

ARCHER PUBLIC LIBRARY COMMUNITY OUTREACH PLAN



Prepared by: Cheryl Beesinger

Date: January 26, 2011

**105 North Center
P.O. Box 1574
Archer City, TX 76351
(940) 574-4954
<http://ntrls.tsl.state.tx.us/archer>**

This plan was created through the University of North Texas PEARL project. Funding for PEARL (Promoting and Enhancing the Advancement of Rural Libraries) is provided by the Robert and Ruby Priddy Charitable Trust.



Archer Public Library Community Outreach Plan

TABLE OF CONTENTS

Introduction	3
Community Profile Narrative	5
Library Profile Narrative	5
Vision, Mission, Goals and Objectives	6
Outreach Program	8
Detailed Action Plan	9
Appendix	
• Needs Compilation	11
• Assets Compilation	12

Archer Public Library Community Outreach Plan

Outreach Plan

Introduction

Archer County is located in the U.S. state of Texas, and was formed in 1858 from Fannin County. It is part of the Wichita Falls, Texas, Metropolitan Statistical Area. As of 2005, the population estimate is 9,095, up from 8,854 in 2000. Archer is named for Branch Tanner Archer, a commissioner for the Republic of Texas. Archer City, the county seat, is 25 miles southwest of Wichita Falls and lies at the junction of State Highway 79 and State Highway 25. Archer City is well known due to its famous native son, Pulitzer Prize winning author, Larry McMurtry. Movies based on his novels, *The Last Picture Show* and *Texasville*, were filmed on the streets of Archer City.

Ranching and oil are two major industries in the area. Archer County is known as the “Short Grass Ranching Capital” of the nation because of the grass, which is short, has tremendous strength and nutritious qualities. It is also known for excellent hunting. The area is home to deer, dove, quail, turkey, and wild hogs.

Archer City is a popular place for book lovers. Booked Up and Three Dog Books are internationally known for their volumes of rare, fine, and scholarly books. Thanks to the restoration of The Royal Theater, made famous by the 1971 Oscar winning movie, *The Last Picture Show*, Archer City has become a center for performing arts. The theater features *The Texasville Opry* and numerous live stage productions throughout the year. Antiquing is another feature of Archer City. Tourist sites include the restored Texas Courthouse, the Archer County Museum, and The Royal Theater.

Historical, Current, and Future Roles

Historically the library has been the place to go for free and equal access to information and it has served as a gateway to information and a pre-school door to learning. Currently the library also is the place to go for lifelong learning, adult learning, current topics and titles, information assistance, public computer access, early childhood literacy and information literacy. It serves as a technology center and community meeting place. In addition, the library is the place people go to have copies made, faxes sent and perform print jobs.

The county in the near future will not be increasing staff. Without additional staff, the library will not be adding other services or roles to its existing ones.

Existing Programs

The library has a number of existing programs. These include a summer reading program for children and teens; nursing home outreach; regular art displays; regular gaming programs for children and teens; exam proctoring; interlibrary loan; story time programs in Spanish and scrapbooking with library dies.

Archer Public Library Community Outreach Plan

Identified Needs

The community as a whole needs more medium priced housing. Currently Archer City's tax base is primarily residential. The community is a bedroom one with most people commuting to other towns to work. The lack of a business base creates funding difficulties for the library, the city and the county. With the exception of dairy farms, ranching and oil field work, the county as a whole lacks a diversified tax base. Archer City and surrounding communities need economic development to attract businesses to the area to alleviate the tax burden on individuals.

The lack of a business tax base creates serious funding issues for the library. The librarian's salary (including benefits) is paid by the county and the city provides free utilities, insurance on the building, and \$100 a month for supplies, books, and cleaning services. No other funds are designated for the library from either the county or city.

Identified Assets

The following were identified as assets to the community: ranches, dairy farms, oil industry, Senior Service Centers (more than one in the county), Volunteer Fire Department (one for every community), Archer County Museum, Booked Up Bookstores, public swimming pool, Texas Health Department, rodeo grounds, wind turbines, American Legion, law enforcement, Archer Nursing Home, fish and game leases, tennis courts, private golf course, good school system, Archer County News, RV parks, Archer Thrift Shop, Archer County Extension Office, Royal Theater, and a number of antique shops.

The library has a number of assets. Time Warner provides the library with free cable TV and free high-speed Internet service. The library staff are: involved in community; have grant writing experience; good people skills; provide free and equal access to information; share knowledge and resources with others; encourage feedback; provide responsive service; are technology savvy; are committed to early literacy; promote life-long love of reading; provide career and workforce assistance; maintain confidentiality; communicate openly; have gaming experience; are professional, well-trained, friendly and helpful. The staff offer one on one tutoring and computer training when needed. The library has an experienced and enthusiastic director who in addition to the above qualities has good budgeting and fundraising skills and who is able to manage detailed projects. The library has established collaborative relationships with community partners with whom they partner to offer ESL programs and to promote early reading literacy.

A major asset of the library is the people who support the library through donations, memorials, and gifts.

The library would like to thank the Archer County Commissioners and the Archer City Council for their continuing support. The library would also like to thank the Wichita Falls Area Community Foundation Royal C. (Bingo) Kinder Fund for their generosity through the years. They have given the library many gifts such as: shelving, computers, funding for the children's area, and numerous other items. The library would like to thank the Archer Public Library supporters most especially the ABC Book Club.

Archer Public Library Community Outreach Plan

Community Profile Narrative

Main Geographic Features from 1.5

Community Features

Assets and Challenges

The main geographic features that are an asset for Archer County includes portions of three lakes (Lake Kickapoo, Lake Wichita and Arrowhead Lake), the Wichita River, ranges of short grass, cattle and horse ranches, dairy farms, oil fields, historical sites, three major U.S. highways (82, 277 and 281) plus three state highways (25, 79, 114). Archer City has a public park, a public swimming pool, tennis courts, rodeo grounds, and private golf course.

Challenges are mainly related to the location of Archer City in relation to other towns/cities. The nearest city of 50,000 or more is Wichita Falls which is about 25 miles away. Wichita Falls is in Wichita County which borders Archer County. The proximity is both an asset and a challenge. It is an asset for the community in that it provides shopping, jobs and services not found in Archer County. It is a challenge in that it creates a bedroom community environment in Archer City and surrounding communities. The proximity is also a challenge when it comes to support for the Archer Public Library. People in Archer County who live closer to Wichita Falls than Archer City often utilized the library in Wichita Falls more than the one in Archer City. This can result in less county wide-support for the Archer Public Library.

Library

Assets and Challenges

One of the biggest geographical assets of the library is that it is located on the town square. It is a stand-alone facility close to the schools, city hall, county courthouse, and the Senior Service Center. A number of small businesses are located nearby as are day cares, nursing home, museum, and government agencies.

One of the challenges is the community is too small to have mail delivery to homes; mail is only delivered to post office boxes. This results in difficulty for the library in receiving mail, packages, and parcels. It is an asset to have public housing and a challenge at the same time. The turn-over in residents can and does result in a loss of library materials (un-returned items).

Community Demographics

The population for Archer County is 8,854 and for Archer City 1,848. Archer Public Library is the only library in the county. 18.5% of the population of Archer City is over age 65. 71.55% of residents are high school graduates with 19.5% having a bachelor degree. The median household income is \$32,156. Archer City is 12 miles from the nearest town, Windthorst (population approximately 440).

Library Profile Narrative

The Archer Public Library was established on March 30, 1965 by a group of civic-minded people who had a vision to develop a library in Archer City to serve the entire county population. For almost 25 years, the library was housed in a one-room area behind City Hall. In 1989, the community began a massive fundraising initiative with a goal of \$55,000 to renovate a vacant

Archer Public Library Community Outreach Plan

building on the square to house a new library. The new location opened in 1990 and included a set from a scene in the movie *Texasville*.

The Archer Public Library became a member of the North Texas Regional Library System in 1990. In 1996, the library was the only place in town where people could access the Internet. Recent technological advances and opportunities allowed the school to become a state-of-the-art technology center. The library was permitted to connect to the school's T-one line at no cost, which provided faster access to library users.

The library was renovated again in 2004 with new shelving, carpeting, paint and furniture with a grant from the Priddy Foundation. In 2005, the library was able to add to the children's collection and have a children's reading pit built and installed with funding provided by the Wichita Falls Community Area Foundation Royal C. (Bingo) Kinder Fund. The fund also provided support for other items such as: postage, circulation program maintenance costs, copier maintenance and other ongoing expenses. Internet access was updated to the fastest connection provided through Road Runner as a donation for life in 2008 along with brand news computers and server provided with funding from the Kinder Funds once again. In 2009, the library began WiFi service for residents and visitors from throughout the world.

The library is currently open for total of 38 hours a week. Programs include children's story times, senior citizens and Spanish-speaking residents, a book club, author presentations and book signings, and class and group visits.

The Archer Public Library serves four communities that are seeing an increase in population due to excellent schools and proximity to Wichita Falls. The library currently serves three public schools in the county, and library staff work closely with teachers and school librarians. The Archer Public Library also serves Archer County Midwestern State University students through internet access, its collections and ILL (Interlibrary Loan) and distance learning. The library helps with employment opportunities through resume tutoring and on-line job applications. The library supplies needed books and programs to Archer County Head Start students for its mandated curriculum.

Most Important Library Statistics

In 2009, the Archer Public Library served a population of 8,854 encompassing the communities of: Archer City, Holliday, Windthorst, Lakeside City, Scotland, and Megargel. The library circulated 21,033 items and had 20,326 library visits. The library has 2,360 cardholders and 22,993 titles in the library's collection. The full time equivalent of library staff is 1.1 (1 full-time and a part-time person who works as needed).

Vision, Mission, Goals and Objectives

Vision Statement

The people of Archer County will have the information they need to succeed at school, at work and in their personal lives; have reading, viewing and listening materials and programs that stimulate their thinking, enhance their knowledge of the world, and improve the quality of their leisure time. They will discover the joy of reading and develop a love of learning, enjoy a high level of access to electronic information resources and develop the technological, information-

Archer Public Library Community Outreach Plan

seeking and information evaluation skills needed in an increasingly complex world. They will think of the Archer Public Library as a focal point of community life that connects and unites the people of the entire region.

Mission Statement

The mission of the Archer Public Library is to enrich, entertain, and inform the citizens of Archer County with access to its collections, technologies, facilities, and services. The library is committed to encourage the positive and exciting activity of reading.

Goals & Objectives for Library

Goal 1: Provide reading, viewing and listening materials and programming to community for personal enrichment and enjoyment.

Objectives:

1. Staff at the Archer Public Library will select and purchase materials based on community interests and demand. Staff will schedule programming that will stimulate use of the collection, e.g., the summer reading program, guest authors and speakers, book club, kids/adults winter reading program.
2. Through displays, the library staff will promote reading, viewing and listening materials to the community.
3. Staff and library supporters will solicit funding and incentives from businesses for the summer reading programs.
4. Staff will also develop strong collaborations with schools so that children and teens will have knowledge of the library's holdings.
5. The library will purchase shelving to hold new books.

Goal 2: Provide opportunities for information access to people of all ages.

Objectives:

1. Staff at the Archer Public Library will train people to use the Internet and card catalog effectively, assisting in determining the validity of Internet sites.
2. Staff will also train volunteers who can assist in the training of people on the use of the Internet and the TexShare databases.
3. The Archer Public Library will provide general information resources to the public and access to the TexShare databases and other databases.
4. Staff will evaluate print resources to determine purchases.
5. Through a technology plan, the Archer Public Library will provide a list of equipment with an update/replacement schedule. The library will set aside funds to pay for the services of a technician, who will ensure that equipment is kept in a state of repair. The library will use the services of the TANG specialist at the System office.

Goal 3: Provide a comfortable, relaxing atmosphere for patrons who take the time to visit their local public library, the Archer Public Library, while also being earth friendly.

Objectives:

1. The Archer Public Library recently installed brand new energy efficient lighting through the efforts of the City of Archer City. We now have the need for new heating and air-conditioning units that are energy efficient along with new environmentally friendly windows.

Archer Public Library Community Outreach Plan

Goal 4: Develop a website to make the catalog available Internet wide and to have a library presence on the web

Objectives:

1. The Archer Public Library is in need of a presence on the web through a library website. Patrons and residents from all over will be able to access the library's card catalog through this site along with other important events occurring at the library.

Goals & Objectives for Outreach Plan Program

Goal: As part of the Archer Public Library's goal to provide reading, viewing and listening materials and programming to community for personal enrichment and enjoyment, the library will offer a game day for adults program.

Objective: The objective of the Archer Public Library is to offer a senior game day.

Outreach Programs

The outreach program we are focusing on currently is to develop a game day for senior citizens. We envision this as being a program that will take place weekly. The kind of games offered will be varied and will exercise mind and body. This is particularly important to help ward off ailments and diseases associated with aging. It is hoped this ongoing program will help improve the general quality of life for senior citizens served.

Statement of need

The library staff has received requests from senior citizens in the community to provide games at the library specifically for them. The games requested range from traditional games such as dominos, Skipbo, Rummikub, and other card games to Wii type video games. The local Senior Service Center is not able to provide this service due to a lack of staff and funding. The library already owns a Wii with various game opportunities and provides Wii gaming for children and teens.

Description of the larger audience or target group the library wants to reach

The library will offer the program to adult residents in Archer City, Holliday, Windthorst, Lakeside City, Scotland, and Megargel.

Description of the specific segment of the target group the proposed program will serve

While the program will be open to all adults, it is specifically targeted and marketed to senior citizens throughout the county.

Estimated number of potential participants

Based on prior program participation, it is estimated 10-15 people will attend.

Description of the characteristics of the audience (age, gender, interest, where they live, transportation issues if any, best hours for a program, etc.)

The intended audience is senior citizens in Archer County. Based on input from local seniors, a morning program was most requested. Wednesday morning was selected after considering the library's current staffing and existing program schedule. A two hour block of time was felt to be

Archer Public Library Community Outreach Plan

long enough for people to enjoy participating in one or more games depending on which games they wanted to play. It was decided the ideal time would be 10:00 a.m. till noon. Transportation is not provided; each person will make their own arrangements.

List potential partners based on you assets assessment

Potential partners include: Archer City Senior Service Center, Holliday Senior Service Center, Archer County News, area churches, civic organizations, and local businesses.

List available library resources that could contribute to the success of the program

Physical

The library has a meeting room where card and board type games can be played. The children’s area would be utilized for Wii type video games. The library has a large screen TV that can be used for the video games.

Skills

Library staff has Wii gaming experience and currently offer video gaming opportunities for children and teens as reading rewards. The library staff has experience in creating promotional materials for programs and has existing collaborative relationships with other organizations in the community.

Detailed Action Plan

Goal

The library will offer a game day for senior citizens to provide a program that will contribute to their personal enrichment and enjoyment. The library has many programs for children and young adults. We have book club for all adults. However, we don’t have any programs specifically and just for the biggest segment of our service population, senior citizens. The goal of our outreach plan is to start a “Senior Citizen Game Day” as requested by several of these individuals.

Objective

The objective of the Archer Public Library is to offer a senior game day for two hours once a week, to encourage senior citizens to use their mental facilities and increase their physical activity by playing games such as dominoes, cards, Skip-Bo, and Wii games.

Action Plan

The table below gives the library’s action plan for senior game day.

IMPLEMENTATION			EVALUATION	
Action What action, activity or task needs to be done?	Name & Date Who will do it and by what date will it be done?	Resources Needed How much time, money, materials, personnel is needed?	Measurement How will progress be measured (#, %, participation or attendance)?	Analysis How and when will data be gathered and analyzed to determine success?
Contact Archer City Senior Service Center re: explain program; ask to put up poster & leave flyers.	Director by January 31, 2011	Time-15 min. \$ & materials-none Personnel-1	1 poster & 25 flyers distributed	Count # flyers taken.

Archer Public Library Community Outreach Plan

IMPLEMENTATION		EVALUATION		
Action What action, activity or task needs to be done?	Name & Date Who will do it and by what date will it be done?	Resources Needed How much time, money, materials, personnel is needed?	Measurement How will progress be measured (#, %, participation or attendance)?	Analysis How and when will data be gathered and analyzed to determine success?
Contact Holliday Senior Service Center re: explain program; ask to put up poster and leave flyers.	Director by January 31, 2011	Time-1.5 hr. \$ & materials-none Personnel-1	1 poster & 25 flyers distributed	Count # flyers taken.
Contact each of the 2 Women's Societies re: explain program; ask to hand out flyers to promote program.	Director by January 31, 2011	Time-30 min. \$ & materials-none Personnel-1	30 (15 ea) flyers distributed	Count # flyers taken.
Contact 12 area churches; ask to announce program and include in bulletins.	Director by February 15, 2011	Time-6 hrs. \$ & materials-none Personnel-1	Count # who agree to announce.	Count # of bulletins for those listing in church bulletin.
Post information about program on library website.	Director by February 15, 2011	Time-15 min. \$ & materials-none Personnel-1	Information posted.	Information posted.
Put program on library calendar.	Director by January 31, 2011	Time-15 min. \$ & materials-none Personnel-1	Information posted.	Program held.
Write press release.	Director by February 28, 2011	Time-45 min. \$ & materials-none Personnel-1	1 press release written.	1 press releases distributed
Make promotional posters (# needed determined by above contacts made).	Director by February 15, 2011	Time-1 hr. \$5 (posters); \$10.00 (100 flyers); Personnel-1	3 posters; 100 flyers	Count # of posters distributed & flyers taken
Create Pre/post Evaluation form for program; make 20 copies	Director by March 1, 2011	Time-30 min. \$2.00; Personnel-1	Count # distributed.	Count # completed.
Purchase games (dominos, cards, Skipbo, Rummikub, and Uno).	Director by March 1, 2011	Time-45 min. \$50 & materials-none Personnel-1	Card and board games purchased.	Count # purchased.
Make sure meeting room is set up for board games (10-15 attendees).	Director by March 1, 2011	Time-30 min. \$ & materials-none Personnel-1	10-15 chairs set up.	Count # participants.
Make sure children's area is set up for games.	Director by March 1, 2011	Time-30 min. \$ & materials-none Personnel-1	Wii console & TV set up.	Count # participants.
Put meeting room and children's area back in order.	Director by March 2, 2011	Time-30 min. \$ & materials-none Personnel-1	N/A	N/A
Gather statistics and success stories	Director by March 2, 2011	Time-30 min. \$ & materials-none Personnel-1	Count attendees; compile evaluations.	Send results to PEARL office

Archer Public Library Community Outreach Plan

APPENDIX

NEEDS COMPILATION (From surveys)

Building Related

New windows

New entryway

More space

Collection & Programs Related

More recreational and education materials

More electronic books

More licensed databases

Specialized databases (Ancestry.com)

Newspaper collection needs to be digitalized

Specialized Programs (Gardening, ones for Elderly, Bookbinding)

More programs in languages other than English

Other

More staff

More volunteers

Want library to be open on Saturday

Archer Public Library Community Outreach Plan

ASSETS COMPILATION (From surveys)

Building Related

Warm, bright atmosphere

Collection & Programs Related

Leisure reading books

Summer Reading Program

Book Club

Other

Interlibrary loan service

Internet access

Good staff