CARNEGIE LIBRARY OF BALLINGER
COMMUNITY OUTREACH PLAN

Prepared by: Kenna Clark
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204 N 8th Street
Ballinger, TX 76821
325-365-3616
http://www.carnegieofballinger.com/

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Outreach Plan

Introduction

The Town of Ballinger was established June 29, 1886 by the Santa Fe Railroad. It was named for William Pitt Ballinger, an attorney for the railroad. The town is located on Highways 67 approximately 36 miles from San Angelo. It is the county seat of Runnels County and has a population of approximately 5,248. The county was named for Hiram G. Runnels, a Texas state legislator. The county population is 10,170.

Historical, Current, and Future Roles of the Library

Historically the library has been a place for recreational and educational materials. Currently the library is also a center for lifelong learning, basic literacy, free and equal access to information, community meeting place, technology center, information assistance, gateway to information, public computer access, career and workforce development, early childhood literacy, and a center for local history and genealogy. In the future the library would like to become a place for adult learning, business support, English as a second language, a community commons, formal education support, heritage center, pre-school door to learning, and a center for information literacy.

Existing Programs

The library provides the following programs: weekly story time for pre-school aged children, summer reading program for children, basic computer literacy classes, nursing home outreach, canned food drive (Fines Forgiven for Food), exam proctoring, and inter-library loan.

Identified Needs

The community needs identified include: economic development to draw in more businesses; stronger workforce center presence; skills development opportunities for local residents, and recreational opportunities for families, children, and teens.

Library needs identified include: more programs for all age groups, more community partnerships, more hours, more staff, more volunteers, and e-books.

Identified Assets

Community assets identified are: hospital, health clinic, hospice, vet, grocery stores, food bank, Department of Protective Services, Chamber of Commerce, County Jail, County Extension Office, Senior Citizens Center, Fire Department, Police Department, Department of Public Safety, Sheriff's Department, numerous churches, nursing homes, and community center.

The library assets include: historic building, stand-alone facility, and is in a good location. The library has staff that are experienced and involved in community groups and organizations.

The library would like to thank the City Council and Administration, County Judge and Commissioners, and Library Board of Directors for their support and encouragement. The library would also like to thank the Women's Club, Lions Club, Rotary, and local businesses for their continued support and for the assistance volunteers render throughout the year. The library

extends its thanks to the Robert and Ruby Priddy Charitable Trust for funding the University of North Texas PEARL project and the library's participation in it.

Community Profile Narrative

The people of Ballinger are friendly and the town has many beautifully restored historical homes and buildings, antique stores, active civic organizations, a thriving downtown district, and two industrial plants.

The Runnels County courthouse square is one of the largest in the state and hosts the Texas State Festival of Ethnic Cultures and Arts & Crafts Show, held the last weekend of each April. The festival features the Colorado River Bike Fest, a large parade, ethnic food booths, approximately 100 handmade arts and crafts booths, live entertainment, and a huge dance with a popular band on Saturday night. There are also a number of fishing tournaments held in Ballinger.

There are a number of interesting features in town. The Santa Fe Depot was built in 1911 by the A.T. & SF Railroad, renovated in 1983 and now houses the City Offices and Chamber of Commerce. The Pioneer Plaza is Ballinger's award winning Bicentennial project. It is located downtown across the street from the Town Square and Runnels County Courthouse. It has benches, trees, gazebo and a lighted fountain. The Charles H. Noyes Statue, sculptured by Pompeo Coppini, stands on the courthouse lawn, and is dedicated to the "Spirit of the Texas Cowboy." The Cross, a large sculpture, was commissioned by the Jim and Doris Studer Family and was constructed by Steve Jansa, of Jansa Construction, Rowena, Texas. It was erected October 6th and October 7th, 1993. There was a Multi-Faith Dedication November 28, 1993. The Runnels County Veterans Memorial on the Runnels County Courthouse square honors those from the county who have served in the United States Military. The monument has seven stones. The larger centerpiece describes the memorial. Two immediate side pieces have the names of those killed in action. The four remaining stones contain the names of those from Runnels County who have served in the armed forces. There are more than 1,550 names on the monument.

The Memory Lane Automotive Museum, located at 8th and Strong Avenue is across the street from the Ballinger Post Office. The museum houses Weldon & Jean Brookshire's private collection of world class antique and classic automobiles. The collection also includes commercial vehicles. The museum is accented with beautiful displays and a collection of antique automotive and petroleum industry signs.

Main Geographic Features
Community Features
Assets and Challenges

Geographic assets include the Colorado River that runs through town, fertile farmland and ranch land. The main crops are cotton, milo, maze, corn, and wheat. There is a vineyard just outside of Ballinger. Ranchers primarily raise sheep and cattle although there are also a few exotic animal and horse ranches in the area. There are a few oil wells. O.H. Ivie Reservoir is 20 miles southeast of Ballinger on FM 1929, east of Hwy 83. Land leases are available for deer and dove hunting, and the lakes and river provide fishing.

Ballinger has a well-kept 20 acre, tree shaded City Park located along historical Elm Creek. The park features an extra large public swimming pool, playground equipment, picnic area with outdoor cooking facilities, hiking and bike trails and R.V. hookups. Ballinger has two "City Lakes" with recreational areas, R.V. hookups, and some of the best fishing in Texas.

Geographic challenges include the distance to the nearest metropolitan area.

Library Features

Assets and Challenges

The library's location is the main geographic asset; it is centrally located. The library is on 8th Street, one of the three primary streets in Ballinger, and is within three blocks of the main street that runs through downtown.

A geographic challenge for the library is, while it is close to most schools and businesses, it is too far for elementary aged children to easily walk to the library.

Community Demographics

Runnels County has a population of 10,170 with 6.9% under age 5. 25.7% are under 18 with 19.9% over 65. Ballinger has a population of 5,248 with 6.6% under 5. 13.3% are under 18 with 20.2% over 65. County wide there are 95.5% White persons with 33.5% of those being of Hispanic or Latino descent, and 2.0% Black persons. In Ballinger, 79.7% are White persons with 31.3% being of Hispanic or Latino descent, and 2.1% are Black persons. In the county 23.3% speak a language other than English; in Ballinger the percentage is 23.6%. 68.9% in the county have are high school graduates; 67% are in Ballinger. There are 13.1% in the county with a bachelor's degree; in Ballinger the percentage is 12.2%. The median household income in the county is $35,314; in Ballinger it is $26,129.

Library Profile Narrative

Construction began in 1909 with it opening in 1911, the Carnegie Library is one of 34 library buildings in Texas funded by Andrew Carnegie, and one of only four still in use as a public library. It was recorded as a Texas Landmark in 1962. The library is located at 204 N. 8th Street. In the 1980s the 9,000 square foot building underwent a major renovation. The meeting room is called the Shakespeare Room and is heavily used by the library, organizations, and members of the community. The existing auditorium is currently under renovation. The circulation desk is the original one from 1911 as are other furnishings.

The library is located in a transition area with residents on three sides of the library and an office building on the fourth side. It is three blocks from downtown Ballinger.

Most Important Library Statistics

In 2009, the Carnegie Library of Ballinger had 18,469 items in the collection with a circulation of 10,968. There were 3,541 people with a library card and there was 7,889 library visits. The

library held 44 programs with an attendance of 390. The library had a staff of 1.5 full time equivalent employees and was open 34 hours a week. The staff serve a per staff population of 3,498.

Vision, Mission, Goals and Objectives

Vision Statement

The vision of the Carnegie Library of Ballinger is to encourage a lifetime love of learning, not only through books, but also through community experiences. We will provide a community gathering place that encourages, laughter, learning creativity, and a desire to give back to the community.

Mission Statement

The mission of the Carnegie Library is to encourage life-long learning by providing materials, programs, and support services in a welcoming environment that fuels conversation, imagination, curiosity, and learning for all ages.

Goals and Objectives for the Library

Goal 1: Expand programs for all ages.

Objectives

1. Develop programs for adults.
2. Develop programs for teens.
3. Develop programs for Senior Citizens.
4. Develop programs for children of all ages (toddler through elementary school age).

Goal 2: Foster an environment for and development of community partnerships.

Objectives

1. Partner with local organizations and churches to identify and provide appropriate programs for adults.
2. Partner with local middle and high school to identify and provide appropriate programs for teens.
3. Partner with the Senior Citizen Center to identify and provide appropriate programs for Senior Citizens.
4. Partner with Head Start, daycare centers, Mother's Day Out, and the elementary to identify and provide appropriate programs for children of all ages (toddler through elementary school age)

Goal 3: Improve the image of the library in the community.

Objectives:

1. Promote books and reading.

Activities:

- Display new and/or popular materials.
- Publicize new materials on library's Facebook page and website.

2. Develop a collection relevant to the wants and needs of the community.

Activities:

- Weed the collection on an on-going basis.

- Select and purchase bestsellers in fiction and non-fiction within budgetary constraints and based on the community's reading interests.
- Take into consideration patron requests for purchases.

3. Make the public aware of the library's hours, location, and services.

Activities:

- Write a press release highlighting that information.
- Create bookmark highlighting that information.
- Take bookmarks for hand-out to local doctors and hospital, restaurants, gift shops, churches, and organizations such as the Chamber of Commerce.

Goals and Objectives for Outreach Program

As part of the library's goal 2: "foster an environment for and development of community partnerships", objective 4: "partner with Head Start, daycare centers, Mother's Day Out, and the elementary to identify and provide appropriate programs for children of all ages (toddler through elementary school age) the Carnegie Library of Ballinger will have a special *Fun with Santa* event.

Outreach Program

The library's *Fun with Santa* special event program will provide the children enrolled in the two local daycares, Mother's Day Out and Ballinger Head Start the opportunity to hear stories read by "Santa", sing carols with "Mrs. Santa" and have their photo taken with Santa. The 2 hour program slated for December 19 will begin at 10:30 a.m. Each child will receive a candy cane and library staff will provide free photos of each child with Santa. The library director will have handout materials for parents describing the free services available to them at the library. Those without library cards will be encouraged to register for one.

Statement of need

Approximately 300 surveys were distributed to library users, city and county officials, library staff, and the Library Board of Directors. 40 surveys were returned. Approximately 25% of the returned surveys indicated there is a need for children's programs of all ages.

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

In Ballinger, the population is 5,248 with 6.6% under 5 and 13.3% under 18. The program is intended for 2-6 years of age which represents approximately 367 children in Ballinger.

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

While the program will be open to all children, it is specifically targeted and marketed to children at the local Mother's Day Out, Little Tot Depot Daycare, Nelda's Daycare, Ballinger Head Start, and young children that are in home school families.

Estimated number of potential participants

There are approximately a total of 42 children enrolled at the Little Depot Daycare, 32 enrolled in Nelda's Daycare, 25 enrolled in the United Methodist Church Mother's Day Out, 40 enrolled

in Head Start, and about 20 homeschooled for an estimated total of 159. It is expected about 50-75 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 for boys and children aged 2-6 enrolled in the Ballinger Head Start program, Little Tot Depot Daycare, United Methodist Church Mother's Day Out, home schooled youngsters. The program is a one-time event intended to last approximately 2 hours. The staff of the Ballinger Head Start will bring the children enrolled in their program to the library; parents of the children enrolled in Mother's Day Out, the two daycares and those at home will be brought by their caregivers. The day of the week and time selected were chosen to accommodate the availability of the Santa presenter and to coordinate with other holiday programs offered by Mother's Day Out.

List potential partners based on your assets assessment
Potential partners include: Ballinger Head Start, Little Tot Depot Daycare, Nelda's Daycare, the United Methodist Church Mother's Day Out, KRUN radio station, *Ballinger Ledger* (local print newspaper) and the Ballinger News.com (online newspaper).

List available library resources that could contribute to the success of the program
Physical
The library has a meeting room, chairs, and camera to use for photos.
Skills
The library staff has experience in creating promotional materials for programs and has existing collaborative relationships with other organizations in the community. There is a volunteer that can set up the room and library staff that can take and print out the photos.

Detailed Action Plan
Action Plan Goal(s):
The goal of the action plan is to:
1. Develop the program.
2. Promote of the program.
3. Implement the program.
4. Coordinate the activities.
5. Evaluate the program.

Action Plan Objective(s):
1. Arrange for special guest "Santa" presenter.
2. Create and distribute promotional materials.
3. Book the room, set up for the program, and clean up the room.
4. Develop, administer, and analyze evaluations.

Action Plan Table
The table below gives the library's action plan the *Fun with Santa* event.

Carnegie Library of Ballinger 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 Balllinger Head Start, Little Tot Depot Daycare, Nelda's Daycare, and Mother's Day Out re: program	Librarian by December 12, 2011	Time-30 min $ & materials-none Personnel-1	4 contacts made	Count #
Make promotional flyers	Librarian by December 12, 2011	Time-30 min $0 & materials-none Personnel-1	1 master flyer will be created	Count #
Post information about program on library's website & Facebook	Librarian by December 12, 2011	Time-15 min $ & materials-none Personnel-1	Information posted	Information posted
Put program on library calendar	Librarian by December 5, 2011	Time-15 min $ & materials-none Personnel-1	Information posted	Program held
Write press release-send to radio station and newspapers	Librarian by December 5, 2011	Time-30 min $ & materials-none Personnel-1	1 press release written	3 press releases distributed
Copy promotional flyers	Library staff by December 12, 2011	Time-30 min $30.00 (200 flyers); Personnel-1	200 flyers	Count #
Purchase snack items (marshmallow treat & napkins)	Librarian by December 12, 2011	Time-30 min $10 & materials-none Personnel-1	Snacks & napkins purchased	Count # distributed at program
Deliver promotional flyers	Librarian and volunteer by December 12, 2011	Time- 30 min $0 & materials-none Personnel-2	4 potential partners receive promotional posters & flyers	Count #
Make sure meeting room is set up for program and camera is charged	Staff or volunteer day of program	Time-20 min $ & materials-chairs & snacks Personnel-1	Chairs set up adults (approximately 15-20)	Count # participants
Hold program	Librarian and volunteer by December 19, 2011	Time-2 hrs $0 & materials-none Personnel-2	50-75 attend	Count # attendees
Clean up meeting room	Staff or volunteer after program ends	Time-20 min $ & materials-none Personnel-1	N/A	N/A
Gather statistics and success stories	Librarian by December 21, 2011	Time-30 min $ & materials-none Personnel-1	Count attendees; write report; include photos	Send report and photos to PEARL office