BURKBURNETT PUBLIC LIBRARY COMMUNITY OUTREACH PLAN

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Introduction
Burkburnett is a city in Wichita County, Texas, and is part of the Wichita Falls Metropolitan area. Burkburnett is located along Route 44, ten miles north of Wichita Falls and Sheppard Air Force Base (Shepard AFB) and two hours from Dallas, Texas, and Oklahoma City, Oklahoma. Burkburnett has a population of 10,740.

The town was named Burkburnett by U.S. President Theodore Roosevelt, who visited the area for a wolf hunt that was hosted by the wealthy rancher Burnett. In 1912, oil was discovered west of the town attracting thousands to the area and by 1918, approximately twenty-thousand people had settled around the oilfield. This part of the town's history was chronicled in the film, *Boom Town* starring Clark Gable and Spencer Tracy. As a testament to its historical and vibrant past, Burkburnett remains "Boomtown, USA" a town with a colorful past and a bright future.

Historical, Current, and Future Roles of the Library
Historically the library has been a place for and provided: life-long learning, educational and recreational materials, information assistance, local history and genealogy, and early childhood literacy. In addition to these, currently the library is a community meeting place, technology center, and provides public computer access. For the future, the library would like to more fully develop computer literacy, information literacy, provide English as a Second Language, and conversational Spanish classes.

Existing Programs
The library offers story time once a week for pre-school aged children. Library staff provides an off-site story time for the local Head Start, a weekly on -site story time for a local pre-school and a monthly story and craft time for a local church. The Summer Reading Program reaches children ages pre-school through teen. The library provides a monthly cost-free family night, a lady craft night once a month, and regular movie day. The library is a field trip venue for local schools, Boy Scouts of America, and Girl Scouts of the USA.

Identified Needs
Community needs identified include: additional businesses to provide more jobs at all levels and public transportation for low income residents. Another need is a means for advertising local attractions, events, and developments.

Identified needs for the library include: more hours open to the public, more space for library materials, adult and teen book clubs, and more computer-based workshops.

Identified Assets
Identified community assets include: a local dentist, clinic, pharmacy, hotel, two car dealerships, fast food as well as sit down restaurants, and a grocery store. Proximity to Sheppard AFB is an asset. Two new senior living complexes are under construction at this time. One is an income based facility while the other is not. The Burkburnett Blacksox Baseball, an organization in its

50th year, is an asset. It is among the nation's oldest and finest college preparatory programs for high school age players who aspire to play college or professional baseball.

An identified library asset is its strong relationships with local organizations in the community. It has good relationships with the elementary schools, local daycares, Senior Citizen Center, and local paper, *The Informer Star*. The library provides Wi-Fi to patrons, and the Friends of the Library host a book sale once a year at the community center that attracts people from all over the area to Burkburnett.

Thank You Statement
The library appreciates the support of the City of Burkburnett, and many local businesses that support the Summer Reading Program. The library thanks volunteers, the Library Board and the Friends of the Library, for providing financial and community support. The library thanks the Robert and Ruby Priddy Charitable Trust, and the Priddy Foundation, for funding the University of North Texas PEARL project and the library's participation in it.

Community Profile Narrative
Burkburnett is a family oriented community with strong military connections due to Sheppard AFB being based nearby. The area continues to grow because of its outstanding schools, great housing, and innovative businesses while staying true to its small-town values. The constant rotation of military in the community allows a flow of new and different ideas resulting in a dynamic lifestyle for its residents. In 2013, two local elementary schools received Exemplary Campus status from the Teachers Education Association (TEA). Currently, income-based senior living apartments and a senior living complex are being built in the city.

There are many year round events. These include: Relay for Life every May, a fishing derby in the summer, and an old fashioned 4th of July celebration that the City of Burkburnett and Sheppard Air Force Base take turns hosting each year. Fall is an active time with a pumpkin roll provided by Parks and Recreation, and a community wide Friendship Festival with many food and craft vendors. There are rides and entertainment for the children in the park during the festival. The Chamber of Commerce, along with the Contemporary Study Club, holds an annual auction at the Community Center. Proceeds of the auction go towards improvements in the community. In the winter, there is a lighted Christmas Parade followed by pictures with Santa in the park.

Major employers in the area are: Burkburnett Independent School District, Sheppard AFB, Ameron Fiberglass Division, and the City of Burkburnett. The community has several banks, churches, small businesses, and major retailers including a Dollar General store, Family Dollar store, Bealls, and United Supermarket. Entertainment opportunities are very limited and mostly found in neighboring Wichita Falls. There is a public golf course located five minutes from town.

Burkburnett Public Library Community Outreach Plan

Main Geographic Features
Community Features
Assets and Challenges
Geographic assets include: farms, seed farms, dairy farms, horse and cattle ranches, the Red River and ponds, railroad lines, military base, pumpkin patch, public parks, municipal golf course, oil fields, RV parks, and various sporting fields for baseball, softball, soccer, and football. The High School tennis courts remain open for general use, too.

A major challenge for the city and county has been the extreme drought conditions affecting the area for the last few years. Farmers and ranchers have experienced issues with crops and cattle due to the lack of water. For residents, watering of lawns, washing vehicles, and the ability to capture rainwater for storage have all been limited. Residents have been encouraged to use grey water to water their lawns.

Library Features
Assets and Challenges
The library's major geographic assets are: it is a stand-alone facility, has a lot next door that provides additional parking for the library and police departments, and is centrally located in the downtown area. The Police and Fire departments are across the street that fronts the library, the Senior Citizen Center and another church are behind the library. To the left of the library is a street where another church is located.

The library's location is a geographic challenge, too. It is located in an older part of town away from the newer housing area. Many newly arrived citizens do not realize there is a public library because it is located in an area most do not travel.

Community Demographics
According to the 2010 Census, the population of Burkburnett was 10,740 with 6.3% under age 5, 26.5% under age 18, and 14.6% over age 65. The ethnic makeup was 91.2% White, 2.7% African American, 8.1% Hispanic, and 1% Asian. There were 2.9% who are foreign born, and 5.5% that spoke a language other than English. 88.2% of individuals were High School Graduates, and 20.3% had a Bachelor's Degree. The median drive time to work was 18.5 minutes, and the median household income was $52,372.

Library Profile Narrative
The Burkburnett Library was dedicated in its current location during a public ceremony on April 2, 1967. This followed a two year campaign by a variety of community groups and individuals to develop a plan for a public library. The project originated with the Council of Federated Study Clubs in 1965. They chose the founding of a library as its entry to the General Federation of Women's Clubs-Sears-Roebuck Community Improvement Program competition. The combined effort of all citizens of the town earned Burkburnett second prize in the nation, and an award of $5,000.

Burkburnett was the last of Wichita County's four urban communities to acquire a public library. It was one of only two to form a citizen auxiliary for library support. Its "Friends of the

Burkburnett Library", organized in March 1966, and actively worked in the library's cause for a year before its opening.

The library building is 6,000 square feet and was built at a cost of $100,000. Half of the funds came from city monies. The other half came from federal funds granted through the Texas State Library, under the provisions of the Library Services and Construction Act.

Most Important Library Statistics
In 2012, there were 9,014 people with a library card, with 6,454 of these being adults and 2,676 juveniles. The library had 36,227 items in the collection with a circulation of 48,854. The library offered access to 49 licensed databases. There were 43,694 library visits, with 4,699 computer uses, 650 reference transactions, and 185 interlibrary loans. The library held 346 programs with an attendance of 3,143.

The library has a staff of two full time employees and two part time employees. It is open 40 hours a week. In addition to programs and other services, the library offers exam proctoring, and provides a public bulletin board. It serves as a depository for public information to be made available to the community.

Vision, Mission, Goals and Objectives
Vision Statement
The people of the City of Burkburnett, Texas 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;
- 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 seeking, information evaluation skills needed in an increasingly complex world;
- Think of the Burkburnett Library as a focal point of community life that connects and unites the people of the entire region;
- Use the Burkburnett Library's resources and services and encourage other to do so as well.

Mission Statement
The mission of the Burkburnett Library is to provide quality materials and services which fulfill the educational, informational, cultural, and recreational needs of the entire community in an atmosphere that is welcoming, respectful and businesslike.

Goals and Objectives for the Library
The general library goals of the Burkburnett Library shall be:
1. To serve all residents of the community and the surrounding areas.
2. To acquire and make available to all residents of the above area such as books, periodicals, pamphlets and other services as well address their needs to a)become well informed, b) the imagination and creative expression, d) develop; skills for career and

  vocational advancement, and e) enjoy leisure by means of reading and other media services.
3. To acquire the means to provide the most frequently requested material locally and upon demand.
4. To maintain a program of services which locates information, guides reading, organizes and interprets material for people of various backgrounds, and stimulates thinking and intellectual development in individuals of any age.
5. To strive consistently to discover new methods and improvements for better service for the library's customers.
6. To review regularly these goals of the Burkburnett and, if necessary revise them in the light of new developments.

Goals and Objectives for Outreach Program
Goal: Part of the library's Goal 2E above is to promote leisure by means of reading and other media. In support of those goals, the library will offer a "Come and Go Booked for Lunch" program for adults and senior citizens in the community.

Objective: The objective of the Come and Go Booked for Lunch program is to fulfill Goal 4 above and provide services, "which locates information, guides reading, organizes and interprets material for people of various backgrounds, and stimulates thinking and intellectual development in individuals of any age."

Outreach Program
 The Burkburnett Library will implement an ongoing series of programs called "Come and Go Booked for Lunch." Meetings will be held on the first Wednesday of each month in October, November and December. The meetings will be held at the library from noon-1:30 p.m. Participants will bring their lunch and the library will provide drinks and dessert. The program will offer the opportunity for community members to come together to discuss their favorite books, to exchange books, and socialize with other readers. The sessions are intended to be casual with everyone having the opportunity to share. The objective is to encourage participants to read more whether it be classics, popular titles or best sellers and to share their thoughts and opinions with others. The sharing is intended to help participants grow and benefit from continuing to read regardless of their age/stage in life.

The library will facilitate the event, promote the programs to its users, and will help guide the group in selecting books to be shared. The library will partner with the Senior Citizens Center to promote the program by handing out flyers and making announcements before the meal is served. The library director will seek to partner with a local bank for a contribution to purchase additional reading materials for the programs

The library will distribute flyers and announcements out to local churches, civic and cultural organizations and groups, City Hall, and United Grocery to promote the program. A press release will be sent to the local paper prior to the event and staff members will post the event on Facebook, and the library website.

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Statement of need
Surveys of needs to be addressed by the library were distributed to the Senior Citizens Center, City Hall, and to library patrons. In total, 95 surveys were completed. Needs identified in the surveys included: a desire for an adult book club, teen book club, and more basic computer classes. An adult book club was chosen because a teen book club would not be viable during the school year and the computer classes are difficult to host due to cost of instructors and a computer lab.

Description of the larger audience or target group the library wants to reach
The "Come and Go Booked for Lunch" book share program is intended for adults 18 years and older with an emphasis on attracting senior citizens. On average, 20-45 senior adults attend the Senior Citizens Center for lunch.

Description of the specific segment of the target group the proposed program will serve
The book share programs will target working adults within Burkburnett and surrounding areas. The library anticipates the participants initially to be Senior Citizens, businesswomen, businessmen, retired people, and stay at home moms/dads.

Estimated number of potential participants
Based on past participation of adult programs and the number of people who attend the lunch at the Senior Citizen Center, it is estimated approximately 10-15 will participate in the lunch share program.

Description of the characteristics of the audience (age, gender, interest, where they live, transportation issues if any, best hours for a program, etc.)
The target audience will be men and women who work, stay at home, or are retired in Burkburnett and the surrounding area. The book share programs are planned for noon-1:30 p.m., following lunch at the Senior Citizens Center so as to not interfere with their lunch schedule. Starting the Come and Go Booked for Lunch program at noon allows them time to eat lunch, and join the group afterwards. The participants are expected to provide their own transportation. The events will be held the first Wednesday of each month.

List potential partners based on your assets assessment
The library will facilitate the Friends of the Library, the Senior Citizens local churches, civic and cultural organizations and groups, City Hall, and United Grocery to promote the program. The library will partner the *Informer Star* to promote the program.

List available library resources that could contribute to the success of the program
The library's collection of educational and recreational materials especially best sellers, are resources for the programs. The library will provide beverages and dessert for each program and space to hold it.

Detailed Action Plan

Action Plan Goal(s):
1. Plan the programs.
2. Implement the programs.
3. Evaluate the programs.
4. Write program reports.

Action Plan Objective(s):
1. Schedule three Come and Go Booked for Lunch programs.
2. Select books to promote at each.
3. Create and use registration form.
4. Create and administer evaluations.
5. Hold programs.
6. Write PEARL report.

Action Plan Table

The following table gives the library action plan for the Come and Go Booked for Lunch 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?
Contact Friends of the Library about programs and ask for volunteers.	Director by September 17, 2013	Time- 30 minutes Money-$0.00 Materials-none Personnel-1	One volunteer scheduled	Count #
Contact Senior Citizen Center about programs and dates.	Director by September 17, 2013	Time- 30 minutes Money-$0.00 Materials-none Personnel-1	One contact made	Count #
Select books for sharing.	Director by September 13, October 18, and November 15, 2013	Time- 15 minutes Money-$0.00 Materials-books in the collection Personnel-1	2 books will be selected monthly	Count # books
Create press release and flyers to promote programs each month.	Director and Assistant Director by September 10, 2013	Time- 2 hours Money-$0.00 Materials-paper and toner Personnel-2	1 master press release and 1 flyer designed	Count #
Submit press release monthly to weekly Thursday release newspaper.	Director by September 13, October 18, and November 15, 2013	Time- 5 minutes Money-$0.00 Materials-Computer Personnel-1	1 press release submitted monthly	Count #

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Copy flyers.	Director by September 13, 2013	Time- 15 minutes Money-$1.50 Materials- paper and toner Personnel-1	Make 10 copies	Count #
Distribute flyers.	Director by September 13, 2013	Time- 1 hour Money-$0.00 Materials-0 Personnel-1	Distribute 10 copies	Count # distributed
Advertise program through Social Media & E-mail.	Director by September 13, 2013	Time- 15 minutes Money-$0.00 Materials-computer Personnel-1	2 notices posted, e-mail sent monthly	Count # delivered
Create and print sign in sheet.	Director by October 2, November 6, and December 4, 2013	Time-30 minutes Money-$0.00 Materials-0 Personnel-1	1 sign in sheet monthly	Count #
Create evaluation form.	Director by September 25, 2013	Time- 10 minutes Money- Cost of paper Materials- Paper Personnel-1	1 sign in sheet created	Count #
Copy evaluations.	Director by September 25, 2013	Time- 15 minutes Money-$1.50 Materials- paper and toner Personnel-1	Make 30 copies	Count #
Purchase refreshments and napkins (as needed).	Director by October 1, November 5, and December 3, 2013	Time- 30 minutes Money-not to exceed $20 Materials- 0 Personnel-1	Refreshments purchased monthly	Count #
Put drinks in refrigerator.	Director by October 1, November 5, and December 3, 2013	Time- 5 minutes Money-$0 Materials- Personnel-1	10 beverages provided monthly	Count #
Set up room.	Director on October 2, November 6, and December 4, 2013	Time- 5 minutes Money-$0 Materials- Personnel-1	Room set up 3 times	Count #
Conduct program at library.	Director on October 2, November 6, and December 4, 2013	Time- 1 hour Money-$0.00 Materials- Books Personnel-1	5-15 participants	Count # participants
Take photos during program.	Director or volunteer on October 2, November 6, and December 4, 2013	Time- 5 minutes Money-$0 Materials-camera Personnel-1	Photos taken on 3 dates	Count #

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Distribute evaluations to group.	Director or volunteer on October 2, November 6, and December 4, 2013	Time-5 minutes Money-$0.00 Materials-Surveys Personnel-1	5-15 evaluations distributed	Count #
Clean up room.	Director or volunteer on October 2, November 6, and December 4, 2013	Time- 10 minutes Money- $0.00 Materials-Trash can and items to be cleaned Personnel-1	Trash picked up; table cleaned; chairs arranged	Room ready for next event
Write brief article about program; submit with photo to newspaper.	Director or volunteer on October 3, November 7, and December 5, 2013	Time-30 min. Money-$ Materials- Personnel- 1	Write 1 article and submit to newspaper	Count # published
Review & tabulate evaluations.	Director on October 3, November 7, and December 5, 2013	Time- 45 minutes Money-$0.00 Materials-none Personnel-1	Compile evaluations	Count #
Gather statistics, photos, articles, stories and evaluations; compile and analysis data.	Director by December 15, 2013	Time-1 hr. Money-$ Materials-none Personnel-1	Count attendees; compile evaluations, assemble photos and articles, write report	Report written
Send final report to PEARL Office.	Director by December 15, 2013	Time-15 min. Money-$ Materials- Personnel- 1	Report sent to PEARL	Confirm receipt of report

APPENDIX A: BURKBURNETT GENERAL SURVEY

Do you know the location of the public library? ☐ Yes ☐ No	**What age group best describes you?** ☐ Over 50 ☐ 18–30 ☐ 31–50 ☐ 12–18
Do you find the current hours to be convenient? **Tues &Thur 10-8, Wed &Fri 10-6, Sat 10-2** ☐ Yes ☐ No	**If you have children, what are their ages?** (***Check all that apply.***) ☐ 0–2 years ☐ 6–12 years ☐ 3–5 years ☐ 13–17 years
If no, what hours would you like the library to be open?	**How often do you visit the library?** ☐ Daily ☐ Twice a year ☐ Weekly ☐ Once a year ☐ Monthly ☐ Never
When are you most likely to use the library? ☐ Morning (10:00–noon) ☐ Afternoon (noon–5:00 p.m.) ☐ Evening (after 5:00 p.m.)	**Which days of the week would you be most likely to use the library? (*Check all that apply.*)** ☐ Monday ☐ Thursday ☐ Tuesday ☐ Friday ☐ Wednesday ☐ Saturday
For what age group would you like to see more programs? ☐ Preschool ☐ Elementary ☐ Teens ☐ Adults ☐ Seniors	**Anything Else You'd Like Us To Know? Any Needs We Aren't Meeting?**
What programs would you like the library to add or expand? Please check all that apply. ☐ Teen book club ☐ Adult Book Club ☐ Live Music ☐ Conversational Spanish class ☐ How to download e-books to an e-reader	☐ Workshops on job searching, filling out applications, resume writing ☐ Workshops on using the Internet for homework ☐ Workshops on using the Internet for reliable health information ☐ **Other** _____

APPENDIX B: BURKBURNETT GENERAL SURVEY RESULTS

Do you know the location of the public library?
 	
  Yes **90**   No **5**
	What age group best describes you?
	
	  Over 50 **46** 18–30 **16**
	
	  31–50 **23** 12–18 **7**

Do you find the current hours to be convenient?
Tues &Thur 10-8, Wed &Fri 10-6, Sat 10-2
 	
  Yes **78**   No **5**
	If you have children, what are their ages? (*Check all that apply*.)
	  0–2 years **6** 6–12 years **24**
	
	  3–5 years **9** 13–17 years **13**

If no, what hours would you like the library to be open? 7am-9pm, Mon 10-6, More Sat. hours, Saturday same as Tue-Fri.	**How often do you visit the library?**
	  Daily **8** Twice a year **6**
	
	  Weekly **43** Once a year **8**
	
	  Monthly **27** Never **3**

When are you most likely to use the library?
 	
  Morning (10:00–noon) **31**
 	
  Afternoon (noon–5:00 p.m.) **46**
 	
  Evening (after 5:00 p.m.)**25**
	Which days of the week would you be most likely
	to use the library? (*Check all that apply*.)
	  Monday Thursday
	
	  Tuesday Friday
	
	  Wednesday Saturday

For what age group would you like to see more programs?
 	
  Preschool **7**   Elementary **17**
 	
  Teens **25**   Adults **22**
 	
  Seniors **16**
	Anything Else You'd Like Us To Know? Any Needs We Aren't Meeting?1 or 2 meeting rooms so no disruption from programs, provide transportation to library, girls night in for teens & tweens, more crafts for teens, busses, more computer classes-3, more movies-2

What programs would you like the library to add or expand? Please check all that apply.
  Teen book club **21**
 	
  Adult Book Club **22**
 	
  Live Music **15**
 	
  Conversational Spanish class **6**
 	
  How to download e-books to an e-reader **9**
	Workshops on job searching, filling out applications, resume writing **12**
	
	  Workshops on using the Internet for homework **15**
	
	  Workshops on using the Internet for reliable health information**9**
	
	  Other_____

APPENDIX C: EVALUATION FORM

COME AND GO BOOKED FOR LUNCH!   Date: _____

Thank you for Coming! Please tell us how you liked the program.

Place an X or checkmark beneath the answer that best represents your evaluation.

	Yes	Okay	No
1. The program was:			
fun.			
2. I enjoyed:			
the book reviews.			
3. I liked:			
the conversation.			
4. The drinks and desserts were:			
tasty.			
5. Because of the program I:			
had the opportunity to interact with others in the community.			
6. Because of the program I:			
want to read more.			

What future books would you like to hear about or read?

_____

_____

_____

_____.