

COMMUNITY OUTREACH PLAN FOR THE COLEMAN PUBLIC LIBRARY



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Coleman Public Library Community Outreach Plan

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Coleman Public Library Community Outreach Plan

Outreach Plan

Introduction

The city of Coleman is located near the geographical center of Texas, 54 miles southeast of Abilene, and 30 miles west of Brownwood, Texas. It is the county seat of Coleman County and lies on U.S. 84, a segment of the Ports to Plains Highway connecting the state's heartland to coastal ports.

Coleman County was created in 1858 from Brown and Travis counties. It was organized in 1864 and named for Robert M. Coleman, aide-de-camp to General Sam Houston. The county offers a wealth of frontier heritage with several sites that testify to its historical prominence.

The city of Coleman was founded in 1876 on Hords Creek, an area of rolling, grassy plains and wide bottom lands. The town was a typical frontier settlement with the first store hardly completed before a cemetery was laid out for the loser in a cowboy gunfight. Several of Coleman's older homes have been restored, including the Blair house, an official Texas Historical Landmark.

Historical, Current, and Future Roles of the Library

Historically the library has been a place for basic literacy. In addition to basic literacy, the library currently serves as a place for free and equal access to information, a community meeting place, provides educational and recreational materials, is a technology center, has local history and genealogy resources, promotes cultural awareness, provides current topics, is a gateway to information, provides business support, has public computer access, promotes career and workforce development, and is a place for early childhood and pre-school learning. In the future the library would like to be the place for lifelong learning, English as a second language, formal education, information literacy, adult learning, and to be a community commons.

Existing Programs

The library's existing programs include a summer reading program for children, basic computer literacy classes, inter-library loan, and a Teen Book Club. During the fall and winter months, there are story time programs for toddlers and pre-school aged children. The library provides free use of the meeting room for cultural and educational events such as the annual juried art show, the Coleman County Cattle Women's historical programs, and programs presented by the County Extension agent.

Identified Needs

Community needs in Coleman include: economic development to attract more businesses; a need for more jobs at all levels; job training opportunities to help develop a skilled workforce, and for a Texas Workforce Commission office or liaison. Coleman needs more recreational activities for Teens and a walking/running trail for all ages.

Needs identified for the library include: more hours open to the public, Teen programs, more funding, and materials for home school families.

Identified Assets

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Community assets include the Coleman County Medical Center, two pharmacies, Coleman ISD, Coleman Healthcare Center, and Holiday Hill Inc., another long-term care facility. Other assets are the Coleman Municipal Airport, Coleman Museum, Heritage Hall, and the Rodeo Grounds. The Rodeo Grounds has a Community Hall & Expo Center. There is a Senior Citizens Center in town as well as the Christian Food Ministries, low-income housing, Chronicle & Democrat Voice newspaper, Humane Society of Coleman County, Thrift Shop, County Extension Agency, Coleman Veterinary Clinic, a number of restaurants and fast food places, three hotels and one bed and breakfast. There is also a livestock auction barn. There is a local Department of Human Resources office and a Central Texas Opportunities office in town. There are two electrical utility companies and three banks in town.

Library assets include staff, nice building, good location, free Wi-Fi, computer lab, Tillman Community Room/training room with kitchen facilities and Promethean board (projector system), conference room, and comfortable seating areas.

Thank You Statement

The library would like to thank the Coleman City Council, Coleman County Commissioners, County Judge, Library Advisory Board, Friends of the Library, and local businesses for their support. We especially want to thank our many dedicated volunteers for their time, talent, and hard work.

The library would like to thank the Tocker Foundation, MKB Foundation, LCRA (Lower Colorado River Authority), Friends of the Coleman County Foundation, Coleman County Foundation, and the Allen Family for grants and donations through the years for library furniture, shelving, and building improvements. The library would like to thank the Robert and Ruby Priddy Charitable Trust for funding the University of North Texas PEARL (Promoting and Enhancing the Advancement of Rural Libraries) program, and for including the Coleman Public Library in the project.

Community Profile Narrative

Coleman has a diversified economy based on farming, ranching, coal, oil and gas production. The largest employers in Coleman are in education, health and social services.

Coleman has a Chamber of Commerce, City Hall, County Courthouse, Sheriff's Office, Police Station, Fire Station, Department of Public Safety, and a Department of Transportation. There are a variety of civic organizations in town. These include the Lions Club, Kiwanis, Rotary, Coleman County Historical Commission, Coleman Fine Art League, and the Coleman Rodeo Association. There are sports-oriented associations such as the Coleman County Soccer Association, Coleman County Youth Baseball Association, and the Coleman County Youth Football Association.

Coleman has a number of community celebrations and events throughout the year. These include the Coleman Livestock Show, Santa Anna Frontier Days, Coleman PRCA Rodeo, Fiesta de la Paloma, Annual Hunters Bar-B-Que, Coleman Junior Rodeo, and Christmas Parade. There are twenty-two churches of Protestant and Catholic denominations in the community. The Coleman Museum is located inside Heritage Hall, a 15,000 square foot facility with a large

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auditorium, full kitchen and dining room. It has rooms for small meetings, classes, and workshops. The Coleman Municipal Airport, one mile from town, was built in 1941 by the federal government as a base for the sole purpose of training pilots.

Main Geographic Features

Community Features

Assets and Challenges

Geographic assets include ranchland, oil, natural gas, limestone, high-grade glass sand, and an abundant supply of water. The Santa Anna Mountains are eight miles southeast of the city. The Colorado River forms one boundary of the county. There are six major lakes in the area including Lake Coleman, Ivie Reservoir, Lake Scarborough, Memory Lake, Lake Santa Anna, and Hord's Creek. The S.W. Freese Dam is nearby. Coleman has a municipal golf course, swimming pool, public parks, tennis courts, soccer fields, fairgrounds, rodeo grounds, and campgrounds. There are two railroad lines that cross the county.

Geographic challenges include the distance residents must travel to reach the nearest Social Security Office, Texas Workforce Commission, and major stores.

Library Features

Assets and Challenges

Geographic assets for the library include its location. It is near the hospital, Senior Citizen Center, Chamber of Commerce, City Hall, County Courthouse, Health Clinic, and the schools. It is close to the Highrise Apartments (for Senior Citizens), Christian Food Ministries Office, and various public service buildings such as the Fire Station, Police Department, and Sheriff's Office.

The library does not have challenges geographically.

Community Demographics

The city of Coleman has a population of 4,709. 75% are White, 0.5% Black, 0.7% American Indian, 0.5% Asian. 20.6% is Hispanic or Latino with 3.9% being foreign born. 66.8% are high school graduates and 9.5% have a bachelor's degree. The median drive time to work is 18.2 minutes and the median household income is \$23,232.

Library Profile Narrative

The library is located on the main street (Commercial Ave.) in Coleman. Surrounding buildings include a funeral home, drug store and the main grocery store.

On January 26, 1885, the Coleman Library was among the first of the public supported libraries to organize in the State of Texas. After one year in the courthouse, the library moved to the back room of a pioneer drug store. In 1905, the Self Culture Club took the responsibility of raising the money for a new building. A lease for 100 years was secured from the Commissioners Court for the northwest corner of the courthouse square. In 1909, the building was completed and dedicated. When funding became unavailable, club members took turns serving as librarians. In 1920, the Self Culture Club felt they could no longer sponsor the library. Pioneer ranch woman, Mrs. J.A.B. Miller, offered her services two afternoons a week. She was able to keep the library

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open for the next 40 years. In 1978, a Texas historical marker was placed in front of the little building on the courthouse square.



(Coleman Library circa 1909.)

In 1969, the City of Coleman took over and since then, has provided the main source of support. With this came a new name, the Coleman Public Library, and a strong organization of supporters. Friends of the Library formed in 1971, when the library joined the Big Country Library System.

In the early 1980's a vacant Safeway grocery building was purchased by the City of Coleman and remodeling as a library began in 1982. A fund drive sponsored by the Friends of the Library raised funds, the City of Coleman contributed to the project, and several citizens donated labor, consultation fees, and materials. Another opportunity to expand arose when the building next door became available for purchase. In July 2006 the MKB Foundation gifted the Coleman Public Library with funds for renovations to the Annex Building.

The library has provided continuous service to the citizens of Coleman and Coleman County for over 126 years and is busier than ever. The library offers books, audio and visual materials and is currently in a consortium with three other libraries for downloadable e-books. The library has 5 patron computers, 13 computer lab stations, 5 computer station reserved for college use and 10 laptops used for training and workshop use. Largest checkouts for the library are its 'New Fiction' titles and DVD collection. The library averages 75 patrons a day using the computers or using our free Wi-Fi hotspot. Approximately 200 children sign up each year for the summer reading program with an average of 175 children completing the program. Strong collections include fiction, nonfiction, audio and visual collection, Texas History Collection (Woodward Texas History Collection includes rare and signed editions of Texas Books), and a World War II collection.

Most Important Library Statistics

The library served a countywide population of 8,798 with 6,627 registered borrowers in 2010. There were 2,074 volunteer hours worked. The library had 41,800 titles in the collection with a circulation of 37,991. 1,886 people attended the 25 programs offered. The website had 14,895 hits and there were 23,000 library visits.

The library is open 31 hours per week with 2 full time equivalent employees (1 full-time, 2 part-time) and 2 volunteers.

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Vision, Mission, Goals and Objectives

Vision Statement

The Coleman Public Library serves as a community center by providing technology, educational resources and reading materials for the enjoyment of its patrons.

Mission Statement

The mission of the Coleman Public Library is to provide a respectful, friendly and welcoming environment for our diverse population; to be a leader in the community by providing professional services with new technology and informational programs; to include a wide variety of collection materials and online resources to address the informational, educational and recreational needs of all members of the community.

Goals and Objectives for the Library

Goal 1: Community Activities Center - Continue the library's role as a central focus point for community activities, meetings and services.

Objectives

1. The library will be more accessible and functional to the public.
2. To increase the annual door count during each of the five years of the long-range plan.
3. To expand and increase the library facilities meeting rooms uses to include workshop capabilities.
4. To provide technology services for the general public use.
5. To increase percentage of respondents of library's electronic resources and web-site during the five year long range plan.
6. To educate the county residents about the electronic resource/web-site.
7. To encourage professional, educational, and entertaining workshops and/or speakers for the general public

Goal 2: Community Information Center - Make the library a clearinghouse for current information on community organizations, issues, and services.

Objectives

1. To collaborate with Coleman area organizations working in the area of consumer, career, health and financial information during the five year long-range plan.
2. To provide information to the county residents to obtain services needed.
3. To link Coleman area organizations or the Coleman Public Library web-site to area organizations.

Goal 3: Formal Education Support Center - Assist students of all ages in meeting education objectives established during their formal courses of study.

Objectives

1. To provide web links directly related to school curricula.
2. To identify, create and make accessible one new local information resource, database, index or document during the five year long range plan.
3. To provide ongoing system of community hours for student resumes.

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Goal 4: Independent Learning Center - Support individuals of all ages in pursuing a sustained program of learning independent of any education provider.

Objectives

1. To ensure, encourage, and educate successful passage for all young county residents and graduates of Coleman County to the outside world.
2. To encourage all library users to pursue their intellectual interest.
3. To enlarge and update book development in non-fiction section.
4. To encourage young readers by providing a yearly Summer Reading Program.
5. To respect the Humanities, Arts, and History by encouraging donation of work from local artists.
6. To promote local and state heritage through traveling exhibits.

Goal 5: Popular Materials Library - The Library features current, high-demand, high interest materials in a variety of formats for persons of all ages.

Objectives

1. To expand patronage by providing alternatives to traditional books.
2. To expand periodicals with new trendy subscriptions.
3. To expand the audio/visual and listening collections of the library.
4. To seek new technologies for providing materials and information.
5. To improve book development and view new technologies, Librarian and/or one board member attend the TLA Convention and/or TLA exhibits each year.
6. To work toward an agreement with educational institutions for cooperative programs aimed at improving library services to students.

Goal 6: Children's Door to Learning - The library encourages young children to develop an interest in reading and learning through services for children, and for parents and children together.

Objectives

1. To have an imaginative atmosphere that will encourage reading for all ages.
2. To develop activities to promote reading at home between parent and child as well as a program for an after school learning environment.
3. To provide a yearly Summer Reading Program.
4. To expand the Summer Reading Program to include a teen program and a senior reading program.
5. To provide programs yearly in cooperation/collaboration with Head Start, schools or other educational agencies in the area.
6. To increase yearly by 3%, circulation of children's books in recreational reading areas.

Goal 7: Reference Library - The Library actively provides timely, accurate, and useful information for community residents.

1. To increase the number of reference queries received via email or other electronic transmission.
2. To provide timely voting information.
3. To provide timely tax information.

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Goal 8: Research Center - The Library assists scholars and researchers to conduct in-depth studies, investigate specific areas of knowledge, and create new knowledge.

1. To expand references circulation by providing up-to date text and non-text reference information.
2. To encourage the development of Coleman County family history.
3. To promote local and statewide genealogy.
4. To provide automated access for individual research in genealogy
5. To continually update equipment and software of computer lab and patron computers throughout the facility.

Goals and Objectives for Outreach Program

Goal: As part of the library's Goal #2, Objective #2 "To provide information to the county residents to obtain services needed" the library wants to reach elderly and low income families that may not be aware of all the library services and materials they can use free of charge.

Objective: To partner with local organizations and businesses to have a food drive to benefit the Christian Food Ministries (food bank) and reach those in need of free library services.

Outreach Program

The library will facilitate and coordinate a canned food drive called Food for the Holidays. At the library, patrons will have fines forgiven for canned goods they donate. The library will partner with the Coleman Elementary School, City Hall, and Shopping Basket to collect additional donations of canned food. Christian Food Ministries will pick up and distribute donated food. The library will provide informational materials to the Christian Food Ministries to be distributed with the food to individuals utilizing the food bank. The library will partner with the Chronicle and Democrat Voice newspaper, local churches, and the Chamber of Commerce to promote the food drive.

Statement of need

The library distributed approximately 100 surveys to leaders and officials in the community, civic organizations, patrons, Friends of the Library, Library Advisory Board, and library staff. 18% were completed and returned. A number of surveys indicated a need for more promotion of the library's services.

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

22% of people in Coleman County lived below the poverty level. 66.4% of the children in the city of Coleman are classified as living in low-income families.

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

The Christian Food Ministries serves hot meals to about 380 families each month. About 100 people a month go to the food bank for canned foods.

Estimated number of potential participants

The food drive will be held December 1-15, 2011. It is anticipated approximately 100 elderly or low income people are expected to benefit from the food drive.

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Description of the characteristics of the audience (age, gender, interest, where they live, transportation issues if any, best hours for a program, etc.)

The target audience is made up of all age groups living in Coleman County. It is anticipated individuals utilizing the services of the Christian Food Ministries will provide their own transportation. The library food drive will be held two weeks in December.

List potential partners based on your assets assessment

The Chronicle and Democrat Voice newspaper, local churches, and the Chamber of Commerce to promote the food drive. The library will partner with the Coleman Elementary School, City Hall, and Shopping Basket for food collection. The Christian Food Ministries will pick up the food donated and distribute it to the needy.

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

The library has space for food collection containers, staff and volunteers, and a person that can design the informational brochure to go with the donated food.

Detailed Action Plan

Action Plan Goal(s):

The goal of the action plan is to:

1. Recruit potential partners.
2. Promote the program.
3. Implement the program.
4. Coordinate collection of canned goods.
5. Evaluate the program.

Action Plan Objective(s):

Write out the objectives to meet your action plan goal.

1. Contact potential partners.
2. Create and distribute promotional materials.
3. Get the collection boxes.
4. Schedule volunteers, and create checklists.
5. Develop, administer, and analyze evaluations.

Action Plan Table

The table below gives a step-by-step detailed action plan for the Food for the Holidays food drive.

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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?
Present program idea to Advisory Board	Director, Sept 2011	Time-1 hr \$0 & materials-none Personnel-1	Board Approves Program	Program Approved
Contact Christian Food Ministries	Advisory Board Chairman by Sept 2011	Time-30 min \$0 & materials-none Personnel-1	Christian Food Ministries agrees to partner	1 Partnership established
Contact Coleman Elementary School	Board Member by Sept 2011	Time-30 min \$0 & materials-none Personnel-1	Coleman Elementary School agrees to partner	1 Partnership established
Contact City Hall and Shopping Basket	Library Director by Sept 2011	Time- 1 hr \$0 & materials-none Personnel-1	City Hall and Shopping Basket agrees to partner	2 Partnerships established
Create promotional posters for food drive	2 Library Staff & 1 Board Member by Nov 15, 2011	Time- 3 hrs \$0 & materials-none Personnel-3	1 master poster created	Count
Make color copies of posters	Library Director by Nov 15, 2011	Time- 30 min \$7.50 (.75x10) & paper-none Personnel-1	10 posters	Count
Create promotional flyers for distribution by Christian Food Ministries	Board Member by Nov 15, 2011	Time- 1 hr \$0 & materials-none Personnel-1	1 master flyer created	Count
Make color copies of flyer	Library Director by Nov 15, 2011	Time- 1 hr \$75 (.75x100) & paper-none Personnel-1	100 copies	Count
Create evaluation form for partners	Library Director by Sept 2011	Time- 10 min \$0 & materials-none Personnel-1	1 master evaluation created	Count

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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?
Write press release	Board Member by Nov 22, 2011	Time- 2 hr \$0 & materials-none Personnel-1	1 press release written	Count
Get collection boxes	2 Library Staff by Nov 15, 2011	Time- 5 min \$0 & boxes-none Personnel-2	4 collection boxes	Count
Decorate boxes to collect food	2 Library Staff & 2 Volunteers by Nov 22, 2011	Time- 3 hr \$25 & materials- wrapping paper, tape, bows Personnel-2 staff, 2 volunteers	4 boxes decorated	Count
Notify news media of the food drive (newspaper, online media, radio)	Board Member by Nov 22, 2011	Time- 30 min \$0 & materials-none Personnel-2	2 press releases delivered and used	Count
Deliver boxes to selected places	Library Staff by Nov 30, 2011	Time- 1 hr \$0 & materials-none Personnel-2	4 boxes delivered	Count
Collect food and boxes	2 Library Staff by Dec 1-15, 2011	Time- 2 hr \$0 & materials-none Personnel-2	Food collected from 4 boxes	Count # of items donated
Food bank picks up canned goods; photos taken for media coverage	Food bank staff, Library Staff & Board Member by Dec 16, 2011	Time- 1 hr \$0 & digital camera Personnel-3	Food collected; photos taken	Photos for media
Write follow up press release	Board Member by Dec 16, 2011	Time- 1 hr \$0 & materials-none Personnel-1	1 press release written	Count
Provide follow up press release to news media	Board Member by Dec 16, 2011	Time- 30 min \$0 & materials-none Personnel-2	2 press releases delivered and used	Count

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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?
Gather statistics and success stories; library gets "Christian Food Ministries to report number of families receiving benefits	Library Staff by Jan 20, 2011	Time- 3 hrs \$0 & materials-none Personnel-2	Number of food items collected; number families receiving food; patron fines forgiven	Compile & analyze the statistics
Prepare report and send to PEARL office	Library Staff by Jan 30, 2011	Time- 1 hr \$0 & materials-none Personnel-1	Report written	Report submitted

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APPENDIX: PROJECT EVALUATION FORM

Coleman Public Library Food for Holidays Drive

Thank you for being our partner!

Place an X under the number to tell us how you feel about participating in the food drive.

	Yes 3	It was okay 2	No 1
1. The food drive:			
was easy for me to do my part.			
lasted long enough.			
2. The posters were:			
good.			
3. Because of the program:			
elderly and low-income families received needed food.			
4. If the library sponsors another food drive:			
I would participate.			

Anything else you want to say?

Suggestions to improve the program:
