

Strategic Plan

Library Advisory Board

October 28, 2025



Burleson Public Library: FY2024 at a Glance



Community Growth & Families

Population 19,500 → 55,220 since 1996

Avg. household size 3.13

44.7% with children



Visitors

201,769 visitors (all-time record)



Circulation

310,725 items checked out

26% digital, +7% vs. FY2023





57,632
digital items available



29%
of
Burleson households
use a library card

open

60

hours per week



50,260
physical items in the collection

Volunteers gave
1,041 hours
of their time last year



632

programs offered last year



Play in the Family
Place Area



Use a computer



Connect to free Wi-Fi or
check out a hotspot



Print, scan or fax a
document



Apply for jobs



Get help with your
income taxes



Create items on the
3D printer



Use a study room



Meet with a tutor



Join a book club



Attend a craft program



Bring a child to
Storytime



Explore local history



Learn simple cooking
for teens

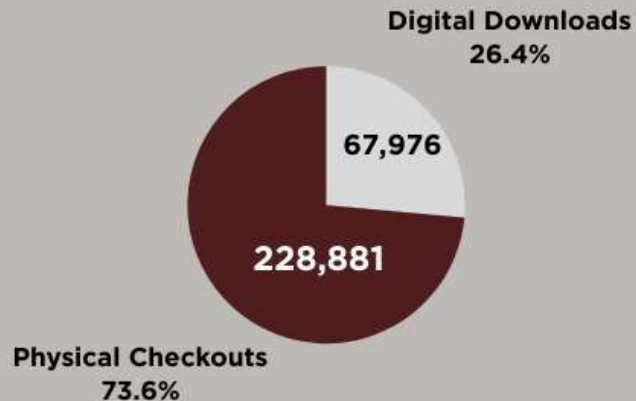


Work on a school
project

BY THE NUMBERS

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

FISCAL YEAR 2024 LIBRARY CHECKOUTS



HOW IS THIS DATA COLLECTED?

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



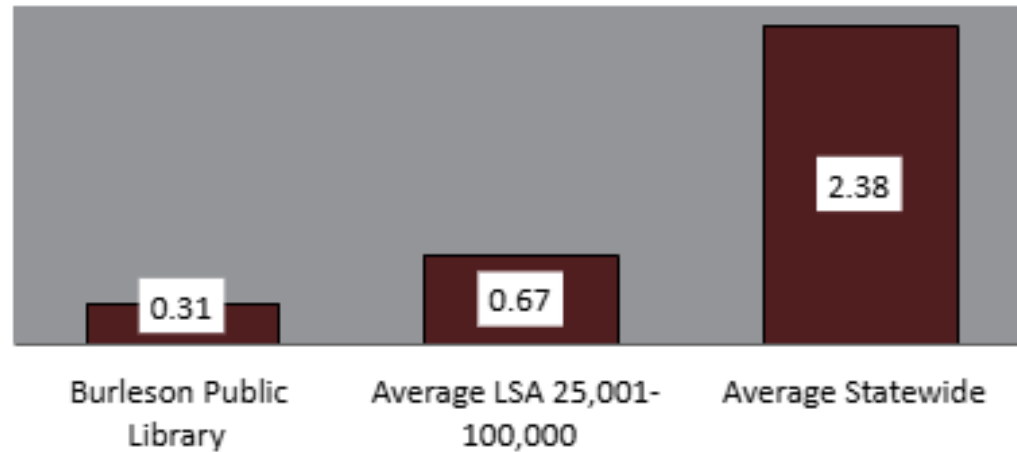
In FY2024, an average of **16,814** people visited the library each month.



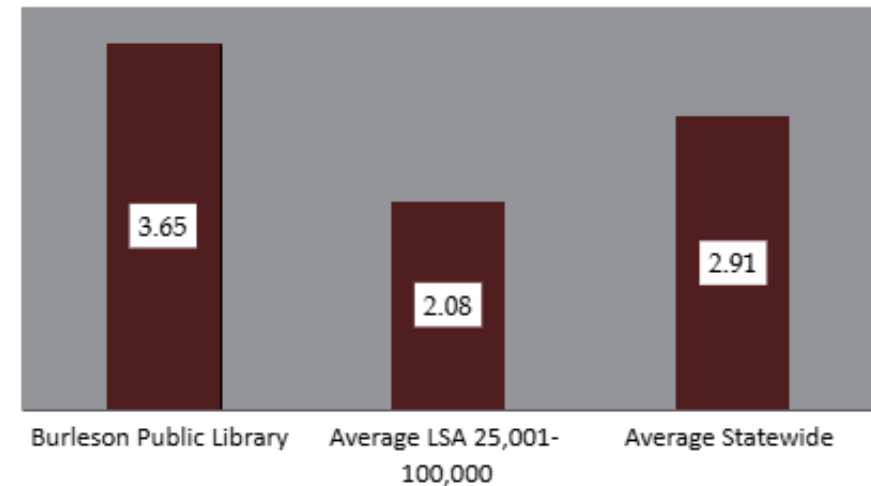
Digital downloads and physical checkouts both increased by 7 % from FY2023.

How do we stack up to other Texas libraries?

Library Square Footage Per Capita FY 2024



Library Visits Per Capita FY 2024



Adapting to Challenges: Public Spaces

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

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



Adapting to Challenges: Other Space Limitations

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

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



Adapting to Challenges: Steps Taken

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

Looking to the Future



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

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

About this Plan

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

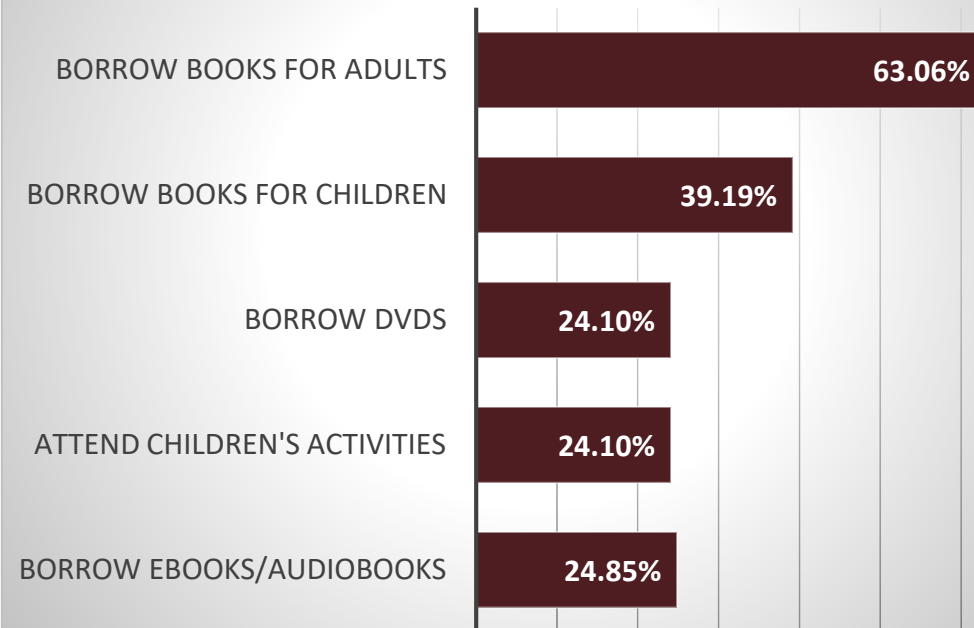


Assessing Strengths & Challenges: Community Feedback

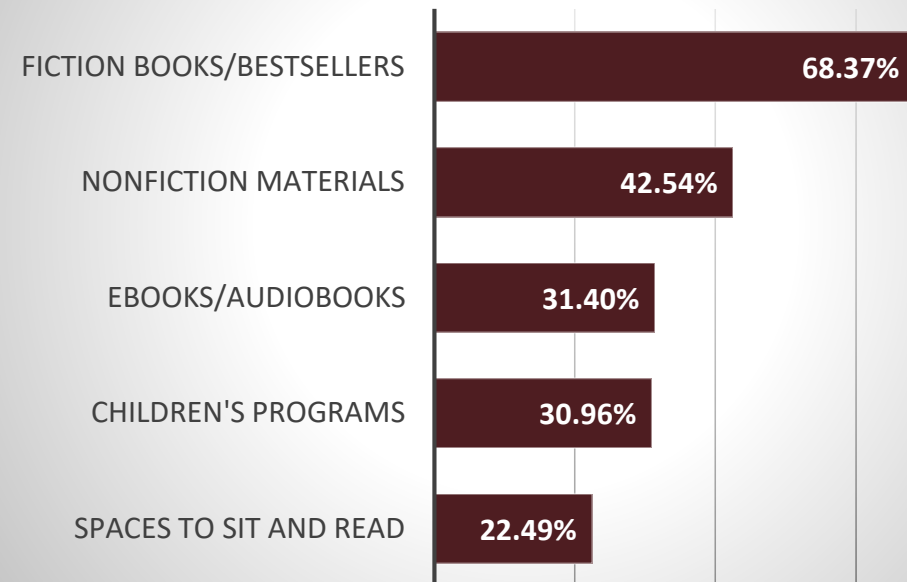
- Community engagement conducted May 2022 as part of the facility study
- Methods: 3 public meetings + online survey (May 1-31)
- Extensive outreach: social media, newsletters, flyers, Senior Activity Center, Mayor's Youth Council
- ~450 participants, including both library users & non-users

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

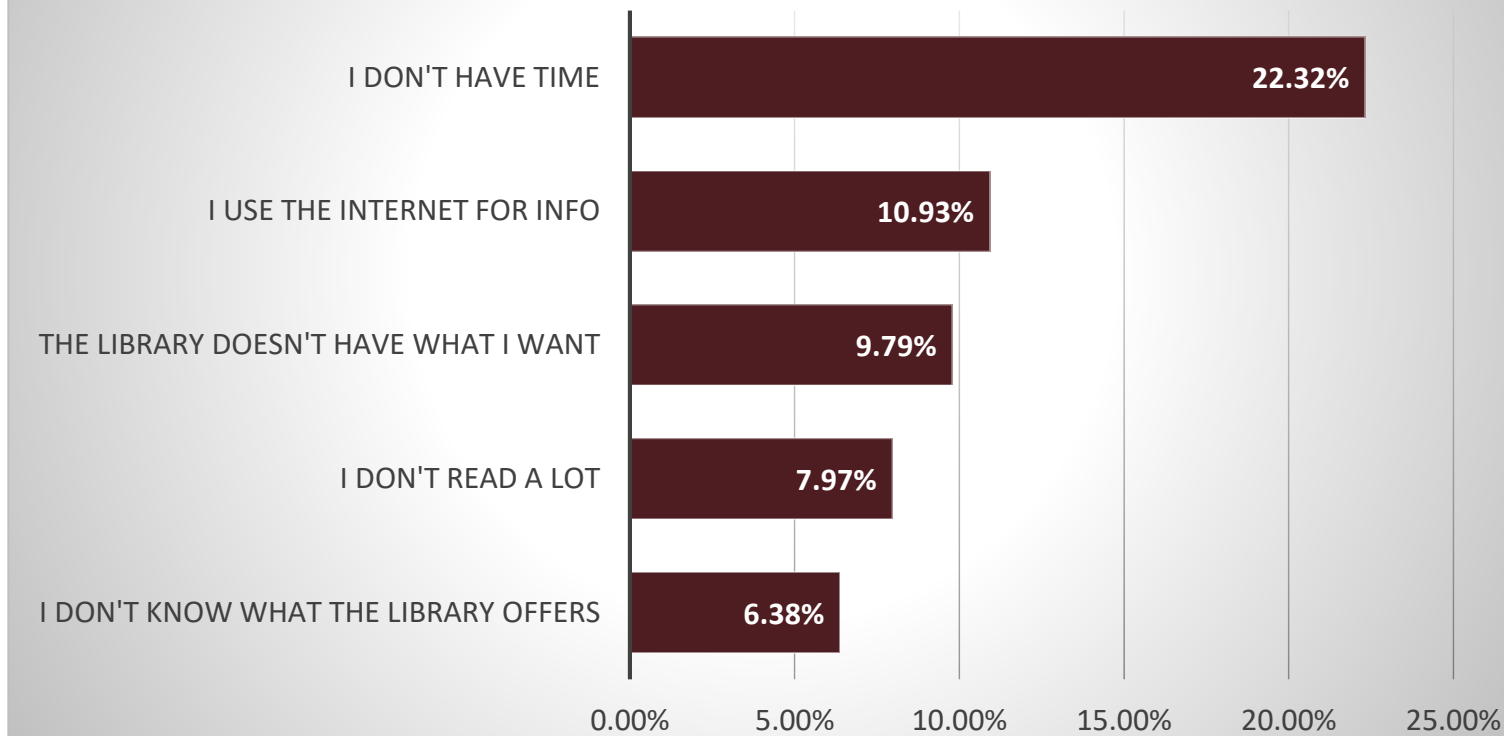
If you are a library user, why do you go to the library?



Which library services are the most valuable to you?



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



“Other” reasons listed:

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

Overall Satisfaction

Early Literacy:

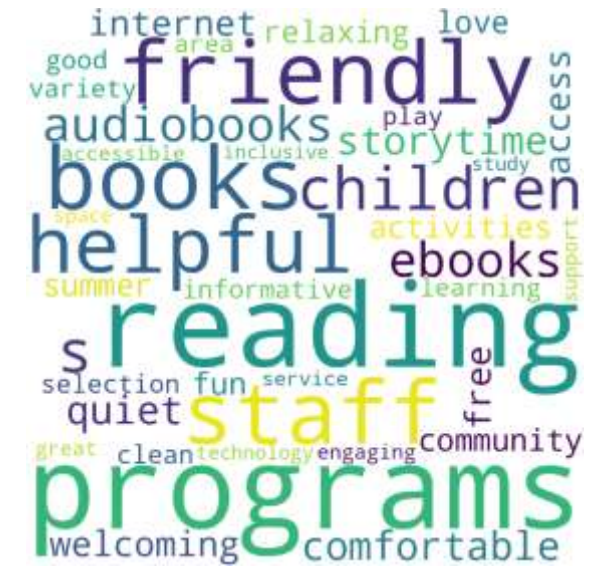
“The library was essential in raising our children to be readers.”

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

Community Space:

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

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



Technology:

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

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

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

COLLECTION DEVELOPMENT

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

TECHNOLOGY & ACCESS

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

PROGRAMS & SERVICES

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

MARKETING & COMMUNICATION

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

FACILITIES & SPACES

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

ACCESS & POLICY

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

The City of Burleson is:

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

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

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

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

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

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

Focus Area One: Maximize Use of the Existing Facility

Objectives

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

Workplan Tasks

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

**Recommendation from the 2023 library needs assessment*



Focus Area Two: Strengthen Access to Collections & Digital Resources

Objectives

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

Workplan Tasks

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

**Recommendation from the 2023 library needs assessment*



Focus Area Three: Enrich Programs & Outreach for All Ages

Objectives

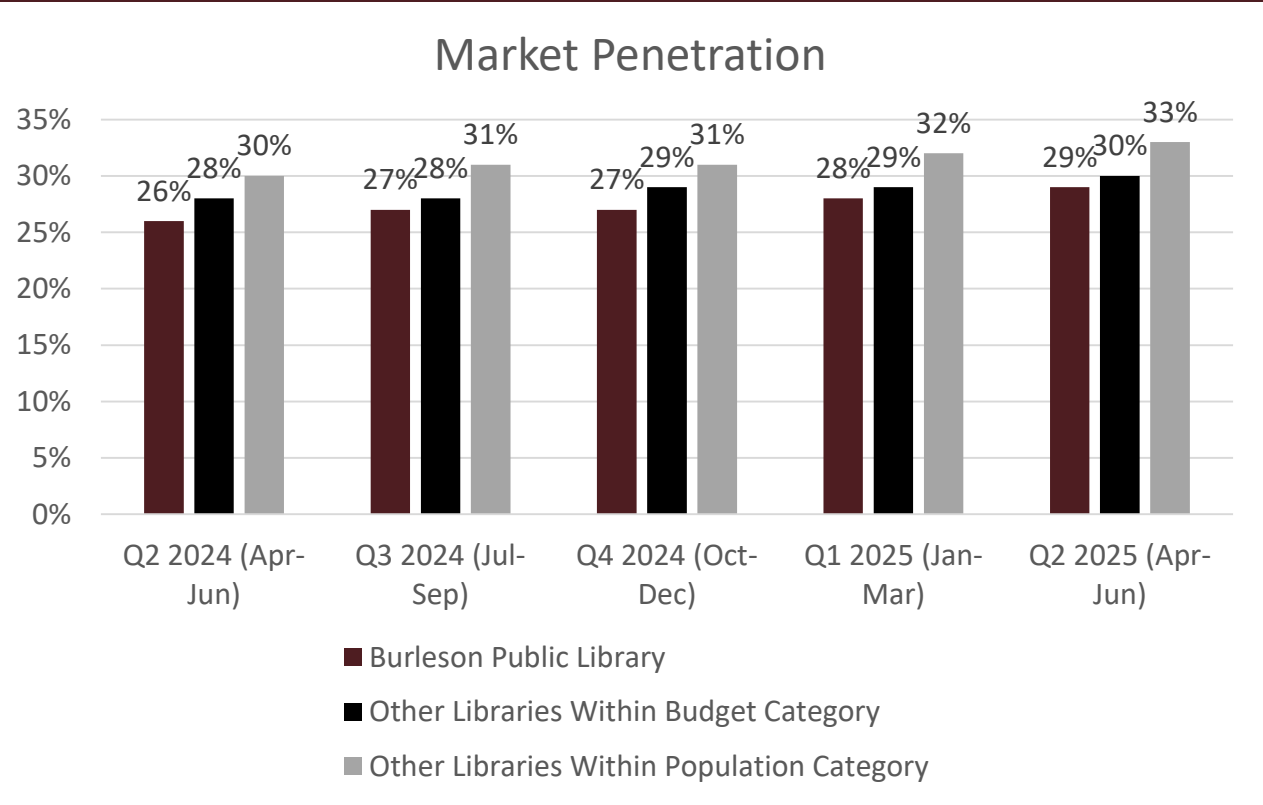
- Diversify and expand programming for all age groups, including evenings and weekends.
- Support early literacy and youth engagement through robust Storytime offerings, school partnerships, and expanded summer reading.
- Launch targeted outreach efforts for underserved populations.
- Enhance promotion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

Workplan Tasks

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



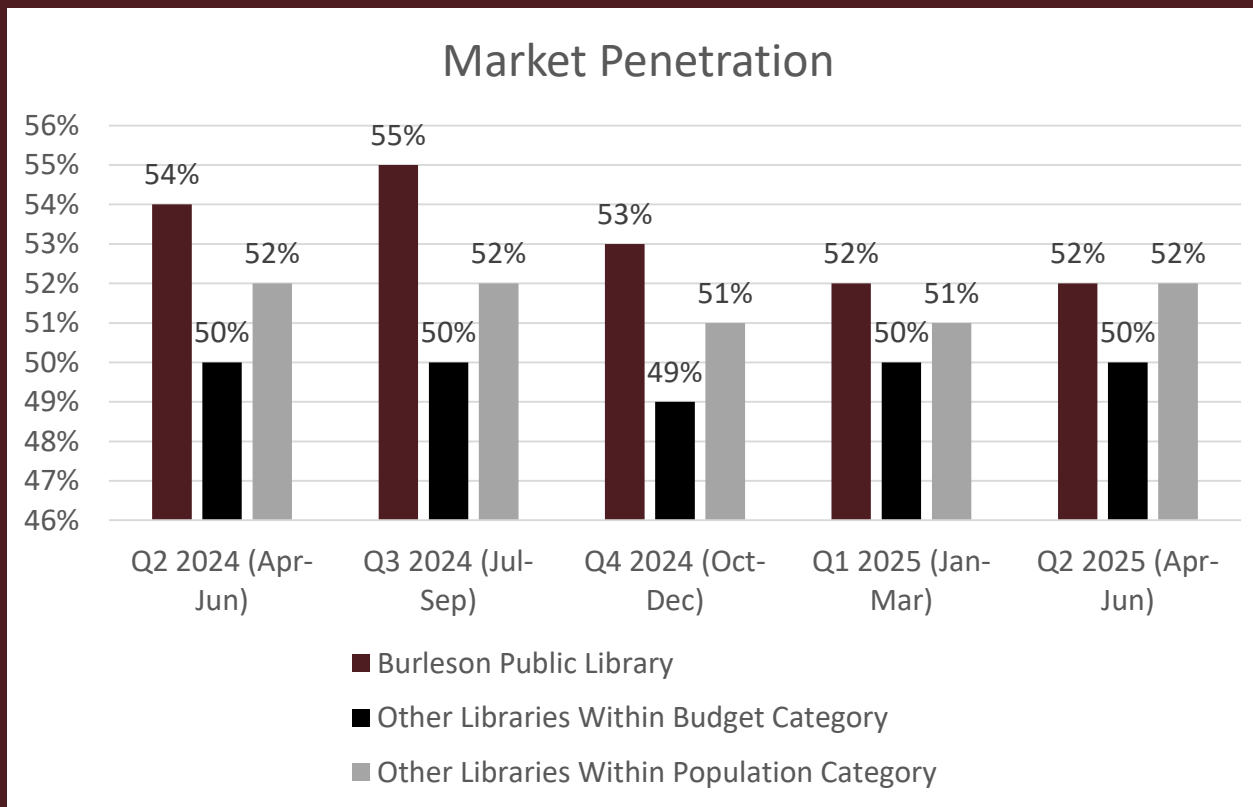
Measuring Success: Market Penetration



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

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

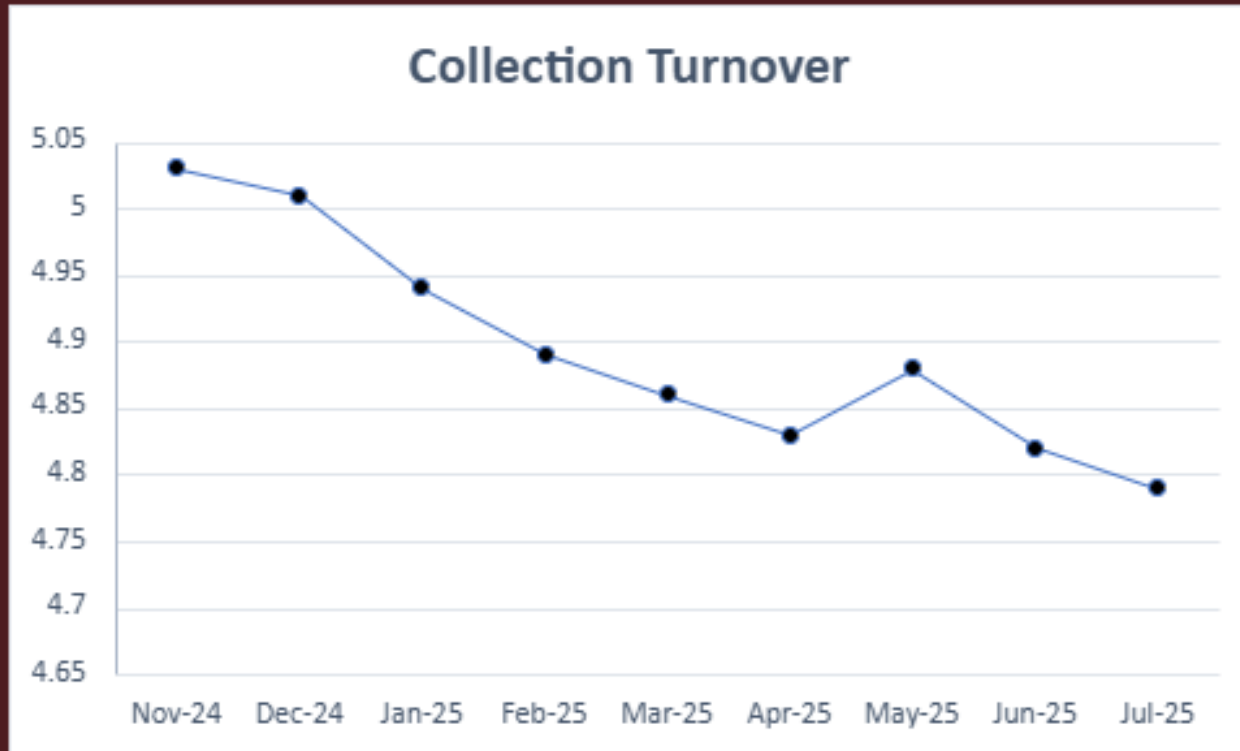
Measuring Success: New Cardholder Retention



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

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

Measuring Success: Collection Turnover



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

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

Implementation

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

Questions / Comments

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