

COCHRAN COUNTY LOVE MEMORIAL LIBRARY COMMUNITY OUTREACH PLAN



Prepared by: Irene Munson
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318 South Main Street
Morton, Texas 79346
(806) 266-5051
<http://wtls.tsl.state.tx.us/cclml>

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Cochran County Love Memorial Library Community Outreach Plan

TABLE OF CONTENTS

Introduction	3
Community Profile Narrative	4
Library Profile Narrative	5
Vision, Mission, Goals and Objectives	6
Outreach Program	8
Detailed Action Plan	9
Appendix A: School Library Survey	12
Appendix B: Program Evaluation	13

Cochran County Love Memorial Library Community Outreach Plan

Outreach Plan

Introduction

The town of Morton, the county seat and location of the Cochran County Love Memorial Library is on State Highway 114. It is located 30 miles south of Muleshoe, 24 miles west of Levelland, and 57 miles northwest of Lubbock in the northeastern part of Cochran County. New Mexico is approximately 20 miles west of Morton. Cattle ranching and farming are the primary industries. Cotton, wheat, maize, and peanuts are the main crops. Pump jacks dot the landscape.



Cochran County is named for Robert E. Cochran, a defender of the Alamo. There are three towns in Cochran County: Morton, Whiteface, and Bledsoe. The town of Morton is named for Morton Smith, the town founder. The Cochran County Courthouse lies in the center of the City of Morton adjacent to the intersection of State Highways 114 and 214.

Historical, Current, and Future Roles for the Library

Historically the library has provided educational and recreational reading materials to the community. Currently, in addition to that, the library provides: free and equal access to information, public computer access, and information assistance. In the future, the library would like to: promote lifelong reading, and literacy among different age groups.

Existing Programs

The library has not been offering on-going programs.

Identified Needs

There is a need in Morton for more recreational activities for people of all ages but especially for young people.

Library surveys indicated the hours the library is open are inadequate and inconvenient especially for those who work and for school children. School lets out at 3:45 which leaves little time for children to get to the library and use it after school. Currently the library hours are: 9-5 Monday-Friday. Major weaknesses identified included: outdated collection; old, slow computers; no community outreach, and no programs for children or other ages at the library. In addition, the library does not have a meeting room or designated area where programs can be held.

The library needed to update the vision and mission statement, goals and objectives. After getting the returned surveys and feedback from residents, the library updated them in order to effectively address the identified needs. The new vision, mission, goals and objectives are included in this document.

Cochran County Love Memorial Library Community Outreach Plan

Identified Assets

Morton has the following assets: Cochran County Courthouse, Cochran Memorial Hospital, Morton ISD, Activity Building, Senior Citizen Center, The Morton Tribune newspaper, a grocery store, 5 restaurants, bank, 3 service stations, thrift store, Family Dollar, a few retail stores, Morton Area Chamber-Commerce, Department of Transportation office, Volunteer Fire Department, Sheriff's Office with County Jail, Cochran County Livestock Building, and county airport. The community of Whiteface also has a school district.

The Cochran County Library staff would like to thank the Cochran County Commissioners and the County Judge for their continued support and for the opportunity to participate in the University of North Texas (UNT) PEARL project. In addition, special thanks go to County Auditor Danny Wisely for his patience and assistance. We would like to thank the local churches, Senior Citizen Center, Morton ISD and Whiteface CISD for being supportive of the library. We look forward to working more with them in the future.

We would like to thank the Robert and Ruby Priddy Charitable Trust for funding the UNT PEARL project and the library's participation in PEARL. We would like to extend our personal thanks to Barbara Blake, PEARL Outreach Coordinator for her assistance in developing the library's outreach plan.

The Cochran County Library would like to thank the Tocker Foundation for the \$12,000 grant it received in 2010. This grant enabled the library to update its furnishings and to purchase new shelving. This will support the library's efforts to improve the physical environment of the library for all patrons. The new shelving helps make the collection more accessible to library users.

Community Profile Narrative

The community of Morton is primarily people who were born and raised in the area. This is a place to be from rather than a place to go to. Most of the people live and work in the county with very few working outside of the area. The typical drive to work is about 10 minutes with the largest employers being the ISD, local farms, and county courthouse.

The local churches provide many benefits to the community. Some of the benefits include: providing monthly meals at the church, Vacation Bible School in the summer, annual potlucks open to all in the community, one church has a weekly tamale plate lunch fundraiser, and another offers ESL and GED classes.

Annual events include the Cochran County Cancer Cake-A-Thon held in the spring each year for over 30 years. There are three annual parades held; one for the 4th of July, one for Christmas, and the third is the Texas's Last Frontier Heritage Celebration. The last includes setting up a recreated Buffalo Soldier camp. During the 4th of July celebration, there is a fireworks display at the Morton City Park. The Oasis Worship Center hosts an annual Easter Egg hunt for children in the county.

Athletics and supporting the local football and baseball teams are part of life in the community. Basketball, track, and tennis are other sports typically played. The UIL (University

Cochran County Love Memorial Library Community Outreach Plan

Interscholastic League) activities are well-attended and supported in town. The UIL provides educational extracurricular academic, athletic, and music contests for students. It was created by The University of Texas at Austin in 1909, and has grown into the largest inter-school organization of its kind in the world. The local German speaking Mennonite families primarily home school their children.

Main Geographic Features

Community

Assets and Challenges

The topography of Cochran County and Morton is generally flat and is located in what is known as the "Staked Plains" or Llano Estacado, which is in the southern portion of the Great Plains. Morton has a mild, semi-arid climate with an average of 18 inches of precipitation per year.

The geographical features that are assets include: flat land for farming; grassland for ranching; near a major highway; public use tennis courts; Cochran County Park (with new playground equipment, volley ball court, and walking path); Morton City Park; city baseball field, and arena and rodeo grounds for the 4H Club.

Challenges include: lack of water; sandstorms; lack of other geographical features such as lakes or rivers, distance from major cities, and brush fires.

Library

Assets and Challenges

Library assets include: stand-alone facility that is centrally located in the community.

The primary geographical challenge the library faces is the distance one must travel to participate in library oriented meetings, training, or conferences.

Most Important Community Demographics

The county has a population of 3,730 as of 2010. 6.5% are under age 5; 68.5% under 18, and 14.4% over age 65. The racial breakdown for the population is: 2,405 White with 1,646 of those being Hispanic or Latino; 169 Black; 31 Native American, and 8 Asian.

The city of Morton has a population of 2,753 with a median household income of \$26,921. 7.1% are under age 5; 70.2% are under age 18. 16% are over age 65. There are 1,690 White with 1,290 of those being Hispanic or Latino; 147 Black; 19 Native American, and 5 Asian. 1,154 people in Morton speak a language other than English, primarily Spanish and German.

Library Profile Narrative

The Cochran County Library was organized in 1939 by the 1936 Study Club. Members of the group brought together a collection of books to form the first library. In 1953 the library was moved into the County Activity Building. In 1967, it moved into the basement of the remodeled Cochran County Courthouse. In 1993, the library was moved into its own building. The building that became the library had previously been a savings and loan bank. The drive through window still exists although it is not used. The library was named for Johnny and Malone Love. Mr. Love left \$50,000 to the bank in his will. Mrs. Love continued supporting the library.

Cochran County Love Memorial Library Community Outreach Plan

The elementary, middle, and high school are within easy walking distance of the library. City Hall, the Cochran Memorial Hospital, and the Cochran County Courthouse are all within 4 blocks. Next door to the courthouse are a daycare center and the Senior Citizens Center. There are 4 churches; hardware store, grocery store, bank, museum, and Post Office are all within 2 blocks of the library.

Most Important Library Statistics

In 2010, the library served a population of 3,730 with 972 having a library card. The library has 15,267 titles with a circulation of 15,378. The library is open Monday through Friday, 9-5 for a total of 35 hours per week. There is one full-time staff member and one part-time person who fill in as needed when the librarian is out.

Vision, Mission, Goals and Objectives

Vision Statement

Cochran County Love Memorial Library will become a lifelong learning center and a focal point within the community.

Mission Statement

The library will provide recreational, informational and educational materials and services to all members of our community. It will enhance lifelong learning and develop broad community awareness of the library and its services.

Goals and Objectives for the Library

Goal 1: Promote a lifelong love of reading.

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.

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.

Goal 2: Provide children with materials and programs that help maintain reading skills and interest throughout the year, and that foster a love of reading and intellectual inquiry.

Objectives

1. Maintain the currency of the easy reader, junior fiction, and non-fiction collections.

Activities:

- Weed the collection on an on-going basis.
- Purchase award winning books for these areas.

2. Develop a summer reading program.

Cochran County Love Memorial Library Community Outreach Plan

Activities:

- Use the Texas Reading Program reading logs for children to record read.
- Order summer reading materials.
- Contact Superintendents.
- Contact schools directly for student counts, and how they would like to pass out flyers.
- Make promotion flyer for schools.

Goal 3: Develop community relationships.

Objectives

1. Partner with the local schools to provide programs.

Activities:

- Contact superintendent to get permission to survey teachers.
- Survey teachers about possible ways the library could partner with them.
- Survey teachers on possible programs the library could provide.

2. Partner with the Senior Citizen Center.

Activities:

- Get permission to survey staff and Senior Citizens.
- Survey staff about possible ways the library could partner with them.
- Survey Senior Citizens on possible programs the library could provide to them.

3. Partner with local churches.

Activities:

- Get permission to survey staff and Sunday School teachers.
- Survey about possible ways the library could partner with them.
- Survey Sunday School attendees on possible programs the library could provide to them.

Goal 4: Inform and educate the community about the library.

Objectives

1. Work with the local newspaper to promote the library and its programs.

Activities:

- Write press releases as needed.
- Submit press releases in a timely manner.

2. Make the public aware of the library's website.

Activities:

- Write a press release about the website.
- Create bookmark highlighting the website.

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.

Cochran County Love Memorial Library Community Outreach Plan

Goals and Objectives for the Outreach Plan Program

Goal: As part of the library's Goal #2 "maintain reading skills and interest throughout the year" and Objective #2 for that goal "develop a summer reading program", the library will partner with the local day care, churches, and the Whiteface CISD school librarian to register children for the Summer Reading Program.

Outreach Programs

The Cochran County Library in Morton will be holding its first Summer Reading Program beginning June 6 through July 15.

During this 6 week time, the library will be working with the Whiteface CISD to provide a Summer Reading Program for students attending summer school. The school librarian will receive reading logs for elementary aged children along with posters and bookmarks to use at the library to promote reading during the summer. The CCL will purchase reading incentives for the school librarian to hand out when certain reading levels are achieved. For middle and high school aged children, for each book they read they will fill out a book review form. CCL will create and make copies of the form. These will be given to the school librarian to give to the students participating in the program. The school librarian will turn these in along with the reading logs for the younger children.

For the week of Vacation Bible School, CCL will provide each day Monday-Thursday an individual small story book in black and white for each child aged 3-8. The children will be encouraged to take home their little book, read it (or have it read to them), color the pictures and bring it back to the church. The librarian will pick these up each day and record the title read in each child's reading log. At the end of the week, the small books will be returned to the children in a small box for them to decorate and keep. Appropriate stickers will be provided to the children to decorate their box. For older children, the librarian will sign up those who want to participate in the Summer Reading Program. They will come to the library for books and to report time/titles read.

CCL will work with the ABC Daycare during the 6 weeks to provide children in the daycare with an opportunity to participate in the Summer Reading Program. The daycare has daily story times for the children. The CCL librarian will get the names of the children who attend the daycare and will sign each child up for the Summer Reading Program. Each day the daycare staff will let the librarian the names of the children who attended the story time. The librarian will record time read in each child's log. For each of the six weeks, the librarian will provide an individual small story book in black and white for each child signed up for the Summer Reading Program at the daycare. The children will be encouraged to take home their little book, read it (or have it read to them), color the pictures and bring it back to the daycare. The librarian will pick these up at the end of each week and record the title or time read in each child's reading log. At the end of the 6 weeks, the small books will be returned to the children in a small box for them to decorate and keep. Appropriate stickers will be provided to the children to decorate their box.

Cochran County Love Memorial Library Community Outreach Plan

All other children who wish to participate in the Summer Reading Program will 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 handed out general surveys to library users, more specific surveys to local officials, and target surveys to local school librarians. 19 surveys were returned and a number of other residents talked with the librarian about the survey even though they did not fill one out. They initiated conversations about it as a result of hearing about the survey from others in the community. Of the returned surveys and the verbal conversations, there was a consistent need expressed for programs for children. The library traditionally has not had programs for children.

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

The library would like to provide a Summer Reading Program for the young people in Morton and Whiteface.

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

The library is specifically targeting children participating in Vacation Bible School in Morton, those attending summer school in Whiteface, as well as those at the ABC Daycare in Morton.

Estimated number of potential participants

For summer school students, Vacation Bible School students, and daycare it is anticipated approximately 100 will participate in the Summer Reading Program. For the general population of children in Morton, it is expected about 250 will participate at some level.

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 of all ages in Morton and Whiteface. It is expected that the parents or other caretakers of the children will bring them to the library. For those participating through Vacation Bible School, summer school, and daycare transportation is not an issue.

Potential Partners based on Assets Assessment

The potential partners for the library on the Summer Reading Program include: school librarians at the Morton ISD and the Whiteface CISD; Morton Tribune; First Baptist Church of Morton; and the ABC Daycare.

List available library resources that could contribute to the success of the program

The library has requested and received 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

Goal

Coordinate and promote the registration and implementation of the library's Summer Reading Program.

Cochran County Love Memorial Library Community Outreach Plan

Objective

1. Provide the Whiteface CISD school librarian with needed materials to promote the program and register the children.
2. Provide the ABC Daycare with little books.
3. Provide the First Baptist Church with book review forms and little books.

Action Plan

The table below gives the library's action plan for the Summer Reading 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?
Order reading logs, posters, bookmarks, and certificates from the Texas State Library	Director by March 2011	Time-15 min. \$ & materials-none Personnel-1	10 poster & 1,000 reading logs, 1,000 bookmarks, and 500 certificates will be distributed	Count # used.
Order incentives	Director by May 15, 2011	Time-15 min. \$75 & materials-none Personnel-1	pencils; tattoos; stickers; bookmarks	Count # distributed
Order goodie bags & contents	Director by June 2011	Time-15 min. \$100 & materials-none Personnel-1	Purchase items for goodie bags	Count # bags created
Create flyers	Director by May, 2011	Time-15 min. \$ & materials-none Personnel-1	1 master created	Count #
Copy flyers	Director by May, 2011	Time-45 min. \$90 & materials-none Personnel-1	600 copies made	Count #
Create book review forms	Director by May, 2011	Time-15 min. \$ & materials-none Personnel-1	1 master created	Count #
Copy book review forms	Director by May, 2011	Time-15 min. \$15 & materials-none Personnel-1	100 copies made	Count #
Write thank you notes	Director by May, 2011	Time-15 min. \$ & materials-none Personnel-1	1 master created	Count #
Copy thank you notes	Director by May, 2011	Time-30 min. \$6.75 & materials-none Personnel-1	45 copies made	Count #
Put together teacher packets	Director by May, 2011	Time-3 hrs. \$ & materials-none Personnel-1	45 packets made	Count #
Put together daycare & church packet	Director by May, 2011	Time-45 min. \$ & materials-none Personnel-1	2 packets made	Count #

Cochran County Love Memorial Library Community Outreach Plan

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?
Print out, copy, fold little books	Director by June 2011	Time-2 hrs.\$5 & materials-0; 1 person	50 little books made	Count # returned
Contact teachers at Whiteface; explain program; ask them to announce & handout info	Director by June 2011	Time-30 min. \$ & materials-none Personnel-1	20 packets distributed	Count #
Contact ABC Daycare re: explain program; ask to participate & leave flyers	Director by May 15, 2011	Time-30 min. \$ & materials-none Personnel-1	1 poster & 25 flyers distributed	Count # flyers distributed
Contact Whiteface CISD School Librarian re: explain program, ask to participate; leave posters, logs, bookmarks	Director by May, 2011	Time-30 min \$ & materials-none Personnel-1	1 poster & 420 flyers & bookmarks, logs distributed	Count # flyers, logs, bookmarks distributed
Contact First Baptist Church re: explain program; ask to participate	Director by May, 2011	Time-30 min. \$ & materials-none Personnel-1	Little Books handed out	Count # little books returned
Contact school teachers at Morton ISD; explain program; ask to announce & handout info	Director by May 2011	Time-1 hr. \$ & materials-none Personnel-1	25 packets distributed	Count #
Post information about program on library website	Director by June, 2011	Time-15 min. \$ & materials- none Personnel-1	Information posted	Information posted
Put program on library calendar	Director by May, 2011	Time-15 min. \$ & materials-none Personnel-1	Information posted	Program held
Write press release	Director by May 15, 2011	Time-30 min. \$ & materials-none Personnel-1	1 press release written	1 press releases distributed
Do weekly run to Whiteface, ABC Daycare, and Vacation Bible School	Director each week as needed	Time-1.5 hrs. \$112 & materials-0; Personnel-1	Materials picked up and delivered	Count # trips
Hold end of SRP drawings for goodie bags	Director by August 1, 2011	Time-15 min. \$0; Personnel-1	Drawings held	Get names of winners
Create Pre/post Evaluation form for program; make 5 copies	Director by March 1, 2011	Time-30 min. \$.75; Personnel-1	Count # distributed	Count # completed
Write wrap-up press release	Director by August 15, 2011	Time-30 min. \$ & materials-Personnel-1	1 press release written	1 press releases distributed
Gather statistics and success stories	Director by March 2, 2011	Time-30 min. \$ & materials-none Personnel-1	Count attendees; compile evaluations	Send results to PEARL office

Cochran County Love Memorial Library Community Outreach Plan

APPENDIX A: SURVEY

Library Survey for School Librarian

The Cochran County Love Memorial Library plans to offer a summer reading program for children of all ages beginning June 2011. Each school librarian who agrees to partner with the county library would receive a supply of reading logs and bookmarks. The school librarian would keep the reading logs in the school library for children to fill out as they read books. The school librarian would pass out bookmarks to the children and explain to them how to complete the readings logs. The county library will pick completed reading logs weekly. The county librarian will either distribute incentives or provide those to the school librarian to give to the child.

<p>Would you be willing to partner with the public library to provide a Summer Reading Program for children during summer school?</p> <p>_____ Yes</p> <p>_____ No</p>
<p>If yes, when does your school's summer school begin and end?</p> <p>Begins _____</p> <p>Ends _____</p>
<p>If yes, when is your library open during summer school?</p> <p>Day _____</p> <p>Time _____</p>
<p>If yes, what is your name, title, school, and contact information?</p> <p>Name _____</p> <p>Title _____</p> <p>School _____</p> <p>Telephone # _____</p> <p>E-mail address _____</p>

Cochran County Love Memorial Library Community Outreach Plan

APPENDIX B: PROGRAM EVALUATION

For School Librarian, Daycare Staff, and Vacation Bible School Staff

Cochran County Library Summer Reading Program

Thank you for participating!

Place an X under the number to tell us how much you liked the program.

	Yes 3	It was okay 2	No 1
1. The program:			
was easy for me to do my part.			
lasted long enough.			
2. The flyers and other materials used were:			
good.			
3. Because of the program:			
the children I worked with read more.			
4. Next summer:			
I would like to participate again.			

Anything else you want to say?

Suggestions to improve the program:
