# DEPOT PUBLIC LIBRARY COMMUNITY OUTREACH PLAN



## Prepared by: Frances Moses & Linda Northam
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**120 East Chestnut
P.O. Box 6
Throckmorton, TX 76483
(940) 849-3076**

COLLEGE of INFORMATION
Department of Library and Information Sciences

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**Introduction**
The city of Throckmorton is located at the crossroads of highway 380 and 183/283 on the Texas Forts Trail.  It is mid-way between Abilene and Wichita Falls, being 70 miles from each.  These are the two closest large cities to Throckmorton.  The city is the county seat of Throckmorton County.

The county, which had a population of 1,580 in 2010, was established in 1879.  It has a rich frontier history.  Camp Cooper, a military outpost commanded by Robert E. Lee, was located in what became Throckmorton County.  A Comanche Indian Reserve was located here and the county served as a major thoroughfare for the Butterfield Overland Stage Route.

*Historical, Current, and Future Roles of the Library*
Historically the library served as a place to go for educational and recreational reading materials.  Currently, the library is also a center for: life-long learning; basic literacy; free and equal access to information; community meeting place; technology center; information assistance; local history and genealogy; information literacy; adult learning; cultural awareness; early childhood literacy; community commons; heritage center,  and pre-school door to learning.  In the future the library would like to become add business support and career and workforce development to what it offers to the community.

*Existing Programs*
The library has a preschool reading program once a week, a weekly Summer Reading program (for ages 6 through 12), and the "July for Kids" program that meets once a week through July and includes many different types of subjects.  All programs are run by volunteers and members of the Friends of the Library.  The library sponsors an annual poetry contest at the school for grades 1 through 12.  In addition, the library hosts two monthly Adult Book Club groups, one for general topics and one for mysteries, and sponsors regular author visits.  The library provides inter-library loan service.  Large print books and DVDs are provided to the residents of the local nursing home.  Once a week there is a Bridge and Browse night held at the library where participants can play bridge and check out library materials.

*Identified Needs*
The library surveyed members of the community to determine what the needs were.  Twenty-five surveys were distributed and returned.

The community needs identified include: a day care center; an active historical society; job opportunities; more industry and employers to create a demand for workers; more economic diversity.  The community of Throckmorton also faces a challenge with having a small population of only 828.

*Identified Assets*
Community assets include:  public swimming pool, tennis courts, and volleyball court; historical site, historical buildings, and museum; chamber of commerce, fire station, city hall, post office, and county courthouse; sheriff's department and county extension agent; ice cream shop, grocery store, and three restaurants; airport; hospital, nursing home, and health clinic; Youth Center, and Senior Citizen Center; veterinarian; local weekly newspaper; public housing; thrift shop, and churches.

*Thank You Statement*
The library would like to thank the Throckmorton City Council, Throckmorton County Commissioners, County Judge, Friends of the Library, and local businesses for their support. We especially want to thank our many dedicated volunteers for their time, talent, and hard work.

The library would to thank the Priddy Foundation for a grant received in 2008.  This grant enabled the library to do extensive repairs, to make the building handicap accessible, and to turn the old depot waiting room into a conference room for community use.  The library would like to thank the Robert and Ruby Priddy Charitable Trust for funding the University of North Texas PEARL (Promoting and Enhancing the Advancement of Rural Libraries) program, and for including the Depot Public Library in the project.

**Community Profile Narrative**
Throckmorton is a family-oriented community.  The school district, hospital, and county courthouse are the main employers.  Oil and ranching are the other main industries.  This area is also popular for hunting and fishing, with a country side rich in wildlife diversity.  Throckmorton is a past recipient of the Governor's Community Achievement Award and of the Keep Texas Beautiful Award.  A local resident and native son is a nationally recognized artist in large metal sculptor, Joe Barrington.

Annual events include: Chamber of Commerce Brisket & Wild Game Dinner; Junior Livestock Show; City-Wide Cow Country Garage & Craft Sale; Volunteer Fire Department Easter Egg Hunt; Rocky Mountain Oyster World Championship and Barbeque Cook-off; Miss Throckmorton Scholarship Pageant; Throckmorton Ranch Rodeo and Pioneer Day; PAL Children's Fishing Tournament; July for Kids, Depot Public Library; Country Club Golf Tournament; Annual Nig London Memorial Ranch Rodeo; Ranch Cutting Horse Contest; Volunteer Fire Department Halloween Carnival, and the Cow Country Christmas Celebration and Parade.

*Main Geographic Features*
Community Features
*Assets and Challenges*
Geographic assets in the community include:  public park with baseball field; municipal golf course; rodeo grounds; Throckmorton Lake, and Woodson Lake; major highways (79, 380, 183/283); RV parks (Throckmorton and Woodson); farm land, ranch land, and oil fields; forage for wildlife.  Geographic challenges include: distance to large cities; lack of rainfall, and winds.

<div align="center">**Depot Public Library Outreach Plan**</div>

Library Features
*Assets and Challenges*
Geographic assets of the library include: is a stand-alone facility in the historic original railroad depot; next door is the original fire station; across the street is a convenience store/service station; city hall, county courthouse, chamber of commerce, and 2 banks, are all within walking.

Challenges include: the Depot Public Library is the only public library serving the county of three small towns (Throckmorton, Woodson and Elbert). Woodson is about 14 miles from Throckmorton where the library is located; Elbert is about 16 miles. The library is not within walking distance of the school which makes it difficult for children to use the library.

*Community Demographics*
The County of Throckmorton has a population of 1,593 with: 86.6% White, 12.1% Hispanic or Latino; 4.4% are under age 5; 20.2% under age 18, and 23.5% over age 65. The city of Throckmorton has a population of 828 with: 93.1% White; 6.8% Hispanic or Latino; 3% are under age 5; 15% under age 18, and 18% over age 65.

**Library Profile Narrative**
The County of Throckmorton did not have a public library until 1990, when a small group of local residents became interested in establishing one. They soon learned that Throckmorton was one of 12 counties in Texas that did not have a public library. The city provided a 99 year lease on the old Cisco North Eastern Railroad Depot building and offered to pay the utilities and hazard insurance until the library could become self-sufficient.

The depot building had been vacant for many years and suffered from the lack of care and ongoing maintenance. Undaunted, the group set about trying to patch, repair, and paint the building. The former freight room was designated as the main room for the collection and circulation. While many dedicated volunteers began hammering nails, plastering and painting walls another such group began their work electing a Board of Directors, writing by-laws, and obtaining tax-exempt 501(3) (c) status for the Depot Public Library. The Depot Public Library opened its doors for patrons on September 21, 1996.

*Most Important Library Statistics*
In 2010, the Depot Public Library in Throckmorton served a total population of 1,667. There were 530 library card holders and the library was visited 5,842 times. There were 8,414 items in the collection with a circulation of 1,995.

The library is 1,800 square feet and is open 23 hours per week. There is one paid staff person that works 20 hrs per week; volunteers assist in running the library. For 2010, 1,640 volunteer hours were logged.

**Vision, Mission, Goals and Objectives**
*Vision Statement*
The library provides opportunities for cultural, personal and intellectual enrichment in a safe and welcoming environment.

*Mission Statement*
The mission of the Depot Public Library is to serve the public of all ages and economic status in Throckmorton County with information of recreational, intellectual and special needs in a variety of formats.  The library will be nonsectarian, nonpartisan, non-profit and to be used as a life-long learning tool.

*Goals and Objectives for the Library*
Goal 1: Promote a lifelong love of reading.
   Objectives:
  1. Promote books and reading.
      Activities:
- Display new and/or popular materials.
- Publicize new materials with press releases.
- Have book signings and book talks by visiting authors.

  2. Develop a collection relevant to the wants and needs of the community.
      Activities:
- Weed the collection on an on-going basis.
- Select and purchase bestsellers in fiction and non-fiction within budgetary constraints and based on the community's reading interests.
- Take into consideration patron requests for purchases.

Goal 2: Provide children with materials and programs that help maintain reading skills and interest throughout the year, and that foster a love of reading and intellectual inquiry.
      Objectives
  1. Provide regular pre-school story time programs.
  Activities:
- Purchase appropriate books.
- Have weekly story time.

  2. Hold a summer reading program.
  Activities:
- Use the Texas Reading Program reading logs for children to record read.
- Order summer reading materials.
- Post promotional flyers/posters.
- Buy reading incentives.
- Solicit donations and contributions.

3. Hold annual July for Teens programs.
Activities:
- Organize outings and special activities.
- Write press releases and make promotion flyers.

4. Host annual Poetry Contest for children in Grades 1-12.
Activities:
- Create promotional materials.
- Purchase book of poetry as prize for winner.
- Write press release.
- Contact superintendent and teachers.
- Decide subject for poetry contest.
- Coordinate judging committee and award event.

Goal 3: Inform and educate the community about the library.
Objectives
1. Work with the local newspaper to promote the library and its programs.
Activities:
- Write press releases as needed.
- Submit press releases in a timely manner.

2. Promote use of library's community conference room.
Activities:
- Hosting meetings and events.
- Making conference room available for groups to use.

3. Participate in community activities.
Activities:
- Have a Library Open House during community celebrations.
- Facilitate community cultural and/or musical programs through the Texas Commission on the Arts.
- Celebrate Mardi Gras and Cinco de Mayo at the library with culturally appropriate foods.
- Have an annual photography contest at the library with a people's choice award (one receiving most votes in the community wins).

Goal 4: Provide program opportunities designed for adults to promote personal enrichment and enjoyment.
Objectives:
1. Host monthly Adult Book Club meetings for 2 groups.
- Display Author of the Month for reading clubs.
- Write press releases and make promotion flyers.
- Add information to library's Facebook account.

2. Hold a weekly Bridge and Browse night at the library.
- Write press releases and make promotion flyers.
- Add information to library's Facebook account.

3. Offer a game day for adults.
- Develop program.
- Write press releases and make promotion flyers.
- Add information to library's Facebook account.

*Goals and Objectives for Outreach Program*
Goal: As part of the library's goal #4 "provide program opportunities designed for adults to promote personal enrichment and enjoyment", objective #3 "offer a game day for adults" the library will offer a game day for adults program.

Objectives:
1. To offer a monthly senior game day to provide activities for seniors.
2. To help introduce them to the services the library has available.

**Outreach Program**
The focus of the outreach program is to develop a game day for senior citizens in Throckmorton. The program will take place monthly at the library. The kind of games offered will be varied and will exercise the mind and maintain hand to eye coordination. This is particularly important to prevent diseases associated with aging. It is hoped this ongoing program will help improve the general quality of life for senior citizens served.

*Statement of need*
The library staff received requests from senior citizens in the city to provide games at the library specifically for them. The library developed a questionnaire to determine interest in such a program and to gather other relevant data. Approximately 50 questionnaires were distributed; 21 were returned by seniors in Throckmorton. The returned questionnaires were from active members of the Senior Citizen Center. One of the questions asked was if the person would be interested in a game day at the library if it was offered; 14 (66%) indicated they would be interested.

*Description of the larger audience or target group the library wants to reach*
The library will offer the program to senior citizens in Throckmorton; 18.6% of the population is aged 65 or over. This represents 149 people.

*Description of the specific segment of the target group the proposed program will serve*
The only Senior Citizen Center in the county is located in Throckmorton. It serves an average of 25 meals twice a week at the center. It is anticipated the majority of participants will be seniors living in Throckmorton that are active members of the Senior Citizen Center.

*Estimated number of potential participants*
It is anticipated 15-20 people will participate.

*Description of the characteristics of the audience (age, gender, interest, where they live, transportation issues if any, best hours for a program, etc.)*
The intended audience is senior citizens in Throckmorton. The Senior Citizen Center serves meals on Tuesday and Thursday. The majority of returned surveys listed Tuesday as the preferred day for the program. The second Tuesday of the month was designated as the day to hold the program. A two hour block of time was felt to be long enough for people to enjoy participating in one or more games depending on which games they wanted to play. The majority indicated 1-3 p.m. would be the best time for the program. Transportation is not provided; each person will make their own arrangements.

*List potential partners based on your assets assessment*
Potential partners include: Throckmorton Senior Citizen's Center, Throckmorton Tribune, area churches, and local businesses.

*List available library resources that could contribute to the success of the program*
The library has a conference where card and board type games can be played. The library has a selection of classic card and board games available for use with the program (dominos, cards, Scrabble, Uno, Skip Bo).

While the Senior Citizen Center does have a room where games could potentially be held, they do not own games or have someone who can lead the games for a game day. The library has the games and a volunteer to lead the program.

**Detailed Action Plan**
*Action Plan Goal(s):*
The goal of the action plan is to:
1. Promote of the program.
2. Implement the program.
3. Coordinate the monthly meetings and activities.
4. Evaluate the program.

*Action Plan Objective(s):*
Write out the objectives to meet your action plan goal.
1. Create and distribute promotional materials.
2. Book the room, set up for the program, provide the games, and clean up the room.
3. Schedule volunteers, and create checklists.
4. Develop, administer, and analyze evaluations.

# Depot Public Library Outreach Plan

*Action Plan Table*

The table below gives the library's action plan for senior game day.

| IMPLEMENTATION | | | EVALUATION | |
|---|---|---|---|---|
| **Action**<br>What action, activity or task needs to be done? | **Name & Date**<br>Who will do it and by what date will it be done? | **Resources Needed**<br>How much time, money, materials, personnel is needed? | **Measurement**<br>How will progress be measured (#, %, participation or attendance)? | **Analysis**<br>How and when will data be gathered and analyzed to determine success? |
| Develop, copy & administer general survey | Director by Feb 28, 2011 | Time-1 hr<br>$5 & materials-none<br>Personnel-1 | 25 surveys will be distributed | Count # |
| Evaluate general surveys | Director by Feb 28, 2011 | Time- 1 hr<br>$ & materials-none<br>Personnel-1 | 75% will be returned | Count # returned |
| Develop, copy & administer questionnaire for target group | Director by Feb 28, 2011 | Time- 1 hr<br>$10 & materials-none<br>Personnel-1 | 50 surveys will be distributed | Count # |
| Meet with director of the Senior Service Center re: explain program | Director by March 1, 2011 | Time-30 min<br>$ & materials-none<br>Personnel-1 | 1 meeting held | Count # |
| Meet with community leaders in Woodson & Elbert & with Board Members re: surveys | Director by March 1, 2011 | Time-30 min<br>$ & materials-none<br>Personnel-1 | 1 meeting held | Count # |
| Tabulate questionnaires | Director by March 15, 2011 | Time- 1 hr<br>$ & materials-none<br>Personnel-1 | 40% will be returned | Count # returned |
| Contact area churches; ask to announce program and/or include in church bulletins | Director by June 11, 2011 | Time-1 hr<br>$ & materials-none<br>Personnel-1 | 4 churches contacted agree to promote | Count # that agree |
| Post information about program on library's Facebook account | Director by June 11, 2011 | Time-15 min<br>$ & materials-none<br>Personnel-1 | Information posted | Information posted |
| Put program on library calendar | Director by June 11, 2011 | Time-15 min<br>$ & materials-none<br>Personnel-1 | Information posted | Program held |
| Write press release | Librarian 3 weeks in advance of program | Time-30 min<br>$ & materials-none<br>Personnel-1 | 1 press release written | 1 press release distributed |
| Make promotional flyers | Board member 3 weeks in advance of program | Time-1 hr<br>$2;& materials- paper;<br>Personnel-1 | 10 flyers made | Count # distributed |
| Create pre/post evaluation form for program; make 20 copies | Director by June 11, 2011 | Time-30 min<br>$4; & materials-paper;<br>Personnel-1 | Count # distributed | Count # completed |
| Purchase card table | Director & Staff | Time-30 min<br>$40; & materials-none; Personnel-1 | 1 Table purchased | Count # |

# Depot Public Library Outreach Plan

| IMPLEMENTATION | | | EVALUATION | |
|---|---|---|---|---|
| **Action**<br>What action, activity or task needs to be done? | **Name & Date**<br>Who will do it and by what date will it be done? | **Resources Needed**<br>How much time, money, materials, personnel is needed? | **Measurement**<br>How will progress be measured (#, %, participation or attendance)? | **Analysis**<br>How and when will data be gathered and analyzed to determine success? |
| Purchase games (dominos, cards, Skipbo, Scrabble, Uno, etc.) | Director & Staff by June 10, 2011 | Time-2 hrs<br>$160 & materials-none<br>Personnel-2 | Card and board games purchased | Count # purchased |
| Purchase bottle H2O | Staff as needed | Time-30 min<br>$10 & materials-none<br>Personnel-1 | 20 bottles purchased | Count # |
| Make sure conference room is set up for board games | Staff day of program | Time-20 min<br>$ & materials-tables, chairs, games<br>Personnel-1 | Chairs and tables are set up for 15-20 participants | Count # participants |
| Clean up conference room | Staff after program ends | Time-20 min<br>$ & materials-none<br>Personnel-1 | N/A | N/A |
| Administer evaluations; gather statistics and success stories | Director every 3 months | Time-30 min<br>$ & materials-none<br>Personnel-1 | Count attendees; compile evaluations | Send results to PEARL office after 1st evaluation |

**APPENDIX: EVALUATION FORM**

**Depot Public Library Senior Citizen Game Day       Date: _____**

*Thank you for attending today's game day!*

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

| | Yes 3 | Okay 2 | No 1 |
|---|---|---|---|
| | | | |
| **1. The games were:** | | | |
| enjoyable to play. | | | |
| enough different kinds were offered. | | | |
| **2. The refreshments were:** | | | |
| water was sufficient. | | | |
| would like to have tea available. | | | |
| would like to have coffee available. | | | |
| **3. The conference room was:** | | | |
| at a comfortable temperature. | | | |
| large enough for everyone. | | | |
| **4.  Because of the program I:** | | | |
| had the opportunity to visit with others. | | | |
| improved my game skills. | | | |
| use the library more. | | | |

Anything else you want to say?  Any additional games you would like to have?

_____

_____

_____.