

DEAF SMITH COUNTY LIBRARY COMMUNITY OUTREACH PLAN



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Date: January 18, 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.



Department of Library and Information Sciences



Deaf Smith County Library Community Outreach Plan

TABLE OF CONTENTS

Introduction	3
Community Profile Narrative	4
Library Profile Narrative	5
Library Vision, Mission, Goals and Objectives	6
Outreach Program	8
Detailed Action Plan	9
Appendix: Evaluation Form	12

Deaf Smith County Library Community Outreach Plan

Outreach Plan

Introduction

Deaf Smith County Library serves Hereford, Texas and all of Deaf Smith County. Hereford is located about 45 miles southwest of Amarillo and 100 miles north of Lubbock, at the intersection of U. S. Highways 60 and 385. According to the 2010 U.S. Census, Deaf Smith County boasts 19,372 residents, of which 15,370 live in Hereford.

Hereford was named for the fine Hereford cattle first brought to the area by Rat Jowell, after having been called Blue Water (for the clear water in Tierra Blanca Creek) and Troy for the builder of the first house in town, Troy Womble. The name proved fitting, as the town became one of the country's largest cattle shipping points on the "Peavine" Railroad. Today, Hereford is known as the "Beef Capital of the World."

Historical, Current, and Future Roles of the Library

Since its inception, the Deaf Smith County Library has filled many roles in the community. Historically, these roles have included basic literacy, English as a Second Language, cultural awareness, and business support. Historically and currently, the library's roles include lifelong learning, free and equal access to information, community meeting place, educational and recreational materials, information assistance, local history and genealogy, formal education support, information literacy, adult learning, current topics and titles, gateway to information, public computer access, early childhood literacy, and preschool door to learning. Future roles include being a community commons and providing career and workforce development.

Existing Programs

The library offers several programs to the Deaf Smith County community. These include a summer reading program for children, GED preparation tutoring, regular art displays, outreach to the senior citizens center, regular story time for daycare centers, exam proctoring, interlibrary loan, story time in Spanish, and the digitizing of the local newspaper.

Identified Needs

Deaf Smith County is in need of a literacy education program. There is a large Spanish speaking population that requires assistance in learning English. Additionally, the county needs more local jobs. There is also a need for a drug-free workforce, including both skilled and unskilled labor. The drug problem in Deaf Smith County would be ameliorated with the provision of more drug rehabilitation programs. Finally, there is a need among the younger population for a mentoring program that would help them realize their college aspirations.

According to surveys distributed to the community, there were two top needs that were generally identified: assistance learning to use e-readers and basic computer skills training. There were also requests for adult craft classes and book discussions.

Identified Assets

Deaf Smith County Library Community Outreach Plan

Hereford and Deaf Smith County have many assets. Recreational organizations and facilities include an extremely well equipped and modern aquatic center that boasts a heated year-round swimming pool. Tennis courts, soccer fields, baseball fields, rodeo grounds, municipal golf course, campgrounds, and walking trails provide entertainment and recreation for youth and adults. Hereford also has an active senior citizens center that provides opportunities for a variety of educational, recreational, and nutritional programs for older residents.

Railroad lines, the intersection of two major highways, an active trucking industry, and close proximity to airports in Amarillo and Lubbock facilitate transportation. A new \$28 million hospital provides health and medical care to the surrounding area.

The local economy largely depends on agriculture due to rich farm and ranch land, which supports an abundance of horse ranches, cattle ranches and dairies. The area's position on the High Plains affords the wind speed and consistency to make this a prime area for alternate energy wind farms.

Deaf Smith County Library is grateful to Judge Tom Simons and the Commissioner's Court who generously fund and otherwise support library operation. The library would not be what it is today without the Friends of the Deaf Smith County Library, who volunteer, take on special projects, and provide funding for needs that are not budgeted by the county. Special thanks go to the Robert and Ruby Priddy Charitable Trust for funding the Amo Leer Grant, and for funding the University of North Texas PEARL project.

A major asset for Panhandle libraries of all types, Harrington Library Consortium has historically given public libraries in the Panhandle stability unmatched in the rest of the state, but especially during the Texas State Library's recent financial crisis. Through the years, HLC has fostered and facilitated cooperation among libraries that has greatly expanded the libraries' ability to do things they could not do alone. This library appreciates the opportunity it has had to be a part of HLC and the benefits it derives from its membership.

Community Profile Narrative

Main Geographic Features

Community Features

Assets and Challenges

Some of Hereford's and Deaf Smith County's assets make up its challenges. Amarillo is a one hour drive away, while Lubbock is two hours. This allows residents shopping, medical care, etc. not available in a small town, but for some, transportation is an issue. Because of the excellent farmland in Deaf Smith County there is a relatively new abundance of dairies, which provide jobs, but some of them have met with financial troubles. Abundant flat farmland provides the foundation for the agriculturally based economy, but recent extreme drought and the threat of water shortages has become a challenge.

Library Features

Assets and Challenges

Deaf Smith County Library Community Outreach Plan

Situated in the Hereford, Texas, downtown area, Deaf Smith County Library is adjacent to the historic county courthouse and the local museum, with which the library shares a large parking lot. The library building is spacious and boasts a full basement with storage and meeting rooms that are used by many groups and organizations. The library has no geographic challenges.

Community Demographics

According to the 2010 United States Census, Deaf Smith County's population was 19,372, with 15,370 of those living in Hereford. Of this number, 17.1% live below the poverty level. Hispanic or Latino persons make up 67% of the county's population (72% in Hereford). Median household income in Deaf Smith County is \$38,849. As of October 2011, unemployment was 5.8% (not seasonally adjusted). More than 3,000 area citizens are high school graduates, and more than 900 persons have bachelor's degrees.

Library Profile Narrative

Deaf Smith County Library began in 1910 in a small store front on South Main Street with approximately 400 books. Members of the Monday Club alternated serving as the librarian on Saturday afternoons, the only day the library was open. When the Deaf Smith County Courthouse was completed later that same year, the county commissioners permitted one room in the basement for the library's use.

Bay View Study Club recognized the need for expansion and circulated a petition in 1929, which called for community support. Citizens voted for a tax levy, which officially launched the Deaf Smith County Library, and by 1930 the shelves were stocked with more than 2,000 books. In 1974, the library moved to its current facility with courthouse maintenance crews linking together a train of borrowed shopping carts to move books and materials.

Five full-time and two part-time employees keep the library open six days per week for a total of fifty-five hours. Ten public access computers are available to patrons during normal business hours with a wireless network available twenty-four hours a day. The library's collection contains more than 65,000 items. In cooperation with Amarillo College and Region 16 Educational Service Center, the library provides classroom space for the local GED program.

Most Important Library Statistics

In 2010, the library had 7,940 registered borrowers who circulated 82,127 items. Deaf Smith County Library recorded 78,003 visits and 243 programs. Computer usage ran an average of about 1,000 per month at 12,383 for the year. Through membership in the Harrington Library Consortium, the library now has a growing collection of more than 500 new e-book titles available to patrons.

Vision, Mission, Goals and Objectives

Vision Statement

Deaf Smith County Library Community Outreach Plan

Our library is a gateway to possibilities for the residents of Deaf Smith County.

Mission Statement

In order to enhance the quality of life in Deaf Smith County, the mission of Deaf Smith County Library is:

TO RESPOND: To the dynamics of our changing community

TO PROVIDE AND ENSURE: Access to current reliable sources of information, prompt and friendly service, and a welcoming and safe environment for all

TO PROMOTE: An appreciation of lifelong learning, an interest in books, and a love of recreational reading

Goals and Objectives for the Library

GOAL 1: To support lifelong learning

Objective: Provide timely access to accurate and current information

Activity: Continuously practice good collection development techniques through reading reputable reviews, systematic weeding, and evaluating affordable databases

Activity: Maintain membership in the Harrington Library Consortium and the Panhandle Public Library Interest Group

Activity: Informally and continuously assess patron needs

Activity: Maintain membership in TexShare

Activity: Train staff and community in the use of TexShare

Activity: Strive to keep at least 15% of the collection no more than five years old

GOAL 2: To promote a love of reading in children

Objective: Provide a summer reading program for children

Activity: Plan a reading game to encourage children to read

Activity: Develop weekly programs by inviting presenters, providing crafts, and showing movies

Activity: Publicize by school visits, public service announcements, newspaper articles and pictures, website announcements, etc.

Activity: Evaluate by statistical summary and feedback from parents and teachers

Objective: Provide regular story times for preschoolers

Activity: Schedule regular story times for local day cares and preschools

Activity: Provide resource packets for local day cares and preschools

Activity: Schedule weekly public story times for preschoolers who are not in day care and preschool

Objective: Provide special programs developed for specific audiences

Activity: Develop and schedule special programs for National Library Week and National Children's Book Week

Activity: Develop and schedule programs on how to read to your preschooler for Head Start and other parent groups

Activity: Conduct tours and programs for school groups coming to the library

GOAL 3: To promote reading, viewing and listening for personal enjoyment

Deaf Smith County Library Community Outreach Plan

Objective: Provide in a timely manner a broad range of materials for the enjoyment of the community

Activity: Increase turnover rate to 2.

Activity: Continuously and consistently acquire the latest works of popular best selling authors in a variety of formats

Activity: Advertise and promote the latest popular fiction and nonfiction acquisitions in The Hereford Brand and on the library's website

Activity: Support book discussion groups for retirees and other interested patrons by providing multiple copies of books through Inter-Library Loan

Objective: Schedule an annual spring family night event at the library

Activity: Solicit input and participation by the Friends of the Deaf Smith County Library

Activity: Explore possibilities for presenters to do theatrical productions, magic shows, readings, authors' book signings, etc.

GOAL 4: To make our community aware of the library and what it has to offer

Objective: Promote the cultural and economic value of libraries to the community

Activity: Research ways to articulate the economic impact of the library on Deaf Smith County

Activity: Present programs to local civic, educational, and social groups

Activity: Publicize library programs and special events through local news media

Activity: Write a weekly column for The Hereford Brand, promoting the services and activities of the library

Activity: Design and publish new updated brochures by 2011

Activity: Collect impact stories of our users for Outcome Based Evaluation

Activity: Create library advocates through the Friends of the Library organization

Objective: Develop and publish a dynamic library web page

Activity: Continue to train staff members in web page design

Activity: Maintain web page by updating regularly

GOAL 5: To reach out to the growing Spanish-speaking community in Deaf Smith County

Objective: Conduct a needs assessment within the Spanish-speaking community

Activity: Compile a list of Spanish-speaking community leaders

Activity: Contact community leaders and provide them a list of questions about needs among Deaf Smith County Spanish-speakers, and schedule interviews

Activity: Conduct interviews with Spanish-speaking community leaders and compile a list of needs mentioned

Activity: Choose an identified need that the library can reasonably meet and develop services and programs to help meet it.

GOAL 6: To make local history files available to the general public through our web page

Objective: Digitize local history files

Activity: Explore advancing technology to support digitized and indexed files

Activity: Search for grants aimed at preserving local history

Deaf Smith County Library Community Outreach Plan

Activity: Search for ways to employ additional staff to complete the project, such as on-the-job training programs and grants

GOAL 7: To help address the literacy issues of our community

Objective: Assist other community organizations who are working with literacy in reading and writing English

Activity: Identify organizations within the community who are working with literacy

Activity: Compile a resource list of literacy services available in the community

Activity: Identify ways to partner with other community organizations in literacy activities

Objective: Promote computer literacy in Deaf Smith County

Activity: Conduct a needs assessment

Activity: Develop a curriculum that will address the identified needs

Activity: Conduct a basic computer skills class at least twice a year

Activity: Identify other sources of computer literacy within the community

Goals and Objectives for the Outreach Plan Program

Goal: In keeping with the library's mission statement and goals 1, 2, 3, 4, and 7, the Deaf Smith County Library would like to help citizens of Deaf Smith County learn to use available online resources, especially e-books.

Objectives:

The program objectives are:

1. To develop partnerships with local organizations.
2. Increase the use of valuable online resources and the number of e-books in the collection.
3. Offer free workshops on the online resources available to patrons, especially e-books.

Outreach Program

There is an increase of electronic resources and ownership of computers among library patrons. Laptops are now provided to all Hereford Independent School District high school students. There is a need for patron education in using this new technology. Deaf Smith County Library is experiencing a significant increase in requests for help with e-readers and e-books. The library will provide a basic e-reader workshop.

Statement of need

The library surveyed a cross section of the population using Survey Monkey, the local newspaper, and surveys distributed to library users at the circulation desk. Out of the 104 people of the target population surveyed, 61 people (60%) said that they would like to learn how to download free e-books from the library website. Thirty-one said that they would like help deciding which e-reader to buy.

Other groups surveyed were county officials and leaders, library staff, and volunteers. Surveys from library staff indicated an increase in patron questions about e-books.

Deaf Smith County Library Community Outreach Plan

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

The library wants to reach adults of all ages and economic backgrounds.

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

The library is targeting adults in the community who would like to learn more about using e-books and e-readers.

Estimated number of potential participants

It is estimated that the library will have 30 participants. This estimate is based on past program attendance and the interest shown in surveys.

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 of a variety of ages. They will come from Hereford and the surrounding area. One workshop will be held on a Thursday afternoon for older people who do not want to drive at night. One workshop will be held on a Thursday evening to accommodate people who work and need an evening schedule.

List potential partners based on your assets assessment

Potential partners include, but are not limited to, Harrington Library Consortium, Hereford Senior Citizens, Hereford Independent School District, KPAN Radio, KNNK Radio, WT Services, *The Hereford Brand*, and the Friends of the Deaf Smith County Library.

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 include the library's Heritage Room, the instructor and instructional materials provided by the Harrington Library Consortium, e-books available through the library website, light refreshments provided by the Friends of the Deaf Smith County Library, and publicity provided by local news media.

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. Partner with Harrington Library Consortium to develop a workshop on choosing an e-reader, learning how to use it, and learning how to download free e-books from the library website.
2. Develop partnerships with local businesses and service organizations by giving presentations on the library's upcoming e-reader workshops so they will endorse and promote them.
3. Implement an e-reader workshop in the library for adults of Hereford and the citizens of Deaf Smith County.
4. Distribute post-workshop surveys and evaluate results.

Action Plan

Deaf Smith County Library Community Outreach Plan

The table below gives the library's action plan for its e-reader assistance workshop.

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 Lee Carter, TANG Specialist, at Harrington Library Consortium to discuss curriculum and to schedule workshops	Librarian by January 23	Time-30 min. \$ & materials-none Personnel-1	1 contact made & 2 workshops scheduled, with succeeding workshops to be scheduled as need is expressed	Count workshops scheduled
Put program on library calendar, website and other online resources	Assistant Librarian and Services Coordinator by February 1	Time-15 min. \$ & materials-none Personnel-2	Information posted 3 or more places	Count places posted
Create promotional posters; make 10 copies	Library Director by February 15	Time-1 hr. \$ & materials- \$10 Personnel-1	1 master made 10 copies made	Count # of each
Post information about program at library and at businesses and organizations around town	Library Staff by February 20	Time – 2 hrs.; \$ & materials-none Personnel-2	10 posters distributed	Count # of posters distributed
Give presentation to the Hereford Senior Citizens	Library Director By March 1	Time – 1 hr; \$ & materials-none Personnel-1	1 presentation made	Count presentation made
Schedule appearance on morning show at KPAN Radio to publicize workshop	Library Director by March 1	Time – 1 hr; \$ and materials – none Personnel - 1	1 presentation made	Count presentation made

Deaf Smith County Library Community Outreach Plan

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Set up laptops in the meeting room for attendees to use in the hands-on part of the program	Technical Services Supervisor and Services Coordinator on the morning of the program	Time – 2 hrs. \$ & materials – None (using laptops from our laptop lab) Personnel - 2	Setup done before program	Count laptops set up
Print out instruction guides from HLC website	Services Coordinator by March 8	Time – 1 hr. \$ & materials - \$10 Personnel – 1	Instruction guides ready to give to attendees	Count instruction guides handed out
Present programs at the library	Lee Carter, HLC Librarian by March 30	Time- 6 hr. \$ & materials-\$20.00 for printing handout instructions Personnel-1	2 programs presented; est. 30 in attendance	Count programs; count attendees
Administer evaluation at each workshop	Library Director by March 30	Time-10 min. \$ & materials-none Personnel-1	2 programs; 10-30 evaluations administered	Count programs; count evaluations
Gather statistics and success stories	Library Director and Assistant Librarian by April 5	Time-45 min.\$ & materials-none Personnel-2	Count attendees; compile evaluations	Analyze evaluations; write report; send results to PEARL office

Deaf Smith County Library Community Outreach Plan

APPENDIX: LIBRARY EVALUATION FORM

Deaf Smith County Library: e-reader 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 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 more confident in downloading and reading e-books on my e-reader.			
Feel more connected to the community.			

Additional comments on the program:
