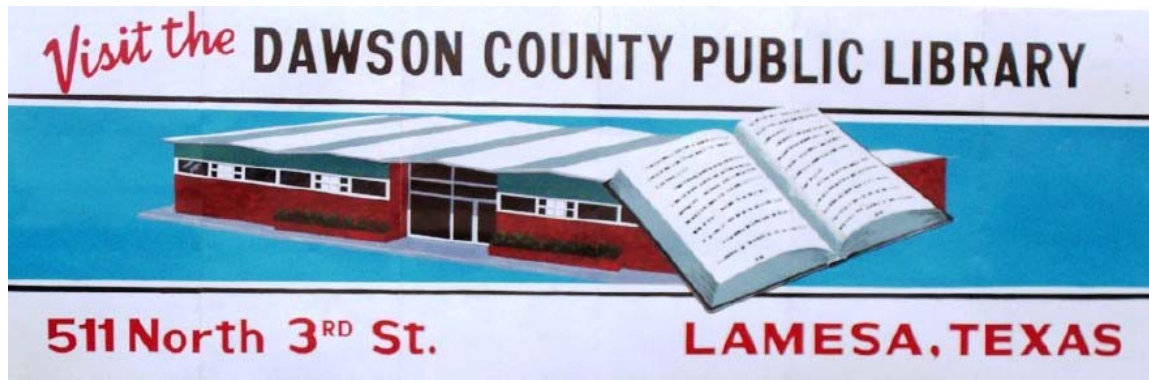


# DAWSON COUNTY PUBLIC LIBRARY COMMUNITY OUTREACH PLAN



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**Dawson County Public Library Community Outreach Plan**

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# Dawson County Public Library Community Outreach Plan

## Outreach Plan

### Introduction

Lamesa, the county seat of Dawson County, has a population of 9,952. It is located on U.S. highways 180 and 87 and State highways 137 and 349. It is in the central part of the county 60 miles south of Lubbock and 50 miles northwest of Midland.

The town was platted in July 1903. A member of the first town committee, impressed by the tabletop flatness of the surrounding terrain, suggested La Mesa or Lamesa as possible names. Although he preferred La Mesa, the Spanish version, the committee voted in favor of Lamesa, the Anglo version of the name. A post office was granted in 1904 with Harrison B. Oliver as postmaster. Legend has it chicken-fried steak originated in Lamesa. In 2011 the Texas State Legislature issued a proclamation recognizing Lamesa as the birthplace of the chicken-fried steak. Lamesa is also known for the Sky Vue Drive-In, one of the few still in operation, and for being the site of a concert by Buddy Holly in the 1950s.

Dawson County has a population of 13,657. It was founded in 1903 with cattle and cotton being the main industries.

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

Historically the library has been the place for: life-long learning; basic literacy; free & equal access to information; community meeting place; information assistance; ESL; local history & genealogy; information literacy; adult learning; cultural awareness; current topics & titles; public computer access; early childhood literacy; pre-school door to learning, and for educational & recreational materials. Currently, in addition to the roles above, the library also serves as a gateway to information, a place for career & workforce development, and is a community commons. In the future the library would like to be: a technology center, provide business support, and support formal education.

### *Existing Programs*

The library's regular programs include: weekly story time for pre-school aged children; Summer Reading Program for Children; Summer Reading Program for Teens; canned food drive (Fines Forgiven for Food); exam proctoring; inter-library loan; adult book club, and a literacy program with tutors and students.

### *Identified Needs*

Needs in the community include: a place for teens to go; programs for teens; day care centers; TX workforce commission; job opportunities; more housing both rental and stand alone homes for all income levels; more businesses and employers; more recreational options for all ages, and especially for teenagers.

### *Identified Assets*

The following are considered assets in the community: tennis courts, public park; local newspaper and radio station; hospital district; walk-in theater; museum; local police and fire

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stations; community performing arts center/theater; number of churches of various denominations; new hotel, and an active Senior Citizen's Center.

### *Thank You Statement*

The Dawson County Public Library would like to thank the Dawson County Commissioners, County Judge, Library Advisory Board, and the Friends of the Library for their continuing support. The Library Director would like to thank the library staff for their support, patience, understanding and for helping with the "legwork" of project; Jessie Yancey for assisting in coming up with the Babygarten program idea, and for being the primary person responsible for the creation and implementation of the program; Adreana Gonzalez for her assistance in coming up with the idea for the Teen Book Club for young adults; for working with young adults, and for being the primary person responsible for the creation and implementation of the program. Pat McNabb, Yoakum County Public Library Director for her encouragement; Barbara Blake, PEARL Outreach Coordinator for being instrumental in helping put the plans together, and Connie Moss, PEARL mentor for her encouragement and help with the process of developing the outreach plan.

The library would like to extend special thanks to the Robert and Ruby Priddy Charitable Trust for providing funding for the University of Texas (UNT) PEARL project and to UNT for including the Dawson County Library in PEARL.

### **Community Profile Narrative**

The city of Lamesa is primarily a farming community with cotton and peanuts being the largest crops grown. The town is family-oriented with many life-long residents. The biggest events in town are the Chicken-fried Steak Festival; Relay for Life Run/Walk; Independence Day Celebration, and the annual Rodeo held in July.

A landmark in town is a structure simply called the wall. Its history as a local landmark dates back to the late 1920's or early 30's. Originally there was a block long brick wall given the nickname "the Wall". Over the years, it became a tradition for seniors at Lamesa high school to paint the entire wall, with their names and other artwork, in one big event a couple of days before graduation. Another landmark is "the Big Lady". Built of fiberglass, the 16ft tall figure in high heels originally was used to promote Uniroyal tires when it came to Lamesa in the early 1960's. The figure was repainted several years ago to resemble a Lamesa high school golden tornado cheerleader. Travelers along business route 87 through town regularly stop to take photos with the big lady.

### *Main Geographic Features*

#### Community Features

#### *Assets and Challenges*

The following are geographic assets in the community: public swimming pool, vineyard, municipal golf course, public parks, RV parks, farmland, rodeo grounds, gins, and major highways.

## **Dawson County Public Library Community Outreach Plan**

Challenges include: number of miles to the nearest town and to a major city; distance to major interstate highway; lack of water, and sandstorms.

### Library Features

#### *Assets and Challenges*

The library's location is an asset; it is fairly centrally located. It is near: city hall, the chamber of commerce, a day care center, the Senior Citizens Center, middle school, courthouse, health department, MHMR, workforce office, newspaper office, police station, fire station, grocery store, museum, print shop, theater, sheriff's office, county extension office, and the local play house.

#### *Community Demographics*

The county population is 13,657 with 7.3% under age 5; 24.3% 18 or under; 13.6% over 65; 88.6% White; 9.7% Black; 0.5% American Indian; 0.5% Asian; 52.1% Hispanic or Latino, and 4.2% Foreign Born. 44.3% speak a language other than English. 65.2% are high school graduates and 10.5% have a bachelor's degree. The average drive time to work is 14.3 minutes and the median household income is \$40,590.

### **Library Profile Narrative**

The Dawson County Public Library was originally established in 1925. The library has operated out of four different building since its establishment. The first location was in the basement of the County Courthouse; it later moved to the second story of City Hall. In 1948, due to growth of the collection, the library moved to North 3<sup>rd</sup> Street where it shared a building with the Dawson County Health Unit. The building was formerly a military barrack.

In 1958, librarian Ruth Brock started a drive for a new building. The plan for the new building was brought to a vote by the citizens of Dawson County in 1960. The citizens voted yes on an \$115,000 bond to build the new library. The cost of the new building was \$105,000 and contained 7,040 square feet of floor space. Construction on the new building began in May 1961 and the work was completed in 1962. The new library was constructed on the same lot where the old library had stood and shared the building with the South Plains Health Department, the Welfare Office and the Lamesa Chamber of Commerce. Dedication services for the new library were at 2:00 p.m. on February 6, 1962. Currently the library is still located in the same building on North 3<sup>rd</sup> but no longer shares the space with any other entity.

The library is centrally located in the community and has an inviting and unique story time room. There is an extensive audio book collection that circulates well among all age groups and a large genealogy collection is available for use.

#### *Most Important Library Statistics*

As of 2010, the library serves a county-wide population of 13,657. There were 6,246 library cardholders. The library held 150 programs with 4,657 people attending. There were 36,672 items in the collection with 69,931 circulations that year; 84 inter-library loans requests were filled. There were 77,320 library visits and the library has 6.5 full-time equivalent staff.

## Dawson County Public Library Community Outreach Plan

### Vision, Mission, Goals and Objectives

#### *Vision Statement*

The citizens of Dawson County support and use their library as the preferred and most trusted resource for information and services that enriches lives and enhances the quality of community life.

#### *Mission Statement*

The mission of the library is to connect people to each other, to information, to the community, and to a better life through collaboration, communication and understanding.

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

Goal 1: To maintain and preserve, in organized collections, books and related materials in order to promote education as well as leisure reading.

##### Objectives:

1. Purchase new, current and relevant materials in various formats, including but not limited to books, magazines, DVDs, audio books.
2. Use a method such as CREW to keep collection current and relevant.
3. Promote new works by using various media formats.
4. Actively listen to needs of patrons and citizens by asking for book requests or different authors.

Goal 2: To have access to current information technology trends.

##### Objectives:

1. Library will provide and maintain computer workstations with Internet service and various software.
2. Library will provide a Wi-Fi "hot spot" area.
3. Library staff will be technology savvy to be able to assist patrons.
4. Library will provide basic computer literacy courses.

Goal 3: To be the place where people meet to connect with each other and to provide programs for children and teens.

##### Objectives:

1. Create a Teen Center area where teens feel safe and can congregate.
2. Provide programs for children of all ages, including but not limited to preschool story time and Summer Reading Club.
3. Provide outreach programs for children and teens by partnering with other groups of interest, such as schools, clubs, etc.
4. Create programs geared for teens, such as book clubs, teen reading programs, and gaming.

Goal 4: To promote lifelong learning and instill a love for libraries.

##### Objectives:

1. Encourage all readers to rediscover classical literary works, enjoy popular titles and best sellers.
2. Post announcements of upcoming community and area events.

## **Dawson County Public Library Community Outreach Plan**

3. Librarian and library staff will be involved in community and civic events and partner with groups that promote literacy and education.

### *Goals and Objectives for Outreach Programs*

#### *Young Reader's Book Club*

As part of library Goal 3 “to be the place where people meet to connect with each other and to provide programs for children and teens”, objective 4 “create programs geared for teens, such as book clubs, teen reading programs, and gaming”, the library will develop a book club for young teens called the Young Reader’s Book Club.

Program Goal: to provide a safe place for teens to go and to provide teens with opportunities for socializing.

Program Objective: form a book club for young teens called the Young Reader’s Book Club that will generate interest in teen groups.

#### *Babygarten*

As part of library Goal 3 “to be the place where people meet to connect with each other and to provide programs for children and teens”, objective 2 “provide programs for children of all ages, including but not limited to preschool story time and Summer Reading Club”, the library will have a series of lap sit Babygarten programs.

Goal for the Babygarten programs: to educate parents of children age 2 and under on the importance of reading to their children.

Objective: create a program that will help parents be more comfortable in reading to their child and will demonstrate the importance of reading.

### **Outreach Programs**

#### *Young Reader's Book Club*

The Young Reader’s Book Club will meet in the library’s meeting room monthly through the summer. During the school year, the group will meet weekly. The club is for teens, primarily in Lamesa, that are in the 6<sup>th</sup>-8<sup>th</sup> grade. The program is intended to provide teens an opportunity to socialize as well as improve their reading skills. The teens will all read the same book then answer discussion questions provided by the librarian. This will help the teens develop their reading comprehension skills. There will be a display of books of interest to the teens in the room where the book club meets in addition to a young adult book display in the main library.

#### *Babygarten*

Babygarten is a pre-packaged series of lap sit programs designed for use with parents and very young children (infant to 2 years). Library staff will model for the parents how to interact with their child in a way that will encourage the development of motor and language skills. During the sessions, the library staff person will sing an opening song, read a book then sing a closing song with the participation of the parents and children. A craft is included in the program followed by free play time for parents and their child. The parents receive a sheet to take home

## **Dawson County Public Library Community Outreach Plan**

that has the words to the song and parenting tips. Initially the Babygarten program will be held weekly during the summer as part of the library's Summer Reading Program. At the end of the summer, the program will be evaluated to see if it is viable as a year round program series.

### *Statement of need*

The library administered surveys to library patrons, community leaders, officials and handed surveys out at local stores such as Wal-mart; approximately 75 were distributed with about 50 being completed. Survey results were compiled and analyzed. Results showed a majority of people felt the library needed to provide more programs for teens (about 50%) and for very young children (about 25%).

The library did follow up informal surveys with teens and the parents of children that participated in the library's existing pre-school story time program to further identify needs and interests for these target groups. The results showed there was interest in the library providing a book club for young teens and lap sit programs for very young children.

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

#### *Young Reader's Book Club*

There are approximately 2,322 children between ages of 6-18 in the county.

#### *Babygarten*

There are approximately 996 children in the county under the age of 5 according to census figures.

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

#### *Young Reader's Book Club*

There are approximately 280 children in the 6<sup>th</sup>-8<sup>th</sup> in the Lamesa ISD.

#### *Babygarten*

The Babygarten program is designed to serve infants-2 year old children and their parents. The census does not provide a breakdown specific enough to determine how many children are 2 years old or under. Therefore, for purposes of this plan, we will estimate the number of children 2 or under as being approximately half of all children age 5 and under in the county. Since the census gives the number of children age 5 and under as 996, we estimated the target group as being about 498 children.

### *Estimated number of potential participants*

#### *Young Reader's Book Club*

It is anticipated approximately 5-10% (14-28) of the 280 children in the 6<sup>th</sup>-8<sup>th</sup> grade will participate in the book club.

#### *Babygarten*

It is anticipated approximately 15-20 parents and children will participate in the program.



## **Dawson County Public Library Community Outreach Plan**

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

### *Young Reader's Book Club*

The monthly book club meeting will be held on the 4<sup>th</sup> Wednesday at 2:00 p.m. during the summer. If the program is continued beyond the summer, the program will be held shortly after school is out on Wednesdays. Wednesdays were selected since the schools do not have other after school activities scheduled on that day of the week.

### *Babygarten*

The weekly lap sit sessions will be held on Wednesday mornings at 10:00. This is the normal day and time for the library's regular story times August through May. The parents that attend story time were surveyed and they elected to have the lap sit programs when the library normally holds story time. If the program continues past the summer, a different day and time will be selected based on parent input.

*List potential partners based on your assets assessment*

### *Young Reader's Book Club*

The potential partners for the Young Reader's Book Club are: Wal-Mart; Dollar General; local banks; Boys & Girls Club; Friends of the Library; Friends of Movieland; Adult Book Club; Sonic Drive-In; Pizza Hut; Pinocchio's Pizza; local grocery stores; Howard College; area schools; local churches, and the public swimming pool.

### *Babygarten*

The potential partners for the Babygarten program are: Wal-Mart; Dollar General; Friends of the Library; Sunshine School; Medical Arts Hospital; Head Start; Jan Pendergraft; Myles from Ordinary; local banks; West Texas Opportunities; Christian Women's Job Corp; local churches; high school home economics class, and the Rainbow Room.

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

### *Young Reader's Book Club*

The library has a community meeting room available for the teen book club and a staff member with an interest in teen services. The library has a collection of juvenile fiction to be used for displays. The Friends of the Library will purchase multiple copies of the books the teens will be reading to enable each to have a copy of the book. The Friends of the Library will pay for the snacks for the program; other partners (Wal-mart, grocery store, etc.) may donate food.

### *Babygarten*

For the Babygarten program, the library has the following resources: story time room where the programs will be held; Babygarten materials; staff trained in the use of the Babygarten materials; partners such as the Friends of the Library and Wal-mart that may purchase or donate board books and craft supplies.

## Dawson County Public Library Community Outreach Plan

### Detailed Action Plan

*Action Plan Goal:*

*Young Reader's Book Club*

Goal: To design and promote a teen book club.

*Babygarten*

Goal: To design and promote a lap sit program for very young children and their parents.

*Action Plan Objective(s):*

*Young Reader's Book Club*

Objective:

1. Determine interest level.
2. Select books.
3. Develop promotional materials.
4. Promote program.

*Babygarten*

Objective:

1. Determine interest level.
2. Talk to potential partners.
3. Develop promotional materials.
4. Determine what crafts to do and purchase supplies.
5. Promote program.

*Action Plan Table*

The following tables provide the steps in the detailed action plan.

### Young Reader's Book Club 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?
Survey community to determine program needs: make surveys	Library Staff by April 2011	Time-15 min \$15 & materials-paper Personnel-1	75 copies made	Count #
Conduct library survey	Library Staff by April 2011	Time-1 hour \$ & materials-paper Personnel-1	At least 50% of surveys will be returned	Compile results; determine programs with highest # of check marks

## Dawson County Public Library Community Outreach Plan

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?
Hold interest meeting with teens: met and talk with potential book club members (teens)	Library Staff by April 27 <sup>th</sup>	Library meeting room; Time-1.5 hour \$ & materials-none Personnel-1	1 meeting held	Majority agree to participate in book club
Research possible book club books	Library Staff by May 16 <sup>th</sup>	Time-1.5 hour \$ & materials-Internet; Booklist; Groves Library Personnel-1	Select 25 books	Count #
Staff brainstorming meeting for ideas for teen planning meeting	Library Staff by May 5 <sup>th</sup>	Time-1 hour \$ & materials-none Personnel-1	1 meeting held	1 craft selected
Create & print flyers for 1 <sup>st</sup> meeting	Library Staff by May 11 <sup>th</sup>	Time-30 min \$6 & materials-paper Personnel-1	1 master made; 30 flyers copied	Count #
Mail flyers to interested participants	Library Staff by May 12 <sup>th</sup>	Time-30 min \$14 & materials-stamps & envelopes Personnel-1	30 flyers mailed; RSVP date of May 16 <sup>th</sup>	Count #
Determine estimated number of attendees	Library Staff by May 17 <sup>th</sup>	Time-15 min \$ & materials-none Personnel-1	RSVPs received	Count #
Purchase materials needed for craft	Library Staff by May 17 <sup>th</sup>	Time-1 hour \$15 & materials-craft books; Internet; beads, string, etc; Personnel-1	Craft materials for 15 friendship bracelets purchased	Count #
Purchase snacks for meeting	Library Staff by May 18 <sup>th</sup>	Time-1 hour \$5 & materials-water & snack cakes Personnel-1	Snacks for 10 purchased	Count #
Print instruction sheet for each participant	Library Staff by May 17 <sup>th</sup>	Time-1 hour \$2 & materials-paper Personnel-1	Instructions printed for 10 people	Count #
Hold first Book Club meeting with teens	Library Staff by May 18 <sup>th</sup>	Time-1.5 hour \$ & materials-none Personnel-1	Decide on what kind of book club they want; do craft	Identify type of book club; count # completing craft
Design evaluation form; make copies	Director by June 11 <sup>th</sup>	Time-1 hr \$4 & materials-none Personnel-1	20 evaluation forms made	Count #
Contact potential financial sponsors	Director by June 25 <sup>th</sup>	Time-1 hr \$ & materials-none Personnel-1	3 potential sponsors contacted (2 banks & Friends of Lib)	Count # contacted & # agreed

## Dawson County Public Library Community Outreach Plan

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 potential sponsors for supplies	Director by June 25 <sup>th</sup>	Time-1 hr \$ & materials-none Personnel-1	2 potential sponsors contacted (Wal-Mart, Dollar General)	Count # contacted & # agreed
Contact potential sponsors for snacks	Director by June 25 <sup>th</sup>	Time-1 hr \$ & materials-none Personnel-1	4 potential sponsors contacted (2 local grocery stores; 2 pizza places)	Count # contacted & # agreed
Contact potential sponsors for incentives	Director by June 25 <sup>th</sup>	Time-1 hr \$ & materials-none Personnel-1	5 potential sponsors contacted (Sonic, 2 pizza places, Friends of Movieland, public swimming pool)	Count # contacted & # agreed
Contact potential speakers/resource people	Director by June 25 <sup>th</sup>	Time-1 hr \$ & materials-none Personnel-1	2 contacted (Adult Book Group, Howard College)	Count # contacted & # agreed
Contact potential places to promote program	Director by June 25 <sup>th</sup>	Time-5 hr \$ & materials-none Personnel-1	15 contacted (area schools, local churches, Boys Club, Girls Club)	Count # contacted & # agreed
Promote Program	Library Staff by June 25 <sup>th</sup>	Time-5 hr \$20 & materials-none Personnel-1	1 press release written, 1 Facebook posting, 100 Flyers posted/distributed, Announcements in other Teen programs	Count # of each
Purchase books	Library Staff 3 weeks before needed	Time-1 hour \$75 & materials; Personnel-1	10 copies	Count #
Purchase snacks for meeting	Library Staff day before meeting	Time-1 hour \$5 & materials-water & snack cakes Personnel-1	Snacks for 10 purchased	Count #
Reserve room	Library Staff	Time-10 min \$ & materials-none Personnel-1	Room Reserved monthly for summer; weekly for rest of year	Count #
1 <sup>st</sup> Young Readers' Book Club meeting & discussion	Library Staff by June 29 <sup>th</sup>	Time-1 hour \$ & materials-none Personnel-1	Number in attendance	Ask teens to complete an evaluation of meeting (OBE)
Performance review of PEARL program	Library Staff & Library Director by	Results of OBE Time-1 hour \$ & materials-none Personnel-1	Attendance; results of OBE; input from teens	All data analyzed by July 10 <sup>th</sup>
Gather statistics and success stories	Director by July 15, 2011	Time-1 hr \$ & materials-none Personnel-1	Count attendees; compile evaluations	Send results to PEARL office

## Dawson County Public Library Community Outreach Plan

### *Action Plan Table*

The following tables provide the steps in the detailed action plan.

### **Babygarten 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?
Survey community to determine program needs: make surveys	Library Staff by April 2011	Time-15 min \$15 & materials-paper Personnel-1	75 copies made	Count #
Conduct library survey	Library Staff by April 2011	Time-1 hour \$ & materials-paper Personnel-1	At least 50% of surveys will be returned	Compile results; determine programs with highest # of check marks
Informal poll of mothers with very young children	Library Staff by May 2011	Time-1 hour \$ & materials-none Personnel-1	Poll 10-20 mothers	Compile results; determine interest
Attend Babygarten workshop	Library Staff by May 2011	Time-7 hour \$ & materials-none Personnel-1	Babygarten program developed	Program implemented
Contact potential financial sponsors	Director by June 25 <sup>th</sup>	Time-1 hr \$ & materials-none Personnel-1	3 potential sponsors contacted (2 banks & Friends of Lib)	Count # contacted & # agreed
Contact potential volunteer partner	Library Staff by May 2011	Time-30min \$ & materials-none Personnel-1	Contact Jan Pendergraft, child development specialist & former Librarian to help with program	Count # contacted & # agreed
Contact potential places to promote program	Director & Library Staff by June 25 <sup>th</sup>	Time-12 hr \$ & materials-none Personnel-1	18 potential sponsors contacted (Sunshine School; Medical Arts Hospital; Head Start; Myles from Ordinary; 2 local banks; West Texas Opportunities; Christian Women's Job Corp; 8 local churches; high school home economics class, and the Rainbow Room	Count # contacted & # agreed

## Dawson County Public 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?
Contact potential sponsors for supplies	Director and Library Staff by June 25 <sup>th</sup>	Time-1 hr \$ & materials-none Personnel-1	2 potential sponsors contacted (Wal-Mart, Dollar General)	Count # contacted & # agreed
Design evaluation form; make copies	Director by June 11 <sup>th</sup>	Time-1 hr \$5 & materials-none Personnel-1	25 evaluation forms made	Count #
Create handout "Welcome to Babygarten"	Library Staff by June 1 <sup>st</sup>	Time-30 min \$ & materials-none Personnel-1	1 master created	Count #
Create Babygarten mission statement handout	Library Staff by June 1 <sup>st</sup>	Time-15 min \$ & materials-none Personnel-1	1 master created	Count #
Print handouts for Babygarten	Library Staff by June 1 <sup>st</sup>	Time-1.5 hour \$10 & materials-none Personnel-1	25 copies of ea	Count #
Select board books to use for programs	Library Staff by	Time-2 hrs \$ & materials-none Personnel-1	4 titles selected	Count #
Order board books to use for programs	Library Director by	Time-45 min \$ & materials-none Personnel-1	5 copies of 4 titles ordered	Count # received
Purchase board books to use for programs	Friends of the Library group by June 1 <sup>st</sup>	Time-1 hour \$125 & materials-none Personnel-1	5 copies of 4 titles	Count # received
Purchase various products and toys for programs	Library Director by June 1 <sup>st</sup>	Time-1 hour \$25 & materials-none Personnel-1	Products & toys purchased	Count # received
Purchase various toys and tote for program	Library Staff by June 1 <sup>st</sup>	Time-1 hour \$40 & materials-none Personnel-1	Products & toys purchased	Count # received
Purchase various items for crafts for program	Library Staff by June 1 <sup>st</sup>	Time-1 hour \$40 & materials-none Personnel-1	Craft supplies purchased	Count #
Make egg shakers for tote box to use for program	Library Staff and volunteer by June 1 <sup>st</sup>	Time-1 hour \$ & materials-none Personnel-2	6 shakers made	Count #
Create and print craft instructions, play ideas, reading tip, parenting tip for programs	Library Staff by June 1 <sup>st</sup>	Time-1.5 hour \$5 & materials-paper Personnel-1	25 copies	Count #
Post Babygarten info on library's Facebook page	Library Staff by May 27, 2011	Time-20 min \$ & materials-none Personnel-1	Number of likes on Facebook	Count #
Create & print flyers containing info about Babygarten programs scheduled this summer	Library Staff by June 6, 2011	Time 1.5 hrs \$5 & materials-paper Personnel-1	25 copies	Count #

## Dawson County Public 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?
Submit info to local media (newspaper & radio)	Library Director by May 27, 2011	Time-1 hour \$ & materials-none Personnel-1	1 press release written	Count # printed & #announcements
Register potential participants during Summer Reading Program	Library Staff June 6- July 8, 2011	Time-1 hour \$ & materials-none Personnel-1	30 registered	Count #
Reserve room	Library Staff monthly/weekly	Time-10 min \$ & materials-none Personnel-1	Room Reserved monthly for summer; weekly for rest of year	Count #
Hold 1st Babygarten program	Library Staff by June 8, 2011	Time: 2 hrs for prep 1 hr for program; \$ & materials: tote containing toys, handouts, CD player; board books & craft materials Personnel-2	25-30 attendees	Count #
Hold Babygarten programs 2 – 6	Library Staff/Volunteer June 15 <sup>th</sup> , 22 <sup>nd</sup> , 29 <sup>th</sup> , July 6 <sup>th</sup> , 13 <sup>th</sup>	Time: 2 hrs for prep 1 hr for program; \$ & materials: tote containing toys, handouts, CD player; board books & craft materials Personnel-2	# of attendees % participation	Feedback from participants; Survey at end of program series
Performance review of PEARL program	Library Staff & Library Director by July 20 <sup>th</sup>	Time-1 hour \$ & materials-none Personnel-1	Attendance; results of evaluations; input from moms	All data analyzed by July 20 <sup>th</sup>
Gather statistics and success stories	Director by July 30, 2011	Time-1 hr \$ & materials-none Personnel-1	Count attendees; compile evaluations	Send results to PEARL office

## Dawson County Public Library Community Outreach Plan

### APPENDIX A: YOUNG READER’S BOOK CLUB EVALUATION FORM

**Dawson County Public Library Young Reader’s Book Club**      **Program Date:** \_\_\_\_\_

*Thank you for attending today’s program!*

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

	Yes 3	It was okay 2	No 1
<b>1. The book we read was:</b>			
interesting.			
too short.			
too long.			
too hard.			
too easy.			
<b>2. The book discussion:</b>			
I felt comfortable taking part.			
I understood the questions.			
<b>3. The food was:</b>			
good.			
enough.			
<b>4. Because of the program I:</b>			
am reading more for fun.			
understand what I read better.			
am doing better in school.			
making new friends.			
<b>5. The meeting day &amp; time was:</b>			
good for me.			
<b>6. Before I joined the book club:</b>			
I used the library.			

Anything else you want to say like names of books you want the group to read, or a better day or time to meet?

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**Dawson County Public Library Community Outreach Plan**

**APPENDIX B: BABYGARTEN EVALUATION FORM**

**Dawson County Public Library Babygarten Program**

**Program Date:** \_\_\_\_\_

*Thank you for attending today's program!*

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

	<b>Yes 3</b>	<b>It was okay 2</b>	<b>No 1</b>
<b>1. The program was:</b>			
fun.			
long enough.			
too long.			
<b>2. The board book was:</b>			
fun.			
interesting.			
<b>3. The craft was:</b>			
easy.			
fun to do.			
will use.			
<b>4. Because of the program I:</b>			
read more to my baby.			
sing more and do more activities with my baby.			
am getting to know more moms and their babies.			
am using the library more.			
<b>5. Before I started going to Babygarten:</b>			
I used the library.			

Tell us what you learned today.

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Do you have suggestions on how we can improve the program?

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