

COMFORT PUBLIC LIBRARY COMMUNITY OUTREACH PLAN



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Comfort Public Library Community Outreach Plan

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Comfort Public Library Community Outreach Plan

Outreach Plan

Introduction

Comfort is located 45 miles northwest of San Antonio and 72 miles west of Austin. It is the second largest town in Kendall County and is known as the “Star of the Texas Hill Country.” Comfort is located at the junction of State Highway 27, Interstate 10, and U.S. Highway 87.

German immigrants were the first to settle the area in 1852, living along the bank of Cypress Creek. Comfort was officially founded September 3, 1854.

Historical, Current, and Future Roles of the Library

Historically and currently, the library has filled many roles including: lifelong learning; free and equal access to information; educational and recreational materials; technology center; information assistance; English as a Second Language; information literacy; early childhood literacy; preschool door to learning; adult learning; current topics and titles, gateway to information; public computer access, and career and workforce development.

In the future, the library would like to fill the following roles: basic literacy; community meeting place; local history and genealogy; cultural awareness; business support, and community commons.

Existing Programs

The library offers several programs to the community, including regular lap-sit in English and Spanish; regular toddler story time; summer reading club for children; basic computer literacy classes; nursing home outreach; regular lecture series; preparation for citizenship classes; English as a Second Language program; exam proctoring, and interlibrary loan.

Identified Needs

The community is in need of more local jobs. There is a shortage of affordable housing. The city needs a building where service organizations and clubs can meet. Youth need more activities and organizations that meet their needs.

The library needs more space to expand its collection and a specific room in which to hold programs and events. Additional staff are needed, and a more permanent and consistent source of funding is required.

Identified Assets

The Comfort community is fortunate to have many assets: registered historical buildings, wineries, the Treue Der Union Monument, a senior citizen’s center, food bank, fire station, golf club, visitors center, dance studio, banks, nursing home, assisted living center, county extension office, retail shops, churches, health clinic, thrift store, Chamber of Commerce, rehabilitation center, post office, and public housing.

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Library assets include 16 Internet public accessible computers and Wi-Fi. Staff provides computer training to the community. The library has an extensive Texana collection and offers patrons access to its rare book collection.

Thank You Statement

The Comfort Public Library is very grateful to the community for donating their time, effort, money, and books. In 1981, the Arno Schwethelm family donated a building in which to house the library. Particular thanks are extended to the Robert and Ruby Priddy Charitable Trust for funding the University of North Texas PEARL project.

Community Profile Narrative

Comfort is a small community that has remained unincorporated throughout its history. It is a family-oriented town, with three separate school campuses. The town is a tourist attraction, offering wineries and many antique shopping opportunities. Comfort hosts several celebrations every year, including the 4th of July Parade, the Christmas in Comfort celebration held the Saturday after Thanksgiving, two annual antiques fairs, and a Farmer's Market during the summer.

Main Geographic Features

Community Features

Assets and Challenges

Comfort is fortunate to have several geographic assets, including the Guadalupe River, hills, farmland, cattle ranches, vineyards, hiking trails, a migratory path, fish and game land leases, and walking trails.

Comfort does have geographic challenges. Most residents have to commute 40 miles to San Antonio for work. There is no major grocery store, so residents have to leave town to buy groceries.

Library Features

Assets and Challenges

The library is nicely situated in the center of town. It is located in a registered historic building. There are numerous retail shops and restaurants located within easy walking distance from the library.

The library does not face any geographic challenges.

Community Demographics

According to the 2010 U.S. Census, Comfort has a population of 2,363. Of the population, 72.8 percent are white, 0.6 percent is African American, and 54.4 percent are Hispanic or Latino. 43.7 percent are high school graduates, and 12 percent have a bachelor's degree. Of the population, 48.7 percent speak a language other than English in their homes.

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Library Profile Narrative

In 1956, the Comfort Public Library was formed by a group of local individuals who were library enthusiasts dedicated to enhancing the quality of life in their small community. The library collection was originally developed using books donated by local residents and solicited from other libraries. The library was housed in approximately six different locations from 1956 to 1981.

By the mid 1970's, standards of service were met that allowed Comfort Public Library to apply for, and receive membership in, the Texas State Library. In 1974, the library secured a contract for annual funding from Kendall County as a free county library. In 1981, the Arno Schwethelm family gave the 1916 vintage building located at the corner of 7th and High Street to the library as a permanent home. The building was renovated for use as a public library, and a State Historical Marker was awarded.

Most Important Library Statistics

The library has 21,486 items in its collection. The library's patrons have access to 49 databases through the state's TexShare program. The library subscribes to 62 publications.

There were 19,281 visitors to the library in 2011. The library had 5,342 registered borrowers and had 20,968 circulation transactions. It offered 209 programs, which 2,489 people attended. This number includes one-on-one tutoring for ESL.

Vision, Mission, Goals and Objectives

Vision Statement

We anticipate over the coming twenty years:

- escalating population growth and local employment growth
- escalating Hispanic growth and community integration
- massive technology changes impacting our services
- potential changes in local government that may impact our autonomy

In dealing with change the Comfort Public Library will continue to be the heart of the community, enriching our lives, promoting the life-long love of learning and encouraging the pursuit of cultural, recreational, and educational interests.

The Library will provide leadership in integrating our community and will provide full and equal access to information and ideas, using and providing guidance in all relevant technology, media and social communications.

The Library will continue to build an innovative, efficient, and accountable organization to support our Mission.

Mission Statement

It is the mission of the Comfort Public Library to provide a broad range of library services of the highest quality to all citizens, in the most efficient and effective manner possible. The Library will meet the informational, educational, recreational, cultural, historical, and intellectual needs

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of its patrons and of the Comfort community.

Goals and Objectives for the Library

- Expand or improve existing programs
- Develop new service programs
- Expand existing or create new facility spaces as needed
- Increase volunteer resources
- Enhance technology as required
- Continue collaboration with community organizations
- Stimulate regular active community involvement with the Library

Goals and Objectives for Outreach Program

In keeping with its Goal #2, “Develop new service programs,” the library will improve the Spanish language skills of Comfort residents. The objective of the outreach program is to offer a series of Conversational Spanish Language (CSL) classes to the Comfort community.

Outreach Program

Comfort has a large contingent of Hispanic and Latino people, who make up more than half the population. The library would like to help residents who wish to be able to communicate with those people who speak Spanish. Thus the library will offer Conversational Spanish Language classes once a week for five weeks taught by a volunteer.

Statement of need

The library surveyed 60 people, including community leaders, staff, and the general and target population. Of those surveyed, 45 percent (27 people) said they were interested in taking a CSL class offered at the library.

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

The larger audience the library wants to reach is the non-Spanish speaking adult population of Comfort.

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

The specific segment of the target group the proposed program will serve is non-Spanish speaking adults in Comfort who want to improve their conversational Spanish skills.

Estimated number of potential participants

The class size will be limited to 10-15 students to make teaching more manageable.

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

Participants will be adult residents of Comfort who will drive to the library to attend classes. The CSL classes will be held Saturday mornings from 10 - 11 a.m. This time will accommodate people who work during the week.

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List potential partners based on your assets assessment

Potential partners for this program include local churches for advertising the program

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

The available library resources that will contribute to the success of the program include library staff, Spanish language materials in the collection, and a classroom setting upstairs.

Detailed Action Plan

Action Plan Goals:

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

Action Plan Objectives:

1. Partner with local organizations to advertise and promote the CSL classes.
2. Develop partnerships with local businesses and service organizations by giving presentations on the library's upcoming programs so they will endorse and promote the classes.
3. Implement a series of CSL classes for Comfort residents and citizens of surrounding communities.
4. Distribute post-workshop surveys and evaluate results.

Action Plan Table

The table below gives the library's action plan for its Conversational Spanish 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?
Contact volunteer to teach CSL classes	Librarian by June 15, 2012	Time-20 min Money-none Materials-none Personnel-1	Volunteer contacted	Count volunteer contacted
Put program on library calendar and website	Librarian by June 29, 2012	Time-15 min Money-none Materials–none Personnel-1	Information posted on library calendar and website	Count program added to calendar and website
Create promotional flyer	Staff by June 29, 2012	Time-1 hr Money-none Materials –none Personnel-1	1 promotional flyer created	Count flyer created
Make copies of promotional flyers	Staff by June 29, 2012	Time-5 min Money - \$20 Materials –Paper Personnel-1	50 copies made	Count # of copies

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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?
Make copies of training materials for attendees	Librarian by July 6, 2012	Time-30 min Money-\$20 Materials-paper Personnel-1	50 copies of training materials	Count # of copies
Post program information at library and local businesses and organizations	Librarian by July 6, 2012	Time – 3 hrs Money-none Materials–none Personnel-1	10 flyers distributed	Count # of flyers distributed
Set up meeting room	Librarian by August 7, 14, 21	Time – 20 min Money – none Materials -none Personnel - 1	Setup done before program	Count laptop and projector set-up
Present programs at the library	Librarian and Volunteers by August 22, 2012	Time- 3 hrs Money –none Materials- Handouts Personnel-1	5 programs presented	Count programs; count attendees
Administer evaluation at each workshop	Librarian by August 22, 2012	Time-10 min Money-none Materials–none Personnel-1	5 programs; 50-75 evaluations administered	Count programs; count evaluations
Gather statistics and success stories	Librarian by August 24, 2012	Time-1 hr Money-none Materials-none Personnel-1	Count attendees; compile evaluations	Analyze evaluations; write report; send results to PEARL office

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APPENDIX: LIBRARY EVALUATION FORM

Comfort Public Library Conversational Spanish Classes

Thank you for participating!

Place an X under the number to indicate how successful the program is for you.

	Yes 3	Maybe 2	No 1
1. The day and time the program was offered was:			
Convenient for me.			
2. The subject covered:			
Met my needs.			
Was enjoyable.			
3. The person who did the program:			
Was friendly and helpful.			
4. Because of this program I:			
Feel that my Spanish language skills have improved.			
Feel more connected to the community.			

Additional comments on the program:
