CHANDLER PUBLIC LIBRARY COMMUNITY OUTREACH PLAN

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COLLEGE of INFORMATION
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Introduction
Chandler, located in East Texas in Henderson County, is on State Highway 31 approximately 15 miles southwest of the city of Tyler. Marked on three sides by bodies of water, it was originally settled by the Caddo Indians. In 1859, settler Alphonso Chandler gifted his property consisting of a general store and a post office to the Cotton Belt Railroad to spur growth in the area. Like many Texas communities, Chandler experienced a population boom from the late 1880s into the twenty-first century. Today Chandler is guided by a community vision that deliberately plans for the future.

Historical, Current, and Future Roles of the Library
Historically the library has been a community meeting place that provided free and equal access to information and lifelong learning, educational and recreational materials. The library has also been a center for local history, genealogy and a heritage center.

Currently the library provides the following: career and workforce development; public computer access, free Internet, information literacy; current topics and title information; local history and genealogy.

In the future the library will provide early childhood literacy through programs for preschool children and provide services for seniors.

Existing Programs
Programs at the library include: summer reading program for children; adult book club; work skills assessment, and basic computer literacy classes. Several digitization projects are in process including the digitization of local photographs, church histories, and local cemetery records.

Identified Needs
The community needs: more hotels or motels; a high school and junior high; land for development that is reasonably priced, and more commercial center space.

A recent library survey indicated there is a need to: develop a more active relationship with the Chandler Brownsboro Chamber of Commerce; strengthen its services to seniors, and increase the technology skills of library volunteers.

Identified Assets
Community assets include: strong local government; numerous civic organizations; East Texas Medical Center; Trinity Mother Frances Clinic; hospice care and nursing homes, and access to higher education.

Library assets include active partnerships with the Texas Master Gardeners, consolidated churches, the Chandler Cemetery Association, the Brownsboro Independent School District, a food and thrift shop, Henderson County, and the City of Chandler. The library has a dependable and friendly staff with an appreciation for diversity. They have management skills and grant-writing experience.

Thank You Statement
The library thanks the Chandler Community Center and *The Chandler & Brownsboro Statesman* for partnering in the library outreach program. Chandler Public Library would also like to thank the Chandler City Council, Henderson County Commissioners and the Chandler Cemetery Association for providing financial support. The library thanks the Brownsboro Independent School District for supporting reading programs at the library. The library also thanks the Jerry Kidd family for their continued support of the Friends of the Chandler Library.

The Chandler Public Library is grateful to the Robert and Ruby Charitable Trust for providing this opportunity for community outreach through the PEARL Project grant through the University of North Texas.

Community Profile Narrative
Chandler is a progressive community that has grown almost 40% since 2000. Economic development near Chandler such as the new National Guard training facility and the new East Texas State Fair Park continues to support growth. Nearby is a famous monthly flea market that attracts millions of visitors each year. Highways and transportation in the area are expanding, leading to additional development in Chandler.

The schools in the Brownsboro Independent School District are rated highly by the Texas Education Agency and family life revolves around their support. There are four institutions of higher education in the surrounding cities. Retail and health care are the dominant employers followed by the schools and the Jerry Kidd Oil Company.

Chandler brands itself as "The City with Heart" and provides opportunities for volunteerism across all sectors. The city has a formal program for cleanliness, a low crime rate, and many recreational activities, all which make Chandler a family friendly community. Chandler is on a track to become a Designated Retirement Community.

Main Geographic Features
<u>Community Features</u>
Assets and Challenges
Geographic assets of Chandler are its proximity to three bodies of water: the Neches River on the east; Lake Palestine to the south and Kickapoo Creek to the west. Other assets include: a forest; annual pumpkin patch; public parks; historic sites; a commuter airport; and excellent hospitals and medical clinics.

A geographic challenge for the community is to develop the infrastructure to support a rapidly growing population.

Library Features
Assets and Challenges
The library shares its facility with a museum. It is across the street from the City Hall, the police station and community center. It is next door to a fitness center and a restaurant. Close to the library are: an elementary school; health clinic; nursing home; senior activities; grocery store; health clinic; rehabilitation center, and a newspaper office.

The library is challenged by a lack of pedestrian access since it is located on a busy highway on the edge of town.

Community Demographics
According to the 2010 census, Chandler has 2,734 residents. The population is 87% White, 3% Hispanic, 9% Black and 1% Asian. 86% have a high school diploma; 21% have a Bachelor's degree or higher. The median income is $62,226. Chandler's largest population group is residents age 45 and older (45.8%); 21.4% are 65 and older. The median age is 37.7 years.

Library Profile Narrative
A permanent library in Chandler began in 1983 when the Henderson County bookmobile broke down. Volunteers set up a temporary library in the stationary bookmobile. They raised funds to buy an old café and converted it into a library. Another all-volunteer group raised $300,000 and built a new library building in 1997. The county then offered to fund one paid employee. Eventually the city agreed to assume responsibility for library operations. The library is funded by the county, city, grants, and donations.

Located on the east edge of town, the library is close to major traffic arteries and has become a popular Wi-Fi hot spot for travelers. The library currently has a dual role as the Chandler Museum and headquarters for the Chandler Cemetery Association. Plans are in place to open a separate museum in a historic home. Genealogy and local history resources along with two displays cases containing early items from Chandler's history will be moved to the museum.

Most Important Library Statistics
In 2010, the library had 4,498 registered borrowers. Three programs were held with 323 in attendance. The collection had 14,468 items. Circulation totaled 16,140. There were 293 reference transactions and 6,500 library visits. In 2011, the library became a Texas State accredited library. The library was open 44 hours per week. It maintained 4 public access computers and had a photocopier available for use by the general public.

Vision, Mission, Goals and Objectives
Vision Statement
The library will be the information hub for the community of Chandler.

Mission Statement
It is the mission of the Chandler Public Library to promote life-long learning by providing and promoting equal access to all library resources and services for our community including recreational reading, technology, and reference.

Goals and Objectives for the Library
Goal 1: To promote life-long learning.
Objective 1: Help develop early reading skills with programs for pre-school children.
Objective 2: Assist with work skills assessments for adults.
Objective 3: Develop programs that meet the interests of senior citizens.

Goal 2: To provide equal access to all library resources and services.
Objective 1: Market library services through local outlets and partnerships.
Objective 2: Maintain a variety of physical and digital avenues for patrons to access services.
Objective 3: Expand access to local history and genealogy resources.

Goal 3: To promote recreational reading and expand reading interests.
Objective 1: Maintain current reading groups for patrons.
Objective 2: Interact with community groups to showcase library resources.
Objective 3: Provide reader's advisory to serve patron interests.

Goal 4: To promote technology services.
Objective 1: Increase the computer skills of library volunteers.
Objective 2: Expand library space for Internet use.
Objective 3: Offer basic computer literacy classes and computer gaming events.

Goals and Objectives for Outreach Program
Goal: The outreach program meets Goal #1 "To promote life-long learning" and Goal #3 "To promote recreational reading and expand reading interests". The "Let's Discover" programs offer senior citizens an opportunity to share interests and hobbies on a variety of topics.

Objectives:
The program objectives are:
1. Increase opportunities for senior citizens to participate in library programs.
2. Provide adults with expanded knowledge of a variety of topics and interests.
3. Promote the library collection through an exchange of life experiences.

Outreach Program
The library will offer a series of three programs for senior citizens at the Chandler Community Center. "Let's Discover" will be a pilot series to determine the level of interest in this type of program. If there is enough interest, the library will continue the series and offer one program per

month. The program will enable senior citizens to enjoy lifelong learning through access to a variety of topics and resources.

Guest presenters will share their life experiences, answer questions, and socialize with others who have the desire to expand their horizons in areas such as cooking, treasure hunting, travel, history and more.

The Chandler Community Center, already a destination for senior citizen events, will be a partner for "Let's Discover". On Tuesday mornings from 10 a.m. to 11 a.m. guest hosts will invite attendees to broaden their knowledge by offering a short presentation on a particular topic from their life experience. The presentation will be supported by the library staff that will organize the presentation schedule, publicize the events, provide refreshments, supply audio-visual equipment such as a screen, projector and laptop, and present library resources that relate to the presentations.

Coinciding with the vision and mission of the City of Chandler to be a full life-cycle community, "Let's Discover" programs will enhance opportunities for seniors to interact with one another and broaden their learning opportunities in a leisurely setting. The program series will reflect the values of the community that include respect for individual differences and the worth of every person.

Statement of need
Community surveys indicated an increased need for senior citizen programs at the library.
Patrons who currently visit the library suggested a light topical program. The library reached out to the community center to partner in offering this program series.

The City of Chandler hopes to become one of the state's Certified Retirement Communities.
Library programming for seniors is one avenue to increase the desirability of the community for senior residents while meeting the long range goals of both the city and the library.

Description of the larger audience or target group the library wants to reach
The population of Chandler is concentrated in the age group of 45 and older. 45.8% or 1,252 are in this age group.

Description of the specific segment of the target group the proposed program will serve
The target group for this program will be those 65 and older or approximately 585 residents (21.4% of the population).

Estimated number of potential participants
The library plans for an initial audience of approximately 25 participants. As the program gains popularity, seating capacity at the community center can accommodate additional attendees.

Description of the characteristics of the audience (age, gender, interest, where they live, transportation issues if any, best hours for a program, etc.)
The programs will be held on Tuesday mornings from 10 a.m. to 11 a.m. This time and day was chosen based on the existing schedule of the senior center. The community center is a popular

destination for weekly senior events such as a dance and Meals on Wheels and is familiar to potential attendees. Transportation will not be provided; senior citizens will make their own arrangements.

List potential partners based on your assets assessment
The Chandler Community Center will co-sponsor the library outreach program to seniors. *The Chandler & Brownsboro Statesman* and the community electronic bulletin board will assist with advertising.

List available library resources that could contribute to the success of the program
The library will use its website and Facebook page to list the program series. It will prepare flyers, generate a message for the electronic marquee, and submit a press release to the newspaper. Library volunteers, many of whom are seniors, will help generate interest in the program and help with setup and cleaning afterward. The library will contribute needed audio-visual equipment, schedule guest speakers and provide refreshments.

Detailed Action Plan
Action Plan Goals:
1. Plan the program.
2. Promote the program.
3. Implement the program.
4. Evaluate the program.

Action Plan Objectives:
1. Enlist senior residents to facilitate discussion sessions and social interaction.
2. Promote the program formally and informally through partnerships with community groups.
3. Enhance the senior living experience by acquainting them with library resources and services.
4. Evaluate the program by tracking attendance numbers, new borrowers and analyzing feedback.

Action Plan Table
The table below gives the library's action plan for the "Let's Discover" senior program series.

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?
Set dates/put on library calendars/Facebook/	Director by May 14, 2012	Time – 1 hour $/materials – none Personnel -1	Three dates set	Count number
Schedule community center	Director by May 14, 2012	Time – 1 hour $/materials – none Personnel -1	Room scheduled	Count number

Schedule guest hosts and alternates for three programs	Director by June 10, 2012	Time – 2 hours $/materials – none Personnel -1	6 hosts contacted	Count number
Create press release for *The Chandler & Brownsboro Statesman*, Facebook, library website	Director by June 10, 2012	Time – 1 hour $/materials – none Personnel -1	1 press release created	Count number
Post/send press release to newspaper, Facebook, library website	Director by July 15, 2012	Time – 30 minutes $/materials – none Personnel -1	3 press releases sent/posted	Count number
Create flyer	Director by July 15, 2012	Time – 30 minutes $/materials – none Personnel -1	Flyer created	Count number
Photocopy & distribute flyers in library and community center	Director by July 15, 2012	Time – 30 minutes $3.00/materials – 30 sheets Personnel -1	30 flyers photocopied	Count number
Create and send marquee message to community marquee board	Director by July 25, 2012	Time – 30 minutes $/materials – none Personnel -1	Email sent	Count number
Prepare companion title list for initial program	Director by July 25, 2012	Time – 1 hour $/materials – none Personnel -1	5 titles selected	Count number
Photocopy title list for initial program	Director by July 25, 2012	Time – 15 minutes $2.50/materials – 25 sheets Personnel -1	25 lists photocopied	Count number
Create & print sign-in sheets	Director by July 25, 2012	Time – 10 minutes $.30/materials – paper Personnel -1	3 sign-in sheets created	Count number
Create & print evaluation forms for participants	Director by July 25, 2012	Time – 10 minutes $7.50/materials – paper Personnel -1	75 evaluation forms created	Count number
Prepare library card registration materials	Director by July 25, 2012	Time – 10 minutes $/materials – forms Personnel -1	25 forms assembled	Count number

Setup room for session	Director & volunteers by August 7, 2012	Time – 30 minutes $/materials - none Personnel -2	Room arranged/equipment ready	Count seats
Hold 1st session	Director by August 7, 2012	Time – 1 hour $/materials - none Personnel -2	1st Session held	Count number
Evaluate 1st session	Director by August 10, 2012	Time – 1 hour $/materials –none Personnel -3	Feedback recorded #new library cards	Count comments Count #new cards
Prepare title lists for 2nd and 3rd sessions	Director by August 10, 2012	Time – 1 hour $5.00/materials – paper Personnel -1	10 titles selected	Count number
Hold sessions #2 and #3	Library staff & presenters by August 21, 2012	Time – 3 hours $/materials – Personnel -3	#participants #new library cards	Count # participants Count # cards
Create and distribute evaluation form to presenters	Director by August 21, 2012	Time – 1 hour $.30/materials – Personnel -1	Form created and distributed	Count #
Evaluate program	Director by August 28, 2012	Time – 1 hour $/materials –none Personnel -1	Summarize feedback	Program evaluated
Write a press release & send to *The Chandler & Brownsboro Statesman*, post on Facebook, library website	Director by August 28, 2012	Time – 1 hour $/materials –none Personnel -1	One press release created	Count number
Write report and send to PEARL office	Director by September 5, 2012	Time-l hour $/materials- Personnel-1	Summarize evaluations, count numbers	Send report to PEARL office
Write thank you notes to partner & presenters	Director by September 5, 2012	Time-1 hour $ & materials- notecards Personnel-1		

APPENDIX: EVALUATION FORM

Chandler Public Library: Let's Discover
Thank you for participating!

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

	Yes 3	Maybe 2	No 1
1. The day and time the program was offered was:			
Convenient for me.			
2. The subject covered:			
Was enjoyable.			
3. The person who did the program:			
Was informative and interesting.			
4. Because of this program I:			
Gained new knowledge.			
Feel encouraged to explore other new topics.			

Additional comments on the program:

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_____

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