CHICO PUBLIC LIBRARY, INC. COMMUNITY OUTREACH PLAN

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COLLEGE of INFORMATION
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Introduction
Chico, Texas, is located at the intersection of State Highway 101 and Farm Road 1810, roughly fifty-five miles northwest of Ft. Worth. Chico is a part of Wise County and is widely known as the "Limestone Capital" of Texas due to the many rock quarries around Chico. The 2010 census puts the population of Chico at 1,002.

Chico began its life as a settlement of several families on 1,920 acres of land belonging to the heirs of William Heresee. Before the Civil War, the land was purchased for thirteen cents an acre by R.C. Mount. The town grew as a trade center for surrounding cotton farms. In October of 1876, R.C. Mount filed a deed for forty-four acres, two of which were reserved for a school and a church. Sometime after this, Colonel J.T. Brown, who had arrived in the area around 1875 and became a merchant in the settlement, purchased the town site for $1.26 an acre. Sites were plotted for a public square, business center, and residential areas. A post office was established in 1882, and Colonel Brown was its first postmaster. After some debate, the town was named after Colonel Brown's hometown of Chico, California.

Historical, Current, and Future Roles of the Library
Historically the library has served the community as a location for free and equal access to information, the provision of public computer access, and as a repository for local history and genealogy. The library has provided a community commons for groups to meet and exchange ideas and share experiences. The library has been a center for early childhood and basic literacy, as well as lifelong and adult learning. The library is an established voting center.

In addition to its historical roles, the library currently provides educational and recreational materials on current topics, acts as a preschool door to learning, provides ESL services, business support, information assistance, career and workforce development services, and supports formal education.

The library will continue to fulfill its' historical and current roles and in the future will expand its roles to become a center for technology and cultural awareness.

Existing Programs
The library currently provides programming in several areas. These include a yearly summer reading program for children and teens, routine blood drives, school outreach programs, college exam proctoring, interlibrary loan, and digitization of local church and cemetery records.

Identified Needs
Identified community needs include: economic development, more employers and local jobs, and additional affordable rental housing.

Library needs include: more staff, funding, space, and a bicycle rack for the front.

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Identified Assets
Community assets include: close to larger cities and the Dallas-Fort Worth metroplex, close proximity to Weatherford College Wise County campus, a city park, the downtown square, a Senior Citizen's Center, some historic buildings are an asset, and restaurants.

Identified assets of the library include: eleven public use computers with Internet access, one stand-alone computer with educational software for children, Wi-Fi, meeting room, kitchen area, ADA bathroom, and parking available on the square with some ADA parking spaces.

Thank You Statement
The library would like to thank the Women's Study Club for their vision and commitment to fulfilling the need for a library in our city. The library has a great appreciation for the hard work and dedication of past and current Library Board members in providing outstanding library services to our community. The library is fortunate to have the strong support of Mayor J.D. Clark and the city council members, who have seen the value of the library within the community and work to ensure continued funding for it. The library would also like to recognize the contributions of the Chico EDC for the maintenance of the library facilities. The library is appreciative of County Judge Bill McElhaney who is a strong advocate for all of the libraries in Wise County and strives to maintain funding for each of us. The library would like to thank the numerous volunteers who have dedicated many hours to book sales, summer reading programs, renovations, and much more. The library would like to express their appreciation of the Robert and Ruby Priddy Charitable Trust and the Priddy Foundation for funding the University of North Texas PEARL project.

Community Profile Narrative
Chico is a small rural community in North Texas with a wonderful history as a trade and agricultural center. There are several historical locations in and around Chico. While the focus is no longer on trade and agriculture, there are numerous career opportunities with local rock quarries and oil related businesses. Located within an hour's drive of the Dallas-Fort Worth metroplex and Denton, many have found that commuting to work is an acceptable trade off to raising a family in the relaxed and friendly atmosphere of Chico.

Through monies provided by TXDOT and Chamber of Commerce fundraisers, the city undertook a project to "square the square" in 1997. The project resulted in a beautiful park-like feel for the town center with trees, memorial brick walkways, an old fashioned clock in the center and a gazebo style entertainment area. Other than the Public Library, the city square boasts a Senior Citizens Center (located in the original post office) where seniors and the Chamber of Commerce hold regular meetings, and a Masonic Lodge which hosts meetings for local Masons and Eastern Star members. Among the businesses on the square is the Old Drugstore, complete with original soda fountain, and an Art Gallery. Also on the square are the post office, an auto parts store, hardware store, florist shop, bank, restaurant, a church, and an antique store.

The M. Robinson Park, made possible through public and private donations, is located behind the library on FM 1810. The park currently includes a gazebo, picnic tables, basketball courts,

skate park, general playground equipment, and a large pavilion which can be rented. The park upkeep is handled through a Parks and Recreations Committee which is not associated with the city.

Active social groups include the Chico Lions Club, 4-H, Sand Flat Art Guild, the Friendship Club, Chico 42 Club, a Quilting Club, Women's Club, and a Senior Lunch Club. Church groups are active in family and youth services.

Community members participate in yearly Christmas Angel programs and the Wise County Toy Run. Each December there is an Angel Garden Dedication memorial ceremony on the Square in honor of local residents that have passed away.

There are several annual events in Chico each year to provide entertainment and fundraising opportunities. The Volunteer Fire Department hosts an annual chili supper which occurs in February, and a BBQ dinner in June. An Easter egg hunt is co-hosted by the Chamber of Commerce and local churches at the park each year. The local Chamber of Commerce sponsors Chico Fest which includes games, food, craft booths, and bingo on the 3rd Saturday in October. There is a Christmas Parade on the first Saturday in December.

Main Geographic Features
Community Features
Assets and Challenges
Geographic assets in the community include: lake for water, fishing, and boating; rock quarries, agricultural land, and oil fields. There are two larger cities in proximity to Chico, Bridgeport which is seven miles and Decatur which is seventeen miles.

Geographic challenges in the community include: the railroad which creates traffic problems and noise issues; the rock crushers in the quarries create air pollution and can damage buildings; old infrastructure for water delivery and lime content in the water are challenges. Drought has affected the lake levels.

Library Features
Assets and Challenges
Geographic assets for the library include being highly visible and centrally located downtown on the square. The city park is directly behind the library. Businesses within walking distance of the library include several restaurants, hardware store, auto parts, an Art Gallery/Stained Glass shop, a florist, Masonic lodge, antique shop, drug store/ice cream shop, bank, senior citizens center, post office, grocery store, fire station, two convenience stores, a historical building, and several churches.

A geographic challenge of being on the square is the presence of several empty buildings or buildings in disrepair. The library is located between an old drug store/ice cream shop and an antiques shop. When the drug store was active it was an asset, but since closing for renovations in 2011, it has proven to be a challenge. The antique shop does not keep reliable hours which is a challenge.

Community Demographics

According to the 2010 Census, Chico has a population of 1,002. 7.7% are under age 5; 4.3% are under 18, and 13.1% are over 65. There were 917 White, 1 Black, 7 American Indian, 1 Asian and 131 Hispanic or Latino people. 2.9% spoke a language other than English. 80.8% were high school graduates, and 3.9% had a Bachelor's Degree. The median drive time to work was 16.4 minutes. There were 358 households and the median household income was $43,542.

According to the 2010 Census, Wise County has a population of 60,432. 6.7% are under age 5; 25.9% are under 18, and 12.7% are over 65. There were 95.4% White, 1.5% Black, 1.0% American Indian, 0.5% Asian, and 17.9% Hispanic or Latino people. 6.1% were foreign born with 13.6% who spoke a language other than English. 83.2% were high school graduates, and 15.6% had a Bachelor's Degree. The median drive time to work was 30.9 minutes. There were 19,995 households and the median household income was $57,511.

Library Profile Narrative

The Chico Public Library was the result of the vision of the Chico Women's Study Club. Members conducted fundraisers to purchase and refurbish the Brown Hotel, built in 1888 and abandoned in 1960, with the purpose of establishing a Civic Center and Public Library. Many volunteers assisted in the renovations of the building. Current best sellers were donated and collected to fill the library shelves. The library was opened in 1975, and Women's Study Club President Lavonia Hawkins conducted a note burning celebration in April of 1976.

In 1990, when it was no longer possible to maintain the Civic Center, the library moved to a mercantile storefront on the square. Mary Rexin, the (now retired) library director, and a volunteer committee moved book by book to the new building. In 1996, the owner of the building announced its sale and the library board collected enough in just six months through fund raising projects to purchase the building. Because of the generosity of citizens, of business owners and industry in the area, the library was able to remain on the square in the center of town. Prior to the purchase, the library incorporated and was granted non-profit status by both the state and federal governments.

Since its move to the square, the library has undergone many changes which were made possible through grants provided by the Tocker Foundation, the Bill and Melinda Gates Foundation, local fundraising, and much volunteerism. The library is pleased to provide its community with an open, spacious, and inviting facility that includes an ADA bathroom, a meeting room, and eleven patron computers with high speed DSL access, free Wi-Fi services, and a large selection of educational and recreational materials for checkout.

Local schools are within a mile of the library, making it convenient for teachers and students to stop by in the evenings. Many local businesses including restaurants, convenience, and grocery stores are within walking distance of the library allowing for easy access to job related online testing.

Most Important Library Statistics
The library's current service area population is 1,743 with 1,319 registered borrowers. Of these, 998 were adults, 173 teens, and 92 were juveniles. The library had a physical collection of 13,776 with 13,651 circulations, and 150 interlibrary loans transactions were made. The library offered 31 programs with 1,454 people attending. There were 2,520 reference transactions, and 20,426 library visits. The library has 38 licensed databases. There were 4,850 computer uses and 3,029 website hits. There were 41 volunteers contributing 321 hours. National Honor Society students frequently volunteer at the library.

The library has 1.5 full-time equivalent staff and the population served per staff was 1,162. The library is housed in 3,750 square feet.

Vision, Mission, Goals and Objectives
Vision Statement
Chico Public Library, Inc., is committed to public literacy and social engagement through the provision of materials and services designed to address the cultural, educational, informational, technological, and recreational needs of the diverse communities it serves.

Mission Statement
The mission of the Chico Public Library, Inc., is to provide free and equal access to educational, informational, recreational, and cultural resources, and to promote the use of the library to every member of the community through a diverse collection of materials and programs for all ages. Continuing efforts are made to respond to changing needs of the community and to evolving technology.

Goals and Objectives for the Library
Goals:
1. Provide a clean, bright, comfortable, and inviting library
2. Provide a broad spectrum and diverse collection of materials
3. Provide Summer Reading Programs
4. Provide programs that meet varied needs
5. Provide free and equal access
6. Pay the Library Director a professional salary
7. Hire additional paid staff
8. Increase the size of the library
9. Increase the library collection
10. Add a public use room to the library
11. Replace outdated computers for staff and community use
12. Provide protection on computers used by children, while having unrestricted access computers for adults in a separate area
13. Determine patron preference for hours of operation
14. Increase hours of operation
15. Maintain technology at the highest level supporting community needs
16. Interest teenagers in using the Public Library in addition to the school library

17. Publicize the library's large variety of media
18. Develop an adult reading program
19. Provide monthly window displays that provokes discussion and interest
20. Conduct ESL classes
21. Conduct computer classes
22. Begin a book club
23. Establish a Friends of the Library group
24. Seek to develop volunteer staff
25. Provide patrons with a Chico Public Library, Inc. information pamphlet

Goals and Objectives for Outreach Program
In keeping with the library's Goal #21 "Conduct computer classes", the library will offer a series of basic computer skills workshops. The purpose of the workshops is to improve computer literacy of participants.

Outreach Programs
The library plans to implement a four-week Basic Computer Skills Workshop for Adults. The program will acquaint those with little or no computer skills with the parts and applications of personal computers. The course will cover keyboarding, mouse skills, emailing, basic word processing, and Internet searching. The classes will be held in October and meet once per week on Monday evenings from 7:00 p.m. - 8:00 p.m. The classes will be held in the library, and will be limited to seven participants. This is a pilot project to gauge the level of interest and need in the community for this type of training. Pre-registration will be required. If the need and interest is great enough, additional sessions will be offered.

Statement of need
Survey results clearly demonstrated the need for basic computer classes. Library staff distributed surveys at the library, elementary school, local businesses, staff, board members, and to city employees. Fifty-four surveys were returned and twenty-two indicated a desire for basic computer skill classes at the library. The library has also received several calls and face-to-face patron requests from adults to add basic computer classes.

Description of the larger audience or target group the library wants to reach
The library's target audience is composed of the adult population of Chico, approximately 34.3% of the population.

Description of the specific segment of the target group the proposed program will serve
The specific group to be served is adults that pre-register for the classes.

Estimated number of potential participants
The library has a computer area that contains seven computers with Internet access; therefore classes will be limited to seven people each session.

Description of the characteristics of the audience (age, gender, interest, where they live, transportation issues if any, best hours for a program, etc.)
The audience will be composed of adults who will live in and around the city and to the library. The library will offer four one-hour classes held weekly in October on Mondays in the evening from 7:00-8:00 p.m. The time was selected as the library is closed and there would be no disruption of normal library services.

List potential partners based on your assets assessment
The library's potential partners include local businesses where information about the classes will be displayed, the Senior Citizen Center, local newspapers, local schools, and City Hall.

List available library resources that could contribute to the success of the program
The library has seven computers, a laptop and projector, and a staff member with advanced computer and teaching skills who can teach the basic computer skills classes.

Detailed Action Plan
Action Plan Goal(s):
1. Plan the program.
2. Promote the program.
3. Implement the program.
4. Evaluate the program.

Action Plan Objective(s):
1. Plan the computer workshops.
2. Partner with local businesses and service organizations to promote the workshops.
3. Implement four workshops in the library for adults on basic computer skills.
4. Distribute post-workshop surveys and evaluate results.

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Action Plan Table

The table below gives the library's action plan for its basic computer classes.

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?
Schedule classes	Librarian by Sept 1, 2013	Time-10 min. $ & materials-none Personnel-1	4 dates scheduled	Count # dates
Put program on library calendar and website	Librarian by Sept 9, 2013	Time-15 min. $ & materials-none Personnel-1	Information posted 2 or more places	Count # posting
Create promotional flyer	Librarian by Sept 9, 2013	Time-30 min. $ & materials-none Personnel-1	1 flyer created	Count # created
Create handouts for classes	Librarian by Sept 23, 2013	Time-30 min. $ & materials-none Personnel-1	1 master set created	Count # created
Make copies of flyer	Librarian by Sept 9, 2013	Time-1 hr. $ & materials-none Personnel-1	150 color copies made	Count # of copies made
Post information about program at library and at businesses and organizations around town	Librarian by Sept 16, 2013	Time – 2 hrs. $ 75 materials-paper, toner, ink cartridges Personnel-1	150 flyers distributed	Count # of flyers distributed
Print out handouts	Librarian by Sept 23, 2013	Time – 1 hr. $20 materials - paper, toner, ink cartridges Personnel – 1	28 copies of handouts printed	Count # of handouts printed

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Make copies of evaluation form	Librarian by Sept 9, 2013	Time-1 hr. $20 materials - paper, toner, ink cartridges Personnel-1	28 copies made	Count # of copies made
Set up laptop and projector	Librarian Oct 7, 14, 21, 28 2013	Time-30 min. $ & materials- none Personnel-2	Set up done before 4 programs	Count lab set ups
Present programs	Librarian Oct 7, 14, 21, 28 2013	Time- 2 hrs. each $ & materials Personnel-1	4 programs presented; est. 7 in attendance for each	Count programs; count attendees
Take photos of classes	Librarian or Reporter Oct 7, 14, 21, 28 2013	Time- 10 min. each $ & materials Personnel-1	Photos taken for 4 programs	Count # programs photos are taken for
Submit photo and article to local newspapers	Librarian or Reporter Oct 7, 14, 21, 28 2013	Time- 10 min. each $ & materials Personnel-1	4 articles submitted	Count # of articles
Administer evaluation at each workshop	Librarian Oct 7, 14, 21, 28 2013	Time-10 min. $ & materials- none Personnel-1	4 programs; 28 evaluations administered	Count programs; count evaluations
Gather statistics and success stories	Librarian by November 4, 2013	Time-45 min. $ & materials- none Personnel-1	Count attendees; compile evaluations	Analyze evaluations
Turn in final report to PEARL office	Librarian by November 4, 2013	Time-45 min. $ & materials- none Personnel-1	Write report	Send report to PEARL office

APPENDIX A: GENERAL SURVEY

Do you know the location of the public library? ☐ Yes ☐ No **Are you aware that the library is a 501c3 Non-Profit Organization?** ☐ 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? **Monday-Saturday 10:00am-6:00pm** ☐ 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 ☐ Weekly After School Program ☐ Conversational English class ☐ Friends of the Library Group ☐ Workshops on basic computer skills	☐ 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 ☐ Weekly Toddler Lap-sit Story Time ☐ Weekly Story Time for Preschool Children ☐ **Other _____**

APPENDIX B: SURVEY RESULTS

Do you know the location of the public library? ☐ Yes 53 ☐ No 1 **Are you aware that the library is a 501c3 Non-Profit Organization?** ☐ Yes 43 ☐ No 11	**What age group best describes you?** ☐ Over 50 17 ☐ 18–30 8 ☐ 31–50 22 ☐ 12–18 6 1 undetermined
Do you find the current hours to be convenient? **Monday-Saturday 10:00am-6:00pm** ☐ Yes 52 ☐ No 1 No response - 1	**If you have children, what are their ages?** (*Check all that apply*.) ☐ 0–2 years 8 ☐ 6–12 years 6 ☐ 3–5 years 3 ☐ 13–17 years 13
If no, what hours would you like the library to be open? **1 – 10am-7pm**	**How often do you visit the library?** ☐ Daily 6 ☐ Twice a year 4 ☐ Weekly 25 ☐ Once a year 3 ☐ Monthly 4 ☐ Never 9 No response - 3
When are you most likely to use the library? ☐ Morning (10:00–noon) 14 ☐ Afternoon (noon–5:00 p.m.) 32 ☐ Evening (after 5:00 p.m.) 17	**Which days of the week would you be most likely to use the library?** (*Check all that apply*.) ☐ Monday 27 ☐ Thursday 26 ☐ Tuesday 26 ☐ Friday 30 ☐ Wednesday 27 ☐ Saturday 28
For what age group would you like to see more programs? ☐ Preschool 10 ☐ Elementary 13 ☐ Teens 22 ☐ Adults 21 ☐ Seniors 7 No response - 5	**Anything Else You'd Like Us To Know? Any Needs We Aren't Meeting?** **Michelle & Karen are nicest librarians I've met.** **Doing great, enjoy email/text reminders for due items!** **Keep up the awesome job!**
What programs would you like the library to add or expand? Please check all that apply. ☐ Teen Book Club 13 ☐ Adult Book Club 18 ☐ Weekly After School Program 17 ☐ Conversational English class 3 ☐ Friends of the Library Group 4 ☐ Workshops on basic computer skills 22	☐ Workshops on job searching, filling out applications, resume writing 18 ☐ Workshops on using the Internet for homework 10 ☐ Workshops on using the Internet for reliable health information 4 ☐ Weekly Toddler Lap-sit Story Time 11 ☐ Weekly Story Time for Preschool Children 6 ☐ **Other Water safety program-1 No response – 1**

APPENDIX C: LIBRARY EVALUATION FORM

Chico Public Library: Basic Computer Classes
Thank you for participating!

Place an X or check mark under the number to indicate how you liked the class.

	Yes	Maybe	No
1. The subject covered:			
Met my needs.			
2. The person who did the program:			
Was friendly and helpful			
3. I would be interested in :			
Attending more programs of this nature.			
4. Because of this program I:			
Feel more confident in using the computer.			
Feel more connected to the community.			

Comments? Suggestions?

_____

_____

_____

_____