

# **COLLINGSWORTH PUBLIC LIBRARY COMMUNITY OUTREACH PLAN**



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## Outreach Plan

### **Introduction**

Collingsworth Public Library is located in Wellington, Texas, the county seat of Collingsworth County. Situated in the Texas Panhandle, the county has a rich history in range development, agriculture, and Native American heritage. It was formally settled in the late 1800's by ranchers. The community of Wellington owes its status as a county seat to the Rocking Horse Ranch cowboys who swung the vote. It is a community whose growth was spurred by the Wichita Falls and Northwestern Railway, by the introduction of cotton as a crop, and by the expanding road system in Northwest Texas. Wellington is located along U.S. Highway 83.

### *Historical, Current, and Future Roles of the Library*

Historically and currently, the library has provided: opportunities for lifelong learning; free and equal access to information; educational and recreational materials; access to technology; public computer access; business support, and career and workforce development. It has promoted basic literacy, information literacy, adult learning, early childhood literacy, ESL and formal education. The library serves as a gateway to information and a preschool door to learning.

Future roles for the library include providing access to training and support for new technologies, and becoming a community commons for the discovery of new ideas.

### *Existing Programs*

Existing programs at the library include: preschool story time; assisted living and nursing home outreach; exam proctoring; English as a Second Language; regular art displays; author visits; a canned food drive; interlibrary loan; work skills assistance; basic literacy classes; GED preparation, and a virtual homework help service. The summer reading program offers visits from magicians, puppeteers and musicians.

### *Identified Needs*

The community needs more businesses and a variety of retail shops. Wellington has a single grocery store and one discount store but no major retail outlets.

Surveys show the library needs to: provide tutoring services; assist in using the latest touch and e-book technology; have author visits for teens; purchase additional large print materials for an aging population; maintain the computer equipment to enable people to take online coursework; add more programming for adults, and add more evening hours.

### *Identified Assets*

Community assets include a: public swimming pool, golf course, community center, hospital; fitness activity center, museum, historic bridge, and restored and operating historic theater.

Identified assets for the library include: six public computers and printers; copiers; binding equipment; a laminator, and FAX machine. Community surveys identified the location of the library, the helpfulness of the staff, the hours of operation, and the collection as being assets.

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### *Thank You Statement*

The library wishes to thank the 1954 Study Club, the Wellington State Bank, the Wellington Professional Women's Club, the Collingsworth County Retired School Employees and *The Wellington Leader* for their willingness to partner with the library. The library wishes to thank the Wellington Independent School District board of trustees, the administration of Wellington ISD, the Collingsworth County Commissioners and Judge, and the Collingsworth Public Library Advisory Board for their continued support.

The library is grateful to the Robert and Ruby Priddy Charitable Trust for funding the PEARL Project grant through the University of North Texas.

### **Community Profile Narrative**

Close to the Salt Fork of the Red River, Wellington is a community that is proud of its ranching and agricultural heritage. As the community website explains, Wellington is a typical small town in the Texas Panhandle with "a great bunch of people". Wellington is a typical courthouse square town. The square is surrounded by professional offices, a museum, two retail establishments, two hair salons, and one restaurant. The rest of the town's commercial services are spread around the town and on Highway 83. The city has a restored and operating theatre. There is also a VFW hall and a Masonic Lodge.

Annually Wellington hosts: a citywide garage sale; the Collingsworth County fair; a county livestock for 4-H and FFA youth; a Fourth of July rodeo, and an alumni reunion weekend for students from Wellington High School. As in most small Texas towns, social life revolves around the school and churches.

The major employers for the county are: the hospital, electric cooperative, Helena Chemical, and the school district.

### *Main Geographic Features*

#### Community Features

##### *Assets and Challenges*

Assets of Wellington include: brick paved streets; a historic bridge with a marker commemorating outlaws Bonnie and Clyde; the Salt Fork of the Red River; peanut, cotton and wheat production; hunting and game leases; rodeo grounds; county fairgrounds; campgrounds, and a RV park. There is an airport for small planes and helicopters.

Challenges to Wellington include distance to a major metropolitan area (Amarillo at 100 miles) and distance to the next largest city (25 miles).

#### Library Features

##### *Assets and Challenges*

The library is a standalone facility across the street from the high school and junior high school. The elementary school is one block away.

The challenge of being so close to three schools is that the library is often used as a waiting area for students who need transportation.

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### *Community Demographics*

The library serves Collingsworth County. According to the 2009 census, the county had 2,293 residents. Wellington has a population of 1,042. The population is 56% White, 30% Hispanic, 10% Black and 4% Mixed Race. 68% have a high school diploma; 17% have a Bachelor's degree or higher. The median income is \$31,250.

### **Library Profile Narrative**

Collingsworth Public Library opened its doors in 1988. The community worked for several years to fund and build a combined library that would serve the needs of the public and the school. The collections of the old county library, the junior high library, and high school library were combined. The community is comfortable with a school/public library combination where senior citizens sit next to eighth graders daily.

The library operates with expanded hours to meet the needs of all residents of the county and school district. The library is large, attractive and welcoming with a multipurpose conference room and a small kitchen. The majority of the funding for the library comes from the school district. The library offers a wide variety of materials including popular fiction, audiobooks and downloadable books in digital format.

### *Most Important Library Statistics*

In 2010, there were 25,382 items in the collection. There were 2,031 registered borrowers: 66% adults; 22% teens; 12% children. Circulation in 2010 was 30,400. Reference transactions totaled 1,176. Website visits were approximately 15,000. There were 30 programs with 1,204 people attending.

### **Vision, Mission, Goals and Objectives**

#### *Vision Statement*

The Collingsworth Public Library will be the learning center of the county and the place people turn to for the discovery of ideas, the joy of reading, and the power of information.

#### *Mission Statement*

Collingsworth Public Library functions as an open access educational and recreational agency serving the Wellington Independent School District and Collingsworth County. It strives to extend, cultivate, and encourage life-long education and to promote enjoyment of reading for residents of all ages.

#### *Goals and Objectives for the Library*

Goal 1: Support the curriculum and developmental needs of junior high and high school students. An array of materials in a variety of formats will be provided for teens that invigorate their interest in reading for pleasure.

##### Objectives

1. Maintain a collection of current and sufficient resources in print, audio, video, and electronic formats to support teaching and learning.
2. Provide materials in a variety of formats and genres that will foster a love of reading and an appreciation of literature.
3. Provide homework assistance utilizing BrainFuse Homework Helper.

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4. Encourage an awareness of electronic resources.

Goal 2: To provide access to recreational, educational and information resources in a variety of formats.

### Objectives

1. Develop a diverse collection of materials for patrons to choose from.
2. Provide electronic databases.
3. Create and maintain a library website.
4. Use inter-library loans services to fill patron requests for a variety of content.

Goal 3: Provide children and their parents with materials, programs, and services to develop and encourage a love of reading.

### Objectives

1. Provide children with attractive and up-to-date books on a wide range of subjects, both fiction and non-fiction.
2. Introduce young children to literature in a variety of formats.
3. Continue to plan and present summer programs for pre-school through 5<sup>th</sup> grade.

Goal 4: Adults will have access to a collection of current and popular materials in diverse formats that enhance leisure time, stimulate thought, and expand knowledge.

### Objectives

1. Build the library's collection of popular materials in a variety of formats.
2. Promote new authors and different reading genres.
3. Present author programs or informative lectures.
4. Provide non-fiction titles that will meet and respond to the information needs of the community.

Goal 5: Actively pursue technologies that assist the library in its mission to meet the educational, informational and recreation needs of area residents.

### Objectives

1. Provide materials in new formats and technologies as appropriate.
2. Provide access to computers and technology for library users, both adult and children.
3. Provide and promote accessible and user-friendly electronic resources and websites for learning and personal development.

Goal 6: Assist adults in attaining the skills necessary, including technical, to achieve their goals as parents, employees, and community members.

### Objectives

1. Provide instructional classes on how to use a computer for adults and senior citizens.
2. Provide basic and advanced instruction for using the Internet and online library resources.
3. Support adult literacy projects with Harrington Library Consortium, Region 16, and Clarendon College (Cooperative Access Network).
4. Provide materials in a variety of formats for non-English speakers to learn basic communication skills.
5. Provide materials in a variety of formats for adults working to increase their work skills and quality of life.

Goal 7: Increase awareness and use of the library's facilities, materials, and services to assist residents in their personal lives, at work or in school.

### Objectives

1. Maintain and enhance the library's Internet web page to keep it up to date.

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2. Provide workshops and other educational programs highlighting library resources.
3. Promote access to the library website and online services.
4. Continue to increase public awareness of the TexShare databases and other online products.
5. Partner with other community organizations to broaden the visibility of the library.

### **Goals and Objectives for Outreach Program**

*Goal:* The outreach program meets Goal #4: Adults will have access to a collection of current and popular materials in diverse formats that enhance leisure time, stimulate thought, and expand knowledge.

#### *Objectives:*

The program objectives are:

1. Increase opportunities for adults to participate in library programs.
2. Provide adults with expanded knowledge of book titles and authors.
3. Promote the library collection through an exchange of reading experiences.

### **Outreach Program**

Collingsworth Public Library will hold a series of book discussions during the lunch hours for three consecutive months. The library director will review three titles to open the discussion. A library partner will give a book review or talk about a book in the news. Participants will share what they are reading and make reading recommendations to others. Participants will be encouraged to bring a friend.

The “Booked for Lunch” program is for adults who enjoy reading and sharing books but may have limited time or opportunities to do so. Since the library also serves the schools, the program will offer adults an enhanced library experience at a time when student presence is minimal. The library will provide drinks and dessert; the guests will bring a sack lunch. The program will be from 11:30 a.m. to 1:30 p.m. to increase the opportunity for participation. The flexible program timing allows working adults to participate during their lunch hours, coming and going as needed.

Partners will be the Collingsworth County Retired School Employees, the 1954 Study Club, the Wellington Professional Women’s Club, the Wellington State Bank, and *The Wellington Leader*. The partners will facilitate discussion, provide refreshments and hospitality, and assist in marketing the program to adults within the community.

#### *Statement of need*

The library staff has noticed that many of the adult patrons visit together informally about books while they are browsing the shelves or having a cup of coffee in the new book seating area. Community surveys indicated that more programming for adults in the form of book clubs or book talks would be a welcome addition to library services.

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

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According to the census, 74% of the population in Collingsworth County is adults age 18 or older and the median age is 41 years. The program will reach out to a potential pool of approximately 1,696 adults.

*Description of the specific segment of the target group the proposed program will serve*  
The program will target the members of the Collingsworth County Retired School Employees, the 1954 Study Club, and the Wellington Professional Women's Club.

*Estimated number of potential participants*

Based on past program attendance, it is anticipated that 20-25 people will participate 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.)*

Most of the members of the target group are men and women who are working, retired or stay at home parents living in Wellington. Transportation will be provided if necessary but it is expected that most will provide their own. The program will be held once a month on a Thursday between 11:30a.m. and 1:30p.m.

*List potential partners based on your assets assessment*

The partners will help with publicizing the event and with transportation. The bank will provide hospitality supplies. Members of the Wellington Professional Women's Club, the 1954 Study Club and the Collingsworth County Retired School Employees will facilitate the conversation.

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

Resources include the library meeting/conference room and a library staff skilled in producing publicity materials. The event will be promoted on the library's website and its Facebook page.

The library's large collection of adult fiction and non-fiction in print and electronic formats is also a resource. The library will provide the room, drinks, annotated reading lists, and readers' advisory.

### **Detailed Action Plan**

*Action Plan Goals:*

1. Plan the program.
2. Promote the program.
3. Implement the program.
4. Evaluate the program.

*Action Plan Objectives:*

1. Promote the program formally and informally through partnerships with adult community groups.
2. Enlist partners in facilitating discussion sessions and social interaction.
3. Enhance the adult reading experience with an expanded repertoire of titles and authors, knowledge of the library collection and reader's advisory.



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4. Evaluate the program by tracking attendance numbers and new borrowers and analyzing feedback.

*Action Plan Table*

The table below gives the library’s action plan for the adult book sharing program.

IMPLEMENTATION		EVALUATION		
Action	Name & Date	Resources Needed	Measurement	Analysis
What action, activity or task needs to be done?	Who will do it and by what date will it be done?	How much time, money, materials, personnel is needed?	How will progress be measured (#, %, participation or attendance)?	How and when will data be gathered and analyzed to determine success?
Set dates/put on library calendars/Facebook/	Director by February 10, 2012	Time – 1 hour \$/materials – none Personnel -1	Three dates set	Count number
Schedule conference room	Director by February 10, 2012	Time – 1 hour \$/materials – none Personnel -1	Room scheduled	Count number
Contact partners and discuss facilitator roles	Director by February 20, 2012	Time – 4 hours \$/materials – none Personnel -1	5 partners contacted	Count number
Create press release for <i>The Wellington Leader</i> , Facebook, library website	Director by February 23, 2012	Time – 4 hours \$/materials – none Personnel -1	1 press release created	Count number
Post/send press release to <i>The Wellington Leader</i> , Facebook, library website	Director by February 24, 2012	Time – 1 hour \$/materials – none Personnel -1	3 press releases sent/posted	Count number
Create flyer	Director by February 24, 2012	Time – 1 hour \$/materials – none Personnel -1	Flyer created	Count number
Photocopy flyers	Director by February 24, 2012	Time – ½ hour \$5.00/materials – 50 sheets Personnel -1	50 flyers photocopied	Count number
Send e-mails to community contacts	Director by February 27, 2012	Time – 1/2 hour \$/materials – none Personnel -1	E-mails sent	Count number
Distribute flyers to businesses to post in break rooms and bulletin boards	Director by February 27, 2012	Time – 1 hour \$/materials – none Personnel -1	Flyers distributed	Count number
Prepare title list for initial book talk	Director by March 1, 2012	Time – 2 hours \$/materials – none Personnel -1	3 titles selected	Count number
IMPLEMENTATION		EVALUATION		
Action	Name & Date	Resources Needed	Measurement	Analysis
What action, activity or task needs	Who will do it and by	How much time,	How will	How and when will

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to be done?	what date will it be done?	money, materials, personnel is needed?	progress be measured (#, %, participation or attendance)?	data be gathered and analyzed to determine success?
Prepare title list for initial book talk	Director by March 1, 2012	Time – 2 hours \$/materials – none Personnel -1	3 titles selected	Count number
Photocopy annotated title list for initial book talk	Director by March 1, 2012	Time – 1/2 hours \$2.50/materials – 50 lists Personnel -1	50 lists photocopied	Count number
Create & print sign-in sheet	Library staff by March 1, 2012	Time – 10 minutes \$.30/materials – paper Personnel -1	3 sign-in sheets created	Count number
Evaluate 1 <sup>st</sup> session	Library staff & volunteers by March 8, 2012	Time – 1 hour \$/materials –none Personnel -3	Feedback recorded #new library cards	Count comments Count #new cards
Prepare title list for 2 <sup>nd</sup> session	Director & partners by April 19, 2012	Time – 1 hours \$/materials – none Personnel -1	3 titles selected	Count number
Hold sessions #2 and #3	Library staff & volunteers by May 17, 2012	Time – 8 hours \$/materials – refreshments Personnel -6	#participants #new library cards	Count # participants Count # cards
Create and distribute evaluation form to partners and participants	Library staff by May 20, 2012	Time – 4 hours \$10/materials – 100 sheets Personnel -2	Forms created and distributed	Count # forms returned
Evaluate program	Library staff by May 27, 2012	Time – 1 hour \$/materials –none Personnel -9	Summarize feedback	Program evaluated
Write a press release & send to <i>The Wellington Leader</i> , post on Facebook	Director by May 27, 2012	Time – 1 hour \$/materials – Personnel -1	One press release created	Count number
Write report and send to PEARL office	Director by May 30, 2012	Time-1 hour \$ & materials- Personnel-1	Summarize evaluations, count numbers	Send report to PEARL office
Write thank you notes to partners	Director by May 30, 2012	Time-2 hours \$ & materials- notecards Personnel-1		

**APPENDIX: SURVEY COMPILATION**

**General Library Needs Survey  
Please complete this survey and return it to the Library**

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<p><b>Do you know the location of the public library?</b></p> <p><input type="checkbox"/> Yes=25                      0= <input type="checkbox"/> No</p>	<p><b>What age group best describes you?</b></p> <p><input type="checkbox"/> Over 50=11                      1= <input type="checkbox"/> 18-30</p> <p><input type="checkbox"/> 31-50=10                      3= <input type="checkbox"/> 12-18</p>
<p><b>How often do you visit the library?</b></p> <p><input type="checkbox"/> Daily=2                      <input type="checkbox"/> Twice a year=0</p> <p><input type="checkbox"/> Weekly=17                      <input type="checkbox"/> Once a year=0</p> <p><input type="checkbox"/> Monthly=6                      <input type="checkbox"/> Never=0</p>	<p><b>Which best describes your marital status?</b></p> <p><input type="checkbox"/> Single=4                      <input type="checkbox"/> Widowed=4</p> <p><input type="checkbox"/> Married=16                      <input type="checkbox"/> Divorced=0</p>
<p><b>Do you find the current hours to be convenient?</b></p> <p><input type="checkbox"/> Yes =25                      <input type="checkbox"/> No</p>	<p><b>If you have children, what are their ages? (Check all that apply.)</b></p> <p><input type="checkbox"/> 0-2 years=2                      6=<input type="checkbox"/> 6-12 years</p> <p><input type="checkbox"/> 3-5 years=2                      3=<input type="checkbox"/> 13-17 years</p>
<p><b>If not, what hours would you like the library to be open?</b> 7:45am after 5pm ok as is</p>	<p><b>In what town or community do you live?</b> Quail=1 Samnorwood=1 Wellington = 23</p>
<p><b>What programs would you like the library to add or expand?</b> apps for phones book club or book talk more large print adults need \$ for more materials and staff</p>	<p><b>For what age group would you like to see more programs?</b> all are covered youth-all ages everyone Adults 8-12 years</p>
<p><b>When are you most likely to use the library?</b></p> <p><input type="checkbox"/> Morning (8:00-noon)=8</p> <p><input type="checkbox"/> Afternoon (noon-5:00 p.m.)=17</p> <p><input type="checkbox"/> Evening (after 5:00 p.m.)=5</p>	<p><b>Which days of the week would you be most likely to use the library? (Check all that apply.)</b> depends M-F =8 M-S=4</p> <p><input type="checkbox"/> Monday=9                      <input type="checkbox"/> Thursday=9</p> <p><input type="checkbox"/> Tuesday= 5                      <input type="checkbox"/> Friday=4</p> <p><input type="checkbox"/> Wednesday=2                      <input type="checkbox"/> Saturday</p>