

BOWIE PUBLIC LIBRARY COMMUNITY OUTREACH PLAN



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Bowie Public Library Community Outreach Plan

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Bowie Public Library Community Outreach Plan

Outreach Plan

Introduction

Montague County is in northern Texas approximately 60 miles north of Fort Worth and south of Wichita Falls. Bowie is an incorporated community on U.S. Highways 81 and 287 and is the southernmost town in the county. The town is fifteen miles southwest of Montague, the county seat.

In 1882, when the tracks of the Fort Worth and Denver Railway were built through the area, local settlers who had been there since the early 1860s moved to the site of the construction camps, and soon businesses appeared in canvas tents. A town site was laid out on August 15, 1882, and residents applied for a post office to be named for James Bowie known for the Bowie knife and his defense of the Alamo.

On July 22, 1884, residents voted to incorporate the new town. Bowie became a market and financial center for farmers and ranchers between Fort Worth and Wichita Falls. By the late 1980s the town reported 5,818 residents and 160 businesses. By then Bowie was the largest town in Montague County. In 1990 its population was 4,990, and it rose in 2000 to 5,219.

Historical, Current, and Future Roles of the Library

The Bowie Public Library's historical roles include: community meeting place; basic literacy; local history; genealogy, and a preschool door to learning. Currently, in addition to the historical roles, the library is: a place for lifelong learning; free and equal access to information; educational and recreational materials; technology center; information assistance; information literacy; public computer access; career and workforce development, and early childhood literacy. In the future the library would like to develop English as a second language services; provide formal education support; adult learning; cultural awareness; business support, and a heritage center.

Existing Programs

The library's existing programs include: weekly story time for preschool children; Summer Reading Program; adult book club; basic computer literacy classes; regular art displays; Even Start Preschool Story Times for Spanish speaking parents and their children; exam proctoring; inter-library loan, and monthly genealogy programs. The library also has an on-going project to create a photo archive of local importance.

Identified Needs

Some of the needs in the community include: lack of recreation or activities for teens other than school sports; large number of Senior citizens with special needs and who lack transportation; growing number of people who have limited English skills; lack of job opportunities; need for job search skills, resume writing, and interviewing skills, and lack of basic computer skills among various segments of the population.

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Identified Assets

Assets in the community include: nursing home; 2 assisted living centers; hospital with rehab center; health clinic; pharmacy; Meals on Wheels; cable and satellite television; animal shelter; county extension office; truck stop; historical buildings such as the Heard's Hardware Building; country club not far away; historic cistern where horses used to be watered; historical commission in the county; number of churches; day care/pre-K centers; veterinarians; animal hospitals; Dairy Queen; bakery; several fast food restaurants; Hospice Center, and Senior Citizen Center.

The Bowie Public Library would like to thank the Bowie City Council, Library Advisory Board, Friends of the Library, and City Manager for their support. The library would like to thank the Tocker Foundation for previous grants and the USDA for Rural Community & Development grants. The library would like to thank Rooter Brite for his support; Elsie Lacy, TAMU Agri-life Extension Agent for the many programs she has done for the library; Red River Master Gardeners for the library garden; Shannon Skiles, head of Main Street Bowie, and the Montague County Genealogy Society especially Francis and Milta Lindell. The library would like to thank the Robert & Ruby Priddy Charitable Trust for their financial support through the years.

Community Profile Narrative

Bowie is a family-oriented community. The local churches have regular meals for needy families and during the summer have Vacation Bible School. There are soccer leagues, baseball leagues, and a well-developed school athletic program. Frequently entire families come to the library together. Local festivals are family-oriented. Each December there is a Festival of Lights Parade.

Bowie's Second Monday is currently one of the largest flea markets on the North Texas Circuit with 452 large lots located on 5 acres. During the last weekend of June, Bowie comes alive with the festivities of Jim Bowie Days Festival and Rodeo. The nightly rodeo is one of the largest amateur rodeos in Texas. Daytime activities include: parades, games for young and old (such as frog jumping and turtle racing), a Rodeo Queen Contest, Bass Tournament, Quilt Show, Indian Artifact Show, Art Show and Car Show. The Annual Chicken and Bread Days Heritage Festival are held each October. Attendees can expect traditional favorites that include the Fiddler's Contest, Art Show and Competition, Pedal Tractor Pull, Quilt Show, and Piston Heads Auto Club Car Show. The festival grew out of a practice of selling chicken and bread to folks when the train stopped in Bowie.

Main Geographic Features

Community Features

Assets and Challenges

Geographical assets for Bowie include: public swimming pool; cattle ranches; fairgrounds; railroad lines; tree farms; farmland; forests; lakes; public parks; soccer fields; oil fields and oil industry; horse ranches and rodeo grounds; orchards and vineyards; Elmwood Cemetery which is a designated historical site; sheep herds and dairy farms; city owned power utility; fish and game land leases; airport; hiking and walking trails; migratory path; major highways; reservoir; and the Red River Seed Bomb.

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Challenges include: distance to nearest towns whether larger, smaller or about the same size as Bowie; miles to a major city, and the lack of campgrounds or golf courses.

Library Features

Assets and Challenges

The library's location is a major asset. It is a stand-alone facility and the elementary, middle and high schools are not far away. The City Hall, Chamber of Commerce, Workforce Office, and local newspaper are all within walking distance. There are 2 health clinics nearby. The Food Bank and Community Center is a couple of blocks from the library. The Chisholm Trail Arts Group building and the Post Office are about a five minute walk. The Police and Fire Stations are also within walking distance. The local grocery store is about a 5 minute drive from the library.

A challenge for the library is the distance to the local hospital, rehabilitation center, assisted living center, Senior Citizens Center, American Legion and Department of Protective Services. It is difficult for the library to serve this segment of the population.

Community Demographics

The population of Bowie as of 2000 is 5,219 and for the County of Montague 19,117. 7.3% are under age 5 in Bowie and in the county it is 6.0%. 75% in Bowie are age 18 and over with 76% in the county falling into this age group. 22.6% in Bowie are aged 65 or older. In the county 19.8 % are in the 65 or older category. 4.7% of the population in Bowie are Hispanic or Latino; 5.5% in the county. For Bowie and the county 5.9% speak a language other than English. 68.5% are high school graduates or higher. 73% in the county have a high school or higher education. In Bowie 11% have a Bachelor's degree or higher. 16.8% in Bowie have a disability status; 20.7% in the county for ages 21-64. There are 11.6% families below poverty level in Bowie as compared to 10% of families in the county. For individuals 14.4% are below the poverty level with 14% being in that category in the county.

Library Profile Narrative

The Thursday Club of Bowie about 1920 realized the need for a public library. In 1926 when the City Auditorium was built, the Thursday Club requested and received permission for the library to be housed in the basement. A new library was built and dedicated on June 25, 1972. Half the funding for the building came from local sources and half from a LSTA grant.

Most Important Library Statistics

In 2010 the library owned about 34,000 items and circulated 45,421 items for 7.1 items per library cardholder. The library has 49 databases and 27,000 electronic books. Computer uses were 6,939. There were 6,331 cardholders. The library had 311 programs with 1,383 attendees. There were 63,173 library visits.

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Vision, Mission, Goals and Objectives

Vision Statement

The library is the center of lifelong learning for all residents, regardless of age or physical and/or transportation challenges. The library is the community's gathering place and center for educational and recreational information; this will assist in building a literate citizenry with a sense of civic responsibility and the ability to learn and/perform skilled jobs.

Mission Statement

The library seeks to meet the educational, cultural, information and recreational needs of the community; acquires and provides materials in various formats; presents programs, and supplies resources to meet these needs.

Goals and Objectives for the Library

Goal 1: The library will provide the residents of the Bowie area with up-to-date print and electronic resources that meet the informational, educational and recreational needs of the community.

Objectives

1. Continue to purchase books that meet the needs of the community.
Strategy – Seek an increase in annual book budget and grant funding.
2. Provide access to TexShare databases both in the library and remotely.
3. Continue to offer a variety of media formats, including: videos, microforms, periodicals, audio books, books on CD, eBooks.
4. Initiate continual weeding and inventory projects to improve the existing collection.

Strategies –

1. Inventory each section of the Library's collection on a continual basis.
2. Implement the CREW method of weeding before each section of the inventory is completed.

Goal 2: Cultivate and expand the existing multicultural collection.

Objectives

1. Increase Spanish language collection and other multicultural collections.

Strategies –

1. Incorporate use of each multicultural collection into Children's Story Time and Summer Reading Programs.
2. Seek an increase in annual book budget and grant funding.

2. Seek to increase circulation of multicultural collection.

Strategies –

1. Displays to enhance collection.
2. Publicity in local media.
3. Displays to coordinate with the "Art in the Library Project" - supported by the Friends of the Library.

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Goal 3: Improve technology for public use.

Objectives

1. Seek funds for new PCs in Library budget.
2. Seek funds for new printers from grant sources.

Goal 4: Seek increased cooperation with other libraries, especially those in Montague County.

Objective

1. Speak with Directors at Nocona and St. Jo – and Board Members.
2. Draw up list of benefits to cooperation – resource sharing, collection development, etc.
3. Share staff, program presenters, etc. for Summer Reading Programs.

Goals and Objectives for Outreach Program

Goal 1: Develop community partnerships.

Objectives

1. Determine needs and physical challenges of those who cannot come to the library themselves such as hospitalized, convalescing or terminal clients, shut-ins at home, etc.
2. Arrange methods to distribute materials to clients.
3. Agree on circulation terms.

Goal 2: Provide Library materials for ALL citizens in Bowie.

Objective

1. Procure new materials to circulate in addition to the current Library holdings.

Goal 3: Analyze materials usage by subject, client and institution.

Objective

1. Determine how materials are being used and what formats and subjects should be continued.

Outreach Program

The library outreach program is to provide materials to residents in the local nursing home, 2 assisted living centers, and those in long-term care. The library will provide a selection of large print books, books on tape and/or books on CD to the activity director or other designated facility staff member twice a month.

Statement of need

In Bowie, 22.6% of the population is aged 65 or older. The library hosted a meeting for representatives of the local nursing home, assisted living center, hospital, hospice, and Meals on Wheels to discuss the possibility of the library doing an outreach project to provide reading materials for their clients. Representatives from the assisted living center, hospice, and Meals on Wheels attend the meeting. In addition, at a later date the librarian discussed the proposed project with the activity director responsible for the Bellmire Nursing Home and the hospital. All indicated an interest in the project.

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

The library is targeting residents of the local nursing home, assisted living centers, hospice and those in long-term care at the hospital. Bellmire Nursing Home has 121 residents; Bowie Memorial Hospital averages 5 swing-bed patients; Independence Hall Assisted Living Center has 29 residents; Senior Residence has 13, and Hospice of Rural Texas approximately 12 for a total of 180 potential users.

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

The specific segment of the target group are those in the facilities that are blind or vision impaired, as well as those who are unable to physically hold a book or turn pages easily.

Estimated number of potential participants

It is estimated approximately 30% or 54 people of the 180 possible users will choose to participate.

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 men and women in Bowie who are in the nursing home, assisted living centers, swing-bed at the hospital, and in hospice care.

List potential partners based on your assets assessment

The library's partners for the project are the Bellmire Nursing Home; Bowie Memorial Hospital; Independence Hall Assisted Living Center; Senior Residence, and Hospice of Rural Texas.

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

The library has a collection of large print, books on tape, and books on CD materials that can be used for this project. The library has staff that can deliver packets of materials to each of the five target facilities on a regular basis.

Detailed Action Plan

Goal

To provide materials in large print format, books on tape or books on CD, to residents of Bellmire Nursing Home, Independence Hall Assisted Living Center, Senior Residence, and to patients in long-term care at the Bowie Memorial Hospital and Hospice of Rural Texas.

Objectives

1. Meet with activity directors and administrators of institutions in Bowie.
 - Discuss possible physical challenges of their clients i.e., vision, arthritis, etc.
 - Discuss interests of their clients i.e., westerns, romances, non-fiction subjects.
 - Discuss possible equipment needs i.e., CD player, etc.
 - Discuss methods / staff for Library to bring materials to institutions and homes with administrators and activity directors.
 - Discuss methods / staff for institutions and service organizations to distribute materials to clients within institutions or to their homes.
 - Discuss possible terms of loan periods.

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- Discuss protection of materials from spills, etc.
2. Library staff to bring materials to institutions and homes.
 3. Institution staff to distribute materials to clients.
 4. Determine amount to be spent on each format and subject/genre.
 5. Determine best sources for materials; must come cataloged and labeled with an electronic record (FTP, Disc, etc.)
 6. Order materials; use “Improvements” City of Bowie account number on POs to pay for materials (68000).
 7. Run “Circulation by Item Report Class” report.
 8. Analyze report.
 9. Write final report.

Action Plan Table

The table below gives the library’s action plan for the outreach program.

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?
Initial Group Meet with activity directors and administrators of institutions in Bowie	Director by May 1, 2011	Time- 2 hrs; \$0 & materials-none Personnel-1	1 meeting held	Count #
Have individual meetings with activity directors, etc.	Director by May 20, 2011	Time- 6 hrs; \$0 & materials-none Personnel-1	4 meetings held	Count #
Determine what materials and equipment to purchase and order them	Director by May 30, 2011	Time- 2 days; \$3,000 & materials-none Personnel-1	Purchase 8 CD players, 3 cassette players, 18 books on CD	Count # of each
Create separate circ class type for each institution	Director by June 15, 2011	Time- 1 hrs; \$0 & materials-none Personnel-1	5 circ types created	Count #
Catalog materials	Cataloger by June 15, 2011	Time- one week; \$ & materials-none Personnel-1	Catalog purchased materials	Count # of each
Purchase storage bins	Director by June 15, 2011	Time- 1 hr; \$80 & materials-none Personnel-1	5 bins purchased	Count #
Create title form for each bin	Director by June 21, 2011	Time- 1 hr; \$ & materials-none Personnel-1	5 forms created	Count #

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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?
Print title forms	Library Aide by June 22, 2011	Time- 15 min; \$ & materials-none Personnel-1	5 title forms printed	Count #
Package materials for each facility	Library Aide by June 22, 2011	Time- 1 day;\$57 for staff pay; materials- large print books, audiocassette players & CD players; books on CD, title forms, bins; Personnel-1	5 bins packaged	Count #
Library staff check items in and out of library's system every two weeks	Library Aide day of delivery every 2 weeks	Time-1 hr; \$ & materials- none Personnel-1	Materials for 5 bins checked in/out	Count # Bins Processed
1 staff member to collect items at library and deliver/pick up bins at institutions	Library Aide day of delivery every 2 weeks	Time- 4 hrs each delivery day; \$ & materials-none Personnel-1	5 bins delivered/picked up	Count # Bins
Staff /volunteer time at institutions distribute materials to clients	Institution Staff	Time-1-2 hours per week; \$ & materials-none Personnel-1	Materials distributed circulate	Count # hash marks for each title
Run report "Circulation by Item Report Class"	Director monthly	Time-1 hr; \$ & materials- none Personnel-1	1 report run monthly	Count # run
Analyze report	Director monthly	Time- 2 hr; \$ & materials- none Personnel-1	Monthly report analyzed	Count # analyzed
Gather statistics and success stories	Director by Jan 15, 2012	Time- 2 days; \$ & materials-none Personnel-1	Interview 5 activity directors/administrators; administer evaluation	Count # Interviews & evaluation forms completed
Write final report	Director by Jan 30, 2012	Time- 2 days; \$ & materials-none Personnel-1	1 report written	Send results to PEARL office

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APPENDIX: EVALUATION FORM

Bowie Public Library Outreach Program

Thank you for partnering!

Place an X under the number to indicate how successful the program is at your facility.

	Yes 3	I don't know 2	No 1
1. The program was:			
easy to administer.			
well-used by the clients.			
2. The title form to record number times used was:			
easy to use.			
3. The Books on CD & CD Players were:			
easy to use.			
4. The Books on Tape & Tape Players were:			
easy to use.			
5. The large print books were:			
easy to read.			
6. An Every Two Week Delivery Schedule was:			
often enough for clients use.			
convenient for staff at the facility.			

Anything else you want to say?
