

**Library Advisory Board
Meeting Minutes
February 5, 2019**

Present: Fred Karr
Diane Pizarro
Heather Wang
Michael Bronsky
Misty Jackson-Miller
Rama Krishnan
Shari Childers
Steve Lavine
Tamra Sadafsaz

City Staff: Libby Holtmann, Director of Libraries
Tammy Kornis, Library Community Outreach Manager
Cecily Ponce deLeon, Library Manager - Haggard Library
Anthony Andros, Library Manager – Schimelpfenig Library
Linda Wilson, Administrative Coordinator

Steve Lavine, Board Chair, called the regular meeting to order at 7:00 P.M. in the Jeanette Bickley Bland Meeting Room, located in the Genealogy Area of W. O. Haggard, Jr. Library, 2501 Coit Road, Plano, Texas.

The minutes of the meeting held on November 6, 2018 were approved as written.

Agenda Item A. Welcome New Library Advisory Board Member

Steve Lavine welcomed Diane Pizarro to the Library Advisory Board. Ms. Pizarro was appointed as a Board member to replace Jill Rashdi.

Agenda Item B. Library Needs Assessment Survey Results

Tammy Kornis, Library Community Outreach Manager, presented a brief overview of some of the results from the City of Plano Parks and Recreation and Library Needs Assessment Survey that was administered during fall 2018. The goal of the survey was to assess programs and services provided to residents and to help identify areas for improvement. This survey went out to a random sample of about 3,000 citizens, with about 500 responses. Of the completed surveys, there was equal distribution between male and female respondents, and random samples of ethnicities and income levels. Some of the questions asked about services, digital services, programs, benefits of the library, values, and opinions.

Of services and digital services, residents were most unaware of the following: 3D printing, Launchpads, Playaways, Ref USA database, Kanopy video streaming, Learning Express, Digital Creation Space classes, Artist in Residence workshops,

Family STEAM workshops. This information is useful to focus on ways to increase awareness of these services.

The question was asked about the most important role of the Library, with the following ranked responses:

1st – to provide resources

2nd – to provide space

3rd – literacy

When asked about the value of the Library, citizens with the highest income level (over \$150K) look to the Library to provide resources for reading/listening/viewing, while citizens with the lowest income level (under \$22K) look to the Library to serve as a resource for community information. People with the highest income levels are the biggest users of digital services, such as eBooks and Lynda.com. People with the lowest income levels are the biggest users of job search services.

Under opinions, 95% of respondents consider the Library very important or important to the future of the Plano community.

The results of the survey will be presented to City Council in the coming months. Before that time, more details on the results will also be provided to the Library Advisory Board.

Agenda Item C. Path to Programming for PPL

Cecily Ponce de Leon, Haggard Library Manager, reviewed information on how the library formulates programming. The Library offers over 3,800 programs a year, with attendance around 130,000. Programming falls under six broad categories: Connecting Families, Early Learning, Just for Kids, Tweens & Teens, STEAM, and Adult.

Connecting Families – the goal is to encourage multigenerational engagement.

Early Learning – ages 0-5: includes storytimes and programs that focus on early literacy skills.

Just for Kids – Kindergarten – 5th grade: continues Early Learning and school readiness, with focus on social development and activities.

Tweens – 4th – 8th grade: educational and social.

Teens – 6th – 12th grade: during the school year focuses on learning and college prep, while focus during the summer includes STEAM and Digital Creation Space classes.

STEAM – families, includes art, robotics, and home-grown science experiments.

Adult – book clubs, tech training, instructional classes, Digital Creation Space, educational and enriching activities.

There is a focus on Early Learning, STEAM, career development, and seniors. Early Learning and STEAM programs are well attended and patrons ask for more. For career development, the goal is to connect to the needs of the community. There is currently a focus driven by the City to provide more programs for seniors.

Staff at all levels submit ideas. Proposals are requested three times a year to coincide with the development of the Engage brochure, which is produced three times a year. The proposals go to programming committees to vet ideas. Then the programs get scheduled and go through a final review before being listed in the brochure. Programs are also planned with partners, including non-profits and other City departments.

Steve Lavine asked whether any program suggestions have been denied because of cost restraints. Cecily stated that the committees look at cost per participant based on the target audience and at the overall budget. For program ideas that exceed the usual average costs, the library may seek grant-funding to supplement the cost. Funding provided by Friends of the Plano Library also goes toward programming. Additionally, the Library works with outside partners and volunteer groups that assist with programming.

Another question was asked whether any of the programs are constrained by the size of the facilities. Libby Holtmann stated that the Library does not have issues with space for programming. Approved Bond funding for Davis Library will go toward increasing program room space as well as smaller spaces. Additional Bond funding for Harrington Library will also improve space at that location.

Shari Childers asked about the best place to direct people toward finding what is happening at the Library. Tammy recommended using the news section and the search box features on the front page of the Library website, looking at the Events at the Library section of the Library Mobile App, checking social media, and picking up the building calendar printouts available at each location.

Items for future agendas:

Decide whether to change date of November meeting to avoid Election Day conflict.

The next board meeting is scheduled for Tuesday, May 7, 2019. As there was no further business, Steve Lavine adjourned the meeting at 7:45PM.

Steve Lavine, Chair