



**Lewisville Library Board  
Minutes  
May 20, 2015**

Lewisville Library Board Present:

Kathaleen Rodriguez, Chairman  
Jennifer Linde  
Jean Ferguson  
Toby Faber  
Rosario Klier  
Carolyn Richard, Vice Chairman

City Staff Present

Ann Wiegand, Library Services Director

- A. Call to Order and Announce a Quorum is Present: With a quorum of the Library Board members present, Chairman Kathaleen Rodriguez called the regular session of the Lewisville Library Board to order at 7:06 p.m. on Wednesday, May 20, 2015, in the Lewisville Public Library Crawford Meeting Room, 1197 West Main Street, Lewisville, Texas.
- B. Approval of Library Board Minutes of the March 18, 2015, Regular Meeting. Rosario Klier moved to approve the corrected minutes of the February 18, 2015, meeting. Jean Ferguson seconded the motion. All voted aye. The motion carried.
- C. Visitors/Citizens Forum: Neil Ferguson introduced himself.
- D. Consideration of Library Code of Conduct: Jennifer Linde moved to table the item until the June 17, 2015, meeting. Rosario Klier seconded the motion. All voted aye. The motion carried.
- E. Consideration of Library Room Use Rules: Jennifer Linde moved to table the item until the June 17, 2015, meeting. Rosario Klier seconded the motion. All voted aye. The motion carried.
- F. Presentation of Customer Satisfaction/Needs Assessment results: Toby Faber brought and distributed printed copies of the survey participant written responses to survey questions #7 - What would you like to see improved or changed at the library?, #8 - How does the library benefit you?, and #9 - How does the library benefit the community? Jean Ferguson volunteered to create categories to be used to group the responses. Ann Wiegand volunteered to email all library board members the response categories that were used in the 2011 library board customer satisfaction survey.

- G. Consideration of Library Strengths, Weaknesses, Opportunities, and Threats: Ann Wiegand presented a Library SWOT chart that had been prepared by library professional staff February 4, 2015. Library Board members considers each category, made changes, and added new data. Toby Faber moved to approve the newly created Library SWOT chart. Jean Ferguson seconded the motion. All voted aye. The motion carried.
- H. Presentation of Library Technology EDGE Action Plan status. Ann Wiegand reported on the recent purchases for new ADA computers. She also reported that library staff plan to request the following in the budget process: laptops for in-house use, updated early literacy workstations, public-use fax and scanning equipment.
- I. Presentation of survey city library statistics: Ann Wiegand presented survey city statistics for selected library service benchmarks.
- J. Reports:
1. Ann Wiegand distributed the current Library Happenings newsletter to Library Board members.
  2. March and April 2015 Library Statistical Reports was distributed and discussed.
  3. Friends of the Library will purchase a new laminator, two (2) paper cutters, and a magazine display rack for the library.

Toby Faber moved to adjourn the meeting. Rosario Klier seconded the motion. All voted aye. Chairman Kathaleen Rodriguez declared the meeting adjourned at 8:25 p.m.

Respectfully submitted,

Approved by,

Ann Wiegand  
Library Services Director

Kathaleen Rodriguez  
Chairman

Library SWOT  
Prepared by Library Board 5-20-2015

**Infrastructure and Service Demand**

This category refers to infrastructure maintenance, development, changes, demand, equipment, etc. as well as service issues such as demand, staffing, processes, etc. Issues related to the department's service responsibility are discussed in this category.

Short-Term		Long-Term	
Strengths	Weaknesses	Opportunities	Threats
Facility	Staff FTE level	Add new technology - wireless printing, fax, scanner, mobile apps, tablets & laptops	Library materials collection age, breadth & depth
Upgraded public-	Library website static	Integrated Library	Staff FTE level

access computers & wireless access	& un-dynamic	System (SirsiDynix) software enhancements	
E-resources - online research tools, downloadable materials & learning services	On-line catalog lacks visual & contextual appeal & integration of physical & online resources	Social media / marketing via Library Facebook, Twitter, & blog	Software & equipment upgrades, enhancements & maintenance costs
RFID technology	Limited E-books	Increase collaboration & goal setting with IT	Emerging technology adoption rate
Classes, seminars & workshops for all ages	Unable to meet customer demand for group study areas	Increased technology instruction for all ages	Below peer city average materials per capita
Drive-up service window	Limited website visit statistics	Wired contemporary study furniture	Growing demand for materials, technology & services
	Ageing furniture	Improve dome lighting & buffer sound	
	Limited security cameras	Consolidated customer service points	Underutilization of facility due to limited staff
	Limited bilingual staff	Additional study rooms	Limited electrical power outlets
	Inadequate outside lighting for safety	Additional outside lighting for safety	Ongoing damage to furniture/fabric
	Inadequate number of electrical outlets	Content creation space	

### **People and Competencies**

This category refers to current employee needs, concerns, and issues, such as performance measurement, recruitment, training, teamwork, etc. This category deals with department issues only and not broad organizational issues.

<b>Short-Term</b>		<b>Long-Term</b>	
<b>Strengths</b>	<b>Weaknesses</b>	<b>Opportunities</b>	<b>Threats</b>
Knowledgeable & educated staff	Staff training & support in technology & service issues	Staff training	High PT turnover & loss of institutional knowledge
Team environment	Insufficient staff level	Additional staff FTE	Staff stress / burnout
Commitment to excellent customer service	Limited bilingual staff	Hire digital natives	Inability to meet customer demand for service
High efficiency & performance from staff members	Loss of institutional knowledge due to turnover		
Innovative & flexible	Overextended staff		
	"Regular" PT staff excluded from city		

	activities creates low morale		
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### **Political and Social**

This category encompasses issues dealing with the community, boards and council, other governmental entities, etc. Again, only issues related to the particular department are discussed.

<b>Short-Term</b>		<b>Long-Term</b>	
<b>Strengths</b>	<b>Weaknesses</b>	<b>Opportunities</b>	<b>Threats</b>
Positive community image	Visibility in community	Social media presence	Passive community support
Supportive Board	Community awareness of library services	Partnerships with community organizations: LISD, Chamber of Commerce	Limited marketing & advertising of library services
Library newsletter & Facebook		Increased involvement & visibility in city-wide events and activities	Potential non-resident fees
Teen volunteer program		Training/tours for City staff & community organizations	Persons in crisis – homeless, mentally ill
Friends of the Library group		Adult volunteer program	

### **Economic and Financial**

As the name implies, any economic or financial issues are addressed in this section: Issues such as financial policies, funding sources, revenue concerns, user fees/rates, etc. that relate specifically to the departments.

<b>Short-Term</b>		<b>Long-Term</b>	
<b>Strengths</b>	<b>Weaknesses</b>	<b>Opportunities</b>	<b>Threats</b>
4B Funding	Printing/Copying coin boxes accept only \$1.00 bills & coins	\$20 bills & Debit/Credit cards at print/copy machines & check-out	Loss of Denton County funding to City
Fiscally responsible staff		On-line payments	Loss/reduction of 4B funding
		Grants	Flat funding level

**Lewisville Public Library**  
**Selected Peer Library Comparisons**  
 FY2013

The City of Lewisville benchmarks its services and activities with the Cities of Allen, Arlington, Carrollton, Coppell, Dallas, Denton, Flower Mound, Fort Worth, Frisco, Garland, Grand Prairie, Grapevine, Irving, McKinney, Mesquite, Plano, and Richardson. Data submitted by the libraries in the survey cities to the Texas State Library and Archives Commission for FY2013 was used in this report.

The Texas Library Association has developed a three-level set of benchmarks for various aspects of public library service, published in *Standards for Texas Public Libraries*, as recently revised in 2014. The levels are “Basic,” “Enhanced” (50% Percentile), and “Exemplary” (75% Percentile).

	<b>COLLECTION STANDARDS</b> Population 100,000 – 249,999	<b>EXPENDITURES PER CAPITA</b> Population 100,000 – 249,999
<b>ENHANCED</b> (50 <sup>th</sup> %ile)	<ul style="list-style-type: none"> <li>● 1.52 items per capita</li> <li>● 5.05 circulations per capita</li> <li>● 2.92 collection turnover rate</li> <li>● 20% of collection less than 5 years old</li> <li>● Entire collection weeded every 5 years</li> </ul>	<ul style="list-style-type: none"> <li>● \$17.38 operating expenditures</li> <li>● \$2.36 materials expenditures</li> </ul>
<b>EXEMPLARY</b> (75 <sup>th</sup> %ile)	<ul style="list-style-type: none"> <li>● 2.41 items per capita</li> <li>● 8.25 circulation per capita</li> <li>● 25% of collection less than 5 years old</li> <li>● Entire collection weeded every 3 years</li> <li>● 4.75 collection turnover rate</li> </ul>	<ul style="list-style-type: none"> <li>● \$21.96 operating expenditures</li> <li>● \$4.07 materials expenditures</li> </ul>
<b>LEWISVILLE LIBRARY</b>	<ul style="list-style-type: none"> <li>● 1.57 items per capita</li> <li>● 4.82 circulations per capita (BASIC)</li> <li>● 3.06 collection turnover rate</li> <li>● 20% of collection less than 5 years old</li> <li>● Entire collection weeded every 5 years</li> </ul>	<ul style="list-style-type: none"> <li>● \$14.40 operating expenditures (BASIC)</li> <li>● \$2.00 materials expenditures (BASIC)</li> </ul>

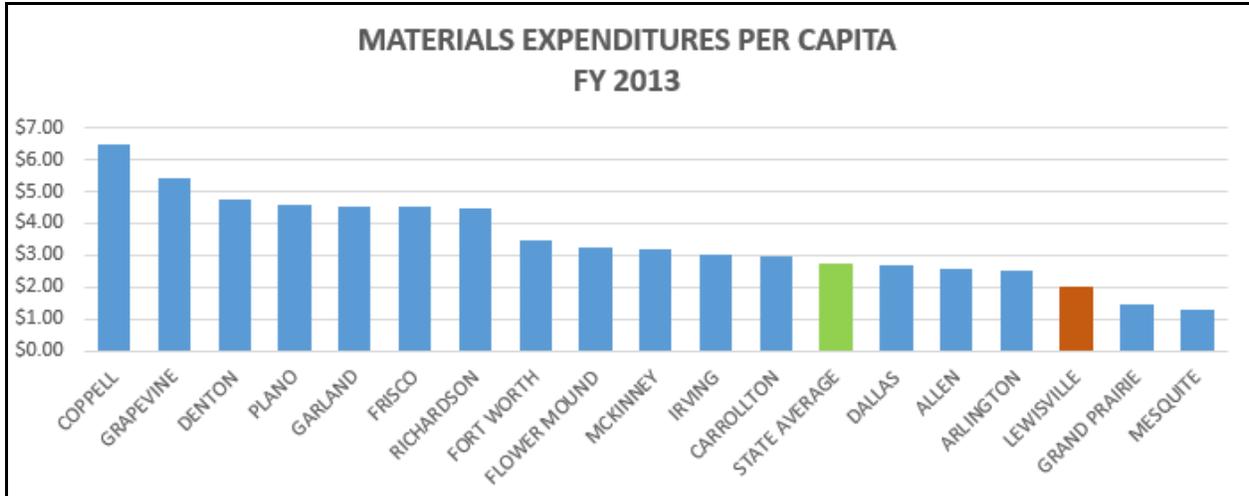
On the Texas Library Association standards, **Lewisville is located in the “BASIC” level of service for:**

- **operating expenditures**
- **materials expenditures**
- **circulations per capita**

**Materials Expenditures Per Capita  
Texas State Library report for FY 2013**

As of FY 2013, Lewisville ranks 16<sup>th</sup> out of 18 survey cities, in terms of per capita expenditures for library materials. Based on FY2013 comparisons, Lewisville’s annual investment in building and maintaining its library resources **ranks 26% below the state average**, and **below all the survey cities except Grand Prairie and Mesquite**. Among the 28 Texas libraries serving populations between 100,000 and 249,999, Lewisville ranked 18<sup>th</sup>.

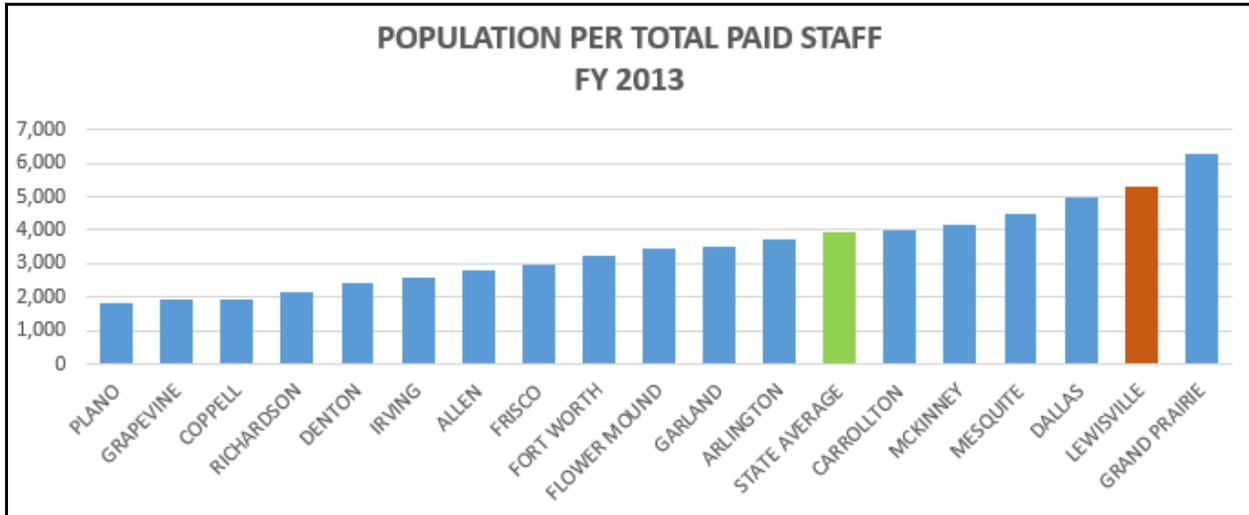
The Texas State Library and Archives Commission calculates population served using US Federal Census data and a formula for unserved populations for jurisdictions from which the library receives revenue.



Benchmark City	Population Served	Materials Expenditures	Materials Expenditures Per Capita
Coppell	40,022	\$259,226	\$6.48
Grapevine	48,447	\$261,483	\$5.40
Denton	121,123	\$574,537	\$4.74
Plano	272,068	\$1,246,012	\$4.58
Garland	233,564	\$1,060,165	\$4.54
Frisco	128,176	\$580,195	\$4.53
Richardson	103,297	\$461,549	\$4.47
Fort Worth	777,992	\$2,689,228	\$3.46
Flower Mound	67,825	\$219,249	\$3.23
McKinney	161,838	\$514,988	\$3.18
Irving	225,427	\$681,900	\$3.02
Carrollton	149,768	\$441,049	\$2.94
<b>State Average</b>	<b>149,181</b>	<b>\$398,694</b>	<b>\$2.70</b>
Dallas	1,241,162	\$3,342,259	\$2.69
Allen	101,291	\$261,374	\$2.58
Arlington	375,600	\$939,226	\$2.50
<b>Lewisville</b>	<b>132,137</b>	<b>\$264,112</b>	<b>\$2.00</b>
Grand Prairie	181,824	\$259,401	\$1.43
Mesquite	143,195	\$186,923	\$1.31

**Population Per Total Paid Staff  
Texas State Library report for FY 2013**

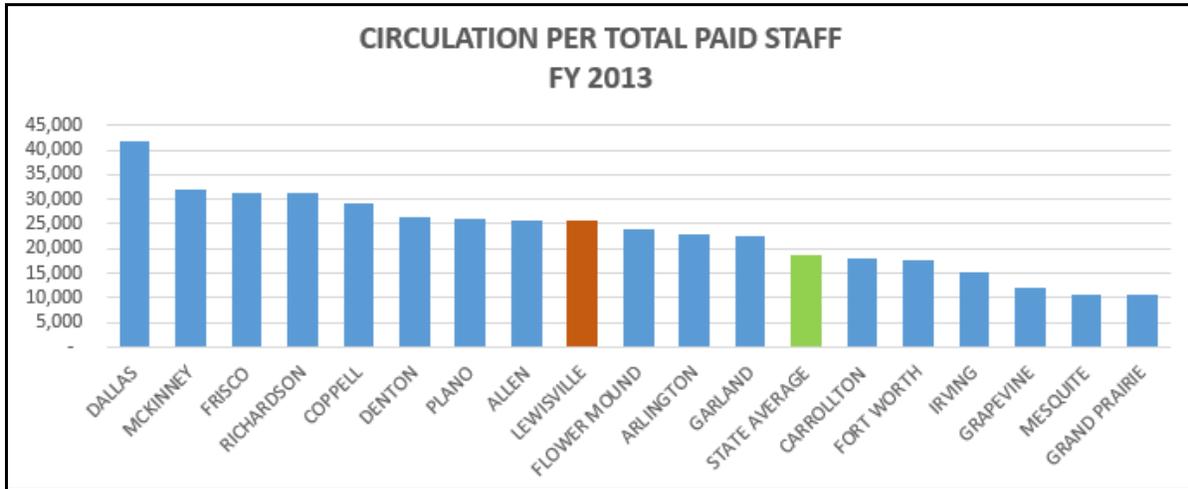
In FY 2013, Lewisville's population per Total Paid Staff was 5,304 residents. **Lewisville ranked next to last** in this comparison with survey cities.



City	Total Paid Staff (FTE)	Population	Population Per Total Paid Staff
Plano	150.00	272,068	1,814
Grapevine	25.14	48,447	1,927
Coppell	20.50	40,022	1,952
Richardson	47.73	103,297	2,164
Denton	50.50	121,123	2,398
Irving	86.50	225,427	2,606
Allen	36.45	101,291	2,779
Frisco	43.00	128,176	2,981
Fort Worth	241.93	777,992	3,216
Flower Mound	19.50	67,825	3,478
Garland	67.10	233,564	3,481
Arlington	101.00	375,600	3,719
<b>State Average</b>	<b>40.77</b>	<b>149,181</b>	<b>3,934</b>
Carrollton	37.25	149,768	4,021
McKinney	38.80	161,838	4,171
Mesquite	32.05	143,195	4,468
Dallas	248.19	1,241,162	5,001
<b>Lewisville</b>	<b>24.91</b>	<b>132,137</b>	<b>5,304</b>
Grand Prairie	29.00	181,824	6,270

**Circulation Per Total Paid Staff  
Texas State Library report for FY 2013**

This comparison measures the number of annual circulations (check-outs) per total paid staff (FTE) and indicates that Lewisville **ranks 9th out of 18 survey cities** in regard to workload at just over 25,500 transactions. The measure indicates that Lewisville Public Library is efficient and productive with its lean staffing level, in terms of the services delivered to the community. While the ratio of annual circulation transactions is helpful when used to compare staffing and workload across libraries, it excludes many job tasks performed by library employees.



City	Total Paid Staff (FTE)	Circulation	Circulation per Total Paid Staff
Dallas	248.19	10,352,407	41,711
McKinney	38.80	1,234,275	31,811
Frisco	43.00	1,346,900	31,323
Richardson	47.73	1,486,823	31,154
Coppell	20.50	596,234	29,085
Denton	50.50	1,325,378	26,245
Plano	150.00	3,880,988	25,873
Allen	36.45	937,183	25,711
<b>Lewisville</b>	<b>24.91</b>	<b>637,396</b>	<b>25,585</b>
Flower Mound	19.50	466,766	23,937
Arlington	101.00	2,302,277	22,795
Garland	67.10	1,524,365	22,718
<b>State Average</b>	<b>40.77</b>	<b>760,899</b>	<b>18,795</b>
Carrollton	37.25	667,529	17,920
Fort Worth	241.93	4,270,524	17,652
Irving	86.50	1,324,410	15,311
Grapevine	25.14	303,622	12,077
Mesquite	32.05	345,828	10,790
Grand Prairie	29.00	310,831	10,718

Distributed:  
Lewisville Library Board meeting: 5-20-2015