

DECATUR PUBLIC LIBRARY COMMUNITY OUTREACH PLAN



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Decatur Public Library Community Outreach Plan

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Decatur Public Library Community Outreach Plan

Outreach Plan

Introduction

Decatur, Texas, is located approximately 27 miles west of Denton at the intersection of U.S. Highways 287 and 360. It is the county seat of Wise County, 40 miles northwest of Ft. Worth and 70 miles northwest of Dallas.

The Texas legislature established Wise County in 1856, and directed a county seat be placed within five miles of the center. Absalom Bishop, considered to be the “father” of Decatur, was charged with locating and laying out the plans. Bishop liked the outlay of McKinney and decided to copy its plan and use it for Decatur. The city was laid out and originally named Taylorsville after General Zachary Taylor. Bishop, however, did not approve of the name. He was indifferent to General Taylor's political affiliations, so he had the name changed to Decatur after Stephen Decatur, a naval hero.

Historical, Current, and Future Roles of the Library

Historically, the library was a place for popular, reference, and informational materials. The library currently fills many roles in the community: reference and informational; popular materials; independent learning center; preschool door to learning; community information center, and formal education support center. The library will continue to fill these roles in the future.

Existing Programs

The library offers several programs to the community including story time, toddler time, book club, reading dog program, manga club, computer classes, genealogy classes, and a summer reading program for children and teens. The library offers a variety of intermittent programs for adults and children including resume writing, a recent drawing class, and seasonal children's parties.

Identified Needs

A challenge for the community is the growing disparity between those who are wealthy and those who are not. There is a need for more job opportunities, assistance, and resources in finding employment.

The library requires a new building to accommodate a bigger collection and growing population. In order to build a new library, more funding is needed.

Identified Assets

Decatur is fortunate to have many banks, hotels, and churches. There are six parks for baseball, softball, soccer, and one has a skate park. Other assets include the Wise County Heritage Museum, the Wise County Courthouse (listed in the National Register of Historic Places), a state-of-the-art civic center, and the Decatur Municipal Airport. The Wise Regional Hospital, a part of the Baylor Health Care system, serves the community and provides jobs.

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The library has several assets including a wealth of programs offered to people of all ages, Wi-Fi, a reading garden, several public use computers, and a community room with a new projector and media system.

Thank You Statement

The library would like to thank the Library Board for their support and counsel in planning and promoting the library and its programs. The library appreciates former mayor, Joe Lambert, for being instrumental in ensuring the library received recognition for its achievements and continued funding during his tenure. The library is fortunate to have many hardworking volunteers who help with various events, including the bi-annual book sale. The library wishes to extend a particular thanks to the Robert and Ruby Priddy Charitable Trust for funding the University of North Texas PEARL project.

Community Profile Narrative

Decatur is an active, family friendly community. Citizens have made a concerted effort to preserve the town's rich historical legacy. They were named a Texas Main Street city in 1994. Decatur residents have also worked hard to promote and encourage new business growth, especially in the downtown area. The town hosts several annual events and festivals including the Wise County Old Settlers Reunion, Cruise Night on the Courthouse Square, Girls' Night Out on the Square, Main Street Easter Event, Relay for Life, Preservation Month, Thursday Night Flicks, Chicken Coop Tour, Chisholm Trail Days, Citywide Garage Sale, Paint Downtown Pink, Eighter from Decatur, and the Midnight Madness Parade.

Main Geographic Features

Community Features

Assets and Challenges

Decatur has several geographic assets, including oil wells and ranch land. Decatur is approximately 15 miles from the Lyndon B. Johnson National Grasslands, which offer horse trails, bird watching, hiking, camping, and access to Black Creek Lake.

A geographic challenge is Decatur's distance from a large city center. Ft. Worth is the closest metropolis and is 40 miles away, which makes it difficult for residents to access some essential services. Due to Decatur's limited job market, many residents have to commute long distances for work.

Library Features

Assets and Challenges

The library's geographic location is an asset. It is close to a local shopping center featuring a Radio Shack, AT&T wireless center, bistro, and home and gift shops. These attract foot traffic. It is close to a copy and office supply store the library uses regularly. A middle school is also located nearby.

A geographic challenge for the library is that there is no room for expansion in its current location.

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Community Demographics

According to the 2010 U.S. Census, Decatur has a population of 6,042 people. The median age is 33.9 years. Of the population, 85 percent are white, 1.6 percent are African-American, and 30.2 percent are Hispanic. The median household income is \$50,777. Of the population, 72.8 percent of the population has a high school diploma or higher, and 20.4 percent has a bachelor's degree or higher.

Library Profile Narrative

The John G. and Katherine A. Jackson Decatur Public Library was established in 1969, through community efforts led by Louise Dawson, Jim Ferguson, Althea Forbis, Ansel Fortenberry, Jim Frank Hornback, Martha Hughes, Bill Stone, and other community leaders. It was originally located on the corner of Pecan and Church.

In 1989, the library moved to its current location at 1700 Highway 51 South. The building was funded by community contributions and state grants. The community raised \$500,000, which was matched by John G. and Katherine A. Jackson. The state provided \$200,000 in grants. In 1992, Orus Mooney established the Mooney Trust that serves as the sole source for print materials purchased for the library's circulating collection.

Since the new facility was built, it has undergone two capital improvement projects: an expansion that provided space for a library board room and storage room in 2002, and a major interior renovation that created unique spaces for children, teens, and adults in 2008.

Most Important Library Statistics

The Decatur Public Library serves a population of 11,074. There are approximately 55,000 items in the collection. The library has a staff of twelve people, two of whom are degreed librarians.

In 2010, there were 106,654 circulations and more than 17,000 registered borrowers. There were 8,494 attendees at the library's programs.

Vision, Mission, Goals and Objectives

Vision Statement

To be the best small library in Texas, to provide exemplary customer service in order to improve customer satisfaction, to increase circulation, and to make the Decatur Public Library the heart of Decatur.

Mission Statement

The mission of the Decatur Public Library is to enhance the quality of life for all persons of the community by promoting the use of the library and assembling and administering an organized collection of books, reference materials and related educational materials in order to educate, entertain and enlighten patrons.

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Goals and Objectives for the Library

Strategic Priority #1: Collection Development

To ensure a useful and diverse collection, both in content and format, the Decatur Public Library will:

- Acquire and maintain a collection equal to three items per capita in the designated service area to meet the Texas Public Library Standards for Enhanced Collections.
- Examine, evaluate and pursue the collection of e-content to support the community's interest and needs.
- Develop an acquisitions plan for audiovisual materials that will increase our audiovisual items per capita to .5.
- Develop community partnerships with local school district, home schoolers, minority groups, social service and civic organizations to develop resources that support their needs.

Strategic Priority #2: Technology

To ensure the library's technology predicts and supports the community's needs, the Decatur Public Library will:

- Create a long-range technology plan that addresses the goals and objectives of this plan.
- Continue to provide free Internet access to the public.
- Increase the number of public access computers available to the public and to make laptop computers available so patrons may access the Internet anywhere in the library.
- Develop policies and procedures and implement in-house laptop circulation.
- Examine, evaluate, and pursue the collection of e-content delivery methods to support the community's interest and needs, including e-readers, download stations, and portable music devices (such as iPods).
- Create online video content for promotional and instructional purposes.

Strategic Priority #3: Information Literacy

To ensure our community has the resources and training they need to become information-literate and successful 21st century citizens, the Decatur Public Library will:

- Develop and offer computer education and information literacy programs for patrons of all ages and to deliver them in person and online.
- Develop and offer computer and pre-literacy skills resources and programming for preschoolers through a Tech-4-Tots program.
- Develop and offer off-site computer education programs.
- Develop online information literacy resources.

Strategic Priority #4: Literacy

To ensure our community has access to the resources and training they need to be a literate community, the Decatur Public Library will:

- Continue to provide regular story times, Stay and Play, Mother Goose and Summer Reading Club programs.
- Continue to provide support for GED examinations using print and electronic resources.
- To purchase new computers specifically for GED preparatory testing.

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Strategic Priority #5: Library Services

To ensure our community has access to relevant library services, the Decatur Public Library will:

- Continue to participate in the North Texas Libraries Consortium.
- Develop and offer computer education, job skills, and information literacy programs for patrons of all ages and to deliver them in person and online.
- Expand library hours as necessary to ensure optimal service.
- Expand children's programs as necessary to meet community demand.
- Create and promote new books and Decatur's most popular books lists for distribution electronically and in-house.

Strategic Priority #6: Library as Place

To ensure that the library's facility provides a welcoming environment that serves as a community, cultural, educational, and social center for Wise County, the Decatur Public Library will:

- Complete the Community Reading Garden and Environmental Learning Space and to develop and offer programs for patrons of all ages.
- Create a committee to examine options for the expansion of the current facility.
- Develop a unique social space for adults.
- Incorporate changes to existing and future facilities to move toward sustainable buildings by addressing environmental and sustainability issues.
- Examine the possibilities of the library serving as public art space.
- Create unique display areas within the library using end caps and modular display units.

Strategic Priority #7: Economic Development/Knowledge Center/Community Partner

To ensure that the business community has knowledge of, and access to, resources that will help them to start and grow their businesses, the Decatur Public Library will:

- Work with the Chamber of Commerce to assist the business community.
- Create a virtual business resources library.
- Develop community partnerships with the Chamber of Commerce and Wise County merchants to develop resources that will assist the business community.
- Seek to increase outreach opportunities with local businesses and business groups.

Strategic Priority #8: Library Marketing in a Global Society

To ensure that the local and global community have knowledge of the resources and services available to them through the library, the Decatur Public Library will:

- Redesign the library's website using patron feedback to ensure that it meets community needs, ADA standards, and is compatible with handheld devices.
- Continue to use social networking tools like Facebook, Twitter and Youtube to reach the local and global community.
- Create online video content for promotional and instructional purposes.
- Create a Friends of the Library website that can accept online donations.

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- Create and promote new books and Decatur's most popular books lists for distribution electronically and in-house.
- Seek to increase outreach opportunities with social, civic, and governmental community groups.

Goals and Objectives for Outreach Program

In keeping with the library's strategic priority #5 to ensure the community has access to relevant library services, the library will inform members of the community e-books are available at the library. The objectives of the program are:

1. Offer two workshops that will teach users how to access e-books.
2. Promote e-books and other programs for adults to the local Lion's Club and the Area Retired Teachers group.

Outreach Programs

The library will offer two thirty-minute workshops on how to access and use the library's e-books. It will also promote other programs and services of the library. Library staff will do one workshop for the local Lion's Club and other for the Area Retired Teachers group during their respective monthly meetings.

Statement of need

The library conducted a general survey of the public. The survey results did not show a clear need for more programming among any specific demographic. The library currently offers a variety of programming for all age groups. Library staff is interested in raising awareness of all that the library does offer, especially in the area of adult programming.

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

The larger audience the library wants to reach is composed of the local Lion's Club and the Area Retired Teachers group

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

The specific segments of the target group the proposed program will serve are the attendees of the respective monthly meetings of the local Lion's Club and the Area Retired Teachers group.

Estimated number of potential participants

The estimated number of potential participants at the Lion's Club meeting is 60, which is the average number of attendees they have at their meetings. The estimated number of potential participants at the Area Retired Teachers group meeting is 30, which is the average number of attendees they have at their meetings.

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

The Lions Club is composed of members of a variety of ages, interests, and backgrounds. The Area Retired Teachers group includes mostly senior citizens in the area who used to teach in the educational system.

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List potential partners based on your assets assessment

The library will partner with the local Lions Club and Area Retired Teachers group. These groups will allow the library to use meeting time and space for the workshop.

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

The library’s resources that will contribute to the success of the program include the skills and knowledge of the library staff member who will be giving the presentations. The library’s extensive e-book collection will be used as library staff demonstrates how to access e-books. The Lion’s Club and Area Retired Teachers group will provide the technology for their respective workshop.

Detailed Action Plan

Action Plan Goal(s):

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

Action Plan Objective(s):

1. Partner with local organizations to develop and present two workshops on library programs and e-books to the local Lions Club and the Area Retired Teachers group.
2. Distribute post-workshop surveys and evaluate results.

Action Plan Table

The table below gives the library’s action plan for its e-book workshops.

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 Lion’s Club to set up workshop date and time	Christofer Shenkir by November 1, 2012	Time-10 minutes Money-none Materials-none Personnel-1	Lion’s Club contacted	Count contact
Contact Area Retired Teachers group to set up workshop date and time	Christofer Shenkir by November 1, 2012	Time-10 minutes Money-none Materials-none Personnel-1	Area Retired Teachers contacted	Count contact
Put program dates on library calendar	Christofer Shenkir by November 2, 2012	Time-5 minutes Money-none Materials–none Personnel-1	Information posted on library calendar	Count programs added to calendar

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Create promotional calendar	Christofer Shenkir by December 15, 2012	Time-1 hour Money-none Materials–none Personnel-1	1 promotional calendar created	Count calendar created
Make copies of promotional calendar	Christofer Shenkir by December 15, 2012	Time-5 minutes Money - \$18 Materials –Paper Personnel-1	90 copies made	Count # of copies
Make copies of e-book instructions	Christofer Shenkir by December 15, 2012	Time-5 minutes Money-\$18 Materials-Paper Personnel-1	90 copies made	Count # of copies
Present e-book workshops	Christofer Shenkir by January-February 2013	Time- 1 hour Money–none Materials-none Personnel-1	2 workshops presented	Count programs; count attendees
Administer evaluation at each session	Christofer Shenkir by February 15, 2013	Time-10 minutes Money-none Materials–none Personnel-1	2 workshops; approximately 90 evaluations administered	Count programs; count evaluations
Gather statistics and success stories	Christofer Shenkir by February 18, 2013	Time-1 hour 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

Decatur Public Library

E-books Workshop

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 person who did the program:			
Was friendly and helpful.			
2. Because of this program I:			
Understand how to access e-books through my library.			
Feel more connected to the community.			

Additional comments on the program:
