



FARMERS BRANCH
TEXAS

Farmers Branch Manske Library Advisory Board

City Council Meeting | November 4, 2025

Requested By: City Council



Manske Library Board– Year in Review

Background

- 1** Board Members/ Attendance Percentage
- 2** Engagement and Community Involvement/Outreach
- 3** Measurements of Success/Division metrics
- 4** Future Goals/Plans for the Board

Manske Library Advisory Board



Board Members

Kristen Hansen– Chair, John P. Giolma– Vice Chair, Stacey Baker – Secretary, Kathy Lee Alvoid, Zachariah Thompson, Dawn Calzada, Paul Y Shultz, Hayden Gray, and Neil Thomas.

Attendance Percentage

96% Attendance rate for the fiscal year.

Encourage Participation

Board members encourage participation through word of mouth, social media, community involvement, and outreach participation throughout the city.

Critical Business Outcomes

Support life-long education, community-connectedness, creativity, and technology access in Farmers Branch.

Community ENGAGEMENT

What people are saying...

I am a first-time visitor and got a library card at 80! Staff was so wonderful and helpful. Very knowledgeable.

The programs, classes, and workshops are super welcoming and informative. I enjoy how accessible everything is as well as the way they have bulletins and newsletters about not just the library but the overall community as well.

What really sets this library apart is its dedication to being more than just a place to borrow books. It is a true community hub offering free access to technology, quiet spaces to work or study, and cozy nooks to simply enjoy a good read.



Involvement

We will work with City Administration and Library leadership on proper messaging.

Timing

Seasonal/annual events: Halloween in the Park, the Jolabokaflod Book Drive, Santa & Cookies, Cathy's Critter's (spring), and Summer Reading.

Feedback/Input

Input collected through the Listen360 QR code, Questions & Comments form on the Library website, and through Citizen Comments at monthly Library Board meetings.

City Media To Be Used

- | | |
|-------------------|-------------------------------|
| ✓ Branch Review | ✓ Facilities Digital Displays |
| ✓ Branch Bulletin | ✓ Mailed Letter/Postcard |
| ✓ Branch Living | ✓ Median Signs |
| ✓ Social Media | ✓ Outreach at City Events |

Measurement of Success



Library Cards

The Farmers Branch Manske Library issued 1,996 new library cards, an increase of over 20% from the previous year.

Library Visitors

The Farmers Branch Manske Library served over 144,280 library building visitors, a 1.6% increase from the previous year.

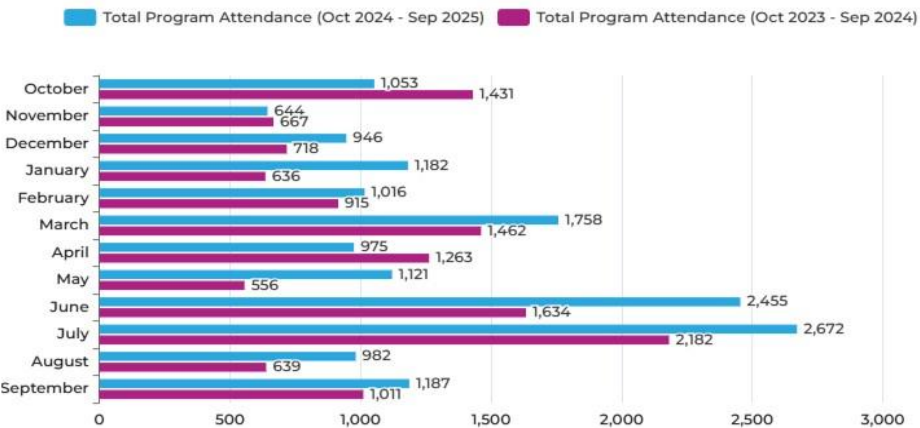
Net Promoter Score

The Farmers Branch Manske Library has a Net Promoter Score (NPS) of 9.2 out of 10 over the past year. A NPS over 7 is generally considered excellent.

Program Attendance

Farmers Branch Manske Library program participation has increased by 21% from the previous year.

Program Attendance All



Future Goals

A focus on strategic objective C.2. *Provide attractive, unique, and connected spaces for community interaction.*



Increase Advisory Boards Partnerships

Strengthen partnerships with other City of Farmers Branch Boards to increase collaboration on city-wide events.



Increase Public Outreach

Increase Library Board attendance at community outreach events where a Manske Library table and activities are present.



Continue to Explore Ways to Reach Underserved populations

Remain open to new and creative ways the library can serve our growing community.



Questions

