



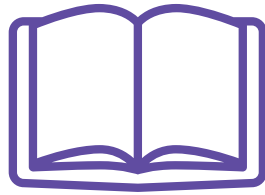
# Impact Report



May 2025

*Musician Brody Price at the Central Library's Summer Kickoff*

# MAY BY THE NUMBERS



796,168

Items Circulated (Digital & Physical)



3,822

New Cardholders



341,852

Visitors In-person\* & Online



30,905

Computer Sessions



1,222

Volunteer Hours



20,178

Program Attendees (1,084 programs)

*\* People counters are operable in most but not all locations.*



# COMMUNITY

**Dallas Public Library builds community through programming and outreach that connects people to library services and to each other.**



*Cinco de Mayo at Arcadia Park Branch*



*Mom Spa Day at Skillman Southwestern Branch*



*Popsicles with Police at Vickery Park Branch*

Dallas Public Library brought the community together for Cinco de Mayo at 12 locations, including a performance and dance workshop from Cara Mia Theatre at **Mountain Creek Branch** and Ollimpaxqui Ballet Company at **Prairie Creek Branch**. Both were made possible through the Office of Art and Culture. DPL also participated in Cinco de Mayo events at Old City Park and the parade in Oak Cliff.

**Hampton-Illinois Branch** hosted a Mother's Day Festival on Saturday, May 10, and included performances by the ballet folklorico and choir of Brashear Elementary, artist Nova Pangea, a keychain/bracelet craft booth and the games booth. The outdoor amphitheater area was used as a vendor fair. Moms also were feted at 10 other library events and craft activities.

Community engagement and outreach went into overdrive in May as library staff promoted SMART Summer and many schools had their end-of-year events. **Library staff engaged 16,627 people outside of their buildings at 210 community events.** There were 15 community fairs and 55 school visits.

**Lakewood Branch** celebrated its 55<sup>th</sup> birthday on May 17 with an outdoor party that included crafts, games and a trip down memory lane. Two days earlier, at a special birthday-themed storytime, the toddlers counted candles on the birthday cake and sang the birthday song to the building.

# COMMUNITY



*Lakewood Branch Friends' Art Show*



*Dallas West Branch School Visit*



*May the Fourth Party at Preston Royal Branch*

## More Community Highlights

- The office of Vital Statistics sent a woman to the 8th floor **Genealogy & History** to find her mother's exact date of death for her death certificate. Staff knew the death was too recent to be in the library's genealogy databases, so they connected the woman with Golden Gate Funeral Home, that handled the burial, and the customer got an answer within two minutes.
- During Career Day at Ben Milam Elementary, the staff from **Oak Lawn Branch** gave a presentation about working for the library to multiple classes - 130 students in all. The last group of the day was able to ask the most questions. At the end of the presentation, one child loudly proclaimed that they had previously only wished to be 2 things when they grew up, but now had 3 dream jobs: an astronaut, a firefighter and a librarian. Many children chimed in after them, loudly expressing that they all wished to be librarians as well. While passing out bookmark giveaways, the children insisted staff write down the exact library name so they could know which one to visit. They also introduced themselves personally by name.



# LEARNING

**Dallas Public Library provides residents with opportunities to discover, grow and advance their lives.**

The SMART Summer annual reading and learning challenge kicked off May 31. Seven branch libraries hosted parties for kids and families in partnership with DISD. The carnival-style parties included face-painting, games, crafts, giveaways and other activities. A party for adults was held that evening at the **Central Library** with live music, local vendors and craft activities.

New nature backpacks were released for checkout at six library branches in May. In partnership with the Texas Children in Nature Network, the Library Explorer Adventure Packs include field guides, books, tools and equipment to use while exploring the outdoors. LEAP kits are available at **Hampton-Illinois, Mountain Creek, Renner Frankford, Skyline, Vickery Park and White Rock Hills** branches and are sponsored by the Texas Department of State Health Services and Texas Parks and Wildlife Department.

Dallas Public Library, in collaboration with The Commit Partnership and Teach My Kid to Read, launched a Literacy Decodable Hub at **Hampton-Illinois Branch** on May 8. Decodable books assist students in mastering foundational reading skills and support parents to facilitate reading at home.

A young student from the **Art, Music & Movies** drawing classes was accepted into the Booker T. Washington High School Visual Arts program. One of the pieces he did in class was part of his audition portfolio.



*SMART Summer Kickoff at Lochwood Branch*



*First LEAP kit check out at Renner Frankford Branch*



*Bernie the Bubble Lady at Bookmarks in NorthPark Center*

# LEARNING

## Noteworthy Learning Programs

- **222 Early Literacy programs** served 8,447 children and families
- Attendance at **English Language Learning** classes was 364 and **GED** classes had 313 (in-person, online and in Spanish)
- Staff provided **73 one-on-one help sessions** through the Career Launch Pad service

While staff were tending the Pollinator Garden on 5<sup>th</sup> floor at **Central Library**, two customers joined staff outside and asked questions about the plants. Staff were able to share some knowledge on Texas native plants.

**Forest Green Branch** hosted The Creature Teacher, who brought a variety of wild animals from all over the world. One attendee said he came to the event so he could face his fear of snakes and help his daughter to not inherit that same fear. He was able to pet the dwarf reticulated python.

The Regency Swords and Dueling program at **Dallas West Branch** had a big fan: "That was the coolest. I got to hold a real life sword, when will they be back?" As he left the library he continued, "Mom, touché, remember touché is what that guy said when he was hit fencing."



*Rhythm & Play end-of-year party at Pleasant Grove Branch*



*Lava lamps at Arcadia Park Branch*



*"Book Tasting" at Fretz Park Branch*

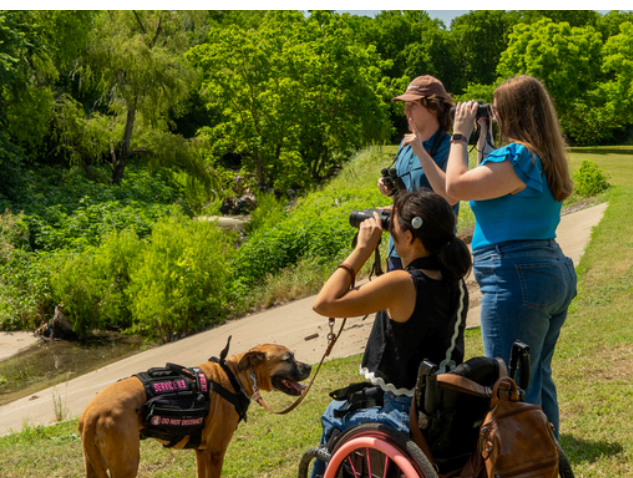


# ACCESS

Eliminating barriers to service is a priority. Materials, programs and services are always free, and library staff work to make information, technology and city services easily accessible.



*Making a felted blossoms craft at Timberglen Branch*



*Bird watching at Pleasant Grove Branch*



*Painting bandanas at Mountain Creek Branch*

## Access Highlights

- Staff in **Dallas History & Archives** helped a man find a news article from the 1940s or 50s that featured a picture of his mother who had recently passed. He didn't know the exact date or what paper the article was in, but staff was able to find the article in The Dallas Morning News archive on the NewsBank electronic database.
- **Dallas West Branch** is collaborating with an English teacher from Uplift High School to help her 11<sup>th</sup> grade students with their summer projects. The 115 students came to the library in May to get library cards, check out books and sign up for SMART Summer.
- **Genealogy & History's** regular programming for genealogy enthusiasts brings together people who share an affinity who may not have met otherwise. During the Using Cemetery Research to Find Your Ancestors program, an attendee asked what to do about an abandoned African American graveyard in Navarro County. Another attendee, TXGenWeb Director Paula Perkins, was able to connect her to Navarro County societies and people who would be able to help her address the issues in the cemetery. The participant said she would have never been able to get started on preserving the cemetery without the library's help and the connections made through the genealogy programming.

## More Access Highlights

- A regular attendee at the Bob Ross Paint-a-Long program at **Skyline Branch** explained that the painting helps her relax and destress after a difficult day.
- Staff at **Skillman Southwestern Branch** helped a senior citizen get a copy of her driving record online. The woman's insurance rates were going up because they claimed she had a ticket. She said she had no idea what to do without the library's help.
- The staff person who started a Magic: The Gathering club at the **Central Library** was selected for a New Perspectives grant through Wizards Play Network, one of ten people selected worldwide. She wrote an essay about her experience picking up the game last year during a dark time and how she wanted to spread that stability through gameplay into the lives of others. The library club is made up of mostly homeless or formerly homeless patrons who have set their own goals in both the game and in re-shaping their own lives. The grant includes a three-day VIP badge to MagicCon Atlanta along with a \$2000 stipend for all things related to the convention.
- The 4th floor started opening up the **Fiber Arts Workroom** for "office hours" every Wednesday and Friday. Customers have been coming weekly to make, ask questions and learn new skills.



*The Modern Cajon Jazz Ensemble performing at Park Forest Branch*



*GED Graduation Ceremony at Central Library*



*SMART Summer Kickoff at North Oak Cliff Branch*



# ENGAGEMENT

## SOCIAL MEDIA



- 38,253 followers
- 17.92% engagement rate



## EBLASTS

- 263,991 subscribers
- 30 sent
- 46.18% open rate



## NEXTDOOR

- 450,296 followers
- 82 posts
- 42,610 impressions

# NEWS HITS

Clases gratis de inglés en Texas: cuatro programas que te ayudarán, 2001online.com, 5/7/2025

The Dallas Public Library brings new life to beloved toys, KERA and The Dallas Morning News, 5/8/2025

¿Quieres aprender inglés? Aquí tienes clases y recursos gratuitos en Dallas - Fort Worth y el norte de Texas, Univision, 5/22/2025

Dallas 'Summer of Safety' initiative offers free tickets and activities for kids and teens, NBC5, 5/22/2025

Dallas Ramps Up Public Safety and Youth Engagement with 4th Annual Summer of Safety Campaign, Hoodline, 5/23/2025

Dallas Turns Up The Fun With 'Summer of Safety' For Kids, Dallas Express, 5/25/2025

Dallas launches 2025 'Summer of Safety' to engage youth and enhance public safety, 1080 KRLD, 5/28/2025

Summer reading kick-off party, Preston Hollow Advocate, 5/20/2025