



**Duncanville Library Advisory Board
Regular Meeting Agenda**
LIBRARY MEETING ROOMS
201 JAMES COLLINS BLVD
Duncanville, TX 75116

**Thursday, August 6, 2026
6:30 PM**

CALL TO ORDER

1. Receive Public Comments, limit 2-minutes per individual speaker.

To submit a comment via email and for your comments to be read, the following information is required:

Submit a comment by 4:00 p.m. August 6, 2026

Email hannah.olsen@duncanvilletx.gov

Email title: Library Advisory Board Public Comment – August 6, 2026

First and Last Name; and address.

The Board Secretary will set a 2-minute limit on the comments as they are read.

2. Agenda items

- A. Approve minutes from the June 4, 2026 regular meeting.

3. Briefing

- A. Briefing on the Community Needs Assessment Executive Summary

4. Reports

- A. Director's report

- B. Assistant Director's report

- C. New business

ADJOURNMENT

I, the undersigned authority, do hereby certify that this Notice of Meeting was posted in accordance with the regulations of the Texas Open Meetings Act on the bulletin board located outside the entrance to the City of Duncanville City Hall, next to the entryway doors, a place convenient and readily accessible to the general public, as well as to the City's website www.duncanvilletx.gov and said Notice was posted **by** the following date and time: **Friday, July 31, 2026, by 5:00 P.M.** and remained posted for at least two hours after said meeting was convened.

Hannah Olsen
Library Director
POSTED

**LIBRARY ADVISORY BOARD
REGULAR MEETING
LIBRARY MEETING ROOMS
201 JAMES COLLINS BLVD
THURSDAY, JUNE 4, 2026 @ 6:30PM**

Riley Pierce	Board President	Present
Jan Knoll	Board VP	Present
Cindy Clinton	Board Member	Present
Julie Smith	Board Member	Absent (excused)
Shirley Thornton	Board Member	Present
Destine Drake	Board Member	Present

Hannah Olsen Library Director

Call to Order at 6:32pm.

1. Public Comments – none.
2. Agenda
 - a. Approve Minutes from the March 5, 2026 and April 23, 2026 regular meetings.
 - i. Cindy Clinton moves to approve, Jan Knoll seconds – passed unanimously.
3. Reports
 - a. Director report – Hannah Olsen presented on weeding project from March 23-27 completed, library staff continues ongoing weeding to be complete by end of fiscal year. Space plan to relocate teen area where empty shelves are located. National Library Week Proclamation at City Council. Community Needs Assessment complete. Director and Assistant Director presented to Lions Club in April. Updated City Council on 6/2.
 - b. Assistant Director report – Cameron Kainerstorfer presented on April and May library snapshots including outreach and programs. Discussed special Summer programming and Summer Reading Kickoff on June 6, and new SRC grand prizes for all age groups.
 - c. New business
 - i. Jan Knoll presents on the new Last Battle movie based on the book by CS Lewis.

- ii. Jeremy Koontz, council liaison, presents on the exciting changes happening with the library and the city, and thanks the board for offering their time in this season of change in the library. Asks for recommendations from the library board and staff, including budgetary decisions.

Jan Knoll moves to adjourn, Destine Drake seconds. Passes unanimously.

The meeting was adjourned at 6:44pm.

Duncanville Public Library

Community Needs Assessment

A stylized map of the state of Texas is positioned on the right side of the slide. The map is divided into two main color regions: a light pink region on the left and a light blue region on the right. A yellow five-pointed star with a blue outline is located in the upper right portion of the map, overlapping the pink and blue areas.

Executive Briefing for City Council & Library Board
JULY 2026

Trusted • Relevant • Growing

Executive Summary

- Community strongly values the library and its staff.
- Library is building from a position of strength—not deficiency.
- Assessment identifies strategic opportunities for greater community



COUNCIL FOCUS



**Community
Impact**



**Fiscal
Stewardship**



**Strategic
Investment**



**Measurable
Results**

Community Voice

- Residents want expanded adult, teen, and senior programming.
- Greater access to technology, makerspaces, and digital resources.
- Improved study rooms, flexible gathering spaces, and outreach.

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**Community
Impact**



**Fiscal
Stewardship**



**Strategic
Investment**



**Measurable
Results**

Performance Highlights

- 51% increase in programs (FY24–FY25).
- 22% increase in program attendance.
- Highest facility visits in five years.
- Collections and services increasingly data-driven.

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**Strategic
Investment**



**Measurable
Results**

Strategic Priorities

- Expand programming for all ages.
- Strengthen outreach and marketing.
- Modernize technology and digital access.
- Improve library spaces.
- Refresh collections.
- Develop sustainable partnerships.

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**Fiscal
Stewardship**



**Strategic
Investment**



**Measurable
Results**

Implementation Roadmap

- **Near Term:** Marketing, collections, visibility.
- **Mid Term:** Programs, technology, operational improvements.
- **Long Term:** Facility modernization and capital investments.

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Community Impact



Fiscal Stewardship



Strategic Investment



Measurable Results

Council Considerations

- Support strategic investments with measurable outcomes.
- Preserve core library services while expanding community impact.
- Position the library as a catalyst for education, workforce development, and quality of life.

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Stewardship**



**Strategic
Investment**



**Measurable
Results**

Recommendation

- Accept the Community Needs Assessment as the framework for future planning.
- Use findings to guide budgets, strategic planning, capital improvements, and performance measurement.



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**Strategic
Investment**



**Measurable
Results**

Duncanville Public Library Community Needs Assessment



Executive Summary for City Council and Library Board

The Duncanville Public Library (DPL) Community Needs Assessment confirms that the library is a highly valued community asset with strong public trust and significant opportunities for growth. Residents consistently described the library as welcoming, safe, clean, and staffed by knowledgeable employees who provide exceptional customer service. Rather than identifying major deficiencies, the assessment demonstrates that the library has established a solid operational foundation and is well positioned to expand its impact throughout the community.

Overall Assessment

The library has experienced measurable progress over the past year. **Programming has expanded significantly, outreach efforts have increased, collections have been refreshed through an extensive weeding and rebuilding initiative, and staff are using data to guide decision-making.** Program offerings increased by more than 50 percent, while attendance grew by over 20 percent, demonstrating strong community interest in library services. At the same time, library visits have reached their highest level in five years, confirming that the physical library remains an important community destination.

Key Community Findings

The assessment found that residents continue to value traditional library services, particularly books and reading materials, while also expecting the library to serve as a center for lifelong learning, technology access, workforce development, creativity, and community engagement.

Community members expressed strong interest in:

- Expanded adult and senior programming
- More teen activities and leadership opportunities

- Additional cultural and educational events
- Makerspace experiences
- Technology training and digital literacy
- Improved study and meeting spaces
- Enhanced digital collections
- Stronger partnerships with community organizations

The assessment also identified opportunities to better engage populations that are currently underrepresented among library users, including younger adults, renters, Hispanic residents, Black residents, and some older adults. ***Future growth will depend less on population increases and more on expanding the library's relevance and visibility to these audiences.***

Strategic Priorities

The report recommends six strategic priorities that will guide future planning and investment:

1. Expand programming for all ages while maintaining strong children's services.
2. Strengthen outreach and marketing to increase awareness among non-users.
3. Modernize technology services and expand digital access.
4. Improve library spaces to better support programs, study, collaboration, and community use.
5. Continue rebuilding and aligning collections with community demand.
6. Develop reliable community partnerships that support education, workforce development, literacy, and civic engagement.

Implementation Approach

The assessment recommends a phased implementation strategy.

NEAR-TERM PRIORITIES

- Launch a comprehensive marketing and outreach plan.
- Expand promotion of programs and digital resources.
- Continue collection improvements and merchandising.
- Increase visibility through community events and partnerships.

MID-TERM PRIORITIES

- Expand adult and teen programming.
- Implement room reservation and technology improvements.
- Improve operational efficiency and staff workflows.
- Continue collection modernization and space optimization.

LONG-TERM PRIORITIES

- Complete facility improvements identified in the Space Redesign.
- Increase flexible meeting and study space.
- Expand makerspace capacity and technology infrastructure.
- Continue long-term capital improvements that enhance customer experience.

Board and Council Considerations

The assessment confirms that **Duncanville Public Library** is not operating from a position of deficiency, but from one of strength. The library enjoys broad public support, a dedicated staff, increasing community engagement, and a clear vision for future growth.

Continued investment in programming, technology, facilities, collections, marketing, and partnerships will allow the library to:

- Increase community engagement across all demographics.
- Support educational achievement and workforce readiness.
- Reduce barriers to technology and digital access.
- Strengthen neighborhood connections.
- Improve quality of life for residents of all ages.
- Position the library as a central civic asset supporting Duncanville's long-term community goals.

Recommendation



The Community Needs Assessment provides a clear roadmap for the future of Duncanville Public Library. The findings support continued strategic investment in library services while recognizing the exceptional progress already achieved. Adoption of the recommended priorities will enable the library to build upon its current momentum, broaden its community impact, and remain an essential destination for learning, innovation, and civic engagement for years to come.



Duncanville Public Library

Community Needs Assessment Report



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Executive Summary

The Duncanville Public Library (DPL) is a highly regarded and trusted community resource. In various interactions with both the community and staff, the library is consistently described as welcoming, helpful, and essential to daily life in Duncanville. Residents appreciate the library not only for its books and reading materials but also as a venue for learning, technology access, community engagement, cultural expression, creativity, and practical support.

The assessment reveals that the library is actively evolving. Programming has significantly expanded, Storytimes have been revitalized, outreach efforts have increased, materials have been updated, and staff are proactively adjusting services based on data and feedback from patrons. This momentum is important. The library is not starting from a deficit; it is establishing a strong foundation for services and enhancing its visibility within the community.

At the same time, the library, like many others across the country, is being asked to meet a broader set of expectations than in the past. Community members expressed interest in more adult programs, clubs, cultural events, teen services, senior programming, early literacy opportunities, makerspace experiences, digital materials, technology instruction, meeting and study rooms, and partnerships that connect residents to resources. Many of these opportunities align with current strengths, but they require more intentional planning, stronger marketing, facility improvements, and a stable partnership ecosystem.

The most important strategic question is not whether DPL is valued, as the assessment confirms that it is. Instead, the key question is how the library can expand its relevance and use to better reflect the entire city. Survey respondents and active patrons tend to be older, long-term residents, and individuals who already use the library. Younger adults, renters, lower-income households, Hispanic residents, Black residents, and some older adults with lower mobility or digital confidence may require more targeted outreach and tailored service design.



The report highlights six key areas of need:

1. Expand programming for all age groups.
2. Strengthen outreach and marketing efforts to engage non-users.
3. Modernize access to technology and digital services.
4. Enhance spaces for study and community gatherings.
5. Align collections and digital resources with the demands of the community.
6. Build reliable partnerships focused on shared community priorities.



The needs identified are interconnected. For example, expanding adult programming will require improved marketing, better scheduling, adequate space for programs, and partnerships that offer specialized expertise. Similarly, enhancing digital access will involve updating equipment, creating a more user-friendly website, training confident staff, and improving the promotion of technology assistance.

The central finding is that Duncanville Public Library is well-positioned to increase its impact. However, future success will depend on balancing two goals: **preserving the core services that residents already value while also expanding access, relevance, and visibility for those who are not yet deeply engaged with the library.**

KEY FINDINGS AT A GLANCE

FINDING	EVIDENCE	IMPLICATION
Strong public trust	Survey and focus group participants consistently praised staff, cleanliness, safety, and the library's welcoming environment.	The library can build change from a position of credibility and goodwill.
Programs are a major growth area	Programs increased from 435 in FY24 to 656 in FY25, and attendance increased from 6,064 to 7,395.	Program expansion will be planned, marketed, and evaluated intentionally.
Traditional services remain central	Borrowing materials were the most common survey response for how residents use the library.	Collections will remain a core investment even as programming and technology grow.
Technology demand is changing	Public/staff computers are new, but Chromebooks are outdated, and patrons request 3D printing, webcam-capable computers, and more hotspots.	Technology planning will address both infrastructure and digital literacy services.
Space limits future growth	Staff identified program space, study rooms, storage, staff space, maintenance, and flexible furniture as constraints.	Facility improvements will prioritize flexibility, comfort, access, and program capacity.
Outreach is not yet systematic	Marketing relies on social media, in-house materials, the City LED sign, email, and the City calendar, but there is no formal marketing or engagement plan.	Reaching nonusers will require targeted messages, annual goals, and partner-supported outreach.
Collection refresh is moving from weeding to rebuilding and merchandising	The library has completed substantial weeding, created a new selection profile, and identified priority replacement areas, including medical and health, adult nonfiction, mysteries, adult fiction, Westerns, Junior Nonfiction, Easy Fiction, Adult Fantasy, and children's and teen formats.	The next phase will focus on targeted replacement ordering, simple and sustainable merchandising, post-weed inventory, and using cleared shelving areas to open public spaces in alignment with the Space Redesign.

Purpose, Process, and Methodology

The DPL **Community Needs Assessment** was designed to help the library and City understand how **current services align with community needs** and where the library should focus future attention. The process was guided by three questions:

1. How well do services, programs, collections, technology, and spaces align with residents' needs and interests?
2. Where are these opportunities to strengthen the library's role in learning, connection, access to technology, and civic life?
3. What strategies can help ensure the library remains responsive, relevant, and sustainable over time?

The assessment utilized various forms of input since no single data source can completely represent community needs. Survey responses highlight the priorities of engaged patrons and community members. Focus groups offer qualitative insights from staff, Board members, and representatives from the Friends group. Library service statistics illustrate usage patterns over time. Patron segmentation and community demographics help identify current library users and reveal potential gaps in service. Additionally, leadership information requests provide context regarding operations, partnerships, facilities, and technology.

The process included a project website, a public survey, focus group conversations, review of Library service data, review of patron and household segmentation, and analysis of community demographics and City planning context. The project website received 1,066 visits and 1,623 views from 657 individuals from January to early May 2026. The public survey was open from February through May 2026 and received 166 responses.

Survey interpretation should be grounded in the respondent profile. The survey is a valuable source of community input, but respondents appear to overrepresent older, longer-term, more highly educated, and more highly engaged residents. Hispanic and Black residents appear underrepresented compared with the community as a whole. This does not invalidate the findings; rather, it clarifies where the library should take additional care before assuming that survey priorities represent all residents equally.

ASSESSMENT INPUTS

INPUT	WHAT IT CONTRIBUTED
Public survey	Resident and patron priorities, satisfaction ratings, desired services, communication preferences, and respondent demographics.
Project website analytics	Reach and engagement with the assessment process, including views, visits, contributors, and top pages.
Staff focus group	Frontline perspective on strengths, barriers, facility constraints, technology issues, and patron needs.
Library Board and Friends focus group	Governance and supporter perspectives on staff service, programming, the facility, community role, and public perception.
Service statistics	Five-year trends in visits, circulation, computer use, Wi-Fi, website visits, program offerings, and program attendance.
Patron segmentation	Comparison of active patron households to community households by demographic/lifestyle cohort.
Leadership information requests	Operational context for programs, partnerships, marketing, facilities, staffing, collections, and technology.

Community Context



Duncanville is a diverse Dallas County community of approximately 39,000 residents. Current Census estimates show a 2025 population of 38,915, a decline of about 4.4% from the 2020 base. This relatively stable or slightly declining population context matters for library planning. Future growth may come less from geographic expansion and more from deeper engagement with current residents, stronger visibility, redevelopment-related opportunities, and better alignment of services with household needs.

The city does not have a single racial or ethnic majority. Hispanic or Latino residents comprise the largest portion of the population, followed by Black residents and White non-Hispanic residents. Additionally, there is a significant share of foreign-born residents and households where a language other than English is spoken at home. These characteristics highlight the importance of culturally responsive programming, bilingual or multilingual outreach when possible, and collections and communications that represent the entire community.

Duncanville is a family-oriented community where more than a quarter of the residents are under the age of 18, and the average household size is just under three people. Additionally, a significant portion of the population consists of adults aged 65 and older. As a result, the library must cater to a diverse range of users, including families with children, teenagers, working adults, caregivers, older adults, and residents seeking support in technology, literacy, workforce development, or social connections.

The City's planning framework highlights the importance of existing civic assets. Duncanville 2040, which was adopted by the City Council in October 2025, emphasizes the need for redevelopment and encourages investment in the community. The library is centrally located, benefiting from its close proximity to Armstrong Park, the Recreation Center, the Poe-Hobden Amphitheater, the splash pad, and other public facilities. This prime location offers a significant opportunity for park-based outreach, outdoor programs, cross-departmental collaborations, and family-oriented civic events.

SELECTED COMMUNITY INDICATORS

INDICATOR	DUNCANVILLE
2025 population estimate	38,915
Population change, 2020 base to 2025 estimate	-4.4%
Residents under age 18	27.8%
Residents age 65 and older	16.5%
Hispanic or Latino residents	44.3%
Black residents	29.5%
White, not Hispanic or Latino residents	22.1%
Foreign-born residents	16.3%
Language other than English spoken at home	37.1%
Households	13,215
Average household size	2.98
Owner-occupied housing rate	66.0%
Median household income	\$76,457
Poverty rate	10.6%
Bachelor's degree or higher, age 25+	25.2%

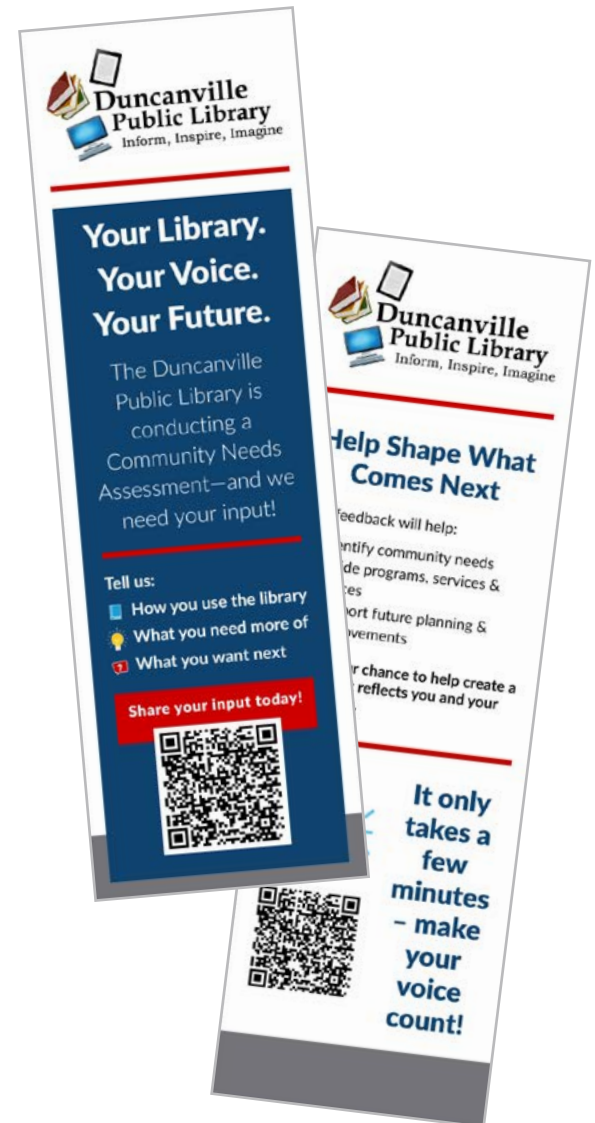
Source: U.S. Census Bureau QuickFacts, Duncanville city, Texas, 2020-2025 estimates and 2020-2024 ACS data

Community Engagement Findings

The engagement process has revealed that the community values the library and wants it to expand its role. The most notable feedback was not a call for the library to abandon traditional services. Instead, respondents and stakeholders expressed a desire for the library to continue offering books, staff assistance, access to technology, and a welcoming environment. They also want the library to introduce more opportunities for programs, learning, creativity, digital access, and community gatherings.

The project website successfully raised awareness about the needs assessment. Website traffic increased significantly following a social media post from the library, highlighting an important insight: when the library actively promotes an opportunity through digital channels, residents engage and respond. This emphasizes the value of a strategic, ongoing marketing approach, rather than relying on one-time posts or passive promotion.

The share-your-ideas tool on the website received a limited number of comments, but the feedback was still valuable. The comments primarily focused on art in the library and access to digital books through Hoopla. These observations align with the broader themes identified in the survey regarding cultural expression, digital resources, and the library's role as an inviting space.



WEBSITE ENGAGEMENT SUMMARY

INDICATOR	DUNCANVILLE
Views	1,623
Visits	1,066
Visitors	657
Contributions	225
Contributors	181
Highest traffic spike	March 11, 2026, with 165 views after a Library social media post

SURVEY FINDINGS

The public survey garnered 166 responses, and the feedback revealed a high level of satisfaction with the library's core services. Respondents particularly praised the assistance provided by staff, as well as the cleanliness, maintenance, safety, operational hours, and the overall physical environment of the library. Staff assistance received excellent ratings, with about 80% of respondents giving it a score of 4 or 5, and 62% indicating they were "Very Satisfied." Cleanliness and maintenance also earned strong ratings, with 81% of respondents rating these aspects a 4 or 5.

Library usage primarily revolves around borrowed materials. A total of 108 respondents indicated that borrowing materials was their most common use of the library. Digital borrowing was also significant, with 66 respondents selecting this option. Other frequent uses include youth and family programs, reading, studying, or working in the library, adult programs, computer use, and Wi-Fi access. This diverse range of activities demonstrates the library's dual role as both a resource for accessing materials and a vital community space.

Areas that received comparatively lower satisfaction ratings include the library's website, digital materials, programs, classes, events, meeting and study rooms, and makerspace equipment. These results do not indicate widespread dissatisfaction; instead, they highlight where residents believe there is the most potential for improvement. A key theme of the assessment is the noticeable gap between satisfaction with core services and the lower ratings for digital, programmatic, and space-related services.

When asked about the areas in which the library should increase its focus in the future, respondents emphasized the importance of programs, activities, and community connection. **The highest priority identified was the development of active clubs, such as book clubs and crafting groups, with nearly 69% of respondents recommending increased focus in this area. Other high-priority areas include events for adults, cultural programs, family programs, makerspace activities, digital materials, and opportunities for volunteerism and civic engagement.**

SURVEY THEMES

- The library is highly valued as a welcoming and useful community resource.
- Books and materials remain central to how residents understand and use the library.
- Expanded programming is a major opportunity, especially for adults, families, teens, and seniors.
- Digital access and technology should be treated as core services, not supplemental services.
- Residents see a role for the library in education, adult learning, digital equity, workforce development, teen development, and community gathering.
- Outreach must remain multi-channel, with emphasis on social media, the website, email newsletters, in-library signage, and printed materials.

FOCUS GROUP FINDINGS

The staff focus group characterized the library as welcoming, friendly, resourceful, vibrant, diverse, creative, supportive, and transformative. They highlighted the team's strengths, including adaptability, communication, empathy, and the ability to connect patrons with both internal and external resources. Additionally, staff noted that strong relationships with patrons and increasing program attendance are significant strengths of the library.

Library staff recognized that children's programming is a strong area, with increasing attendance at these events. However, they noted that programming for adults and teens is less developed and not as consistently attended. Staff identified opportunities to enhance these areas through improved scheduling, more engaging program development, and better marketing and partnerships. They suggested focusing on workforce development, homeschooling families, senior outreach, Spanish language learning, outdoor programming, and special events.

The Board and Friends focus group highlighted the positive public perception of the library. Participants described the library as welcoming, helpful, fun, productive, convenient, considerate, vibrant, resourceful, creative, supportive, transformative, and community-oriented. They expressed appreciation for recent improvements, with one participant noting they were "very impressed with the turnaround." The quality of staff service was again recognized as a key strength, and the library was characterized as clean, comfortable, well-lit, beautifully landscaped, and "the heart of the city."

Across both focus groups, the most consistent opportunities were adult and teen programming, stronger marketing, facility functionality, technology reliability, and partnerships. Overwhelmingly, participants described a library with visible progress and strong staff, but with physical, operational, and communications barriers that limit how much further the library can grow without additional planning and investment.

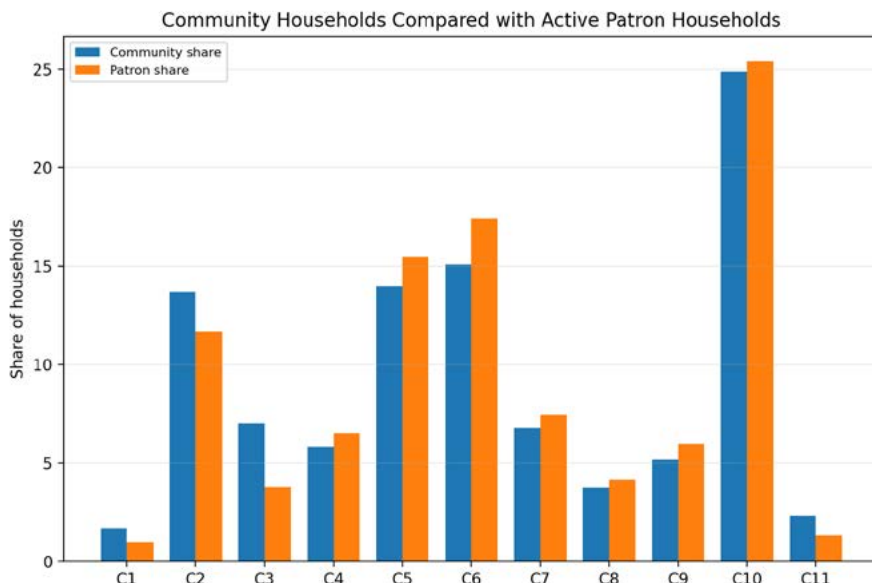
Patron Segmentation and Demographics

Patron segmentation offers a different perspective compared to the survey results. While the survey reflects the views of engaged respondents, segmentation reveals how active patron households compare to the broader community. Together, these two sources indicate that the library effectively engages many established and family-oriented households. However, additional efforts are needed to reach younger adults, renters, lower-income households, certain communities of color, and some older adults who may not regularly use the library.

The segmentation dataset comprises 13,285 community households and 1,992 active patron households, indicating a market penetration of approximately 15%. The largest community cohort is Cohort 10, Small Town Couples, which also accounts for the highest number of patron households. Cohorts 6, 5, 2, and 10 together represent substantial pools of both current patrons and potential households. This suggests that the library's greatest growth opportunity lies not only with the least engaged cohorts but also within these larger cohorts, where even modest improvements in engagement could lead to significant increases in usage.

The patron base closely resembles the community's largest segments, but it does not fully capture the city's diversity or address the complete range of household needs. Active users tend to be middle-aged, family-oriented, and from more established households. Groups with a low likelihood of patronage include Young & Active Families, Diverse Young Achievers, Striving Singles, and Retired Seniors. These groups require different approaches.

Younger adults and renters may respond better to mobile-first marketing, practical services, social programs, gaming or pop culture events, access to technology, and career support. In contrast, retired seniors may benefit more from trusted partnerships, large-print materials, basic technology assistance, phone-friendly communications, and outreach through organizations that serve seniors.



Source: LibraryIQ patron household and community household segmentation for Duncanville Public Library.

LARGEST POTENTIAL HOUSEHOLD POOLS

COHORT	DESCRIPTION	COMMUNITY HOUSEHOLDS	PATRON HOUSEHOLDS	POTENTIAL HOUSEHOLDS	PATRON LIKELIHOOD
Cohort 10	Small Town Couples	3,304	506	2,798	Moderate
Cohort 6	Mainstream Families	2,004	347	1,657	High
Cohort 2	Diverse Young Achievers	1,817	232	1,585	Very Low
Cohort 5	Middle-Aged Accumulators	1,854	308	1,546	Moderate
Cohort 3	Striving Singles	931	75	856	Very Low
Cohort 7	First Generation Families	900	148	752	Moderate

AUDIENCE IMPLICATIONS

FINDING	EVIDENCE	IMPLICATION
Families with children	Strong representation among users and a large community presence.	Continue early literacy, family programs, children's series, homework support, and school partnerships.
Younger adults and renters	Lower active patron likelihood in several younger and lower-income cohorts.	Use social media, mobile-friendly web content, career support, gaming/creative programs, practical workshops, and community-based outreach.
Hispanic and Black residents	Survey responses underrepresent these groups relative to city demographics.	Expand culturally responsive programming, bilingual materials where possible, trusted partner outreach, and neighborhood-based marketing.
Working adults	Interest in adult programs and different hours appears throughout the engagement.	Offer evening and weekend programs, career and business support, book/craft clubs, and practical learning opportunities.
Older adults	Some cohorts are engaged, while Retired Seniors show low patron likelihood.	Use senior center outreach, large print, technology help, fraud/scam education, wellness programs, and homebound-friendly service models.

The data indicates that DPL should continue providing targeted and responsive services to the community. Families with children are a prominent group among current users and play a significant role in the wider community. The library should build on this strength by offering early literacy programs, family events, children's series collections, homework support, and strong partnerships with schools and organizations that work with youth.

The library has a valuable opportunity to enhance engagement among younger adults and renters, especially those in lower-income brackets who are less likely to actively use library services. To effectively reach these residents, a combination of strategies will be necessary. This may include promoting the library on social media, providing mobile-friendly website content, offering career and workforce support, hosting gaming and creative programs, organizing practical workshops, and conducting outreach in community settings outside the library.

The assessment highlights the importance of enhancing engagement with Hispanic and Black residents, who were underrepresented in survey responses compared to Duncanville's overall demographics. While this does not imply that these residents are not utilizing the library, it suggests a need for more targeted outreach and tailored service design. Potential opportunities include culturally responsive programming, bilingual materials and communications, when possible, partnerships with trusted community organizations, and marketing efforts aimed at reaching residents in neighborhoods, schools, churches, local businesses, and community events.

Working adults are a key audience for our services. The engagement findings indicate a strong interest in adult programs, clubs, practical learning opportunities, and flexible scheduling. To better meet the needs of this group, the library should consider offering more programs in the evenings and on weekends. This could include career and small business support, book and craft clubs, technology instruction, and programs that help adults develop skills, connect socially, and explore personal interests outside of regular work hours.

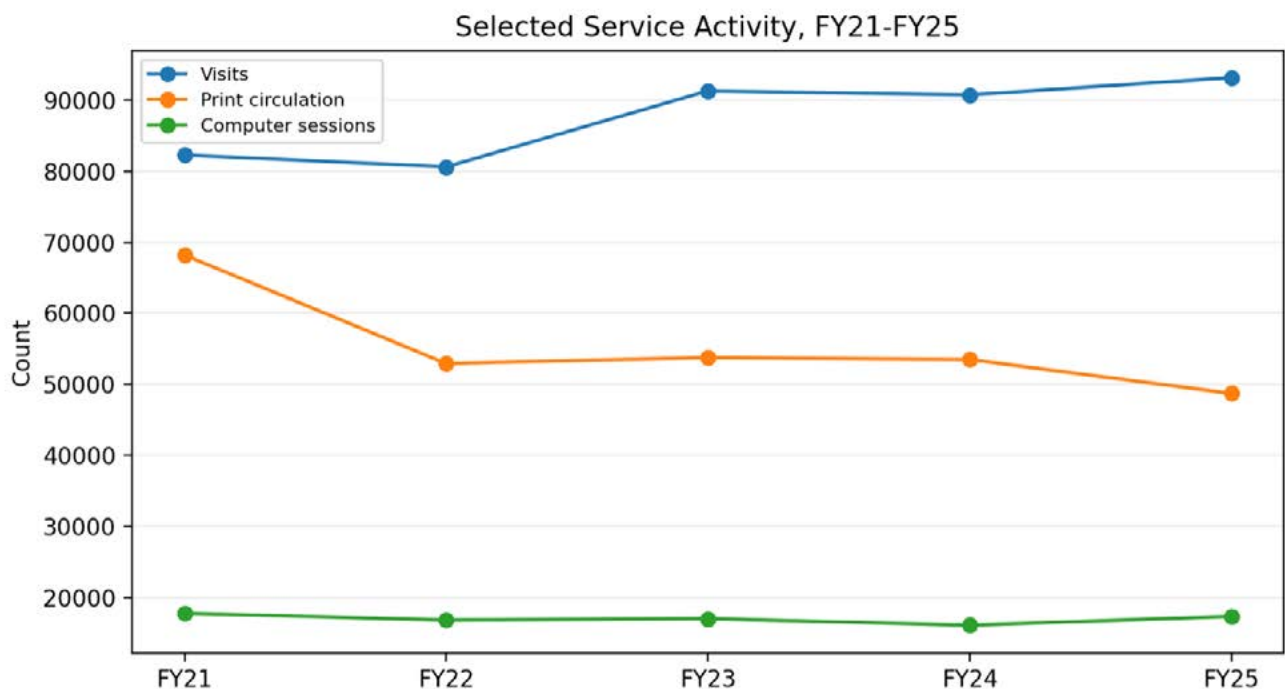
Older adults require a balanced approach to services. Some older adult groups are active users of library resources, while retired seniors tend to engage less with library offerings. To better serve this audience, the library can enhance its outreach efforts to senior centers and older adult communities. This can be achieved by providing more large print and accessible materials, offering one-on-one technology assistance, educating about fraud and scam prevention, hosting wellness programs, creating opportunities for social connections, and developing service models that cater to homebound residents who may face mobility or transportation challenges.

Library Use and Service Trends

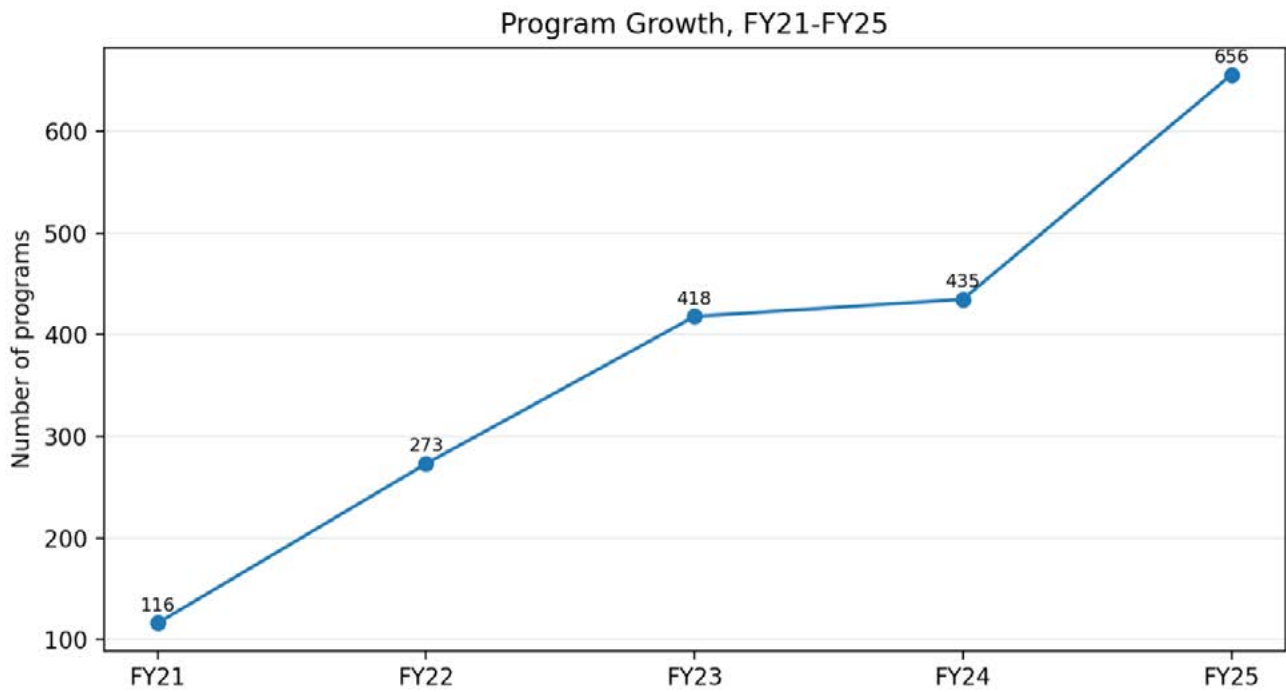
DPL's data indicates stable to growing in-person engagement, significant growth in major programming, and challenges regarding collection and digital access strategies. Visits increased by 13.5%, from 80,606 in FY22 to 93,160 in FY25, marking the highest number recorded in the last five years. Public computer sessions and Wi-Fi sessions remained relatively stable during this period. These indicators suggest that access to the building and technology continues to be important, even as residents increasingly utilize digital resources and online services.

During the review period, print circulation decreased, while electronic circulation remained relatively stable and below the anticipated levels given interest in digital materials. This does not imply that there is no demand for digital resources. Instead, it may reflect budget constraints, long wait times, challenges in discovery, platform preferences, or insufficient promotion. The library should continue to assess digital holds, cost per use, and marketing strategies for digital materials.

Programming has demonstrated significant growth. The number of programs increased from 435 in FY24 to 656 in FY25, marking a 51% rise. Total attendance also grew, from 6,064 to 7,395, reflecting a 22% increase. This trend aligns with survey findings that indicate strong demand for programs and clubs. The next step is to transition from merely increasing the number of programs to developing a more refined program strategy. This strategy will focus on identifying which audiences are being served, which times are most effective, which partners are dependable, and which programs encourage repeat engagement.



Source: Duncanville Public Library service statistics, FY21-FY25



Source: Duncanville Public Library program statistics, FY21-FY25.

WHAT THE DATA SUGGESTS

- The library building remains relevant. In-person visits are strong, and respondents continue to value the library as a physical place for reading, gathering, studying, and in-person assistance.
- Programming is expanding faster than other service areas. This is a major opportunity, but it also increases pressure on rooms, staff time, marketing, and partnership coordination.
- Print circulation decline will be addressed through continued collection refresh, displays, data-driven purchasing, and alignment with community interests.
- Digital usage will be seen as a growth opportunity. The stagnant electronic circulation does not match the expressed interest in digital materials, which may indicate issues with discoverability, long wait times, or insufficient marketing.
- Technology use remains consistent enough to justify ongoing investment in computers, Wi-Fi, wireless printing, hotspots, and one-on-one technology help.

Needs and Opportunities by Service Area



COLLECTIONS AND READING

Print and digital collections remain central to Duncanville Public Library's value. Survey respondents most frequently identified the wide selection of books and materials for all ages as one of the library's most valuable community contributions. Borrowing materials remains the most common way respondents use the library, and digital borrowing is also significant.

The library completed substantial weeding of the print collection in 2026, withdrawing 33,060 items. Leadership noted that collection use is somewhat constrained by budget, while space and hours appear to support use. This combination confirms the need for careful, data-driven collection management. The collection strategy will prioritize the acquisition of fresh, high-demand titles, including popular adult fiction and nonfiction, complete children's series, teen materials, large-print books, and Spanish-language and bilingual resources where there is demand. Additionally, effective digital holds management and eye-catching displays are essential.

The library will also link its collections to various programs. For instance, gardening programs will promote the seed library and related gardening materials; workforce programs will highlight career resources; cultural programs will feature diverse authors; and technology programs will showcase digital collections and resources.

The library's recent collection work creates an important transition point. With substantial weeding completed, the next phase will shift from broad collection reduction to targeted rebuilding, stronger merchandising, and better use of space.

The new selection profile will guide purchasing decisions and help ensure that new materials reflect community demand, current collection gaps, and strategic priorities. Immediate priorities include confirming complete series runs, reviewing gaps created by weeding, checking shared regional availability before purchasing replacements, adding new materials to high-use collections, especially children's and teen formats, and reviewing Dead on Arrival titles for patterns that can inform future selection. Targeted replacement ordering should focus on areas where updated materials will have the greatest impact, including medical and health materials, adult nonfiction, cozy mysteries, popular adult fiction series, Westerns, Junior Nonfiction, Easy Fiction, and Adult Fantasy.

Merchandising, space planning, and marketing will reinforce the value of the refreshed collection. Displays will change monthly, remain easy for staff to maintain,

and feature new materials for adult, children, and teen audiences. More front-facing displays in the stacks and program-related displays will improve browsing and connect materials directly to Library events and learning opportunities. As emptied ranges are removed and collections are consolidated, the library will use the cleared space to improve comfort, visibility, and flexibility for patrons, with simple interim signage explaining the refresh where shelving has been emptied but not yet removed.



PROGRAMMING AND LIFELONG LEARNING

Programming is both a current success and a future need. Leadership reports that programming has grown substantially, that staff continues to review data and iterate, and that program staff adapt, when possible, to accommodate patrons who fall outside specific target audiences. Revamped year-round Storytimes, Halloween, the Spring Break drive-in movie, and summer reading growth all demonstrate creativity and responsiveness.

Children's and family programming are currently the strongest areas of focus. There is an opportunity to create a more comprehensive range of programs that cater to all ages. Staff, stakeholders, and survey respondents have identified several needs, including adult programs, opportunities for teens, senior programming, makerspace experiences, clubs, cultural events, homework help, early literacy initiatives, adult learning opportunities, college preparation, technology instruction, and community engagement activities.

The library will identify specific program areas, define target audiences, evaluate attendance and repeat participation, and establish reliable partnerships for specialized topics. These topics may include Spanish language learning, English for Speakers of Other Languages (ESOL), workforce development, gardening, arts and culture, and support for seniors.



TECHNOLOGY AND DIGITAL ACCESS

The library offers a variety of services, including public computers, wireless printing, hotspots, one-on-one technology assistance, and a small makerspace equipped with a button maker, sewing machine, and Cricut. Both public and staff computers are new, and the internet bandwidth is strong. These resources are essential in a community where residents recognize the need for internet access, devices, digital resources, and technology instruction, all of which the library can help provide.

Several technology gaps still exist. Chromebooks over 10 years old are no longer receiving updates. Staff have identified the need for a room reservation system, faster barcode scanners, and updated laptops. Patrons frequently request access

to a 3D printer, computers with webcam capabilities for meetings, and additional hotspots. Additionally, there are plans to establish a computer lab and a laptop kiosk when the budget permits, as highlighted in the Space Redesign.

The library should view technology as essential infrastructure, a valuable service, and a means to build trust with the community. Infrastructure improvements will involve updating portable devices, ensuring reliable tools for room and computer reservations, establishing straightforward workflows for printing and scanning, and providing makerspace equipment that aligns with demonstrated demand.

For service enhancements, the library will promote Tech Tutors, offer one-on-one appointment sessions, conduct digital literacy classes, and provide staff training. This will ensure that employees feel confident in assisting patrons with common technology needs.



FACILITIES AND SPACE

The facility is both an asset and a constraint. Survey respondents and focus group participants described the library as clean, comfortable, well-lit, landscaped, and welcoming. The central location and proximity to Armstrong Park and other City services are important advantages. At the same time, the facility emerged as one of the largest barriers to future growth.

Staff identified several limitations concerning the program space, including the need for individual and private study rooms, as well as issues with underused or inefficient areas. Additional concerns included inadequate storage, leaks, humidity, and heat in the Program Room and youth services office. There were also ventilation issues in the makerspace, challenges with cleaning, furniture that is difficult to move, and inadequate public/staff separation. Moreover, there is a need for custodial support on Saturdays.

Board and Friends participants highlighted opportunities to improve the entrance, layout, air quality, and overall appeal of the facility.

Facility improvements outlined in the Council-reviewed space redesign focus on function, flexibility, and comfort. Priorities include more individual and small-group study rooms, more flexible program space, improved storage, better makerspace ventilation and usability, clearer wayfinding, an improved entrance, flexible furniture, more comfortable seating, and maintenance investments that protect the building and improve user experience. The library is creating more welcoming spaces where people can comfortably gather, read, study, work, and spend time independently or with others. These improvements will support several other strategic goals, including programming, tutoring, remote work, technology help, quiet study, and community connection.



OUTREACH, MARKETING, AND PARTNERSHIPS

Outreach and marketing are essential to the library's next phase. Currently, the library promotes its services through various channels, including Facebook, Instagram, the city LED sign, in-house flyers, a printed calendar, an email newsletter, and the city community calendar. The library will continue to work with the City Marketing team to develop a comprehensive marketing plan to continue to raise visibility and increase engagement.

Movies in the Park have been especially effective because some residents found the library while visiting Armstrong Park. This highlights a broader opportunity: outreach is most successful when the library engages with people in locations where they already congregate. The library will continue its outreach at city events while also expanding into schools, apartment communities, senior centers, community organization meetings, parks, recreation programs, and partner events.

Partnerships are vital but require more structure. Recent partners include Workforce Solutions Greater Dallas, the Texas Wildlife Association, the Lions Club, a Texas Master Gardener, the Arts Commission, Friends of the Library, and Village Tech. Leadership has observed that some volunteer-led partnerships are short-term or inconsistent, which can result in program changes and frustration among patrons. To address this, a more structured partnership strategy should focus on reliable partners, establish clear expectations, define shared outcomes, and align with the library's most requested services.



STAFFING AND OPERATIONS

Leadership has observed that the current staffing model is functioning effectively overall, with a balanced workload. They also noted that operations are continuously being refined. A planned operations level assessment of staff time will identify opportunities to adjust workflows, processes, and tasks to enhance efficiency and potentially reallocate staff capacity.

When implementing any new service recommendations, staff capacity is taken into account. Expanding programming, increasing outreach efforts, adding technology support, enhancing partnerships, and integrating room reservation systems all create additional operational demands. The library will prioritize improvements in a way that maintains staff morale and service quality. To ensure sustainable growth, it will be essential to focus on process improvements, clarify roles, utilize effective scheduling tools, and maintain reliable partnerships.

Strategic Priorities

The following strategic priorities translate the assessment findings into practical areas for action. These priorities provide a framework for decision-making, budget discussions, work planning, and future planning efforts.

1. Expand programming for all ages while preserving children's programming strengths

Children's and family programs are a strong foundation and should continue to be protected. The next opportunity is to expand adult, teen, senior, cultural, and makerspace programs with greater consistency and clearer audience targeting.

- Maintain year-round Storytimes and early literacy programming.
- Develop a regular adult program calendar with evening and weekend options.
- Build teen programming around creativity, leadership, college/career readiness, gaming, and volunteerism.
- Expand senior programming through partnerships and daytime scheduling.
- Evaluate programs by audience, attendance, repeat participation, cost, staff time, and strategic value.

2. Strengthen outreach and marketing to reach nonusers

The library needs a new marketing and engagement strategy to reach residents who do not already use the library or respond to Library surveys.

- Will work with City Marketing to create an annual marketing and outreach plan with target audiences and success measures.
- Use bilingual or multilingual outreach where feasible, especially for high-priority programs and core services.
- Develop neighborhood and apartment outreach strategies.
- Use Armstrong Park and city events as recurring visibility platforms.
- Build campaigns for nonusers around practical benefits: free technology, programs, books, digital media, meeting space, and family activities.

3. Modernize technology access and digital services

Technology is a core library service because residents depend on the library for access, skill development, equipment, and digital resources.

- Replace or retire unsupported Chromebooks.
- Implement room reservation and updated PC reservation workflows.
- Add laptop access, webcam-capable computers, and additional hotspots as funding allows.
- Develop a phased makerspace plan based on demand, budget, staffing, and training needs.
- Promote Tech Tutors, office hours, and digital literacy classes through targeted messages.

4. Improve spaces for study, programs, staff work, and community gathering

Facility improvements in the space redesign prioritize eliminating barriers that impact service delivery and patron experience.

- Increase individual and small group study space.
- Improve program room comfort, flexibility, and storage.
- Address humidity, ventilation, leaks, cleaning, and maintenance concerns.
- Improve entrance experience, signage, and wayfinding.
- Evaluate staff space and public/staff separation for safety and workflow.

5. Align collections and digital resources with community demand

Collections remain central. Ongoing weeding, purchasing, merchandising, and digital investment will be guided by local demand, collection condition, equity of access, and the library's broader goal of opening public spaces.

- Continue to use the new selection profile to guide purchasing and replacements based on community needs, gaps, and use.
- Ensure complete series runs and check regional availability before buying.
- Prioritize replacements in key high-demand areas (e.g., health, adult nonfiction, popular fiction, children's and teen formats).
- Monitor key metrics (turnover, holds, wait times, DOA, cost per use) to adjust selection.
- Refresh high-demand and diverse formats, including digital.
- Update displays monthly, increase front-facing and program-related displays.
- Remove empty shelving and consolidate collections to improve space and usability.
- Complete post-weed inventory and maintain the collection regularly with guidance from LibraryIQ platform reports.

6. Build reliable partnerships around shared community priorities

Establishing and nurturing reliable partnerships is essential for delivering specialized programs and reaching residents beyond the confines of the building.

- Identify priority partner categories such as schools, workforce, senior services, arts/culture, language learning, technology, gardening, health/wellness, and civic groups.
- Establish clear partner expectations regarding scheduling, promotion, staffing, and follow-through by utilizing Memoranda of Understanding (MoUs).
- Prioritize partners that can commit to recurring or seasonal programs.
- Monitor the outcomes of partners along with the total number of partnerships.
- Use partnerships to extend outreach to communities underrepresented among survey respondents and active patrons.

Implementation Considerations

The needs identified in this report vary in complexity. Some can be addressed through staff planning, communications, partnerships, or minor operational changes. Others require budget, capital investment, technology procurement, or coordination with City departments. A phased approach will allow the library to build momentum while avoiding overextension.

Implementation will begin with actions that improve visibility, clarify services, and make better use of existing assets. This includes formalizing a marketing calendar, improving program descriptions, promoting Tech Tutors, refreshing displays, and using Armstrong Park signage identifying priority partners. These actions can increase impact without requiring major capital investment.

The implementation of collection improvements will be prioritized as a near-term opportunity for the library, as several actions are already in progress that can quickly enhance the patron experience.

In the short term, we plan to introduce monthly displays, provide interim signage for cleared shelving ranges, create catalog list links, highlight e-resources, and begin ordering replacements for the highest-priority areas.

In the mid-term, we will focus on removing empty shelving, consolidating collections, increasing front-facing display capacity, conducting a post-weed inventory, and performing a follow-up weed after the summer reading program.

For the long term, our goal is to establish a regular collection review cycle to prevent the library from becoming overstocked or filled with outdated materials.

The next phase will focus on service and infrastructure improvements that require planning or modest investment, including room reservation tools, updated portable devices, makerspace scheduling and training, expanded adult and teen programs, better study room procedures, and staff workflow assessment. Larger facility improvements have been prioritized in the Space Redesign.

During implementation, we will prioritize staff capacity. We will evaluate careful and thoughtful growth not just by the number of programs or services introduced, but also by assessing whether new initiatives are sustainable, well-attended, equitable, and aligned with the identified needs of the community.

SUGGESTED SEQUENCING

PHASE	FOCUS	EXAMPLES
Near term	Visibility, service clarity, and quick improvements	Marketing plan, outreach calendar, increased website/program promotion, Tech Tutors promotion, monthly collection displays, interim signage on cleared ranges, catalog list links, e-resource spotlights, partner inventory, and initial replacement ordering for priority collections.
Mid term	Service expansion and operational systems	Adult/teen program calendar, room reservation system, updated laptops, digital literacy schedule, partnership agreements, staff time assessment, removal of emptied shelving, collection consolidation, front-facing display improvements, post-weed inventory, and follow-up weed after summer reading.
Longer term	Facility and technology capacity	Study rooms, program room upgrades, storage, makerspace ventilation/equipment, entrance improvements, broader technology plan, capital maintenance, and an ongoing collection maintenance routine supported by repeatable LibraryIQ lists.

Measures of Success

The library will monitor a targeted set of measures that directly address the needs identified in this assessment. These measures will be straightforward enough to maintain consistently while being significant enough to inform decision-making. The aim is not to track every possible indicator, but to focus on those that demonstrate whether the library is expanding its reach, enhancing engagement, and improving access.

The measures will encompass both outputs and outcomes. Outputs reflect activities, such as program attendance, the number of outreach events, or website visits. Outcomes, on the other hand, indicate changes, such as increased participation from target audiences, shorter wait times for digital assistance, higher rates of repeat program attendance, and improved satisfaction with study rooms and technology support.

AREA	SUGGESTED MEASURES
Access and reach	Active cardholders, household penetration, new cards by month, outreach contacts, program first-time attendees.
Programs	Program attendance by age group, repeat participation, attendance per program, cost/staff time per program, waitlists, cancellations, partner-led programs.
Collections	Print circulation, turnover, holds, digital circulation, digital hold waits, Dead on Arrival patterns, percentage of priority replacement ordering completed, inventory completion, series gap closure, display-driven circulation, large print use, Spanish/bilingual material use, e-resource use
Technology	Computer sessions, Wi-Fi sessions, hotspot use, technology help appointments, digital literacy program attendance, makerspace use.
Spaces	Meeting/study room use, program room use, patron satisfaction with quiet study and meeting spaces.
Marketing	Website visits, newsletter open/click rates, social media reach, event registrations by channel, responses to campaigns, partner cross-promotions.
Partnerships	Number of active partners, recurring partner programs, partner attendance, partner reliability, and shared outcomes.

Conclusion

DPL is entering its next phase from a position of strength. It is trusted, appreciated, and increasingly active within the community. The staff is an asset; children's programming is expanding, outreach efforts are growing, and residents continue to see the library as an essential source of books, technology, learning, and a public space.

This assessment confirms that the library's role is expanding. Residents want the library to continue being a place for reading and accessing materials, but they also desire more opportunities for connection, creativity, adult learning, teen development, senior engagement, access to technology, cultural expression, and practical support. While these opportunities are attainable, they require careful planning, effective marketing, reliable technology, improved spaces, and partnerships that enhance the library's capacity.

To move forward, we will build on what is already working while also making an effort to engage residents who are less involved today. By expanding our programs, modernizing technology, improving our facilities, aligning collections with community needs, strengthening outreach efforts, and developing reliable partnerships, DPL will continue to be a welcoming civic anchor and an essential resource for learning, connection, creativity, and opportunity.



APPENDIX

Appendix A: Community Engagement Summary

Appendix B: Patron and Consumer Segmentation

Appendix C: Service Statistics

Appendix D: Collections Recommendations



Appendix A: Community Engagement Summary

The Duncanville Public Library launched a public-driven community needs assessment process. The project aims to create an assessment ensuring a successful and sustainable library into the future. The project team gathered and analyzed background data, and sought input from community leaders, patrons, staff, and other key stakeholders.

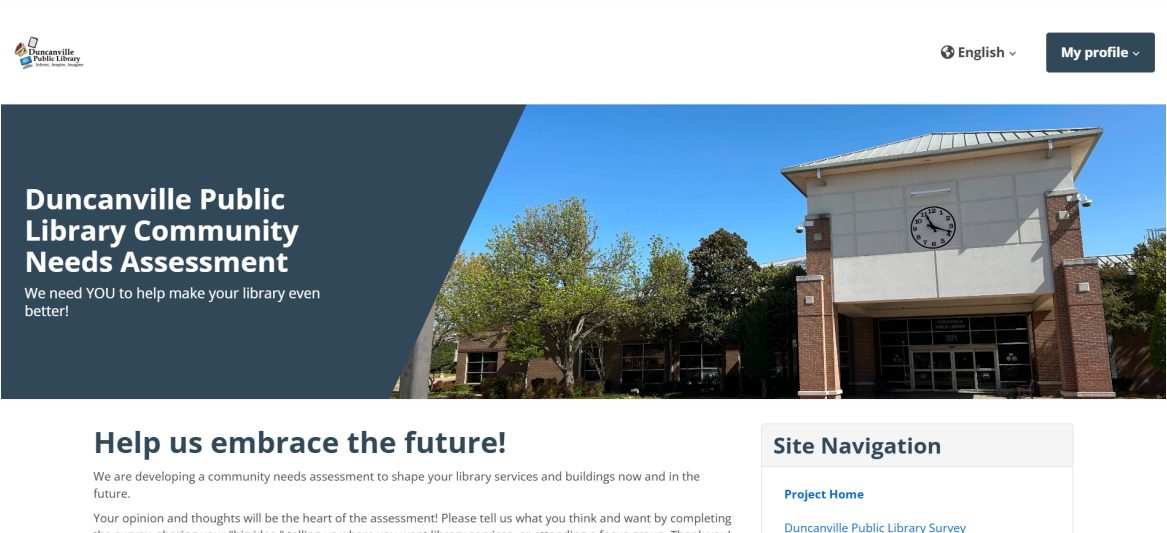
Engagement Goals

The project team set out with three guiding questions. First, how well do Duncanville Public Library’s services, programs, collections, and spaces align with the needs and interests of the community? Second, where are there opportunities to strengthen the Library’s role as a resource for learning, connection, technology access, and civic life? And finally, what strategies can help ensure the Library remains responsive, relevant, and sustainable into the future? The team also wanted to ensure that the input of a broad cross-section of the service population is reflected in the final assessment. This was done through a community survey, review of library usage and service data, demographic and community analysis, and conversations with Library and City leadership.

Engagement Activities

Project Website

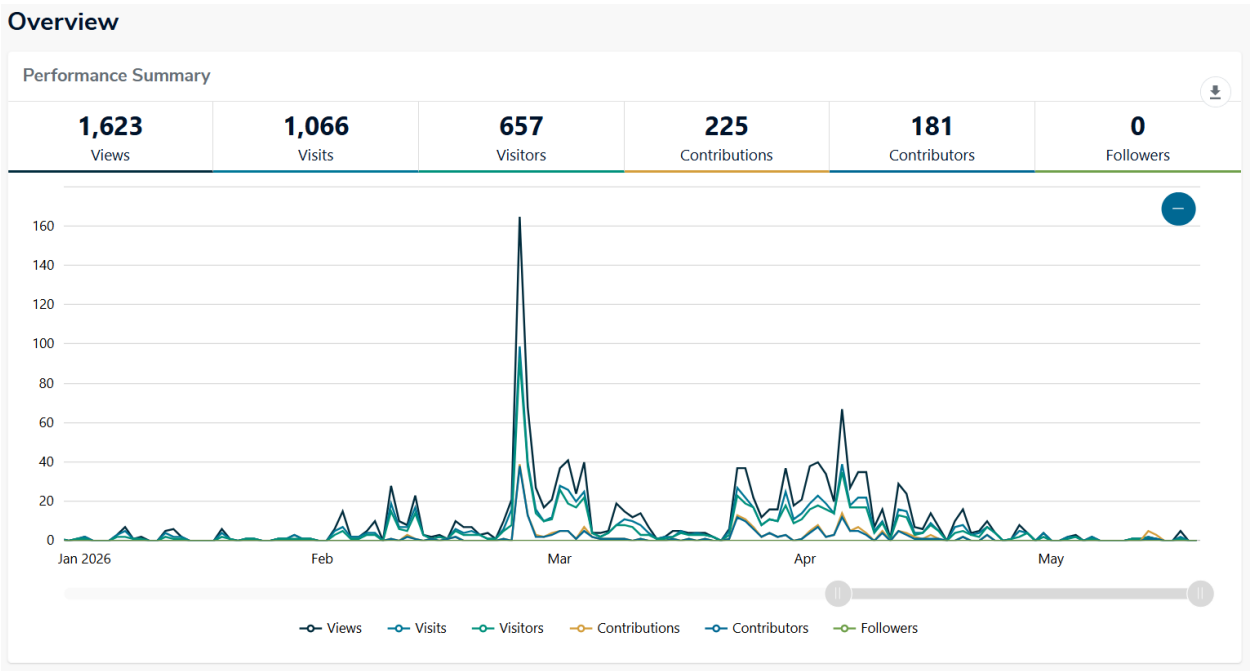
A community engagement website was built to host the public survey, a “share your ideas” bulletin board, information about the project, and the opportunity to sign up for focus groups. The website saw significant engagement, with an overview below.



Website Performance

The website received 1,066 visits and 1,623 views from 657 individuals from January to early May 2026. The highest spike on the chart below, showing website traffic over time, is from March 11,

2026 with 165 views. This followed a social media post from the Library pushing the survey and project website to prospective site visitors.



Website Top Pages

Top Activities

	Page Name	Contributions	Contributors
I	Duncanville Public Library Survey	166	154
I	Duncanville Public Library Community Need...	54	45
💡	Ideas for Duncanville Public Library	3	3
I	Focus Groups	2	2

Website Share Your Ideas Tool

The “share your ideas” bulletin board received input from three site visitors. Feedback was focused on art in the Library and receiving digital books through Hoopla.



Online Survey

Overview and Participation

As part of the Duncanville Public Library Community Needs Assessment, LibraryIQ surveyed patrons and community members from February through May 2026, receiving 166 responses. Overall, the results demonstrate strong community appreciation for the Library as a welcoming, useful, and important public resource, with particularly high ratings for staff assistance, cleanliness, safety, hours, and the physical library environment. At the same time, respondents identified clear opportunities to expand programming, strengthen digital and technology resources, support lifelong learning, and increase awareness of what the Library offers.

Duncanville is a diverse Dallas County community of about 39,000 residents, with a median age of approximately 36. The city has no single racial or ethnic majority: about 44% of residents identify as Hispanic or Latino, 30% as Black alone, and 22% as White alone, not Hispanic or Latino. The community includes a substantial share of families, with more than one-quarter of residents under age 18, while adults 65 and older make up about 17% of the population. Duncanville's median household income is approximately \$76,500, and about one-quarter of adults age 25 and older hold a bachelor's degree or higher.

Compared with the city overall, survey responses appear to overrepresent older, longer-term, and more highly educated residents, as well as White respondents. About 45% of survey takers were 46 or older, including 26% who were 56 or older, while only 4% were ages 18–25. Nearly two-thirds had lived in their neighborhood for more than 10 years, and more than 60% reported completing a bachelor's degree or a graduate or professional degree, compared with about 25% citywide. Racially and ethnically, 38% of survey respondents identified as White or Caucasian, 28% as Latinx/e/a/o or Hispanic, and 21% as Black or African American, suggesting that Hispanic and Black residents were underrepresented relative to their share of the Duncanville population. These differences should be kept in mind when interpreting survey findings, as the responses provide valuable community input but may reflect the perspectives of more established and highly engaged library users more strongly than those of the full service population.

Library Use and Engagement

Survey responses indicate that most respondents have used the Library in person during the past year. Among those who answered the question, more than 90% reported visiting the Library in person at least occasionally, with about half visiting once or twice a month or more often. Online use was less frequent but still meaningful, with more than two-thirds of respondents reporting at least some use of the Library website or online resources during the past year.

Borrowing materials remains the most common way respondents use the Library, selected by 108 respondents. Digital borrowing was also a significant use, selected by 66 respondents, followed by youth and family programs, reading in the Library, studying or working, adult programs, computer use, and Wi-Fi access. Most respondents prefer to browse the collection in person, though a meaningful share use digital tools either to reserve materials or search the catalog before visiting.

Satisfaction with Library Services and Spaces

Satisfaction with core library services is generally strong. Staff assistance received one of the highest ratings, with about 80% of respondents who rated it selecting a 4 or 5, and 62% rating it “Very Satisfied.” Cleanliness and maintenance also performed especially well, with 81% rating it a 4 or 5. Safety and security, hours of operation, technology, and physical materials also received generally positive ratings.

Areas with comparatively lower satisfaction, though still mixed to positive overall, included the Library website, digital materials, programs/classes/events, meeting and study rooms, and makerspace equipment. These results suggest that while the Library’s foundational services are well-regarded, respondents see room for growth in digital access, program variety, technology-enabled spaces, and hands-on learning opportunities.

Priorities for Future Library Focus

When asked where the Library should increase focus in the future, respondents placed the strongest emphasis on programs, activities, and community connection. The highest-priority area was active clubs such as book and crafting groups, with nearly 69% of respondents who answered recommending increased focus. Other high-priority areas included adult events such as concerts, lectures, plays, and exhibits; cultural programs and events for children, teens, and families; makerspace programming; digital materials; and opportunities for volunteerism and civic or community engagement.

Respondents also expressed interest in expanded support for teens, homework help, early literacy, adult learning, college preparation, and technology instruction. Taken together, these findings point to demand for a Library that continues to provide strong traditional services while also serving as a hub for learning, creativity, social connection, and practical support across age groups.

Services That Would Increase Library Use

Respondents identified several services and improvements that would encourage greater Library use. The most common responses included more variety in physical materials, more programs for children ages 0–5, makerspace training and programs, different hours of operation, more family programs, more adult programs, expanded digital items, additional meeting or

study space, and more programs for seniors. Shorter waits for digital holds and more tutoring or homework support also appeared as recurring themes.

These responses suggest that increased use would be driven by a mix of collection depth, program expansion, access improvements, and space enhancements. They also reinforce the importance of serving multiple audiences, including families with young children, adults, seniors, teens, and residents seeking digital or technology-related support.

Most Valued Community Resources

Respondents most frequently identified the Library's wide selection of books and materials for all ages as one of its most valuable contributions to the community. Other highly valued resources included access to computers, printing, copying, and other technology; a free place to gather for nonprofit, educational, and governmental groups; the Library as an essential community service; learning and educational resources for adults; free entertainment; free high-speed internet; and digital resources available regardless of time or place.

This mix of responses shows that the Library is valued both for its traditional role as a source of reading materials and for its broader role as a civic, educational, technological, and social resource.

Community Concerns the Library Can Help Address

Respondents identified several community concerns where the Library can play a meaningful role. The most frequently selected concerns were access to the internet and internet-enabled devices, early childhood and school-age education, availability of community spaces for working and gathering, adult learning opportunities, access to digital resources, and spaces and programs for after-school teen development. Workforce development and support for an aging population were also frequently selected.

These findings suggest that the Library is seen as well-positioned to support educational readiness, digital equity, lifelong learning, workforce development, and safe community gathering spaces. They also point to opportunities for partnerships with schools, workforce agencies, senior service providers, community organizations, and local nonprofits.

Communication and Outreach Preferences

Respondents' communication preferences indicate the need for a multi-channel outreach strategy. Social media was the most frequently selected communication method, followed closely by the Library website and email newsletters. In-library signs, flyers, bookmarks, printed newsletters, and brochures were also important, particularly for patrons who already visit the building. Local news sources and radio were selected less often but may still be useful for reaching residents who are not currently engaged with the Library.

Overall, the results suggest that the Library should continue using both digital and physical communication channels, with particular emphasis on social media, the website, email newsletters, and visible in-building promotion.

Summary of Key Survey Findings

The Library is highly valued as a community resource: Respondents consistently described the Library as important, helpful, welcoming, and close to home, with strong appreciation for staff, cleanliness, safety, and access to books and materials.

Traditional library services remain central: Borrowing materials is still the primary way respondents use the Library, and the wide selection of books and materials was the most frequently selected community value.

There is strong demand for expanded programming: Respondents expressed interest in more clubs, cultural events, adult programs, family programs, early childhood programs, senior programs, and teen opportunities.

Digital access and technology are important growth areas: Digital materials, internet access, computer and printer access, technology instruction, and makerspace programming all emerged as future priorities.

The Library can help address major community needs: Respondents see a role for the Library in supporting education, digital equity, adult learning, workforce development, teen development, and community gathering.

Outreach should remain multi-channel: Social media, the Library website, email newsletters, in-library signage, and printed materials all play important roles in helping residents learn about Library services and opportunities.

Future investment should balance core services with expanded community impact: The Library's strongest opportunity is to maintain its well-regarded core services while expanding programs, technology, digital resources, meeting spaces, and partnerships that respond to evolving community needs.

Focus Groups

Library Staff Focus Group

The staff focus group included eight Duncanville Public Library staff members and was structured as a condensed SWOT discussion. Participants described the Library as welcoming, friendly, resourceful, vibrant, diverse, creative, supportive, and transformative. A major theme throughout the discussion was the strength of the staff team. Participants emphasized the team's adaptability, communication, empathy, and ability to respond effectively to patron needs. Staff described themselves as attentive "connectors" who help patrons find resources both inside and outside the Library, even when the Library itself cannot directly provide the service.

Staff identified strong patron relationships and growing program attendance as important strengths. Youth and children's programming were described as especially successful, with staff noting that more people are beginning to come to the Library for programs. At the same time, staff identified adult and teen programming as less developed and less consistently attended. Participants saw opportunities to strengthen these areas through improved marketing, better scheduling, more vibrant program development, and partnerships that could support

workforce development, homeschool families, senior outreach, Spanish language learning, outdoor programming, and special events.

The most significant challenges raised by staff related to the building, space, and technology. Participants noted limitations in programming space, a need for more individual and private study rooms, underused or inefficient areas of the building, insufficient storage, building leaks, outdated Chromebooks, printing/faxing/scanning challenges, and furniture that is difficult to move. Staff also raised safety and operational concerns, including the need for better separation between public and staff areas, custodial support on Saturdays, and more functional staff space. Overall, the group was optimistic and engaged, but clearly identified the facility as the largest barrier to future growth.

Library Board and Friends Focus Group

The Library Board and Friends focus group included three Board members, one Friends member, and two Library staff members. Participants described Duncanville Public Library as welcoming, helpful, fun, productive, convenient, considerate, vibrant, resourceful, creative, supportive, transformative, and community-oriented. The tone of the discussion was generally positive, and participants expressed appreciation for recent improvements at the Library. One participant noted being “very impressed with the turnaround” and described a noticeable positive change in recent months.

A central strength identified by this group was the quality of staff service. Participants described staff as attentive, patient, and responsive, with specific examples of staff listening carefully to patrons, providing clear assistance, and making people feel supported rather than rushed. The Library was also described as clean, comfortable, well-lit, nicely landscaped, and “the heart of the city.” Participants saw the Library as an important public space and recognized its role in supporting lifelong learning, hands-on activities, access to computers, and community connection.

The group also identified opportunities for improvement. Promotion of Library programs, especially adult programs, was a recurring concern. Participants felt that children’s programming was strong and improving, but that adult programming needed to be expanded, offered at more varied times, and better promoted to working adults. Facility-related comments included the need for a more appealing entrance, interior rearrangement, attention to odor or air quality concerns, and consideration of bird-friendly windows. Technology was also discussed, with participants recognizing the value of public computer access while noting that technology does not always work reliably.

Combined Takeaways

Across both focus groups, participants expressed strong appreciation for Duncanville Public Library and especially for the staff. Staff were consistently described as welcoming, helpful, attentive, adaptable, and deeply connected to patrons. Both groups emphasized that the Library has made noticeable progress and is valued as an important community resource.

The strongest shared opportunity is to expand and better promote programming for adults and teens while continuing to build on the Library’s successful children’s and family programs. Both groups noted that children’s programming is a current strength, while adult and teen offerings

need more attention, stronger marketing, more varied scheduling, and potentially more partnerships.

Facility limitations emerged as a major theme, particularly from staff. Participants identified needs related to study rooms, program space, storage, staff workspace, building maintenance, furniture, the entrance, and overall layout. While Board and Friends participants viewed the facility positively in several respects, they also recognized opportunities to improve the building's appeal and functionality.

Technology is another area for improvement. Both groups noted the importance of technology access, but staff described several operational barriers, including outdated Chromebooks, unreliable or confusing printing/faxing/scanning processes, and technology that makes instruction more difficult. Improving the reliability, usability, and visibility of technology services would support both patrons and staff.

Finally, both groups pointed to the need for stronger outreach, marketing, and community partnerships. Opportunities include senior center outreach, homeschool support, workforce-related programming, Spanish language learning, outdoor programming, special events, and partnerships with local organizations. Together, the focus groups suggest that Duncanville Public Library is well-regarded and moving in a positive direction, with the greatest opportunities centered on facility improvements, program expansion, technology upgrades, and stronger community engagement.

Strategic Insights

Strategic Takeaways: A trusted, welcoming community resource; strong satisfaction with staff and core services; clear demand for expanded programs, technology, spaces, and outreach.

Opportunity Areas: Adult and teen programming; clubs and cultural events; makerspace and hands-on learning; digital collections; technology help; workforce support; senior, homeschool, and community partnerships.

Access Barriers: Limited awareness of services; inconsistent promotion; technology reliability; limited study and program space; scheduling challenges for working adults and families.

Community Needs: Safe gathering spaces; access to books, technology, internet, printing, and digital resources; learning support for children and teens; lifelong learning for adults and seniors; practical help with technology, workforce needs, and civic engagement.

Current Challenges: Facility layout and space constraints; need for more study and meeting areas; outdated equipment; technology and printing issues; lower visibility of adult and teen offerings; balancing core services with growing demand for expanded community impact..

Summary of Findings

The Duncanville Public Library community engagement process revealed a community that values the Library as an important, welcoming, and useful public resource. Across the community survey, website engagement, staff focus group, and Library Board/Friends focus group, residents and stakeholders consistently described the Library as friendly, helpful, convenient, and central to community life. Satisfaction with core services is strong, particularly around staff assistance, cleanliness, safety, hours, technology access, and physical materials. The Library's staff emerged as one of its greatest strengths, with patrons, Board members, Friends, and staff themselves emphasizing attentiveness, patience, adaptability, and the ability to connect people with needed resources.

Looking ahead, the community sees opportunities for the Library to expand its impact while continuing to protect and strengthen the services residents already value. Survey respondents expressed strong interest in more programs, clubs, cultural events, makerspace activities, digital materials, family programming, senior programming, adult learning, teen services, and opportunities for civic or community engagement. Focus group participants reinforced these priorities, noting that children's programming is a current strength while adult and teen programming would benefit from stronger promotion, more varied scheduling, and additional partnerships.

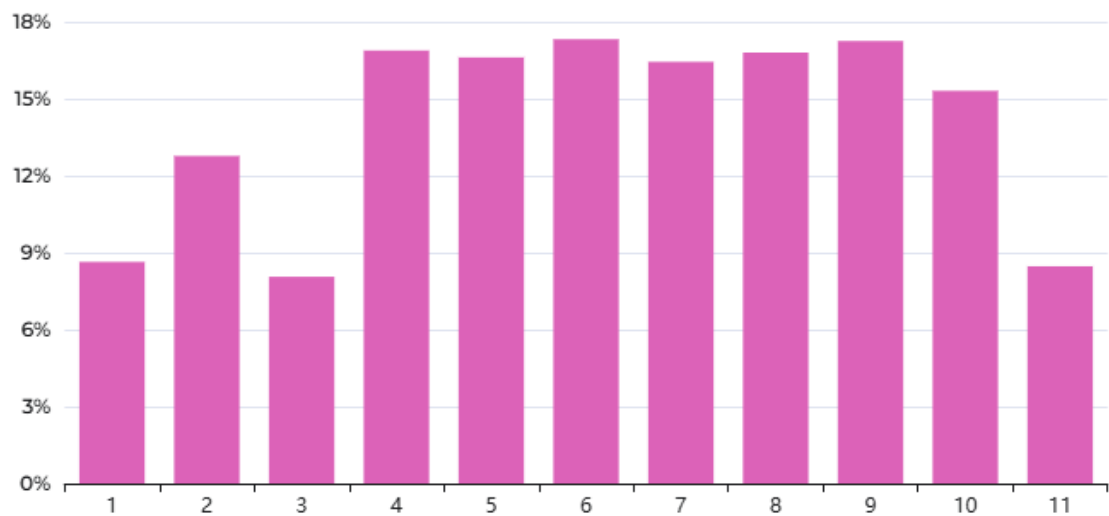
This process also highlighted several practical barriers that limit the Library's ability to meet emerging needs. Staff and stakeholders identified space constraints, limited study rooms, program room challenges, storage needs, outdated technology, printing and scanning issues, and building maintenance concerns as barriers to service growth. These challenges do not reflect a lack of community interest in the Library; rather, they suggest that the Library's current facility, technology, and outreach capacity must continue to evolve in order to support broader community use.

Together, these findings position Duncanville Public Library to move forward from a strong foundation. The Library is trusted, appreciated, and seen as an essential community asset. By building on its strengths in staff service, collections, safety, and public access while investing in programming, technology, spaces, outreach, and partnerships, the Library can continue to grow as a hub for learning, connection, creativity, and community support.

Appendix B: Patron and Consumer Segmentation

Understanding community demographics is essential for developing responsive library services that meet diverse resident needs. Eleven distinct demographic cohorts emerge across the Duncanville Public Library service area, each representing different economic circumstances, family structures, cultural backgrounds, and library service expectations.

Percent of Patron Households by IQ Cohort - Duncanville



Households in Service Area



Duncanville Public Library’s patron base is broadly similar to the community, but it tilts somewhat toward middle-aged, married, family-oriented, and more established households. The library is less successful reaching several younger, lower-income, renter, or fixed-income segments, especially Cohort 3: Striving Singles, Cohort 2: Diverse Young Achievers, Cohort 1: Young & Active Families, and Cohort 11: Retired Seniors. The attached cohort guide describes these cohorts by age, income, education, family status, and lifestyle, with Cohorts 2 and 3 generally younger/lower-income and Cohorts 4–9 generally more established or higher-engagement audiences.

Community vs. patron profile

Cohort	Description	Community share	Patron share	Patron penetration	Avg. circ/HH
Cohort 10	Small Town Couples	24.9%	25.4%	15.3%	28.1
Cohort 6	Mainstream Families	15.1%	17.4%	17.3%	35.1
Cohort 5	Middle-Aged Accumulators	14.0%	15.5%	16.6%	38.0
Cohort 2	Diverse Young Achievers	13.7%	11.6%	12.8%	29.6
Cohort 3	Striving Singles	7.0%	3.8%	8.1%	32.8
Cohort 7	First Generation Families	6.8%	7.4%	16.4%	37.6
Cohort 4	Adventurous & Upscale	5.8%	6.5%	16.9%	48.0
Cohort 9	Conservative Grandparents	5.2%	5.9%	17.3%	47.6
Cohort 8	Wealthy Empty Nesters	3.7%	4.2%	16.8%	39.3
Cohort 11	Retired Seniors	2.3%	1.3%	8.5%	11.8
Cohort 1	Young & Active Families	1.7%	1.0%	8.6%	15.2

Overall, Duncanville has 13,285 households in the data, with 1,992 patron households, or about 15% household penetration. The largest community group is Cohort 10: Small Town Couples, which is also the largest patron group. This means the library's current use is strongly shaped by older or near-retirement households interested in leisure reading, practical programs, newspapers/magazines, large print, hobbies, and community gathering opportunities.

Key patterns

The strongest engagement is coming from Mainstream Families, Middle-Aged Accumulators, Conservative Grandparents, Adventurous & Upscale households, Wealthy Empty Nesters, and First Generation Families. These cohorts are either slightly overrepresented among patrons or show above-average circulation. Cohorts 4 and 9 are especially high-use once engaged, with average circulation per household near 48 items, well above the librarywide average of 33 items.

The largest service opportunity is not necessarily the groups with the lowest use, but the groups with both large population size and room to grow. The biggest pools of non-patron households are Cohort 10 with 2,798 potential households, Cohort 6 with 1,657, Cohort 2 with 1,585, and

Cohort 5 with 1,546. Together, these four cohorts account for about two-thirds of the potential households in the data.

The most notable engagement gap is among Cohorts 2 and 3. Together, they make up about 20.7% of the community but only 15.4% of patron households and 13.6% of total circulation. Based on the cohort descriptions, these groups are more likely to include younger adults, renters, ethnically diverse households, service-industry workers, and families that may benefit from library services but may not see the physical library or traditional collections as immediately relevant.

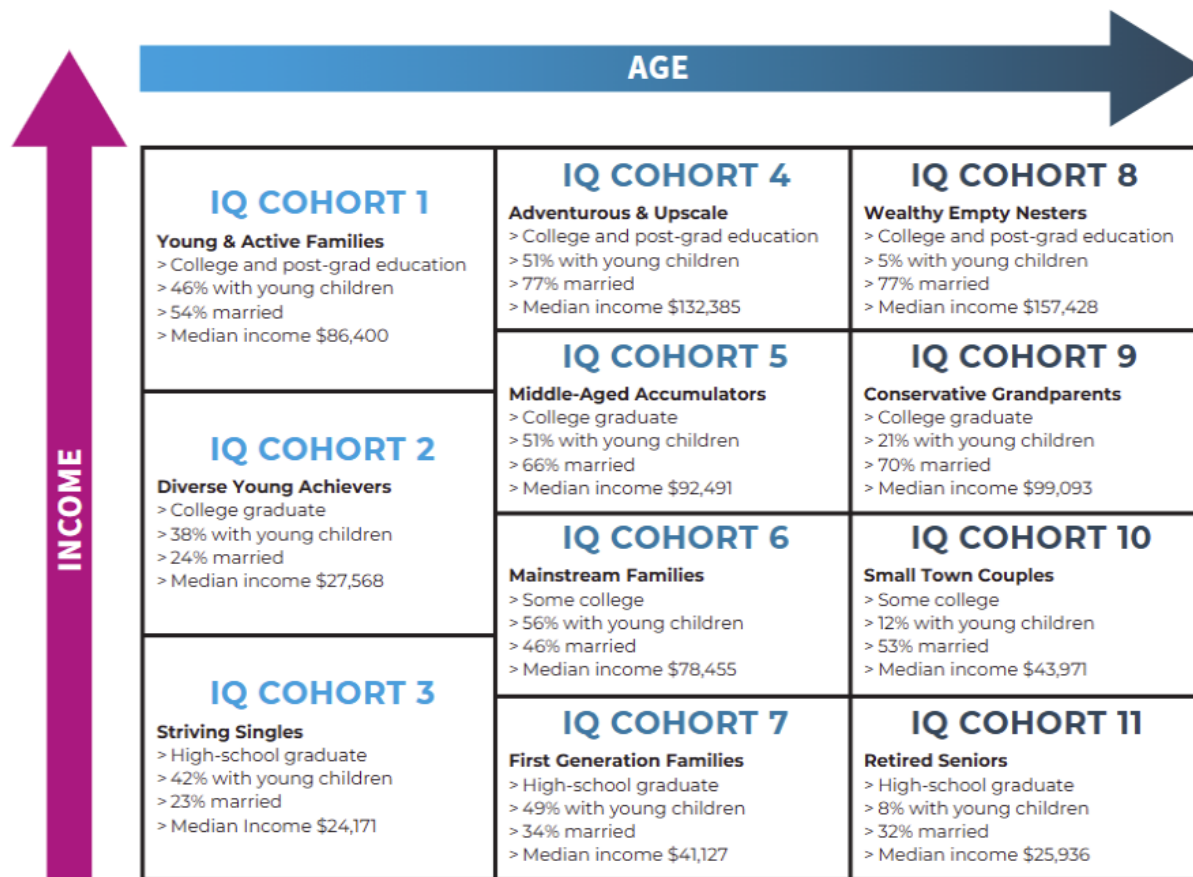
What this suggests for Duncanville

Duncanville Public Library appears to be serving its established household segments reasonably well, especially families, middle-aged adults, and older adults who already value books, lifelong learning, children's services, and community spaces. Continued investment in popular adult fiction, large print, downloadable audiobooks, strong children's collections, family programs, practical hobby programs, and comfortable gathering space will support the library's current core audience.

At the same time, the data suggests a need for more intentional outreach to underrepresented groups. For Cohort 2, the library may need more social, pop-culture, gaming, career-development, streaming/media, and mobile-first marketing strategies. For Cohort 3, outreach should emphasize practical value: job support, technology help, bilingual communication where appropriate, affordable family activities, hotspots or digital access, apartment/community outreach, and programs scheduled around nontraditional work hours. For Cohort 11, partnerships with senior centers, homebound-friendly services, large print, basic technology help, and trust-building outreach may help increase engagement.

In short, Duncanville's patron base is fairly representative in its largest segment, but the library's most engaged users skew toward older, higher income cohorts. The strategic opportunity is to maintain strong service for current patrons while expanding relevance and access for younger, lower-income, renter, and fixed-income households who are less likely to be active patrons today.

Cohort Profiles



The following cohort profiles detail the characteristics for each demographic segment:

Cohort 1: Young & Active Families

Characteristics

This Cohort includes young, active people excited about what life has to offer. They are busy and want to be with other people. They likely think of the library as a place to check out books or to take their children for storytime.

Members of this Cohort are accustomed to easy-to-use online services like meal ordering and personalized playlists. Offer services and programs that cater to their interests and they will want to share on social media - make them fun!

- Educated professionals living an active lifestyle
- Interest in technology and sports
- Urban and suburban residents
- Eco-friendly
- Established careers with college or post grad degree
- 62% homeowners
- 54% married

-
- 46% with children
 - 20% have eReaders
 - 48% recently shopped in bookstores
 - 18% recently shopped for books online

Cohort 2: Diverse Young Achievers

Characteristics

This Cohort might be a harder audience to reach, and not as interested in the physical collection. They enjoy social opportunities with those with similar interests like gaming, sports, and television. Ethnically diverse and still making life decisions, this group is interested in popular online culture.

- Majority younger to middle-aged singles and couples
- Renters in suburbs, second cities, and urban areas
- Tech savvy and enjoy streaming and mobile apps
- Enjoys sporting events and lively outings
- Socially active
- 29% homeowners
- 24% married
- 38% with children
- 10% have eReaders
- 28% recently shopped in a bookstore
- 12% recently shopped for books online

Cohort 3: Striving Singles

Characteristics

This Cohort includes ethnically diverse high school graduates who likely work in the service industry. They rely on public transportation and spend an average of 3 hours a day on their phone. The majority of Cohort is single and 43% have children under the age of 18. While they may not be avid readers, they are likely to listen to audiobooks or podcasts and enjoy being with other people. This economically challenged group could benefit from many library services.

- Majority younger to middle-aged
- Live in rural communities and second cities
- Subscribe to multiple streaming services
- Rely heavily on public transportation
- Majority live in rentals
- 18% homeowners
- 23% married

-
- 43% with children
 - 8% have eReaders
 - 20% recently shopped in a bookstore
 - 10% recently shopped for books online

Cohort 4: Adventurous & Upscale

Characteristics

This cohort consists of well- educated white collar professionals, many with young children, leading active lifestyles. Cohort 4 enjoys online shopping, being outdoors, and spending time with family and friends at concerts and art shows. They use and have integrated cutting edge technology into their lives but you won't find them scrolling social media. To engage them, make the library modern, easy-to-use, exciting to visit and filled with art, music, and brand new books.

- Majority middle-aged, married couples
- Suburban living
- Highly-educated professionals
- Like being active and outdoors
- Travel regularly
- 90% homeowners
- 77% married
- 51% with children
- 26% have eReaders
- 49% recently shopped in a bookstore
- 18% recently shopped for books online

Cohort 5: Middle-Aged Accumulators

Characteristics

This Cohort includes middle-aged parents, likely to be married with children under the age of 18. College educated and tech savvy, they enjoy an upscale income in small towns and suburbs. They are likely to be small business owners and enjoy watching NASCAR and participating in active sports like golf or skiing. They will show up at storytime likely in a shirt featuring their favorite team logo.

- Majority middle-aged
- Lifestyle centered around family
- Educated professionals
- White-collar careers
- Enjoys playing sports
- 78% homeowners
- 66% married
- 51% with children

-
- 21% have eReaders
 - 39% recently shopped in a bookstore
 - 15% recently shopped for books online

Cohort 6: Mainstream Families

Characteristics

This Cohort values outdoor activities and quality time with family. To effectively engage them, position the library as a vibrant, fun, and relevant space. Incorporate familiar cultural touchpoints—such as Candy Crush, TikTok trends, or viral online content—into book displays and digital marketing to reflect their digitally connected lifestyle. Being seen as current and on-trend is important to them.

While they have a strong desire to stay fashionable and purchase the latest products, financial constraints often lead them to shop at discount retailers. Additionally, many members of this group show a strong interest in extreme sports, whether through viewing, betting, or direct participation.

- Large Families
- Small-town living
- Likes being active and outdoors
- Enjoys extreme/action sports
- 15% have eReaders
- 33% recently shopped in a bookstore
- 14% recently shopped online for books

Cohort 7: First Generation Families

Characteristics

This Cohort includes many first-generation Americans who may be unfamiliar with traditional library services, yet are likely to benefit from them more than most. It's essential to engage them where they are by thoughtfully introducing relevant services and curated collections that meet their unique needs.

Ensure bilingual staff are prepared to offer culturally responsive programming—such as storytime—at outreach events. Collaborating with trusted community partners is key to understanding where community members gather and identifying opportunities for the library to provide meaningful support. Strategic partnerships can amplify the library's impact and foster deeper community connections.

- Majority middle-aged
- Bilingual
- Many live in multi-generational homes
- Very active on social media

-
- 8% have eReaders
 - 28% recently shopped in a bookstore
 - 12% recently shopped for books online

Cohort 8: Wealthy Empty Nesters

Characteristics

Although this Cohort may not initially appear to have a direct need for library services, their engagement can be invaluable. Known for their civic involvement and willingness to support causes they believe in, they are ideal candidates for leadership roles such as serving on the library board or contributing through the Friends of the Library. Their strong interest in nature, culture, and travel makes them naturally curious and open to lifelong learning opportunities. To appeal to their sense of community responsibility and passion for local engagement, focus on programming that fosters meaningful connections and highlights the library's role as a cultural and civic hub.

- Highly educated
- Highly skilled professionals in corporate roles
- Active community members
- Own multiple properties
- In or on the verge of retirement
- 95% homeowners
- 77% married
- 5% with children
- 26% have an eReader
- 47% recently shopped in a bookstore
- 18% recently shopped for books online

Cohort 9: Conservative Grandparents

Characteristics

This Cohort is approaching or entering retirement and gravitating toward a slower-paced lifestyle centered around personal interests rather than career obligations. They enjoy activities such as watching sports, dining out, and engaging in small-scale adventures. Many are also active within their communities and would likely support the library's efforts to expand and enrich its services.

They may bring grandchildren to youth programs, and may also be interested in cultural offerings like free concerts or classic film discussions. Engaging this group is not a significant challenge—success lies in offering experiences that align with their evolving interests and values.

- Empty nesters or approaching
- Avid TV watchers
- Actively manages investment portfolio
- At or near retirement
- 83% homeowners

-
- 70% married
 - 21% with children
 - 21% have eReader
 - 34% recently shopped in a bookstore
 - 15% recently shopped for books online

Cohort 10: Small Town Couples

Characteristics

This Cohort likely turns to the library for access to newspapers and magazines that reflect their values and lifestyle. Many are retired from stable blue-collar or middle- management careers and take pride in hands-on work, often preferring to handle home projects themselves rather than outsource them. They value productivity and meaningful use of their time.

To effectively engage this group, focus on creating functional community meeting spaces and offering practical, community-led programming that allows them to share their skills and experiences.

- At or near retirement
- Prefers an easy-going lifestyle
- Likes to be active and out of the house
- 83% homeowners
- 53% married
- 12% with children
- 13% have eReaders
- 23% recently shopped in a bookstore
- 9% recently shopped for books online

Cohort 11: Retired Seniors

Characteristics

This Cohort typically lives on a modest income or fixed retirement budget and spends much of their leisure time at home, often watching television. While they may not immediately engage with library programs or services, consistent outreach and relationship-building can yield meaningful connections over time. Partnering with local senior centers is an effective way to meet them where they are and introduce relevant offerings in a familiar, comfortable setting.

Persistence is key—ongoing partnerships and steady presence can help build trust and increase participation.

- Small-town living
- Sedentary lifestyle
- Least tech-savvy Cohort
- High-school education
- At or near retirement

- 56% homeowners
- 32% married
- 8% with children
- 11% have an eReader
- 15% recently shopped at a bookstore
- 8% recently shopped for books online

Appendix C: Service Statistics

Five-Year Service Activity

Metric	FY21	FY22	FY23	FY24	FY25
Visits	82,288	80,606	91,309	90,742	93,160
Print circulation	68,196	52,928	53,781	53,491	48,717
Electronic circulation	7,711	8,274	7,103	6,529	6,674
Computer sessions	17,787	16,823	17,025	16,100	17,338
Wi-Fi sessions	7,841	9,989	11,422	11,622	10,000*
Website visits	70,137	Not recorded	Not recorded	28,763	24,091

Source: Duncanville Public Library

* estimated number

Five-Year Program Activity

Metric	FY21	FY22	FY23	FY24	FY25
Programs	116	273	418	435	656
Total attendance	2,857	6,075	3,298	6,064	7,395
Adult/general attendance	2	1,405	232	696	2,813
Children's attendance	2,812	4,633	3,031	5,354	4,542
Teen attendance	43	37	35	14	40

Source: Duncanville Public Library

Appendix D: Collections Recommendations

Collection Action Plan

The following action plan was developed with the Director and reflects the agreed priorities across the four standard areas. Several items are already underway.

Selection

- The Director has completed the new selection profile.
- Confirm complete series runs where gaps were created by weeding. Check to see if these items are available through shared regional system.
- Add new materials to high relative use collections, especially children's and teen formats.
- Review DOA titles for patterns and adjust selection accordingly.

Merchandising

- Change displays monthly and keep them simple enough to keep up with.
- Feature new books for adult, children's, and teen audiences, with children's new books displayed on top of shelving and new DVDs and audio displayed alongside them.
- Add more front facing displays in the stacks.
- Display materials at programs.

Physical Appearance

- Remove shelving and consolidate collections to open public space, the central goal of the project.
- Plan a follow up weed after summer reading. CMT can assist with list creation and strategy.
- Complete an inventory following the weed.

Marketing

- Expand catalog list links and spotlight e-resources.
- Grow relationships through school partnerships.

Replacement and Selection Recommendations

During the project the selectors flagged areas where targeted replacement ordering will have the greatest effect. These notes are offered to guide the next round of selection.

- **Medical and health** (Dewey 610s). Refresh with current titles. The Mayo Clinic guides on heart disease and diabetes have already been queued for replacement. Core health information should always be current.
- **Adult nonfiction overall.** The collection will benefit from fresh ordering and new titles across the Dewey runs now that dated material has been removed.
- **Mysteries.** Patrons favor cozy mysteries. A significant Agatha Christie refresh is recommended, along with continued strength in the cozy subgenre.

-
- **Adult fiction.** Reader demand for popular authors remains strong. Maintain popular author and high demand series. Consider interfiling genres when shelving area is redone.
 - **Understocked collections.** Westerns, Junior Nonfiction, Easy Fiction, and Adult Fantasy now read as understocked after deep weeding. Prioritize these for replacement within the available budget and shelf plan.

Recommendations and Next Steps

1. **Reconfigure the cleared space.** With the weeding complete, the library can move forward on removing the emptied shelving and consolidating collections to create the additional public space that motivated the project.
2. **Add interim signage on cleared ranges.** Where shelving has been emptied but not yet removed, simple signage explaining the refresh helps patrons understand the change and frames it as an improvement.
3. **Complete a post-weed inventory.** An inventory will reconcile the catalog to the shelves and capture the new baseline for ongoing collection analysis.
4. **Begin replacement ordering.** Direct a portion of the budget toward the replacement priorities above, focusing on children's formats and the understocked collections.
5. **Establish an ongoing maintenance routine.** A regular, smaller weeding cadence, supported by repeatable LibraryIQ lists, will keep the collection healthy and prevent overstock from returning. A follow-up weed after summer reading is recommended.
6. **Brief all staff at the start of future projects.** For large projects, a short all-staff introduction led by the Director on the first morning helps the whole team understand the purpose and supports a smooth week.

Conclusion

This action plan positions the Library to move from a major collection refresh into a more sustainable cycle of selection, merchandising, space management, and promotion. By pairing targeted replacement ordering with regular displays, improved discovery, post-weed inventory, and ongoing maintenance, the Library can ensure that the collection remains current, browsable, and responsive to community needs.

These next steps also support the broader goals of the needs assessment. A refreshed and well-maintained collection will not only improve circulation and patron satisfaction, but also help open public space, strengthen program connections, support school partnerships, and make the Library more welcoming and easier to use.