

BULLARD COMMUNITY LIBRARY COMMUNITY OUTREACH PLAN



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Bullard Community Library Community Outreach Plan

Outreach Plan

Introduction

The City of Bullard, Texas, with a population of 2,463, is located off Hwy 69 South in Smith County approximately 8 miles south of Tyler. Bullard is a growing community with a rich history in the east Texas area. The community reflects the friendliness of a small town yet it is a growing city with nearby access to the big city neighbor, Tyler, Texas.

In 1870, John H. and Emma Eugenia Erwin Bullard settled in the area. In 1881, Bullard opened the Hewsville post office in his general store. In 1883, the Hewsville office was renamed Bullard. The population of Bullard was 1,150 in the 2000 Census. The area is experiencing significant growth.

Historical, Current, and Future Roles of the Library

Historically the library served as a place to go for educational and recreational reading materials. Currently, the library is also a center for: life-long learning; basic literacy; free and equal access to information; community meeting place; technology center; information assistance; local history and genealogy; information literacy; adult learning; cultural awareness; early childhood literacy; community commons, and pre-school door to learning. In the future the library would like to be utilized as a center for business support and career and workforce development.

Existing Programs

The library has a pre-school reading program once a week and a weekly Summer Reading program from June until August. In the summer, a family movie night is held on Mondays. The library hosts a monthly Adult Book Club, has a teen advisory board, and provides inter-library loan service.

Identified Needs

Community needs identified include: pharmacy, cleaners, community center, senior center, additional retail businesses, and recreational opportunities such as parks and swimming pool.

The library needs identified include: more funding, more space and a new library.

Identified Assets

Community assets include: local weekly newspaper, public housing, fitness center, Kiepersol Winery, Kiepersol Bed and Breakfast, and Centaur Arabian Farms.

Library assets include: free Wi-Fi, and high speed Internet connections for patrons. The library is the only place in town for the public to fax and make photocopies.

Thank You Statement

The library would like to thank the Friends of the Bullard Library for their ongoing support; the Bullard Area Kiwanis Club for help with the Summer Reading program awards and other donations throughout the year; the local Woodsmen of the World office for supplying the flag; local banks and businesses for their support; generous book donors, and loyal Bookstore patrons.

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The library especially wants to thank the many dedicated volunteers for their time, talent, and hard work.

The library would like to thank the Robert and Ruby Priddy Charitable Trust for funding the University of North Texas PEARL (Promoting and Enhancing the Advancement of Rural Libraries) program, and for including the Bullard Community Library in the project.

Community Profile Narrative

Bullard is a bedroom community, located south of Tyler where most residents are employed. The Bullard Independent School District is the largest local employer. Ranching, farming and retail merchandising are the other industries in the area. Not far from Lake Palestine, Bullard is a popular recreational and retirement spot where fishing, boating, golfing and hunting opportunities abound.

Bullard has a: chamber of commerce, fire station, city hall, and post office, Brookshire's Grocery store, veterinarian, thrift shop, and 5 churches. The town has Brook Hill private school, 3 banks, several insurance agencies, 3 gas stations, a nail spa, barber and beauty shops, Dollar General and Family Dollar stores, quilt shop, dress shop, a custom home builder and stone works. Restaurants in town include Kiepersol Restaurant, Legend's Hamburgers, Hidden Gardens Tea Room and Nursery, Subway, Sonic, Mexican restaurant, and a barbeque place.

Annual events include: Kiepersol Harvest Festival and Grape Stomp; East Texas Music Festival Rebels and Roses in May; Red White and Blue Festival honoring veterans in November, and a Christmas parade.

Main Geographic Features

Community Features

Assets and Challenges

Geographic assets in the community include: a public park; two private golf clubs; farm land; ranch land; exotic animal ranches; Lake Palestine, and scattered oil and natural gas wells.

Geographic challenges include distance to large cities, and a recent lack of rainfall.

Library Features

Assets and Challenges

Geographic assets of the library include being a stand-alone facility next door to a flower shop and donut shop. City hall and the police station are behind the facility. The library is within walking distance of the schools which makes it easy for children to use the library.

The library does not have any geographic challenges.

Community Demographics

The City of Bullard has a population of 2,463. The population is 90.6% White and 7.4% Hispanic or Latino. 7.8% are under age 5; 36.8% under age 18, and 8.6% over age 65.

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Smith County has a population of 209,714 with 70.1% White, 17.9% Black, 17.2% Hispanic or Latino; 7.1% are under age 5; 25.70% under age 18; 14.2% over age 65. The medium household income for Smith County is \$51,914.

The library also serves northeast Cherokee County. The county population is 50,845; 7.1% are under age 5; 25.9% under age 18; 15% over age 65. The ethnic breakdown is 71.7% White, 14.7% Black, and 20.6% Hispanic or Latino. The medium household income for Cherokee County is \$45,432.

Library Profile Narrative

The idea for a library for Bullard was conceived by Mrs. O. O. Ferrell, Sr., Dr. Marjorie Ferrell Roper, and Helen Terrell Nunnally. On June 12, 1976, they convened a group of women at the home of Thelma Cravey to formulate a plan for raising money and building a library. They wanted a library that would provide books and have space for a community meeting room.

A number of community-wide fund raising events were planned including a Trades Day and Bullard Homecoming, a Christmas Tour of Homes, and writing a book on the history of the Bullard Library. As a result of the community's efforts, enough money was raised to purchase land in downtown Bullard, and on June 3, 1978, construction began on a 3,000 square foot pine log building. The \$50,000 building was opened debt-free on June 2, 1980, with over 15,000 books on the shelves.

A capital campaign to build a new library is in development.

Most Important Library Statistics

In 2010, the library had 2,748 library card holders and was visited 13,205 times. There were 23,096 items in the collection with a circulation of 21,200.

The library is open 37 hours per week. There is one paid staff person who works 30 hrs per week and one assistant who works 16 hours a week; volunteers assist in running the library. For 2010, 2,397 volunteer hours were logged.

Vision, Mission, Goals and Objectives

Vision Statement

With full awareness of the pluralistic nature of its community, the library strives to make available materials reflecting the needs of all citizens, and of differing educational levels. The library not only has the obligation to provide the best service possible to its regular patrons but to search for materials and methods that will assist those in the community who have not been library users. To do this, the library must study its community on an ongoing basis to discern present needs that are unmet and to anticipate future trends.

Mission Statement

The mission of Bullard Community Library is to be a community resource which provides programs and services to people of all ages and capabilities.

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Goals and Objectives for the Library

The mission statement is implemented through the following goals:

- The library provides materials and services that enable community members, from toddlers to the elderly, to pursue practical and/or intellectual self-directed learning independent of the formal education process, as well as high-demand, high-interest materials of a popular nature in a variety of formats to meet entertainment and recreational needs.
- The library provides reference materials and services that answer the informational needs of the community, or that provide direction to additional sources of information.
- The library does an ongoing evaluation of services that will meet the community's needs now and in the future.
- The library provides resources and activities that promote the use of leisure time for the evaluation of self-esteem and that enhance personal and social well-being.

Goals and Objectives for Outreach Program

Goal: As part of the library's goal "resources and activities that promote the use of leisure time for the evaluation of self-esteem and that enhance personal and social well-being" a book to movie event will be held. The library will have multiple copies of the book available to patrons 3 weeks prior to the date scheduled for the movie. The movie and subsequent discussion will be held on the 1st Thursday of each month.

Objectives:

1. To offer a monthly book to movie day to provide activities for seniors and other adults.
2. To help introduce participants to the services the library has available.
3. To encourage participants to make library visits and programs an ongoing part of their lives.

Outreach Program

The focus of the outreach program, Classics for Classics, is to provide adults with a book to movie experience. The book will be available and announced three weeks before the movie. The movie will be shown on the 1st Thursday of the month. A discussion will be held following the showing of the movie. The book to movie program will be done for one month as a pilot project to determine interest in an ongoing series.

The library will request funds to purchase movies and books in the amount of \$2,000 from the Genecov Foundation. The library staff will meet with members of the Saint Mary Magdelene Catholic Church to request funding for a yearly movie license to use with the book to movie program. The library will write a Tocker grant for funding for 20 chairs, popcorn machine and additional funds to purchase books in large print, audio books, regular print, and movies. The Friends of the Library will assist as needed.

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Statement of need

A survey was conducted. 150 surveys were distributed and 115 returned. A number of those surveyed requested programs for adults. The library staff has also received requests from adult patrons to provide programs. The idea of a book to movie program was developed after evaluating survey results and interviewing a sampling of the targeted community members.

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

The library will offer the program to adults in Bullard's service area; 63.2% of the population is aged 20 or older. This represents 1,557 people. It is expected that most participants will be age 50+; 22.8% of the population is over 50. This represents 565 people.

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

The library did a second survey targeted to people over 50. 35 surveys were distributed and 27 returned. A majority indicated interest in a book to movie program. It is anticipated that people who answered the survey will participate and bring spouses and/or friends.

Estimated number of potential participants

It is anticipated 20-35 people will 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 seniors and other adults in Bullard and the surrounding smaller communities. The survey results indicated they would attend a program on Monday, Tuesday or Thursday afternoons. The library staff selected the first Thursday of each month to show a movie with the book available three weeks prior. Transportation is not provided; each person will make their own arrangements.

List potential partners based on your assets assessment

Potential partners include: Genecov Foundation, Saint Mary Magdalene Catholic Church, the Tocker Foundation, and the Friends of the Bullard Library.

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

The library has a meeting room, a large screen television, Blue Ray player and the staff to operate the equipment and to conduct discussions. A popcorn machine purchased with funds granted by the Tocker Foundation will be used to help provide refreshments.

Detailed Action Plan

Action Plan Goal(s):

The goal of the action plan is to:

1. Promote the program.
2. Implement the program.
3. Coordinate the monthly meetings and activities.
4. Evaluate the program.

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Action Plan Objective(s):

1. Create and distribute promotional materials.
2. Produce and distribute discussion guides.
2. Book the room, set up for the program, provide the books and movie, and clean up the room.
3. Schedule volunteers, and create checklists.
4. Develop, administer, and analyze evaluations.

Action Plan Table

The table below gives the library's action plan for Classics for Classics day.

IMPLEMENTATION			EVALUATION	
Action	Name & Date	Resources Needed	Measurement	Analysis
What action, activity or task needs to be done?	Who will do it and by what date will it be done?	How much time, money, materials, personnel is needed?	How will progress be measured (#, %, participation or attendance)?	How and when will data be gathered and analyzed to determine success?
Develop, copy and administer general survey	Director by March 28, 2012	Time-1 hr \$30 Materials-paper & ink Personnel-1	150 surveys will be distributed	Count #
Evaluate general surveys	Director by March 28, 2012	Time-1 hr \$ Materials-none Personnel-1	75% will be returned	Count # returned
Develop, copy and administer survey for target group	Director by March 28, 2012	Time-1 hr \$10 Materials-none Personnel-1	35 surveys will be distributed	Count #
Write grant to Genecov Foundation to fund cost of movie and books request \$2000	Director by March 28, 2012	Time-30 min \$ Materials-none Personnel-1	1 grant written	Count #
Meet with Saint Mary Magdelene Catholic Church members to request they provide yearly movie license to use with summer reading and book to movie program	Grants Officer by March 30, 2012	Time-30 min \$ Materials-none Personnel-1	1 meeting held	Count #
Write Tocker grant for funding for 20 chairs, popcorn machine; additional funds to purchase books in large print, audio,	Director and Grants Officer by June 1, 2012	Time-4 hours \$ Materials-none Personnel-2	1 grant written	Count #

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regular print, and movies				
Contact area churches; ask to announce program and/or include in church bulletins	Director by July 20, 2012	Time-1 hr \$ Materials-none Personnel-1	4 churches contacted	Count # that agree
Post information about program on library's Facebook account	Director by July 20, 2011	Time-15 min \$ Materials-none Personnel-1	Information posted	Count #; make copy for PEARL report
Put program on library calendar	Director by July 20, 2011	Time-15 min \$ Materials-none Personnel-1	Information posted	Program held
Write press release	Librarian 3 weeks in advance of program	Time-30 min \$ Materials-none Personnel-1	1 press release written	1 press release distributed; include copy for PEARL report
Make promotional flyers and distribute	Friend's member 3 weeks before program	Time-1 hr \$2 Materials- paper Personnel-1	10 flyers made	Count # distributed; include copy for PEARL report
Create pre/post evaluation form for program; make 30 copies	Director by August 4, 2011	Time-30 min \$4 Materials-paper Personnel-1	Count # distributed	Count # completed
Purchase books, movie, chairs and popcorn machine	Director by August 10, 2012	Time-1 week \$2500 Materials-none; Personnel-1	Books, movie, chairs, and popcorn machine	Count #
Kick-off first meeting to introduce book and program	Director on August 16, 2012	Time-1 hr \$0 Materials-books Personnel-1	Check out books to participants	Count #
Purchase bottle water and popcorn	Staff as needed	Time-30 min \$10 Materials-none Personnel-1	30 bottles purchased	Count #
Make sure meeting room is set up for movie	Staff day of program	Time-20 min \$ Materials-tables, chairs, popcorn, and water Personnel-1	25-30 chairs are set up	Count #
First Movie	Director on September 6, 2012	Time -3 hrs \$0 Materials-none Personnel-1	25-30 people attend	Count #

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Clean up conference room	Staff after program ends	Time-20 min \$ Materials-none Personnel-1	Room is cleaned	N/A
Administer evaluations; gather statistics and success stories	Director on Sept. 6 , 2012 and first Thursday of every month	Time-30 min \$ Materials-none Personnel-1	25-30 evaluations are compiled	Count #; compile results
Write PEARL report	Director by Sept. 10, 2012	Time-30 min \$ Materials-none Personnel-1	1 report written	Report sent to PEARL office

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APPENDIX: EVALUATION FORM

Bullard Community Library Classics for Classics **Date:** _____

Thank you for attending today's movie!

Place an X under the number to tell us how much you liked the program.

	Yes 3	Okay 2	No 1
1. The movie was:			
Enjoyable to watch.			
Better than the book.			
2. The refreshments:			
Were sufficient.			
Added to my experience.			
Were unnecessary.			
3. The meeting room :			
Was a comfortable temperature.			
Was large enough for everyone.			
Had comfortable seating.			
4. Because of this program:			
I had the opportunity to visit with others.			
I read a book I would not otherwise read.			
I plan to attend other programs at the library.			

Anything else you want to say? Any movie or book suggestions for the future?
