

BRIDGEPORT PUBLIC LIBRARY COMMUNITY OUTREACH PLAN



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Bridgeport Public Library Community Outreach Plan

Outreach Plan

Introduction

Bridgeport is in Wise County in North Central Texas located at the intersection of Highways 380 and 114. The city is about 50 miles northwest of Fort Worth, Texas.

The City of Bridgeport, population 6,045, grew out of a settlement on the banks of the West fork of the Trinity River where a toll bridge was built to aid the Butterfield Stage in crossing the river. The Butterfield Overland Mail operated in Texas from 1858 until 1861. The original wooden toll bridge collapsed and was later replaced with a steel bridge in 1883. The old town and toll bridge were located south of Bridgeport on Highway 920 and the site is noted with a state historical marker. At that time it was primarily used to transport material between Decatur to the East and Ft. Richardson to the West.

The discovery of coal in the late 1800's contributed to the growth of Bridgeport. When the railroad came through the area, the town relocated two miles to the East to be near the railroad. The waning of the coal industry came about as the oil and gas industry developed in the area.

Bridgeport has adapted many times to the changes in its economic climate. Currently the city is experiencing a slowdown in the business and housing sectors. Many residents are commuting to the metropolitan areas of Ft. Worth and Denton. The surrounding area is still rural but growth in housing is gradually changing this.

Historical, Current, and Future Roles of the Library

Historically and currently the library has fulfilled the following roles in the community: lifelong learning; free and equal access to information; community meeting place; current topics and titles; educational and recreational materials; technology center; information assistance; gateway to information; formal education support; information literacy; public computer access; career and workforce development; early childhood literacy, and pre-school door to learning. In the future the library would like to develop local history and genealogy services, business support, and become a heritage center.

Existing Programs

Weekly story times and a very active summer reading program contribute to the development of reading skills in area children. The library provides 12 computers for use by the public and holds classes as well as providing one-on-one assistance to library patrons. The library offers a canned food for fines drive on an occasional basis.

In the future the library would like to expand its programs to include teens and to develop an outreach to the homebound in Bridgeport and the surrounding area.

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Identified Needs

The Bridgeport area depends heavily on the oil and gas industry. The production of crushed rock of varying sizes for everything from roadwork to landscaping is another important resource of revenue and jobs. The slowdown in building in the Dallas-Fort Worth metro area has adversely affected the rock industry as has the constant fluctuation in the oil and gas production. This makes the economy of the area very volatile. There is a need for job opportunities.

The library's identified needs are: more staff, better promotion of the library and its programs, programming for teens, more audio books, and the addition of eBooks.

Identified Assets

Community assets include: a public swimming pool; active parks and recreation department in the city; city hall; police station; chamber of commerce; hospital; assisted living and nursing home; Senior center; community center; churches; newspaper office; elementary, intermediate, middle and high schools; Bridgeport Heritage Museum; private golf course and country club; post office; privately owned and operated State Prison; oil fields, rock quarries; Lake Bridgeport; rodeo grounds; municipal airport, and Volunteer Fire Department.

Library assets include: very supportive community; helpful, friendly, trained staff; stand-alone facility on a major Highway (US 380); active well-attended children's programs; 12 public access computers; one bi-lingual staff person, and meeting room for public use.

The Bridgeport Public Library would like to thank the Bridgeport City Council and the Wise County Commissioners for their continued support of the library and its programs. The library would also like to thank the Robert and Ruby Priddy Charitable Trust for the opportunity to participate in the UNT PEARL project. We would like to thank Barbara Blake and Louise Greene for all of their help with this project.

Community Profile Narrative

Downtown Bridgeport is three full blocks of small-town Texas, complete with unique gift shops, a variety of custom-made goods and delicious dining. We were named a Texas Main Street City by the Texas Historical Commission in 2006 and a National Main Street City in 2007. What that means to visitors and newcomers is that the City of Bridgeport and its residents are committed to preserving our historic business district, both architecturally and economically. Extensive improvements have recently been added to the Bridgeport Stage, a versatile performance and meeting facility conveniently located right in the middle of downtown, and a public parking lot behind the Stage has added much needed parking to the downtown business district. Several downtown businesses have been able to utilize grant money to restore their building facades to their original appearance. We are fortunate to have a theatrical group in Bridgeport, the Off 380 Players. They perform several plays throughout the year in our historical downtown theater, the Bridgeport Stage.

The Bridgeport Chamber of Commerce sponsors or co-sponsors events throughout the city such as: Coal Miners' Heritage Festival, Butterfield Stage Days, PRCA Rodeo, Carnival, and the Barnet Shale Clay Shoot. Each of these activities offers fun for the entire family

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Main Geographic Features

Community Features

Assets and Challenges

Community geographical assets for the City of Bridgeport include mild winters and very hot summers. The area has large deposits of oil and granite which fuel the local economy. Near-by Lake Bridgeport provides recreational fishing and boating. The recently opened all-terrain vehicle park also brings vacationers to the area. Harwood Park and Payne Park are managed by the city parks department and are well-used by residents.

A geographical challenge is that Bridgeport is 50 miles from the nearest major city.

Library Features

Assets and Challenges

The main geographical asset of the library is its location. It is conveniently located on State Highway 380 near the intermediate school and the hospital. Also nearby are one of the town's grocery stores and several fast food restaurants.

Community Demographics

As of 2009 the City of Bridgeport had a population of 6,045. According to the 2000 census 8% were under the age of 5, 16.5% are under the age of 18, and 13.4% are over the age of 65. 26% spoke a language other than English and 25% were Hispanic or Latino. The median household income was \$31, 016. Bridgeport Public Library also serves residents in western Wise County. One community that heavily uses the library is Runaway Bay where a high percentage of the residents are retired.

Library Profile Narrative

The Bridgeport Public Library began in 1959 with the donation of a few books from private collections and staffing by several volunteers. It was housed in a room above Sarah Jane's Flower shop. Except for a brief time in the early 1960's when the library was closed, the library has been a vital part of the Bridgeport Community. In 1972 it became a municipal library and in 1975 the library became part of the North Texas Library System. 1977 saw the library move to a portion of the newly constructed Lions Club Building, remaining there until 1990. In 1990 the library moved to its present location, a building built with community support, grants and a \$500,000 matching grant from John and Katherine Jackson.

Most Important Library Statistics

The library serves a city/county population of 19,038 in a modern 8,200 square foot facility. It houses over 30,000 items and offers patrons computer access on 12 computers. In 2009 the library circulated 56,574 items, provided computer access to 16,187 patrons and had 654 children attend programs.

Bridgeport Public Library Community Outreach Plan

Vision, Mission, Goals and Objectives

Vision Statement

The Bridgeport Public Library serves the informational and cultural needs of the residents of Bridgeport and the surrounding area.

Mission Statement

The mission of the Bridgeport Public Library is to provide materials that support the community's need for continuing education, cultural development, and enhancement of leisure time through a variety of formats.

Goals and Objectives for the Library

Goal 1: Market the library to the community.

Objectives

1. Write newspaper articles on library programs.
2. Speak to local organizations about services offered by the library.
3. Use marketing tools such as bookmarks, flyers, and posters.

Goal 2: Attract more Teens to the library.

Objectives

1. Create a Teen Advisory Board.
2. Market through the Middle and High Schools with fliers and posters.
3. Host teen only programs i.e., anime and gaming.

Goal 3: Provide library materials to the homebound of all ages.

Objectives

1. Create a flier promoting the service.
2. Place fliers in doctor offices, hospital, schools, churches, and the Wise County Committee on Aging.
3. Create lists of items available on popular subjects.

Goals and Objectives for Outreach Program

The program goal and objectives are listed in Goal 3 above.

Outreach Program

The library's outreach program is called Library at Your Door and targets individuals of all ages who are for whatever reason unable to come to the library in person. The program will be offered to individuals in Bridgeport and the surrounding area. Currently there is no program to meet this need in the area.

Once a person can no longer come to the library they are dependent on family or friends to provide them with materials and many times this assistance does not materialize. Many homebound are no longer able to drive due to age or other infirmity but they can still use print material. There are also those who are temporarily homebound due to a prolonged illness or temporary disability. Not all homebound are adults and we have identified two young people that are homebound and taught through the school districts homebound program.

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When appropriate, the library will facilitate participation in programs such as Books Aloud, Inc., or Talking Books for those participating in the Library at Your Door program. Books Aloud, Inc. is a 501(c) (3) non-profit organization supported by donations from individuals, corporations, foundations, trusts, businesses and service clubs. Through its "Reading by Listening" program it offers a wide variety of recorded reading literature to eligible individuals of all ages. The service is free for those meeting the organization's eligibility guidelines. The Talking Book program administered by the Texas State Library concentrates on those with long term disability and those who cannot physically use print materials. The specialized equipment is provided along with reading materials for those who meet the eligibility requirements.

Statement of need

The library staff has received numerous requests for a homebound book delivery service and has informally provided limited service of this type to residents with special needs. The Library Director met with individuals at: local doctor offices, hospital, 4 churches, Senior Citizen Center, and City Hall to discuss the potential need for and use of a homebound book delivery service. The Library Director also met with the Library Advisory Board and Friends of the Library to discuss implementing this type of service. All parties approached felt it would be a worthwhile project and the Friends of the Library offered to assist with funding the project.

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

The library wants to reach those who are homebound or have special needs such as blindness or other disability that live in the City of Bridgeport and surrounding areas in a 15 mile radius.

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

We want to reach those who: have been or will be homebound for a period of more than 1 month; blind or vision impaired that are at home or in facilities; those who are unable to physically hold a book or turn pages easily.

Estimated number of potential participants

We estimate we will reach 12-15 people within the first 6 months.

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 Bridgeport and the surrounding area that are at home, in school, in the nursing home, assisted living center, and in long-term care.

List potential partners based on your assets assessment

Potential partners for this out-reach project are: the North Texas Regional Hospital; doctor's offices in Bridgeport; Bridgeport Independent School District; area churches; Wise County Committee on Aging (Meals on Wheels); the Friends of the Library; local newspaper; Senior Citizen Center, and home health care agencies.

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

The library has a large selection of large print materials, audio books, and DVD's, as well as the regular print collection that can be used in this project. We are a member of the North Texas

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Library Consortium and as such have access to materials of 13 additional libraries at no charge. We have a caring and welcoming staff willing to advance this program.

Detailed Action Plan

Goals:

1. To develop and distribute promotional materials.
2. To recruit participants.
3. Design delivery system.

Objectives:

1. Create a flier promoting the service.
2. Place fliers in doctor offices, hospital, schools, churches, and the Wise County Committee on Aging.
3. Create lists of items available on popular subjects.
4. Design delivery system.

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?
Write guidelines for eligibility and delivery	Pat Stegall May 15, 2011	Time-3hrs; \$0; materials-n/a; personnel-1	Guidelines written	Procedures identified
Create flier	Pat Stegall and Marisol Perez May 15, 2011	Time-3hrs; \$0; materials-n/a; personnel-2	1 master created	Count #
Create application	Pat Stegall May 15, 2011	Time-2hrs; \$0; materials-n/a; personnel-1	1 master created	Count #
Purchase supplies such as zip delivery bags, flier information stands	Peggy Horne May 30, 2011	Time-1hrs; \$0; materials-n/a; personnel-1	Materials purchased	Materials received
Contact distribution points	Pat Stegall May 16, 2011	Time-2hrs; \$0; materials-n/a; personnel-1	10 are contacted and agree to distribute	Count # agreeing to distribute flier

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Make copies of flier	Pat Stegall May 16, 2011	Time-30 min; \$33.40; materials-paper; personnel-1	500 copies made	Count #
Distribute fliers	Pat Stegall and members of the Friends group May 20, 2011	Time-5hrs; \$0; materials-fliers; personnel-5	500 fliers distributed	Count #
Make copies of application	Pat Stegall May 16, 2011	Time-30 min; \$10; materials-paper; personnel-1	50 copies made	Count #
Fill out applications for participants	All of Staff	Time-10 min ea; materials-paper; personnel-1each	Applications filled out	Count #
Prepare reading lists for participants indicating preference of genre or interests (large print, books on CD or tape)	All of staff	Time-30 min ea participant; \$0; materials-paper; personnel- 1	Lists created	Count #
Distribute lists to participants	Library Staff	Time-30 min; \$10; materials-envelope, paper, stamps; personnel-1 (or e-mail)	List distributed	Count #
Package items for delivery	Library Staff	Time-30 min ea; \$0; materials-padded envelope or delivery bag; personnel-1	Items are delivered to each participant every 2 weeks or as needed	Check out/in materials; run report
Begin delivery of materials	Volunteer June 1, 2011	Time: 3 hours per week	Items are delivered to each participant every 2 weeks or as needed	Check out/in materials; run report
Administer Customer Service Satisfaction Evaluation every 6 months	Volunteer include with last delivery every 6 months	Time-30 min ea; \$0; materials-padded envelope or delivery bag; personnel-1	Evaluations are distributed, completed and returned	Compile and analyze results
Gather statistics and success stories	Director by Jan 15, 2012	Time- 1 days; \$ & materials-none Personnel-1	Compile and analyze results	Write report and send to PEARL office

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APPENDIX: EVALUATION FORM

Bridgeport Public Library: Library at Your Door Outreach Program

Thank you for participating!

Place an X under the number to indicate how successful the program is for you.

	Yes 3	I don't know 2	No 1
1. An Every Two Week Delivery Schedule was:			
Often enough.			
Convenient for me.			
2. The books provided:			
Meet my needs.			
Were enjoyable.			
3. The person who delivered the books:			
Was friendly and helpful.			
4. The Books on CD:			
Were in good condition and worked well.			
5. The DVDs:			
Were in good condition and worked well.			
6. Because of this service I am:			
Reading more.			
Feel more connected to the community.			

Anything else you want to say?
