

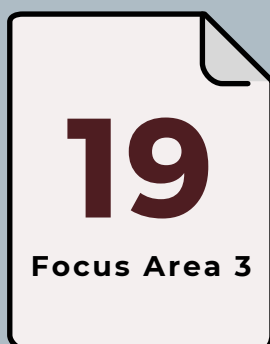
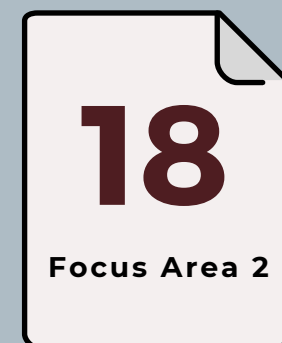
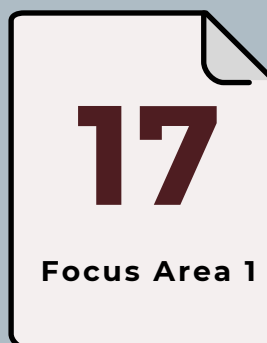
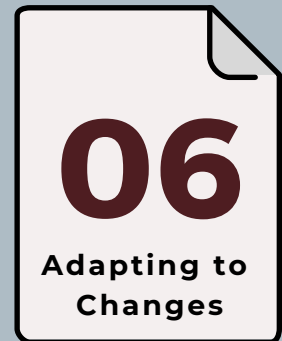
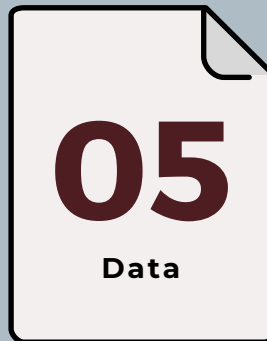
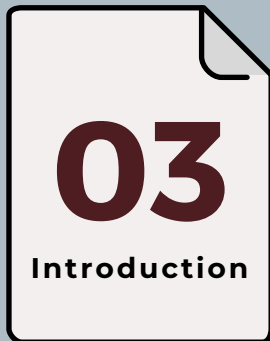
THE CITY OF
BURLESON
TEXAS

Library

STRATEGIC PLAN



TABLE OF CONTENTS



The Library

AN INTRODUCTION

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

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

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

A total of

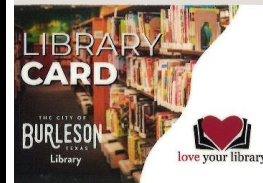
310,725 items were checked out.

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





57,632
digital items available

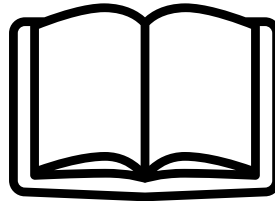


29%
of
Burleson households
use a library card

open

60

hours per week



50,260
physical items in the collection

Volunteers gave
1,041 hours
of their time last year



632

programs offered last year

The Burleson Public Library is

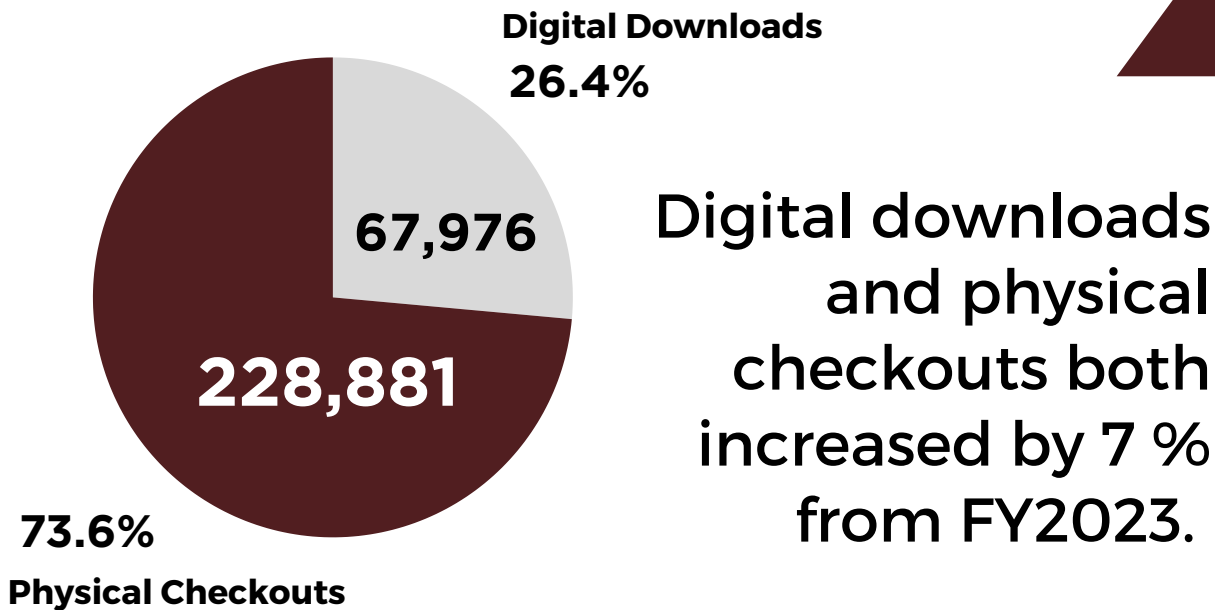
**MORE
THAN
BOOKS**

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

By the Numbers

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

FISCAL YEAR 2024 LIBRARY CHECKOUTS



HOW IS THIS DATA COLLECTED?

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



IN FY 2024,

An average of

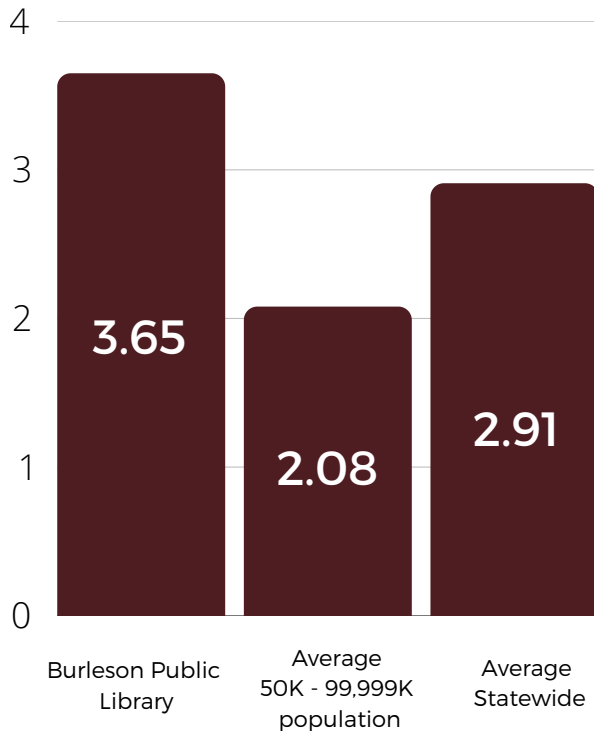
16,814

people visited the library per month

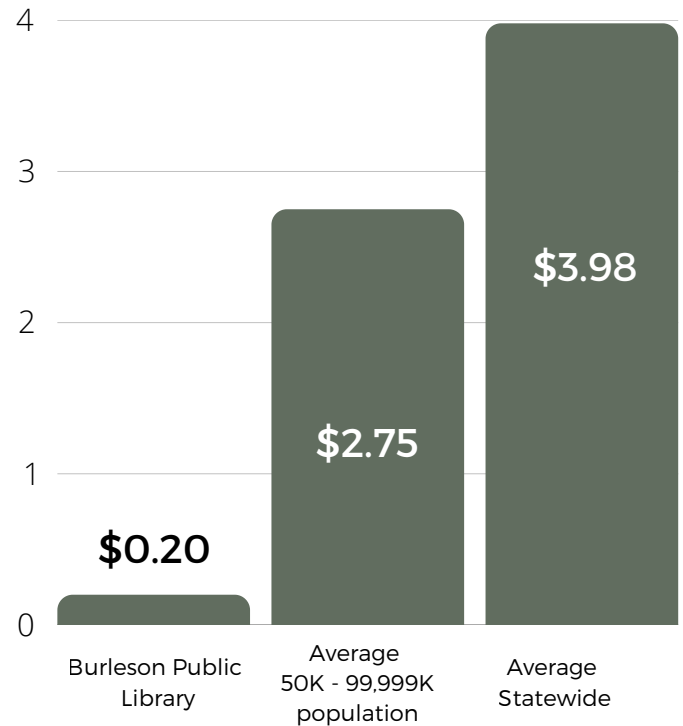
Charts & Graphs

DATA

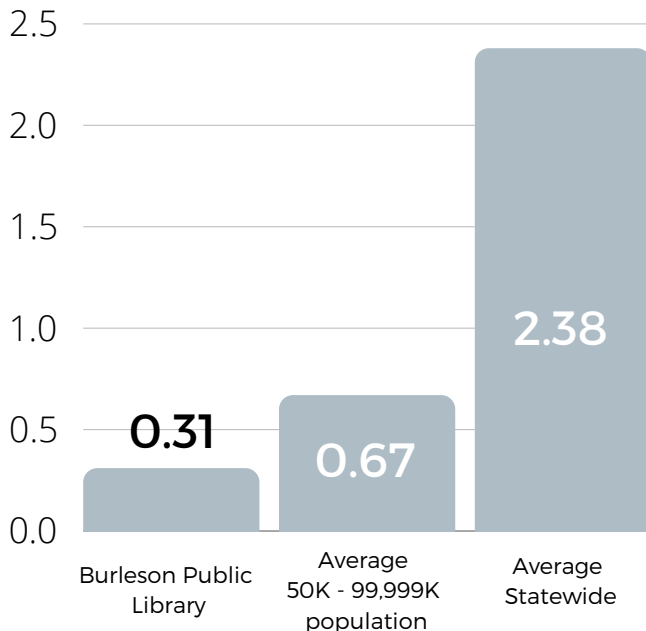
Library Visits Per Capita LFY 2024



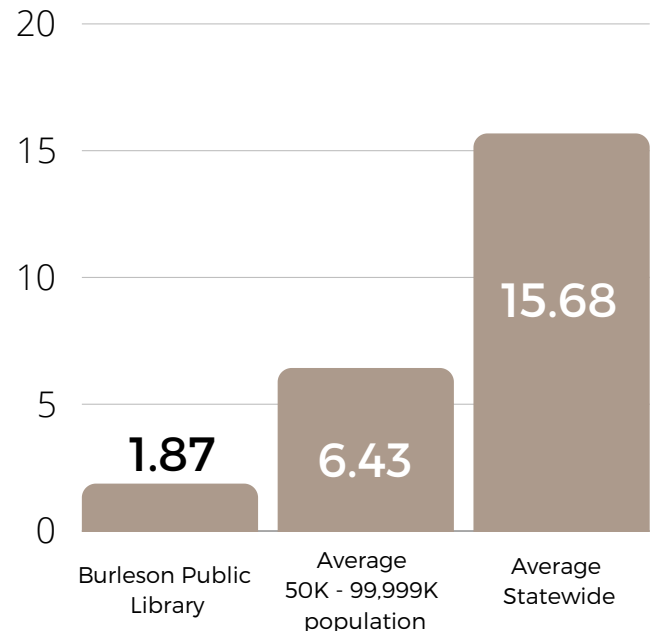
Physical Material Expenditure per Physical Circulation LFY 2024



Library Square Footage Per Capita LFY 2024



Collection Total Items Per Capita LFY 2024



Adapting to challenges

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

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

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

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





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

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

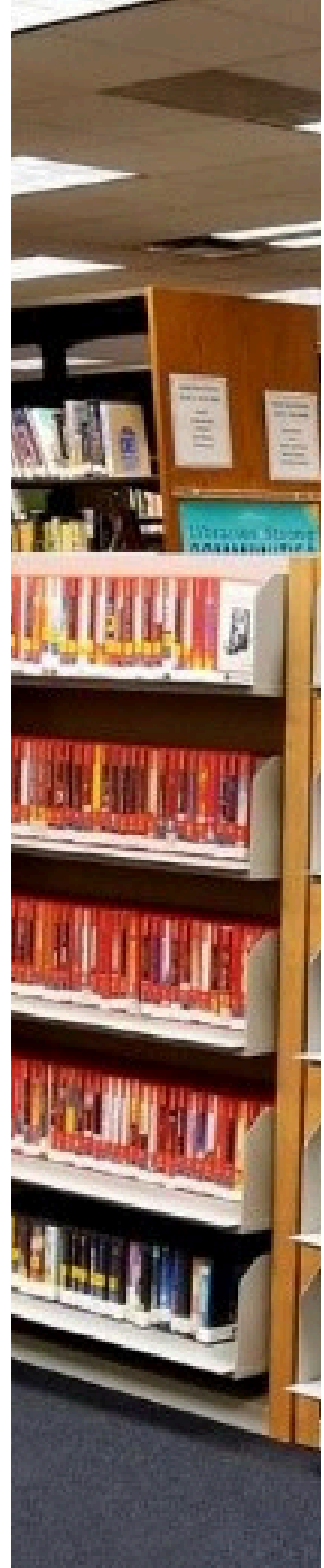


Limited space also affects individual use of the library. Public seating is minimal, and study tables are often full. The library's shelving cannot be expanded without sacrificing gathering or seating areas, which limits opportunities to grow the collection. Parking is another concern: while the number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

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

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

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



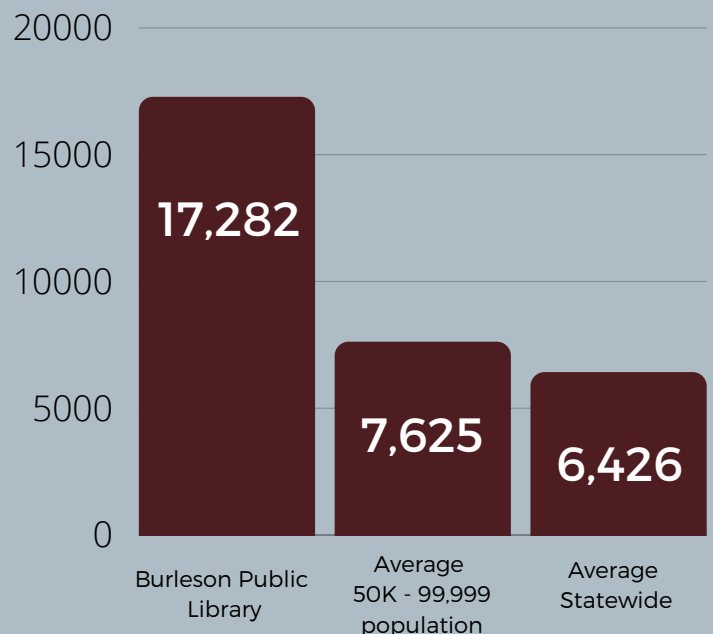


Looking to the Future

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

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

**Library Visits per Paid Staff
LFY 2024**



About this Plan

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



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

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

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

*2020 Decennial Census

^2023 American Community Survey 5-Year Estimates

+Orange Boy Savannah Data for Burleson Public Library

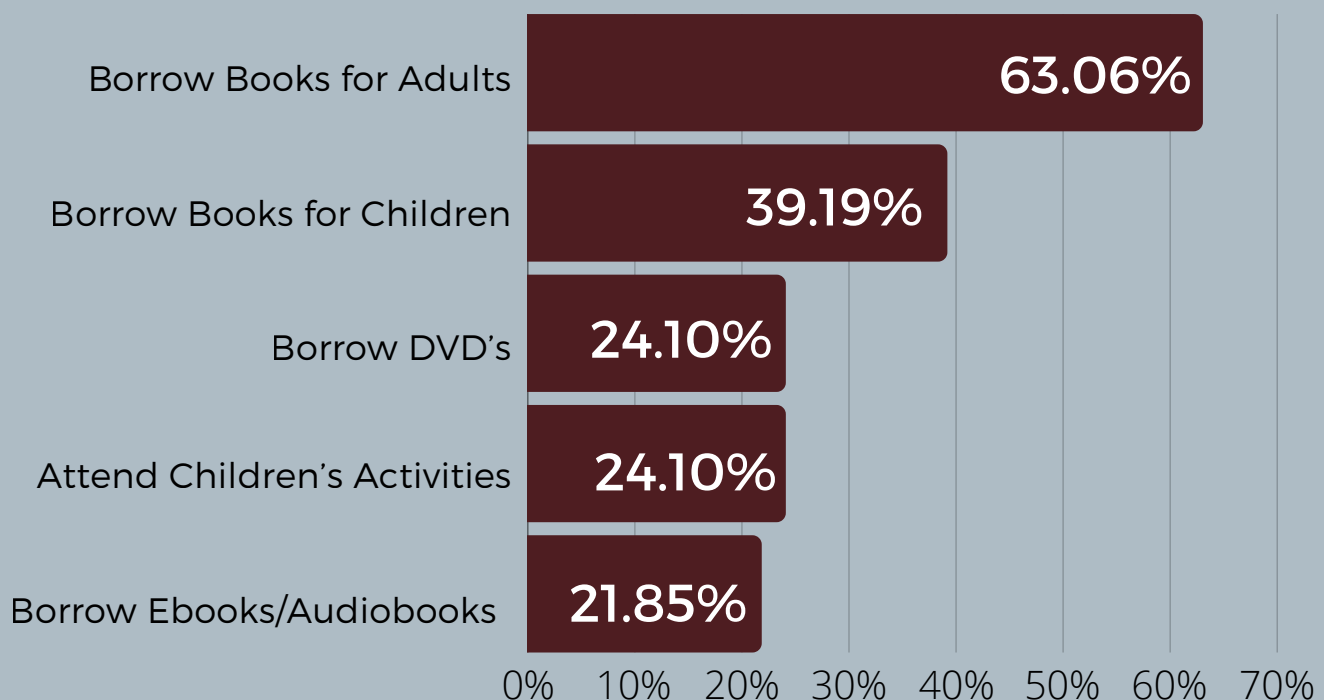
Strengths & Challenges

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

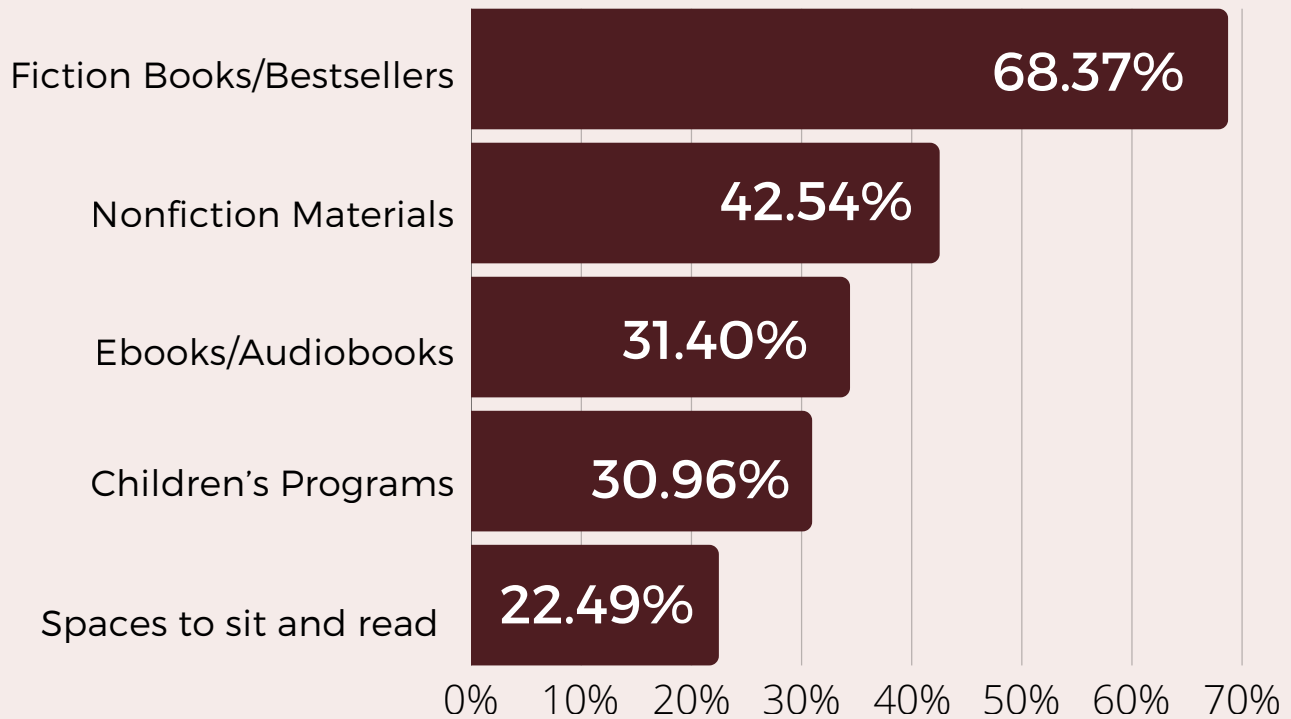
To gather input, the library hosted three in-person public meetings and conducted an online survey open from May 1–31. Outreach efforts were extensive and intentionally diverse, with promotion through Facebook, Instagram, in-house digital signage and table-top flyers, the library's monthly email newsletter,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

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

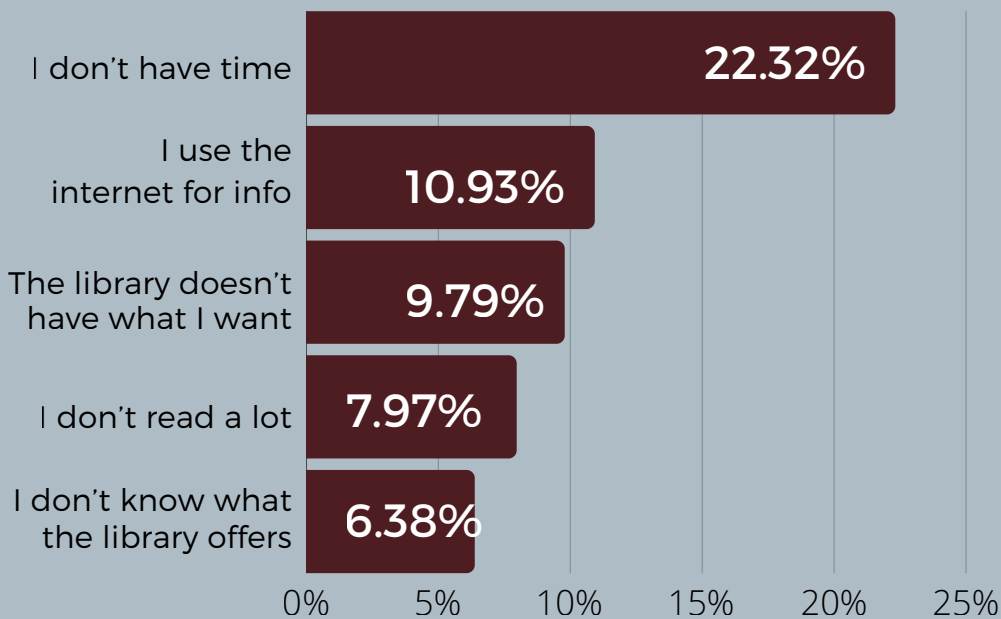
If you are a library user why do you go to the library?



Which library services are the most valuable to you?



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



"OTHER" REASONS LISTED:

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

OVERALL SATISFACTION

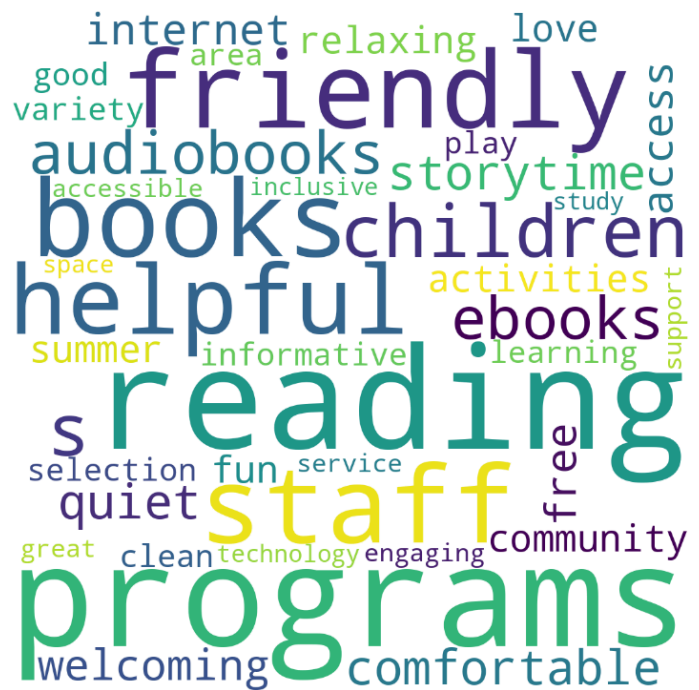
Many respondents expressed satisfaction with current services, calling the library **"awesome," "a huge blessing,"** and **"a vital community resource."** Several noted that the staff is friendly and helpful, and that the library meets or exceeds their needs.

TECHNOLOGY

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

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

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



EARLY LITERACY

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

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

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

COMMUNITY SPACE

“ The library is a great resource for the community!

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

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

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

COLLECTION DEVELOPMENT

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

TECHNOLOGY & ACCESS

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

PROGRAMS & SERVICES

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

MARKETING & COMMUNICATION

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

FACILITIES & SPACES

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

ACCESS & POLICY

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

The City of Burleson is:

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



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

Focus Area One:

Maximize Use Of The Existing Facility

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



OBJECTIVES

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

WORKPLAN TASKS

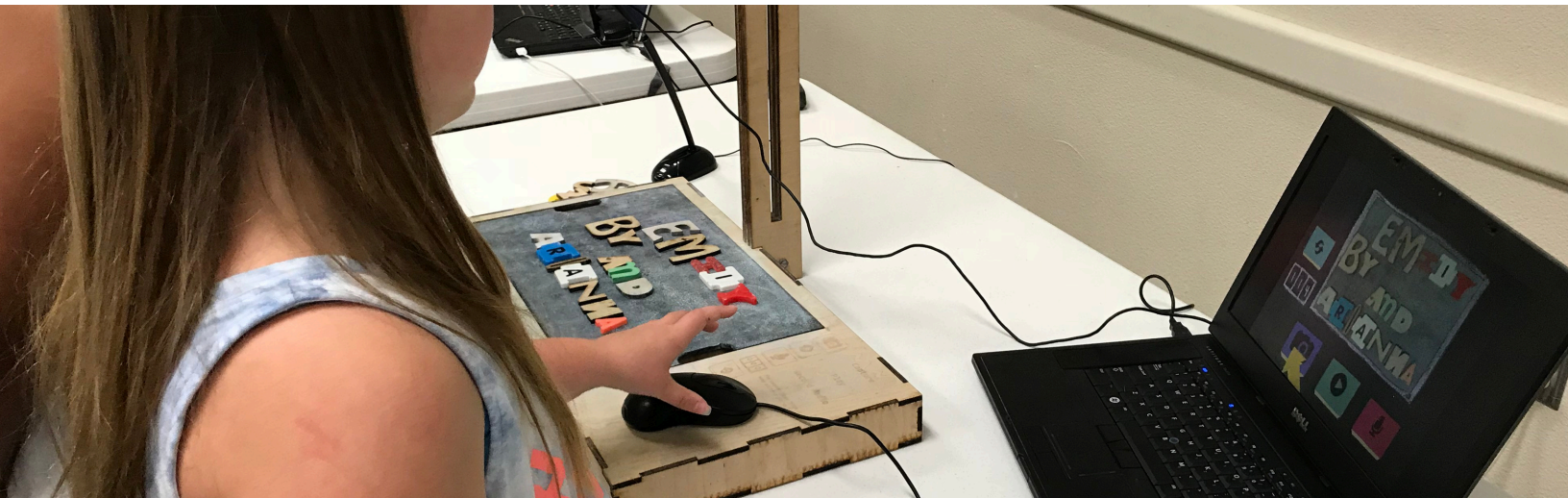
- Light fixtures should be updated with LED lamps*
- Replace public computers with laptops for in-house checkout*
- Remove unused physical media (DVDs, audiobooks) to free up shelving for other higher-demand collections
- Refresh public restrooms

**Recommendation from the 2023 Library Needs Assessment*

Focus Area Two:

Strengthen Access to Collections & Digital Resources

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



OBJECTIVES

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

WORKPLAN TASKS

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

**Recommendation from the 2023 Library Needs Assessment*

Focus Area Three:

Enrich Programs & Outreach For All Ages

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



OBJECTIVES

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

WORKPLAN TASKS

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

Measuring Success

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

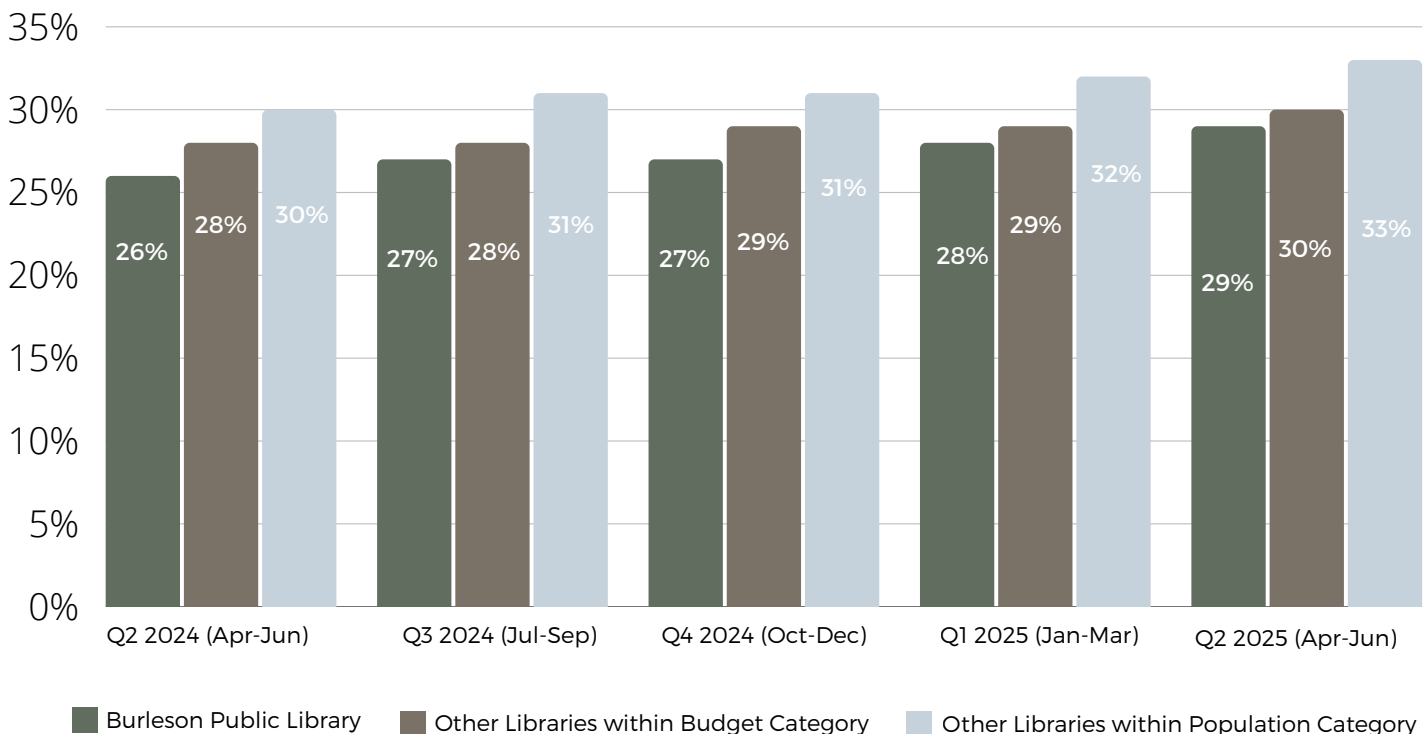
Market Penetration.

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

GOAL:

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

Market Penetration



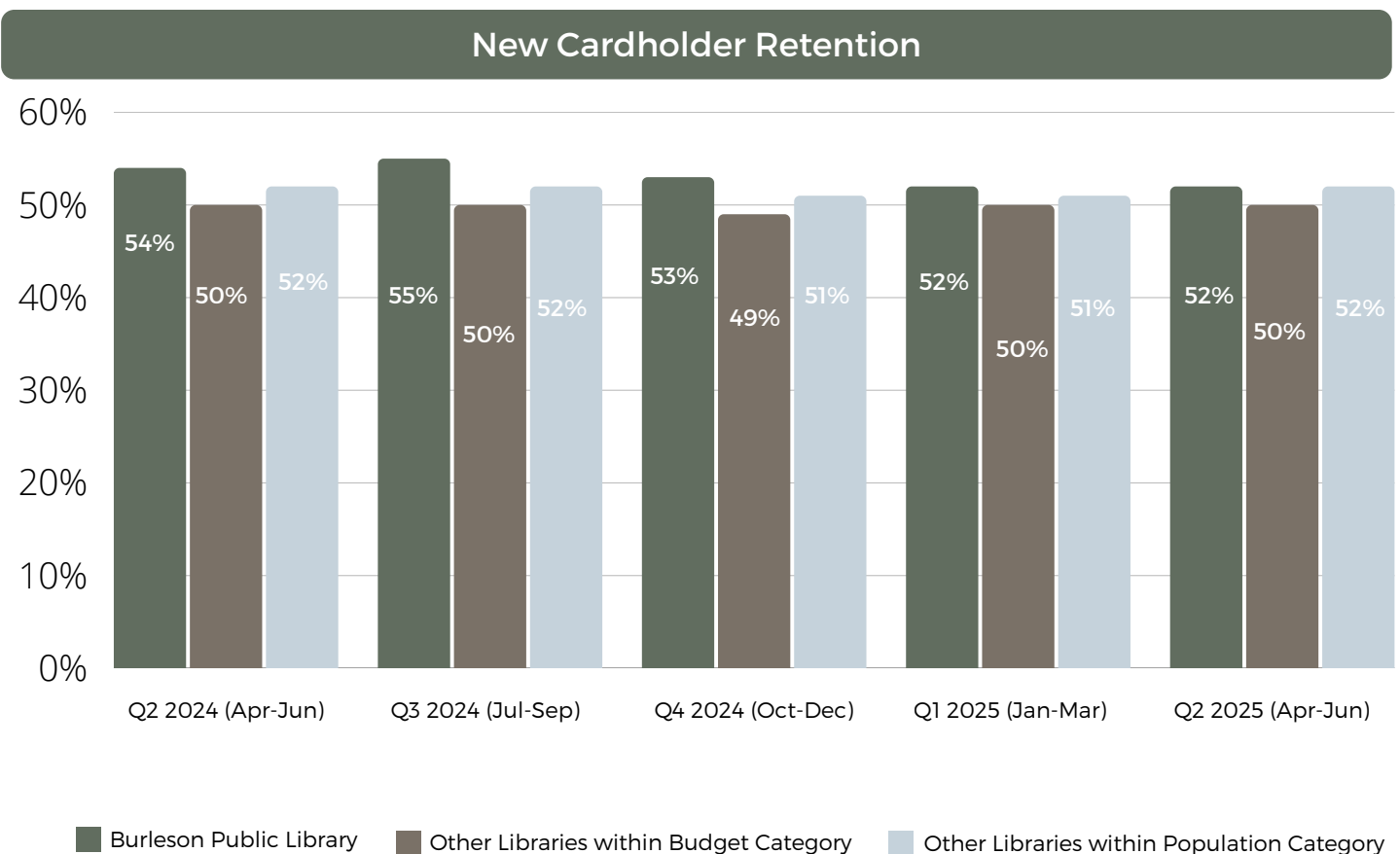
Measuring Success

New Cardholder Retention.

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

GOAL:

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



Measuring Success

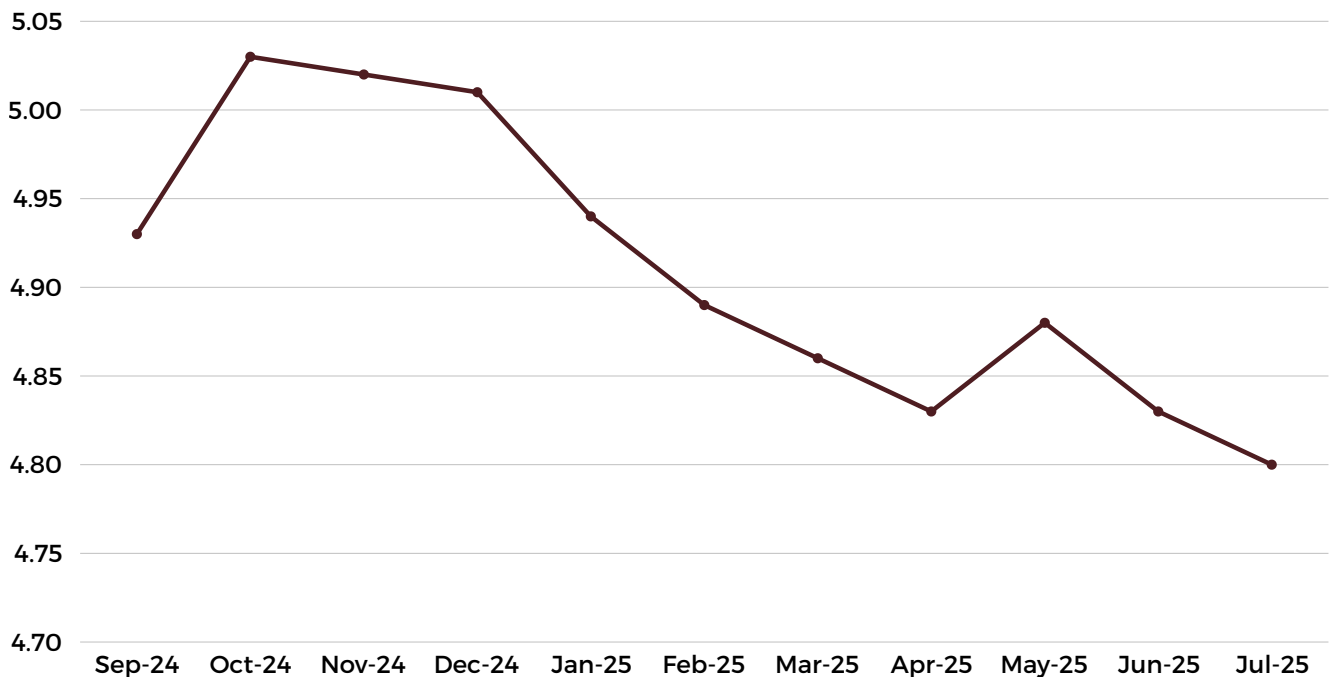
Collection Turnover.

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

GOAL:

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

Collection Turnover



Implementation

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



Library