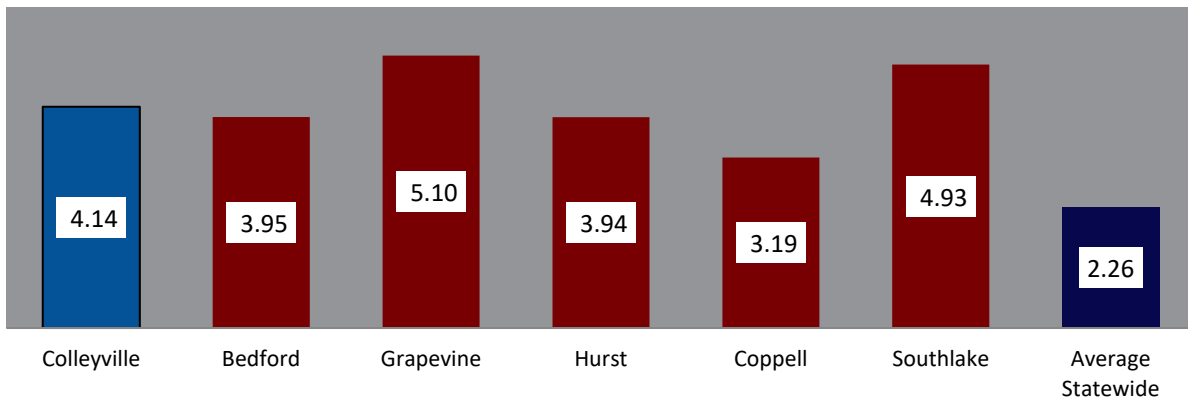
Children's Circulation Per Capita Digital and Physical LFY 2020

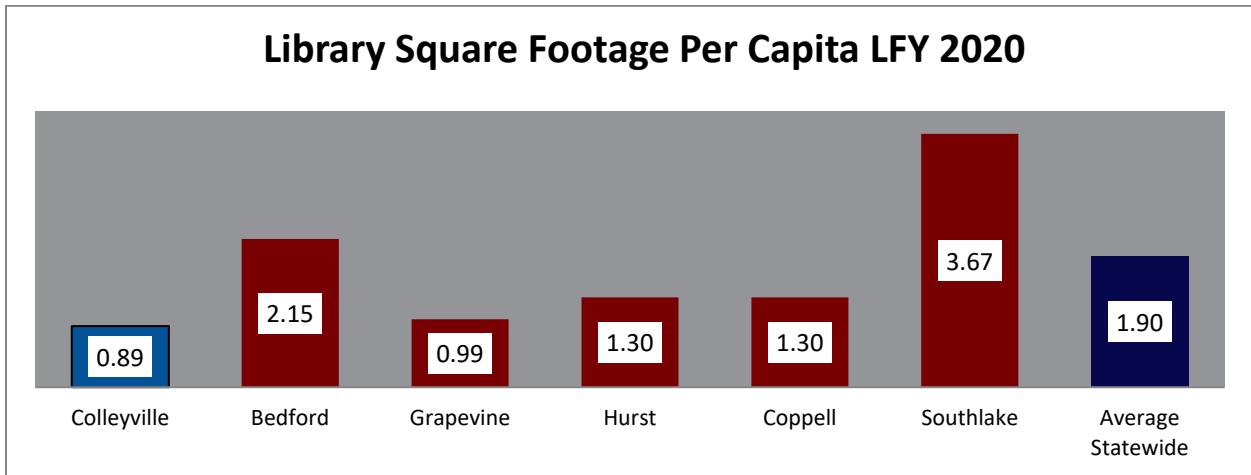
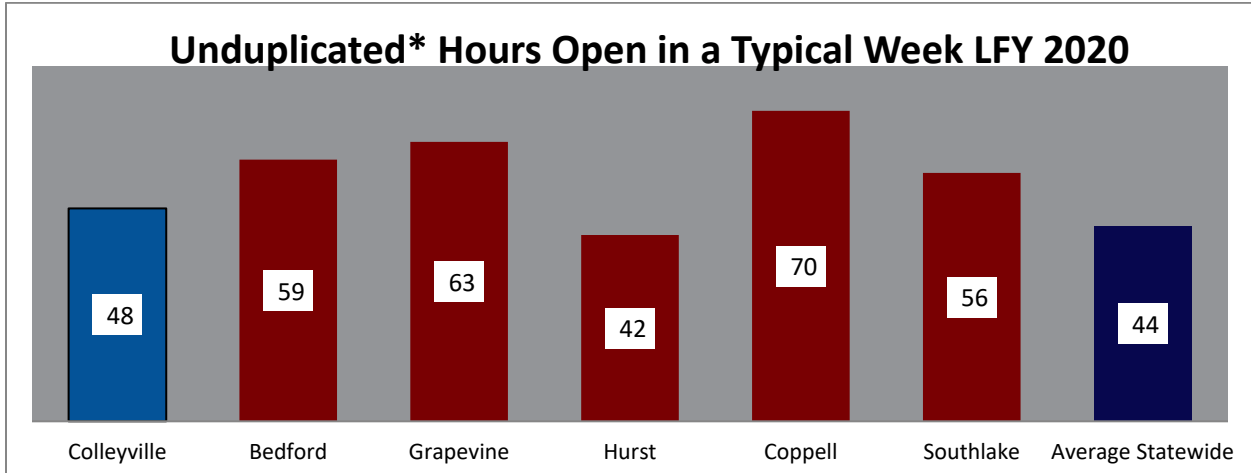


Collection-Items Per Capita LFY 2020



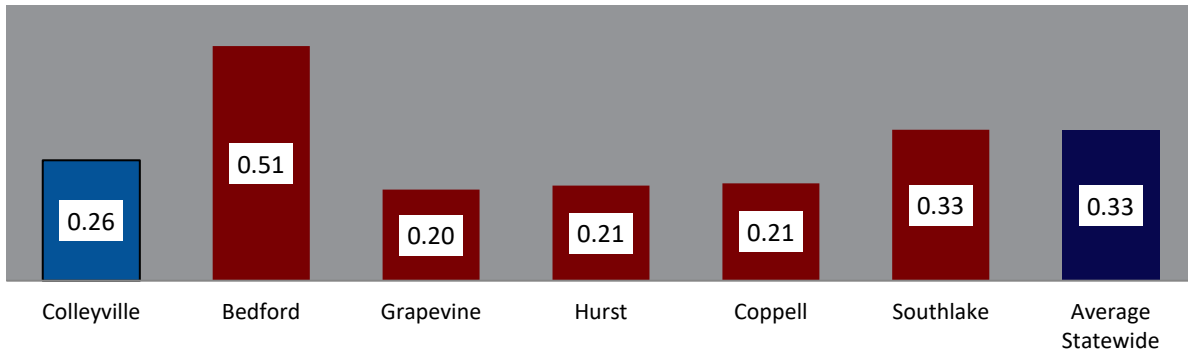
Circulation per Library Visit LFY 2020



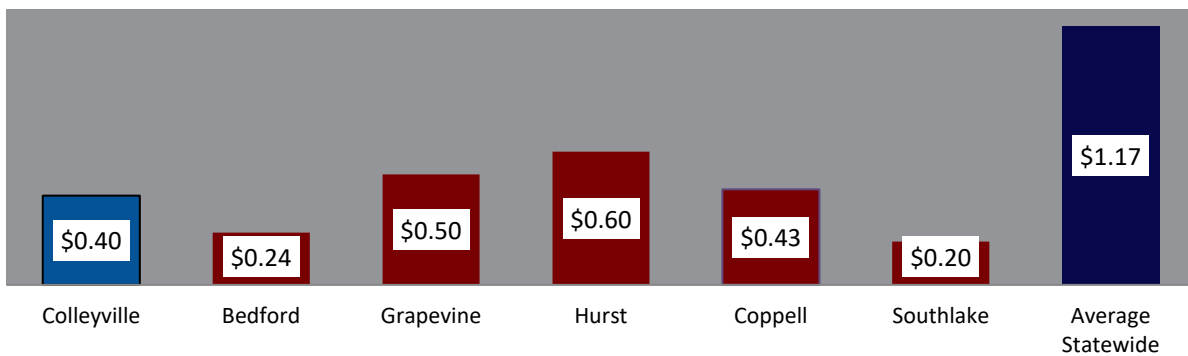


<i>Total Circulation</i>	7.45 items/capita	2.4 Times above the state average
<i>Library Visits</i>	1.80 visits/capita	21% above peer libraries of similar size
<i>Digital Circulation</i>	1.96 items/capita	3.2 Times above the state average
<i>Physical Circulation</i>	4.14 items/capita	2.2 Times above the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

Program Attendance Per Capita LFY 2020



Physical Material Expenditure per Circulation LFY 2020



Digital Material Expenditure per Circulation LFY 2020

