

DALLAM-HARTLEY COUNTY LIBRARY COMMUNITY OUTREACH PLAN



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Date: February 13, 2012

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This plan was created through the University of North Texas PEARL project. Funding for PEARL (Promoting and Enhancing the Advancement of Rural Libraries) is provided by the Robert and Ruby Priddy Charitable Trust.



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Outreach Plan

Introduction

The Dallam-Hartley County Library is located in Dalhart, which is 85 miles northwest of Amarillo. Dalhart, the county seat of Dallam County, straddles the border of Dallam and Hartley counties in the northwest corner of the Texas Panhandle.

Historical, Current, and Future Roles of the Library

Historically and currently, the Dallam-Hartley County Library has filled many roles in the community. Historical and current roles include promoting lifelong learning; free and equal access to information; educational and recreational materials; technology center; information assistance; current topics and titles, and public computer access. In the future, the library would like to continue filling these roles and provide English as a Second Language assistance, formal education support, information literacy, early childhood literacy, homebound outreach, and adult learning.

Existing Programs

The library offers several programs to the residents of Dallam-Hartley counties. These include regular story time for preschool, regular story time for day care centers, summer reading program for children, exam proctoring, and interlibrary loan.

Identified Needs

Some of the needs for Dalhart and surrounding communities are more affordable housing, new businesses to create jobs and shopping, and entertainment opportunities for all residents.

According to surveys distributed to local community leaders and library volunteers, the need that was generally requested was for homebound outreach. Other needs that were identified from the surveys were basic computer training, more space, and a bigger collection of materials in Spanish.

Identified Assets

The city of Dalhart has many assets. The XIT Museum is a popular tourist destination and houses exhibits on the XIT Ranch and ranching equipment. Dalhart also has rodeo grounds, three public parks, a swimming pool, campgrounds, tennis courts, public basketball courts, and playgrounds.

The addition and remodel in 2010 enhanced the many assets of the library, providing for more space, computer access, and seating. The children's area can accommodate large groups for story time and other programs.

The Dallam-Hartley County Library is grateful for the support of many people and groups: Dallam County Judge Field, the county commissioners from both counties, and other community members who volunteer their time and donate many items to the library for a variety of projects. The library would also like to thank the generous people of Dalhart, and the Amarillo Area Foundation for the grant that made it possible to renovate the library in 2010. The library wishes to extend a particular thank you to the Robert and Ruby Priddy Charitable Trust for funding the

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University of North Texas PEARL project. Without the support of the Dalhart community, volunteers, and special contributors, the library would not be able to fulfill a much-needed role in the community.

Community Profile Narrative

Main Geographic Features

Community Features

Assets and Challenges

There are a few geographic assets for Dalhart. The most important asset is the flatlands that make for good farming and cattle ranching.

The main geographic challenge for Dalhart concerns the local Lake Rita Blanca, which used to be a fine lake for fishing, boating, and swimming. The drought conditions in Texas have dried up the lake, making it unusable.

Library Features

Assets and Challenges

The physical location of the library within the city is an asset. The library is located across from the Dallam County courthouse, and walking distance to the XIT Museum, the newspaper, and many shops and businesses. There are no geographic challenges.

Community Demographics

According to the 2010 Census, Dallam-Hartley's population was 12,765. Of the population in Dallam, 80.1 percent are white, while 40.5 are Hispanic. In Hartley, the population is 87 percent white and 23.9 percent Hispanic. In Dallam, 9.7 percent of the population has a bachelor's degree, while 18.2 percent of the population in Hartley has a bachelor's degree. The median household income in Dallam was \$35,022; in Hartley it was \$54,915.

Library Profile Narrative

The Dalhart Women's Literary Club, in the pursuit of knowledge and culture, organized the Dalhart Public Library on October 27, 1908, with 44 volumes. In November 1920, the club formally presented to the Dallam County Commissioners their library of 1,000 volumes. The state donated 1,000 volumes, and the library was established in Dalhart in December 1920, making it the first Free County Library in the State of Texas. The Dalhart Public Library started in the basement of the Dallam County courthouse. Later, it was moved to the annex north of the courthouse. Then in 1987, a building was dedicated for the Dallam-Hartley County Library, west across Denrock Avenue. In August 2010, an addition and renovation were made to the building.

There are two full-time and one part-time employees of the library who work to keep the library open five days a week for a total of forty hours. The library receives a donated copy of the *Amarillo Globe News* and pays for the local newspaper, *The Dalhart Texan*. The library also provides access to twelve public computers during normal business hours.

Most Important Library Statistics

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In the year 2010, the library had 3,372 registered borrowers. There were 15,771 visits to the library. Library staff implemented 380 programs, with a total attendance of 869. The collection has 31,276 items, and there were 25,749 circulations. Computer usage was 5,451, and there were 1,919 reference transactions. The most heavily used resources are books and computers.

Vision, Mission, Goals and Objectives

Vision Statement

The Dallam-Hartley Counties Library will strive to be integral to the counties' intellectual, technological and cultural life.

Mission Statement

The mission of The Dallam-Hartley Counties Library is to select, acquire, organize, and promote the use of a wide range of books and other communication media in order to meet the informational, educational, and recreational needs of the citizens of Dallam and Hartley counties.

Goals and Objectives for the Library

Goal 1: Provide library materials to home bound and assisted living patrons.

Activities:

1. Develop partnerships with senior citizen centers and Meals on Wheels.
2. Advertise program in the local paper.
3. Ride with Meals on Wheels to talk to homebound citizens about the project.

Goal 2: Educate seniors and others in the community on the basic use of computers.

Activities:

1. Develop partnerships with local community groups.
2. Teach a basic computer skills class at the library.
3. Teach a basic computer skills class at the senior center.

Goal 3: Set up a computer station with English as a Second Language software.

Activities:

1. Develop partnerships with local community groups, including Community Connect, Region 16, and the newspaper.
2. Create and display bilingual signage around the library.
3. Develop the library's bilingual collection by adding more adult and children's books.

Goals and Objectives for the Outreach Plan Program

Goal: In keeping with the library's first goal, the Dallam-Hartley County Library will provide library materials to the homebound and those in assisted living facilities.

Objectives:

The program objectives are:

1. To develop partnerships with local organizations.
2. Offer outreach to homebound adults in Dalhart.

Outreach Program

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According to the survey results of homebound residents, almost 43 percent of the respondents indicated that they would benefit from a program that provided them with library materials. Library staff will take turns delivering library materials to homebound residents twice a month. Participants will fill out a sign-up form that includes a questionnaire about the kind of materials they would like to be delivered to them. Each participant will sign up for a library card, which will be kept at the circulation desk. Bags from last year's summer reading program will be used to carry books to the program participants. They will be eligible to check out any item that the library circulates.

Statement of need

The library surveyed a cross section of the population using print surveys. Approximately 31 people took the survey. Those surveyed included: county officials and leaders; library staff and volunteers, and people from the target population (homebound residents).

The survey results showed that there is a strong need for homebound outreach.

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

The specific segment of the target group is composed of people that cannot come to the library on their own, such as the homebound, and those in assisted living.

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

The initial target group is those who receive Meals on Wheels service. They deliver food to between 35 and 40 residents each week.

Estimated number of potential participants

It is estimated that the library will have 20 participants at the beginning of the outreach program, approximately half of the people who participate in Meals on Wheels.

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 made up of adults, both English and Spanish speaking, of a variety of ages. Residents who live in Dallam and Hartley counties will be eligible to participate in this program because Meals on Wheels delivers to residents in both counties.

List potential partners based on your assets assessment

Potential partners include the Senior Citizens Group, Dalhart Chamber of Commerce, Meals on Wheels, and local churches.

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

Available library resources that will contribute to the success of the program will include the library's print and audiovisual collections, the library catalog, interlibrary loan program, and staff.

Detailed Action Plan

Action Plan Goals:

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

Action Plan Objectives

1. Partner with the local Meals on Wheels, to develop a list of potential patrons, in both Dallam and Hartley Counties.
2. Develop partnerships with local businesses and service organizations to promote the program.
3. Hold a meeting to plan implementation of homebound outreach program with library staff.
4. Implement the homebound outreach program by visiting homebound residents and distributing collection materials to them.
5. Distribute post-workshop surveys and evaluate results.

Action Plan

The table below gives the library's action plan for its Homebound Outreach 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?
Initial contact with Meals on Wheels	Library Director by January 15, 2012	Time-30 min. \$ & materials-none Personnel-1	Contact made	Count contact made
Planning meeting with staff	Library Director by Feb 15, 2012	Time-30 min. \$ & materials-none Personnel-1	Meeting held	Count meeting held
Write homebound program policy	Library Director by Feb 15, 2012	Time-1 hr. \$ & materials-none Personnel-1	Policy created	Count policy created
Create participant sign-up form	Library Director by Feb 15, 2012	Time-1 hr. \$ & materials-none Personnel-1	Sign-up form created	Count sign-up form created

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Make copies of sign-up form	Library Director by Feb 15, 2012	Time – 5 min.; \$4.00 & materials-paper Personnel-1	20 forms copied	Count forms
Contact Meals on Wheels to set up ride along	Library Director by Feb 16, 2012	Time – 10 min. \$ & materials-none Personnel-1	Contact made	Count contact made
Ride with Meals on Wheels	Library Staff By Feb 21, 2012	Time – 2hrs. \$ & materials-none Personnel-3	Ride completed; contacts made	Count ride completed; count contacts made
Put program on library calendar, website and other online resources	Library Director by March 15, 2012	Time-15 min. \$ & materials-none Personnel-1	Information posted 3 or more places	Count places posted
Create promotional flyer	Library Staff by March 15, 2012	Time – 1 hr.; \$ & materials-none Personnel-1	1 master flyer created	Count flyer
Make copies of flyer to distribute	Library Staff by March 15, 2012	Time – 5 min.; \$2.00 & materials-paper Personnel-1	10 flyers copied	Count flyers copied
Post information about program at library and businesses and organizations	Library Staff by March 15, 2012	Time – 2 hrs.; \$ & materials-none Personnel-2	10 posters distributed	Count # of posters distributed
Give presentation to the Rotary Club	Library Director by March 15, 2012	Time – 1 hr; \$ & materials-none Personnel-1	1 presentation made	Count presentations made
Write press release	Assistant Librarian by April 2, 2012	Time-45 min. \$ & materials-none Personnel-1	1 press release written	Count press release distributed
Begin delivery of books to homebound	Assistant Librarian by May 30, 2012	Time-1 hr. \$ & materials-none Personnel-1	Books delivered	Count deliveries
Administer evaluation to outreach participants	Assistant Librarian by July 1, 2012	Time-2 hrs. \$ & materials-none Personnel-1	10-30 evaluations administered	Count evaluations

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Gather statistics and success stories	Library Director by July 15, 2012	Time-45 min. \$ & 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

Dallam-Hartley County Library: Homebound Outreach Program

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 of deliveries offered was:			
Convenient for me.			
2. The materials offered:			
Met my needs.			
Were enjoyable.			
3. The person who did the deliveries:			
Was friendly and helpful.			
4. Because of this service I:			
Feel more connected to the community.			

Additional comments on the program:
