CHARLIE GARRETT MEMORIAL LIBRARY COMMUNITY OUTREACH PLAN

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Date: December 22, 2011

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Charlie Garrett Memorial Library Community Outreach Plan

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Introduction
Gorman is on State Highway 6 and Farm Road 8 in the southeastern part of Eastland County, 20 miles south of I-20. The town is located 75 miles east of Abilene and 75 miles west of Fort Worth. It was named Gorman for Patrick Gorman, road master of the Texas Central Railroad in 1889 and was incorporated in 1902.

Historical, Current, and Future Roles of the Library
Historically the Charlie Garrett Memorial Library has been a place for free and equal access to information, a community meeting place, education and recreational materials, and has a collection of local history and genealogy. Currently the library also provides public computer access. In the future the library would like to continue playing the roles listed above and is working toward becoming a center for lifelong learning, being able to provide quality information assistance, having current topics and titles, and supporting career and workforce development. In the past the library was a preschool door to learning and intends to play this role once again.

Existing Programs
The library currently does not offer on-going programs.

Identified Needs
The community needs a health clinic or primary care facility, more industry and job opportunities, more local businesses, and restaurants.

The library needs a paid staff member, dedicated funding, more volunteers and more hours of operation.

Identified Assets
Identified community assets include: public swimming pool, tennis courts, feed mill, public parks, electrical power plant, elementary, middle and high school, city hall, Chamber of Commerce, Senior Citizens Center, nursing home, local workforce office, Police Department, Food Bank, *Gorman Progress* weekly newspaper, public housing, grocery store, and churches.

The library assets include: dedicated volunteers and a stand-alone facility.

Thank You Statement
The library would like to thank the City of Gorman City Commissioners, Library Board, citizens and dedicated volunteers for their support of the library. The library would like to thank 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
Gorman is home of spring-fed Bass Lake, discovered in the mid-1880's. The first settlement was called Shinoak Springs. The little settlement had a school, grist mill, cotton gin, a doctor, post office, and a brick plant. In 1888, the town moved to its current site and was aggressive in the

oil boom. The population grew to be over 20,000. Gorman had the first bank in Eastland County, its own power plant, the famous Blackwell Sanatorium, and an economy that was diverse and progressive.

The first peanut-shelling machine in Texas was used in Gorman in 1940, and in 1986 Gorman had one of the most efficient shelling plants in the United States. Both the Texas Peanut Producers Board and the Southwest Peanut Growers' Association are headquartered in Gorman.

Today, Gorman is a small rural town in transition. Gorman is still diverse and progressive in finding new and innovative ways to integrate into the electronic age with high-speed broadband services and a board-certified acupuncture physician. There is an all-volunteer fire department and the library is run by volunteers.

Gorman is family-oriented. The Gorman Panthers (boy's high school football team) and Lady Panthers (girls volley ball team) are well-supported with games being well-attended. In 2011 the Lady Panthers were in the district championship playoffs. Little League baseball is popular in the summer.

The Tour of the Peanut Country Bike Ride held in July brings bike enthusiast from around the country. This event is sponsored and run by the local Lion's Club. The annual all-day Peanut Festival and Shinoak BBQ Cook-off is held in September. It includes a parade, booths, and in the evening a live band and street dance. In October there is a Halloween Spook Parade where children show off their costumes. Afterwards there is a "Trunk-or-Treat" gathering at the downtown city park. Adults park their trucks and hand out candy to trick-or-treaters.

Main Geographic Features
Community Features
Assets and Challenges
Geographic assets include: cattle ranches, farmland, and tree farms/orchards. Natural spring-fed Bass Lake was the original site of the town. It is about 3 miles outside town and has historical markers and the Frank Gray Memorial Park where there are picnic tables and playground equipment is located. Gorman is centrally located between Abilene and Fort Worth. It is about 20 miles south of I-20 and 45 miles from Stephenville. There is a railroad line that goes to Gorman Milling where they make Red Chain Feed. The railroad line brings in raw materials and ships out the feed.

A geographic challenge is the distance to the nearest hospital, 20 miles.

Library Features
Assets and Challenges
The library is a stand-alone facility and has space for expansion. Next door is the bank that has a large conference room. Across the street from the library is the "Hotel" (subsidized housing) that belongs to the city and that has a large living room space. The combined community center/Senior Citizens Center is one block away and houses the "Computer Center" which is an extension of the library. It has approximately seven computers, internet access and other audio/visual aids. The middle school and high school campus are within walking distance.

Elementary school-aged children are not able to easily walk to the library. This creates a challenge for young children to get to the library after school.

Community Demographics
The following information comes from the 2009 Census data. 9.3% of the city's population are under age 5, 72.2% over 18, 25.4% over 65 with 85.5% White, 37% Hispanic or Latino, 14.1% foreign born, and 35.5% speaking a language other than English. 61.8% are high school graduates, and 17.9% have a bachelor's degree. The median drive time to work is 18.2 minutes and the household median income is $25, 833.

The following chart is a detailed breakdown of the ages of the city population compared to the state and the country as a whole. The data is from the USA.com (http://www.usa.com/gorman-tx-population-and-races.htm).

	Gorman, TX	% of the Total Population	Texas	U.S.
Under 5 years	112	9.32%	8.37%	6.92%
5 to 9 years	126	10.48%	7.56%	6.59%
10 to 14 years	58	4.83%	7.48%	6.83%
15 to 19 years	84	6.99%	7.37%	7.15%
20 to 24 years	14	1.16%	7.41%	7.02%
25 to 34 years	174	14.48%	14.64%	13.42%
35 to 44 years	75	6.24%	14.22%	14.18%
45 to 54 years	76	6.32%	13.44%	14.48%
55 to 64 years	178	14.81%	9.42%	10.81%
65 to 74 years	177	14.73%	5.43%	6.50%
75 to 84	85	7.07%	3.42%	4.40%
85 years and over	43	3.58%	1.24%	1.71%

Library Profile Narrative
The Charlie Garrett Memorial Library is located at 102 S. Fisher Street in downtown Gorman. It is situated at a main intersection of Fisher and Roberts streets, across from the old downtown hotel and next door to the bank.

Eugene Baker, publisher of the *Gorman Progress* newspaper from 1942 to 1974, began the Progress Lending Library in the early 1940s with only a few books. This lending library was located at the newspaper office. The collection grew to over 1500. "No cards, no charge" was the early library's motto. People would borrow one book and return several following the instructions stamped inside "Your only obligation in borrowing books is to return after reading so others may enjoy reading them". Mr. Baker donated much time and money to the library. These books eventually became the source of the collection of the current library.

In 1989 Texas Electric gave its old office building to the city of Gorman to be used as a library. The mayor at that time was Charlie Garrett. He was largely responsible for Gorman obtaining the building hence the library bears his name. The 600 square foot facility was remodeled

shortly after the city acquired the building. There is plenty of shaded parking and has Wi-Fi access.

The library is part of a larger network of communities that received a grant several years ago to bring hi-speed internet to the area and serves as one of the public access sites for that service.

Most Important Library Statistics
The library serves a city population of 1,236. As of 2008, the library owned 7,300 titles and 8,500 items with an estimated annual circulation of 840 items. There were 500 registered borrowers with approximately 720 annual visits to the library. There are 2 PCs and 1 Mac computer available for people to use in the library with approximately 360 uses annually. There are 8 computers in the library's extension at the Community Center. The library is 600 square feet, is open 12 hours per week and is volunteer run. There are 7 regular volunteers that work a total of approximately 624 hours annually.

Vision, Mission, Goals and Objectives
Vision Statement
The library serves as a gathering place and information center for Gorman and the surrounding communities of Desdemona, Carbon, Kokomo, and Lake Leon. The library offers a first class selection of educational and recreational materials.

Mission Statement
The mission of the library is to provide excellent customer service and reference assistance; promote lifelong learning; meet the educational and recreational needs of the community by providing high quality materials and programs on a variety of subjects; serve as an information center and community gathering place.

Goals and Objectives for the Library
Goal 1: Increase community awareness of the library and its services.
   Objectives:
      1. Beautification of facility inside and out.
      Activities:
- Develop landscape plan.
- Clean shelves.
- New signage.

      2. Promote the library.
      Activities:
- Write weekly article for local newspaper.
- Develop and distribute general library survey.
- Create relevant promotional fliers for special events or activities.
- Add content to web-site
- Create Facebook page for library

   Goal 2. Improve how the library is run.
     Objectives:
     1. Write job descriptions.

Activities
- Volunteer position.
- Future paid position.

2. Write relevant library policies.

Activities:
- Write a collection development policy.
- Write volunteer policy.
- Write other policies as needed and/or identified.

2. Develop a library budget.

Activities:
- Identify any city funds allocated for the library.
- Determine average amount of annual financial donations to the library.
- Create an annual monthly budget based on city allocation and average annual donations.

3. Write relevant library procedures.

Activities:
- Write a procedure for selecting items to be added the collection.
- Write a procedure for processing items to be added.
- Write a procedure for removing items from the collection.

4. Create a public access catalog (PAC).
- Identify and acquire library computer software to manage the collection of materials.
- Do basic cataloging of the collection using Dewey decimal classification and enter the data in the software.
- Create a publically accessible electronic card catalog.

Goal 3: Increase number of hours the library is open.

Objectives:

1. Make the library more accessible.

Activities:
- Expand number of hours current volunteers work.
- Recruit additional adult volunteers, specifically targeting retired teachers.
- Recruit youth volunteers to work with adult volunteers.
- Work to find funding for a paid staff position.

Goal 4: Promote a lifelong love of reading and learning.

Objectives:

1. Promote books and reading.

Activities:
- Display new and/or popular materials.
- Publicize new materials with press releases or bookmarks.
- Library staff will explore options to create a meeting room or designated program area in the existing library space.

- Provide appropriate programs.

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

- Inventory the collection.
- Do an initial weeding of the collection using the CREW criteria.
- Set up an on-going weeding schedule based on CREW criteria.
- Review donated items.
- Identify bestsellers in fiction and non-fiction and add to collection.
- Add other donated items to the collection based on the community's reading interests and available space.

Goals and Objectives for Outreach Program
Goal: As part of the library's Goal 4 "promote a lifelong love of reading and learning", and objective 1 for that goal "promote books and reading", the library will partner with local churches, and the Gorman ISD to promote the program and register children for the Summer Reading Program.

Outreach Programs
The library will hold its first summer reading program June 1-July 13, 2012. Materials provided by the Texas State Library and Archives Commission (TSLAC) for the "*Dig it Up at the Library"* themed reading program will be utilized. The purpose of the library's summer reading program is to encourage children to read for pleasure during the summer and to promote the retention of reading skills gained during the school year.

TSLAC will provide a programming manual, posters, reading logs, bookmarks, and certificates to support the summer reading program. The library will use these free materials and will purchase reading prizes for children participating in the program.

Library staff will promote the program by announcing it and handing out materials about the program to children in Gorman ISD in elementary and middle school. Materials will be handed out to families using the Food Bank and to four churches to be distributed to children registering for Vacation Bible School.

Children who wish to participate in the Summer Reading Program can sign up at the library. Incentives will be awarded based on an established schedule of time or titles read depending on the age of the child.

Statement of need
The library distributed surveys at the library, the Food Bank, and put it in the local newspaper. 40 surveys were returned. 12 surveys representing 30% indicated there was a need for a summer reading program.

Description of the larger audience or target group the library wants to reach
The elementary school has 158 students enrolled; middle school has 78 for a total of 236. It is anticipated about 120 children will take part in Vacation Bible School. Approximately 50

families utilize the Food Bank with about 25 children benefiting from its services. Combined, this gives a potential audience of 381 children.

Description of the specific segment of the target group the proposed program will serve
Of the potential 381 children that may participate, the library is especially targeting those attending Vacation Bible School (120) and ones in families using the Food Bank (25).

Estimated number of potential participants
It is estimated about 30% or 43 children participating in Vacation Bible School and the Food Bank will take part in the summer reading 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 Summer Reading Program is for children ages toddler through middle school. It is expected that the parents or other caretakers of the children will bring them to the library; older children will walk to the library.

List potential partners based on your assets assessment
Partners for the program are: Gorman ISD, First Baptist Church, First United Methodist Church, First Fruits Church, Church of Christ, Food Bank, and the *Gorman Progress* newspaper.

List available library resources that could contribute to the success of the program
The library has a collection of about 250-300 children's books and 450-550 youth books that can be checked out. The library will request a Texas Reading Club manual, reading logs, bookmarks, and posters from the Texas State Library and Archives Commission. The library will purchase reading incentives.

Detailed Action Plan
Action Plan Goal:
Goal
Coordinate and promote the registration of children for the library's Summer Reading Program.

Objective
1. Order Summer Reading Program posters, bookmarks, reading logs, certificates, and incentives.
2. Provide Gorman ISD teachers needed materials to promote the program and register children for the summer reading program.
3. Provide the local churches that have Vacation Bible School with materials needed to promote the program and register children for the summer reading program.
4. Provide Food Bank volunteers with materials needed to promote the program and register children for the summer reading program.

Action Plan Table
The table below gives the library's action plan for the Summer Reading Program.

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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?
Order reading logs, posters, bookmarks, and certificates from the Texas State Library	Librarian by January 15, 2012	Time-15 min. $ & materials-none Personnel-1	10 poster & 500 reading logs, 500 bookmarks, and 500 certificates will be distributed	Count # used
Put program on library calendar	Librarian by January 15, 2012	Time-15 min. $ & materials-none Personnel-1	Information posted	Program held
Order prizes	Librarian by March 15, 2012	Time-15 min. $50 & materials-none Personnel-1	Pencils; tattoos; stickers; bookmarks; other	Count # distributed
Contact Food Bank, explain program; ask them to participate	Librarian by March 15, 2012	Time-15 min. $ & materials-none Personnel-1	1 contact made	Count #
Contact 4 churches re: explain program; ask to participate	Librarian by March 15, 2012	Time-1 hr. $ & materials-none Personnel-1	4 contacts made	Count #
Contact 25 teachers at Gorman ISD; explain program; ask to announce & handout info	Librarian by March 15, 2012	Time-2 hr. $ & materials-none Personnel-1	25 contacts made	Count #
Create registration form	Librarian by April 20, 2012	Time-30 min. $ & materials-none Personnel-1	1 master form created	Count #
Make copies of registration form	Librarian by April 20, 2012	Time-45min. $15 & materials-ream of paper; Personnel-1	506 copies made	Count #
Create promotional flyer	Librarian by April 20, 2012	Time-30 min. $ & materials-none; Personnel-1	1 master form created	Count #
Make copies of promotional flyer	Librarian by April 20, 2012	Time-45 min. $15 & materials-ream of paper; Personnel-1	506 copies made	Count #
Put up promotional posters in library, schools, churches, Food Bank, and grocery store	Librarian by April 30, 2012	Time-2 hr. $ & materials-none Personnel-1	10 posters put up	Count #
Put together teacher /class packets	Librarian by May 1, 2012	Time-2 hrs. $ & materials-flyers, bookmarks, registration form Personnel-1	25 packets made; materials for 236 children-enough for each class (flyer, registration form, bookmark)	Count #
Put together church packets	Librarian by May1, 2012	Time-40 min. $ & materials-none Personnel-1	4 packets made; materials for 120 children (flyer, registration form,	Count #

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			bookmark)	
Put together Food Bank packets	Librarian by May1, 2012	Time-2 hrs. $ & materials-none Personnel-1	25 packets made (flyer, registration form, bookmark)	Count #
Distribute reading packets to Food Bank participants	Librarian by May10, 2012	Time-2 hrs. $ & materials-none Personnel-1	25 packets distributed	Count # distributed
Distribute reading packets to children at school	Librarian by May15, 2012	Time-4 hrs. $ & materials-none Personnel-1	236 flyers, bookmarks, registration forms	Count # distributed
Distribute reading packets to churches for Vacation Bible School	Librarian by June 1, 2012	Time-4 hrs. $ & materials-none Personnel-1	120 flyers, bookmarks, registration forms	Count # distributed
Hold Summer Reading Program	Library staff June 1-July 13, 2012	Time-ongoing for 6 weeks. $ & materials-none Personnel-6	6 weeks reading program	Count #
Write press release	Librarian by May15, 2012	Time-30 min. $ & materials-none Personnel-1	1 press release written	1 press releases distributed
Collect completed reading logs from Food Bank participants	Librarian by June 14, 2012	Time-2 hrs. $ & materials-none Personnel-1	Completed logs collected	Count #
Write thank you notes	Librarian by July 30, 2012	Time-15 min. $ & materials-none Personnel-1	1 master created	Count #
Copy thank you notes	Librarian by July 30, 2012	Time-30 min. $4.50 & materials-paper Personnel-1	45 copies made	Count #
Gather statistics and success stories	Librarian by July 30, 2012	Time-1 hr. $ & materials-none Personnel-1	Count # registered; completed reading logs; time/titles read; circulation statistics; # library visits during 6 weeks; compile evaluations	Send results to PEARL office
Write wrap-up press release	Librarian by August 15, 2012	Time-30 min. $ & materials-Personnel-1	1 press release written	1 press releases distributed
School follow up visit	Librarian by September 30, 2012	Time-2 hr. $ & materials-none Personnel-1	25 classes visited	Count #

APPENDIX A: SURVEY

1. Which age group are you in? Check one. _____ over 50 _____ 31-50 _____ 18-30 _____ 12-18	**2. Do you think most residents are aware of the library and what it has to offer?** _____ Yes _____ No
3. How often do you visit the library? ____ Daily ____ Twice a year ____ Weekly ____ Once a year ____ Monthly ____ Never	**4. What do you use at the library?** ____ Books ____ Computers ____ Scanner ____ Photocopier ____ Genealogy & Local History
5. The library is open Mon 3-5; 5-7 and Tue-F 3-5 Are these hours convenient for you? ____ Yes ____ No	**6. If not, what hours would you like the library to be open?** _____ Mornings (8:00-noon) _____ Afternoon (noon-5:00 p.m.) _____ Evening (after 5:00 p.m.)

7. What kind of programs would you like the library offer? _____ Adult Book Club   _____ Story Time for Pre-School Children _____ Basic Computer Literacy Classes   _____ Story Time in Spanish _____ Regular Genealogy Programs   _____ Summer Reading Program for Children Other: _____
8a. What do you like about our library?   **8b. What could we do better at our library?**
9. What kind of books would you like to see added to our collection? (Please circle) **Fiction** Historical, Romance, Mystery, Western, Sci-Fi, Horror, Inspirational **Non-Fiction** Biography, History, Texas History, Genealogy, Philosophy, Psychology, Health-Diet-Cooking, Economics-Finance, Hunting-Fishing, Beauty-Exercise, Classics-Drama, Travel-Adventure, Science, Religion **10. What other materials?** Books on Tape, Audio Self-Help, Other

APPENDIX B: SURVEY RESULTS

1. Which age group are you in?
      Aged 18-30   5
      Aged 31-50   10
      Aged over 50 15

2. Do you think most residents are aware of the library and what it has to offer?
      Yes-6
      No-17

3. How often do you visit the library?
      Weekly-7
      Monthly-2
      1 or 2xYear-2
      Never-2

4. What do you use at the library?
- Aged 18-30   Books (3)   Computers (5)
- Aged 31-50   Books (7)   Computers (2)
- Aged over 50   Books (12)   Computers (1)

5. The library is open Mon 3-5; 5-7 and Tue-F 3-5
Are these hours convenient for you?
      Aged 18-30   Yes-5
      Aged 31-50   Yes-6   No-4
      Aged over 50   Yes-12   No-1

6. If not, what hours would you like the library to be open?

      4-Afternoon (noon-5:00 p.m.)
      1-Evening (after 5:00 p.m.)

7. What kind of programs would you like the library offer?
Aged 18-30
      Summer Reading (3)
      Computer lit. (1)
Aged 31-50
      Adult Book Club (3)
      Com. Lit. (4)
      Genealogy (2)
      P.S. Story (4)
      Summer (3)
Aged over 50
      Adult Book Club (3)
      Com. Lit. (5)

Genealogy (1)
P.S. Story (3)
Summer (6)

Total
- Adult Book Club   6
- Computer Lit   10
- Genealogy   3
- Pre-school Story Time   7
- Summer Reading Program   12

8a. What do you like about our library?
- friendly volunteers
- good service
- facility neat-clean
- interesting books
- good selection
- large variety of books and authors
- community asset.

8b. What could we do better at our library?
- more hours
- outreach (increase usage)
- use newspaper to advertise new books
- small collection
- more computers
- automate.

9. What kind of books would you like to see added to our collection?
Fiction:
Historical-7
Romance-3
Mystery-4
Western-3
Sci-fi -2
Inspirational-4
Non-fiction:
Biography-3
History-5
Texas History-7
Genealogy-2
Philosophy-2
Travel/Adventure-3
Religion-3

10. What other materials?
      Books on tape (3)
      Audio Self-Help (1)